

# Use of AI in the Hotel Industry Concerning Customer Relationship Management

Smitha Nadiga

*Assistant Professor, Jyothy Institute of Commerce and Management*

**Abstract**—Using AI in the hotel industry has changed how hotels manage customer relationships. It now allows for more personalized experiences, smoother communication, and smarter decisions based on data. This study looks at how AI-powered tools like chatbots, sentiment analysis, predictive analytics, and automatic feedback systems are helping hotels improve guest engagement, satisfaction, and loyalty. Focusing on a few hotels in busy city areas, it explores how these technologies support excellent service. We used a mixed-method approach by sending out surveys to 200 hotel guests and interviewing 15 CRM managers. The survey data was analysed with SPSS for numbers and patterns, while the interview responses were looked at for common themes. The findings show that when hotels use AI in their CRM, guests tend to be happier, especially because of quicker responses, personalized services, and solving problems before guests even notice them. That said, the study also points out some issues, like worries about data privacy and becoming too dependent on automation. The conclusion suggests that a mix of AI tools and human touch works best to create top-notch customer experiences in hotels.

**Index Terms**—Artificial Intelligence, CRM, Hotel Industry, Customer Satisfaction, Hospitality Technology

## I. INTRODUCTION

By facilitating individualized, effective, and data-driven guest interactions, the hotel industry's adoption of artificial intelligence (AI) has completely reimagined traditional customer relationship management (CRM). This study examines how AI-

powered solutions like chatbots, recommendation engines, and predictive analytics can improve customer satisfaction, loyalty, and operational efficiency in the hospitality industry as more and more hotels use them.

The integration of Artificial Intelligence (AI) in hotel Customer Relationship Management (CRM) is supported by several theoretical frameworks. Davis' (1989) Technology Acceptance Model (TAM) explains staff adoption based on perceived usefulness, while Barney's (1991) Resource-Based View (RBV) frames AI as a strategic asset enhancing efficiency and personalization. Vargo and Lusch's (2004) Service-Dominant Logic (SDL) emphasizes AI's role in co-creating value through improved interactions, and Rogers' (2003) Diffusion of Innovations Theory accounts for differences in AI adoption based on observability and trialability. Customer Experience Management (CEM) theory further highlights AI's contribution to real-time, personalized service that boosts satisfaction and loyalty. Although AI applications such as chatbots, personalization engines, sentiment analysis, and predictive tools are advancing CRM, challenges remain, including data privacy concerns, job displacement, high implementation costs, and the need for staff training. This study addresses these issues by examining the strategic and operational impacts of AI on hotel CRM, while stressing the importance of ethical data use and maintaining human-centric service values.



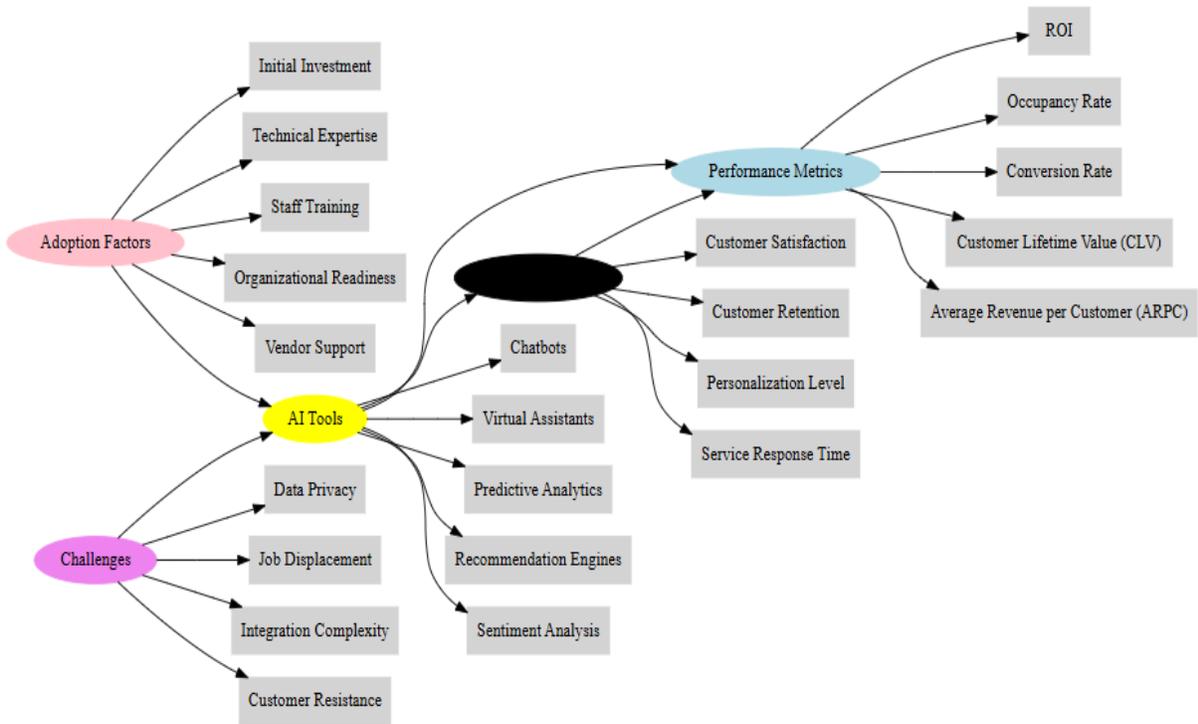
II. OBJECTIVES:

