

## EMBRACING OF ARTIFICIAL INTELLIGENCE PLAYING THE CUSTOMER GRATIFICATION IN HOTEL INDUSTRY- A STUDY

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### ABSTRACT

Technological advancement has contributed in the use of state-of-the-art technologies like artificial intelligence (AI) and robot-based hotel industry applications and services. Recently, some review has been held regarding the implementation of such innovations and their effect on the operating costs of hotels and on customer service quality. Chatbots, is a form of artificial intelligence, are a blessing when numerous guests are invited to assist the workers. In Customer Service front desk staff can easily and comfort address visitors at the front desk, while the chatbot takes care of online questions from potential guests. This ensures that all tasks are done concurrently without the difficulty of bringing additional stress to the employees. Nowadays, self-check-in kiosks are increasingly common in the hospitality industry. These kiosks add points to your service rating and let the guest check in hassle-free. These additions to brands only help to provide a consistent guest experience. Considering the relevance of this emerging technology, the paper discusses the trend in the hotel industry in the use of AI and robotics.

**KEYWORDS:** *Artificial Intelligence, Robotics, Hotel Industry, Customer Service, Customer Satisfaction.*

**JEL CLASSIFICATION:** *O33*

## INTRODUCTION:

There is nothing new about Artificial Intelligence (AI). For decades, it has been a series of classic novels and films. For such a creation theory and creativity have always been there, but technology was too small to exist. In virtually every industry machine learning and smart computers are now widespread to boost service and performance. In certain cases computers can make it much easier by defeating the best chess players or quiz masters of the world easily with a lot of programmes. Siri also has been Apple's personal assistant for 6 years and the hospitality industry even sounds like smart computers. Allora, the world's first direct booking platform powered by AI, was launched recently by Avvio, a hotel technology supplier. The work of Allora is to encourage direct reservations and the satisfaction of guests by arranging better experience online. It relies on learning models to evaluate large data volumes and to decide the variables that provide the best configuration of booking engines. With the information gathered, Allora can communicate with its guests more personally and eliminate the booking process from cookie cutting.

When AI aid is developed on a daily basis, global travellers will have far more control. They are completely equipped with the ability to check for travel options and to query them against very specific requirements. This means, ultimately, that hotels need to adapt to what they can offer their guests with respect to packages, room facilities and other services and to be extremely versatile.

## LITERATURE REVIEWS

**Ester Martnoz-Ros and Francina Orfila-Sintes(2009)** have stated that various innovation activities in the hotel industry. The authors have analysing in particular the impact of a number of companies and Innovations and taken into account learning of new (radical) attributes and adding characteristics to existing (incremental) features as a way to reflect two different rates or levels of management of the innovations in that particular industry. The data on discreet regression models used to reflect innovation in these hotels can be found in a questionnaire given to a representative sample of hotel managers in the Balearic Island.

**Jay Kandampully and Dwi Suhartanto(2013)** have stated about Customer satisfaction is now a major research concern And practise in the success of a hotel

organisation because of its established supremacy. The new research adds to the service awareness. Hospitality sector marketing by better understanding Customer loyalty, customer retention and creating image in business environment. This study examines image causes and satisfaction of customers Positive customer satisfaction related in hotels. Finally the authors have found the Research from data collected from the chain hotels shows that hotel image and customer satisfaction are positively linked to customer loyalty, such as housekeeping, receiving, food and beverage and price. However, finally concluded housekeeping efficiency was one of the key issues for hotel chains customers.

**Catherine Prentice, Sergio Dominique Lopes and Xuequn Wang (2019)** have stated about in the last two decades, the correspondent literature has popularised emotional intelligence as personal intelligence and artificial intelligence as computer intelligence. The current study combines these two principles and examines how emotional and artificial intelligence affect employee retention and efficiency with an emphasis on service workers in the hotel industry. Employee output is operationalized in both internal and external dimensions, which captures the quality of employees' work over both internal and external service meetings with colleagues and customers. Data from a wide range of hotels were collected. Emotional intelligence has a huge impact on retention and efficiency of workers, whereas artificial intelligence plays a significant moderating function in employee performance. The authors were concluded in this paper concludes a summary of the results and consequences.

**Kichan Nam, Christopher S. Dutt, Prakash Chathoth, Abdelkader Daghfous, M. Sajid Khan(2020)**, have explained about The technological development led to the use of advanced systems such as artificial intelligence (AI) and hotel industry robot-based software and services. Recently, several discussions have taken place on the implementation and effects of such innovations on hotel operating costs as well as on customer service efficiency. Taking into account the value of this recent innovation. The authors have clearly explained and explored the trend in the hotel industry in the adoption of AI and robotics. To this end, a comprehensive case study was used to interview senior management of hotel properties. The TOE framework was used to define the underlying factors for AI adoption in three areas: technology, organisation and climate. Factors affecting AI and robotics in hotels are exposed in the results. The

researcher have explained is one of the first efforts and examine the complete range of AI for the hotel industry, and detail how it can be implemented.

### **OBJECTIVE OF THE STUDY:**

1. To study the significant of artificial intelligence in Hotel Industry.
2. To study the role of adoption of AI and robotics in Hotel Industry.

### **METHODOLOGY:**

This paper made in conceptual in nature. The data were collected from selective journals, ejournals, websites, newspaper and so on. Hence the data source is secondary in nature.

### **CUSTOMER SERVICE PROVIDER IS MOVING TO A NEW STAGE**

There are infinite opportunities for AI to develop the hospitality service aspect. AI is becoming more and more relevant in the hotel industry. Indeed, AI Automation in a variety of hotel operations is already configured. Examples are:

Day-to-day examples of artificial intelligence software in hotels:

- Booking engines
- Automated communications
- Self check-ins
- Hotel software systems

AI's value in hospitality is advancing digital technologies that streamline business processes – providing workers with the time they need to spend on what matters: customer support.

#### **1. Front screen**