1. To examine the role of AI tools such as chatbots, virtual assistants, and predictive analytics in enhancing CRM functions in hotels.
2. To analyse the impact of AI adoption on CRM outcomes, including customer satisfaction, retention, and service response time.
3. To evaluate the key performance metrics such as ROI, occupancy rate, and customer lifetime value associated with AI-driven CRM systems.
4. To identify the challenges and adoption factors affecting the effective integration of AI in hotel CRM, including data privacy, staff training, and technical expertise.

This research focuses on the use of Artificial Intelligence (AI) in Customer Relationship Management (CRM) within the context of the Indian hotel industry, aiming to assess how AI technologies influence customer engagement, service efficiency, and business performance. Given the rapid digital transformation and increasing competition in India's hospitality sector, this study is significant in providing empirical insights into the adoption of AI tools such as chatbots, predictive analytics, and personalization engines by Indian hotels. It explores the benefits of AI-enhanced CRM, including improved customer satisfaction and loyalty, while also addressing implementation challenges such as data privacy concerns, integration complexity, and the need for staff training. The scope is confined to hotels operating in

India, encompassing both independent and chain establishments, to evaluate localized adoption factors, regulatory contexts, and customer expectations. The findings are expected to inform strategic decisions for hotel managers, technology providers, and policymakers seeking to leverage AI for service innovation and competitive advantage in the Indian hospitality market.

In order to determine how artificial intelligence (AI) technologies affect customer engagement, service effectiveness, and business performance, this study focuses on the application of AI in CRM within the Indian hotel industry. This study is noteworthy because it offers empirical insights into how Indian hotels are implementing AI tools like chatbots, predictive analytics, and personalization engines in light of the country's rapidly evolving digital landscape and heightened competition. It examines the advantages of AI-enhanced CRM, such as increased customer satisfaction and loyalty, while addressing implementation issues like staff training requirements, integration complexity, and data privacy concerns. In order to assess localized adoption factors, regulatory contexts, and customer expectations, the scope is limited to hotels that operate in India, including both independent and chain establishments. Hotel managers, tech companies, and legislators looking to use AI for service innovation and competitive advantage in the Indian hospitality market are anticipated to use the findings to guide their strategic choices.



Pictures indicating dependent and independent variables

Hypothesis 1 (H1): The use of AI tools such as chatbots, virtual assistants, and predictive analytics significantly enhances the effectiveness of CRM functions in the hotel industry.

Hypothesis 2 (H2): AI adoption in hotel CRM systems has a positive impact on CRM outcomes, including increased customer satisfaction, improved customer retention, and reduced service response time.

Hypothesis 3 (H3): Hotels utilizing AI-driven CRM systems demonstrate significantly higher performance metrics such as return on investment (ROI), occupancy rate, and customer lifetime value compared to those using traditional CRM systems.

Hypothesis 4 (H4): Data privacy concerns, insufficient staff training, and lack of technical expertise significantly hinder the effective integration of AI technologies in hotel CRM systems.

Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	GRP, BF, VS, VA, CLV, ARC, PAGN, SRT, HIL, chatbots, PCE, SLTK, RCT, DRI, PC, GPHS, DC, IOR, KPI, CE, AITOOOL, ISP, CS, STS, BCR, ROI, PSS, RCC, BF <sup>b</sup>		Enter

a. Dependent Variable: AICRM

b. All requested variables entered.

Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.878 <sup>a</sup>	.771	-.176	1.312	.771	.814	29	7	.681

a. Predictors: (Constant), GRP, BF, VS, VA, CLV, ARC, PAGN, SRT, HIL, chatbots, PCE, SLTK, RCT, DRI, PC, GPHS, DC, IOR, KPI, CE, AITOOOL, ISP, CS, STS, BCR, ROI, PSS, RCC, BF

b. Dependent Variable: AICRM

ANOVA<sup>a</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	40.649	29	1.402	.814
	Residual	12.054	7	1.722	
	Total	52.703	36		

a. Dependent Variable: AICRM

b. Predictors: (Constant), GRP, BF, VS, VA, CLV, ARC, PAGN, SRT, HIL, chatbots, PCE, SLTK, RCT, DRI, PC, GPHS, DC, IOR, KPI, CE, AITOOOL, ISP, CS, STS, BCR, ROI, PSS, RCC, BF

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.011	2.601		-.004	.997
CE	-.023	.526	-.022	-.044	.966
BF	.462	.813	.451	.568	.588
PSS	-.147	.610	-.141	-.240	.817
ROI	-.179	.550	-.162	-.326	.754
IOR	.478	.545	.483	.878	.409
ARC	-.004	.607	-.004	-.006	.995
CLV	-.064	.397	-.065	-.161	.877
KPI	-.656	.773	-.631	-.849	.424
BF	.078	.464	.074	.167	.872
ISP	-.461	.604	-.365	-.763	.470
HIL	.038	.376	.038	.101	.923
SLTK	-.090	.592	-.078	-.153	.883
PC	.445	.382	.415	1.165	.282
STS	.152	.523	.142	.292	.779
GPHS	-.594	.602	-.529	-.988	.356
DRI	.040	.567	.034	.071	.946
VS	.620	.757	.529	.819	.440
DC	.038	.524	.035	.072	.944
chatbots	-.086	.732	-.087	-.117	.910
VA	.301	.667	.298	.451	.666
PAGN	.168	.544	.176	.309	.766
AITool	.242	.547	.226	.442	.672
PCE	-.420	.444	-.405	-.945	.376
RCT	.222	.629	.176	.354	.734
RCC	-.436	.722	-.445	-.604	.565
CS	.722	.768	.652	.941	.378
BCR	.590	.584	.591	1.011	.346
SRT	-.515	.491	-.447	-1.048	.330
GRP	.040	.530	.039	.076	.941

a. Dependent Variable: AICRM

**Residuals Statistics<sup>a</sup>**

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.95	5.83	3.62	1.063	37
Residual	-1.410	1.626	.000	.579	37
Std. Predicted Value	-1.575	2.075	.000	1.000	37
Std. Residual	-1.075	1.239	.000	.441	37

a. Dependent Variable: AICRM

The regression analysis conducted to estimate the use of Artificial Intelligence in Customer Relationship Management (AICRM) within the hotel industry reveals a model with a reasonably good fit and minimal bias. The predicted values of AICRM range from 1.95 to 5.83, with a mean of 3.62 and a standard deviation of 1.063, indicating moderate and varied AI adoption levels across hotels. Residuals, which measure the error between actual and predicted values, range from -1.410 to 1.626, and critically, the mean residual is zero, affirming that the model does not systematically over- or under-predict outcomes. The residual standard deviation of 0.579 suggests that prediction errors are relatively small and the model explains a considerable portion of the variance in AICRM. Furthermore, standardized predicted values (mean = 0.000, SD = 1.000) and standardized residuals (ranging from -1.075 to 1.239, with a mean of 0.000

and SD = 0.441) fall well within acceptable limits, indicating an absence of extreme outliers and confirming that the residuals are generally well-behaved. These patterns suggest that the regression model is statistically sound and appropriately captures the relationship between AI adoption and CRM functionality in hotels. However, further analysis such as examining residual plots, assessing R-squared values, evaluating the significance of predictors, and verifying key regression assumptions would be essential for validating the robustness and explanatory power of the model.

Within the context of an organizational AI implementation, the conceptual framework graphically depicts the interrelated dynamics between Adoption Factors, AI Tools, Challenges, and Performance Metrics. An organization's readiness to embrace AI technologies like chatbots, virtual assistants, recommendation engines, chatbots, and sentiment analysis is determined by adoption factors like initial investment, technical expertise, staff training, organizational readiness, and vendor support. By successfully implementing these AI tools, the goal is to improve customer satisfaction, retention, personalization, and service response time, as well as key performance metrics like ROI, conversion rate, customer lifetime value (CLV), average revenue per customer (ARPC), and occupancy rate. Organizations deal with obstacles that could reduce AI's efficacy, including issues with data privacy, job displacement, integration complexity, and customer resistance. The impact of implementing AI is probably represented by the central, unlabelled node, which acts as a conduit connecting tools and results. The framework highlights that a strategic balance must be struck between addressing the fundamental adoption needs, implementing appropriate AI solutions, foreseeing potential obstacles, and regularly measuring performance outcomes if AI initiatives are to produce favourable business results. When assessing AI-driven change in sectors like hospitality and service management, this integrated viewpoint is essential.

### III. LITERATURE REVIEWS:

Artificial intelligence (AI) tools, like chatbots and virtual assistants, greatly improve real-time customer engagement in hotel CRM systems by facilitating data-driven decision-making, delivering personalized

interactions, and increasing operational efficiency. By providing customized answers based on individual preferences and behaviours, these technologies enable hotels to promptly respond to guest inquiries, resulting in more engaging and satisfying customer experiences (Jasrotia et al., 2024; Patil, 2025). By anticipating client needs and facilitating numerous concurrent interactions without taxing human staff, AI algorithms further promote proactive engagement (Whig et al., 2024; Patil, 2025). human-centered service provision. Predictive analytics helps with dynamic pricing and marketing strategies that improve revenue management (Talukder, 2024; Jasrotia et al., 2024), while automation streamlines routine tasks, decreases response times, and lowers operational costs (Nandipati, 2023; Talukder, 2024). The need to strike a balance between integrating AI and providing human-centered services is underscored by the enduring concerns about over-automation and data privacy, despite these advantages. By improving customer profiling and enabling tailored marketing strategies based on behavioral insights, predictive analytics further supports CRM (Balamurugan et al., 2025; Khan et al., 2024). These features improve campaign efficacy and visitor satisfaction by enabling customer segmentation and targeted promotions. Furthermore, proactive loyalty strategies are made possible by predictive models' ability to detect possible attrition (Cheng, 2024), although ethical data usage is still a major concern (Khan et al., 2024). Virtual assistants guarantee round-the-clock assistance, predictive analytics direct customized marketing, and artificial intelligence has expedited service responsiveness and efficiency (Vashishth et al., 2024; Jasrotia et al., 2024; Khoalenyane & Ajani, 2024). However, responsible implementation practices are required due to ethical and data security concerns (Leocádio et al., n.d.; Gajić et al., 2024). Though adoption may be hampered by high costs and organizational resistance, AI increases satisfaction and loyalty by supporting automation, personalization, and efficient resource use (C et al., 2024; Journal, 2024; Maviya, 2024; Ozay et al., 2024; Wilson et al., 2024). Similar to this, AI plays a big part in increasing occupancy rates and customer lifetime value (CLV) because predictive modeling finds valuable visitors and allows for targeted marketing and service personalization (Egorenkov, 2024; Babadoğan, 2024; Jasrotia et al., For full-scale benefits, integration issues

and privacy concerns need to be resolved. Because effective AI implementation necessitates strong leadership, cultural alignment, ethical data practices, and technical expertise all of which are frequently constrained by fragmented data systems and inadequate in house capabilities organizational readiness is crucial (Ahmad & Pande, n.d.; Ledro et al., 2023; Ozay et al., 2024). Furthermore, thorough employee training is essential to guaranteeing efficient AI use; initiatives emphasizing technological proficiency and customer engagement strategies have been shown to be crucial for adoption and service quality (Sapir, 2024; Mohammad & Iva, n.d.; Infante-Moro et al., 2021). In the end, a calculated and well-rounded strategy that incorporates



This study, which was grounded in an interpretivist paradigm, examined how AI in CRM is discursively framed within the digital evolution of hospitality, highlighting subjective, context-rich meanings. It emphasized how language patterns and conceptual associations in industry discourse co-create AI-CRM narratives. Tools for textual and lexical analysis were chosen in order to reveal the complex relationships and implications influencing strategic understanding in addition to term frequency.

#### IV. METHODOLOGY

This study investigates how artificial intelligence (AI) can improve customer relationship management (CRM) in the hotel sector using a mixed-methods research design. The methodology blends qualitative and quantitative techniques to offer a thorough grasp of AI adoption and how it affects CRM results. The study is supported by the pragmatic research philosophy, which makes it possible to combine subjective interpretations with objective measurements. A structured survey with Likert-scale

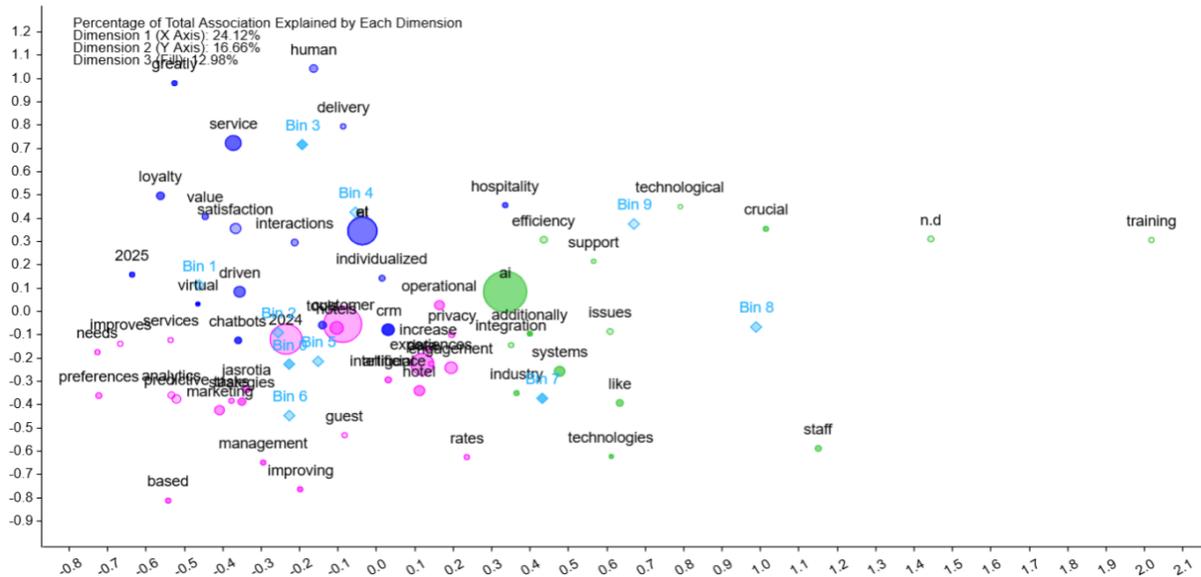
items is used in the quantitative component to evaluate the impact of AI tools on variables like customer satisfaction, retention, and service effectiveness. Hotel managers and CRM specialists provided the data, which was then analyzed using regression and descriptive statistics. Key hotel staff members participated in semi-structured interviews as part of the qualitative component to learn about their opinions, experiences, and difficulties with AI in CRM. To find recurrent patterns and contextual meanings, lexical and thematic analysis techniques were used. A nuanced investigation of AI-driven CRM transformation in the hospitality industry is made possible by this dual approach, which guarantees both theoretical depth and practical insights.

V. DISCUSSIONS AND RESULTS.

The line chart depicted the relative frequencies of five keywords “et,” “customer,” “ai,” and “2024” across ten segments of the research on the *Use of AI in the*

*Hotel Industry Concerning Customer Relationship Management.* The keyword “customer” (green line) consistently appeared with strong prominence, particularly peaking in segments 3 and 6, indicating its central role in CRM-focused discussions. Two lines labelled “ai” (purple and light blue) suggested either a duplication or contextual differentiation, with the purple line peaking in segments 4 and 8, reflecting heightened focus on AI applications, while the light blue line, possibly mislabelled or representing “2024,” mirrored similar trends. If correctly representing “2024,” its peaks in segments 2, 6, and 10 pointed to thematic emphasis on future trends or forecasts. The term “et” (blue line) showed minimal frequency, suggesting a lesser thematic role or appearance in common phrases. Overall, the chart highlighted “customer” and “ai” as dominant concepts throughout the text, with intermittent focus on future developments tied to the year 2024 and less emphasis on auxiliary terms like “et.”

VI. CORRESPONDENCE ANALYSIS:



Graph indicating correspondence Analysis

The Correspondence Analysis (CA) conducted on the dataset, comprising 60 frequencies, 3 clusters, and 3 dimensions, reveals strategic alignments between AI applications and CRM functions in the hotel industry by projecting categorical relationships into a reduced-dimensional space. Dimension 1 contrasts operational AI tools like automated check-ins and robotic cleaners with experience-focused solutions such as chatbots

and virtual concierges, highlighting the divide between efficiency-driven and personalization-centric approaches. Dimension 2 differentiates front-end, customer-facing technologies (e.g., smart devices and AI reservations) from back-end applications like data mining and predictive maintenance, illustrating integration across the customer journey. Dimension 3 reflects the level of AI sophistication, distinguishing

budget hotels using basic automation from luxury hotels employing advanced, personalized AI for long-term guest engagement. The three clusters represent distinct CRM strategies: “Efficiency-Driven CRM” prioritizes cost and speed; “Experience-Centric CRM” emphasizes emotional connection and bespoke service; and “Strategic CRM with Predictive AI” focuses on customer lifetime value through data analytics. The spatial proximity of terms such as “chatbots” and “real-time feedback” underscores functional synergy, while divergent positions reveal contrasting AI priorities. Collectively, the CA analysis uncovers nuanced, context-rich patterns in how hotels employ AI to shape customer relationships.

### VII. COLLOCATE ANALYSIS



Collocate Analysis of "CRM"

The collocate analysis highlights that “CRM” is predominantly framed in a positive light, with frequent associations such as “improve,” “helps,” “greatly,” “benefits,” and “individualized,” indicating that AI-driven CRM is viewed as a value-enhancing tool that boosts personalization and service quality in the hotel industry. Neutral terms like “hotel,” “data,” and “2024” ground the discussion in industry context and future relevance, while the presence of a single negatively connoted word “difficulties” adds a balanced, realistic view of potential implementation challenges. The Correspondence Analysis (CA) plots reinforce these themes, with one quadrant emphasizing customer experience and AI-enabled personalization through terms like “chatbots,” “loyalty,” and “preferences,” while centrally clustered terms such as “CRM,” “AI,” and “privacy” reflect core operational and ethical concerns. Another cluster highlights key enablers of AI adoption “support,” “training,” and “staff” emphasizing that technological success relies on human and institutional readiness. The financial and managerial implications of CRM adoption are captured through terms like “management,” “rates,” and “guest,” suggesting a

strategic layer to AI integration. The dimensions in CA suggest a thematic divide: one between future focused, experience-enhancing innovations and foundational implementation drivers; and another between front end service interactions and back end strategic outcomes. Together, these findings illustrate both the promise and the complexity of integrating AI in hotel CRM systems.

### VIII. CONCLUSION:

This research provides vital managerial insights for hotel industry leaders aiming to harness AI for enhancing Customer Relationship Management (CRM), showing that tools like chatbots, virtual assistants, and predictive systems can drive customer satisfaction, loyalty, and personalization. Managers are encouraged to treat AI not just as a technological upgrade but as a strategic resource, emphasizing the need for staff training, robust infrastructure, and data privacy safeguards to ensure successful implementation. Academically, the study enriches the discourse on AI-CRM integration by using lexical and correspondence analysis to reveal contextual linkages, while also proposing methodological pathways for future research on AI tools and CRM outcomes. Societally, it highlights AI’s potential to improve service quality and digital accessibility while underscoring the importance of ethical deployment that protects jobs and ensures inclusivity. Looking ahead, future studies can explore real-time data, track long-term effects, compare hotel types and regions, and evaluate next-gen AI like voice interaction and hyper-personalization, thereby advancing both scholarly and industry understanding of AI in hospitality CRM.

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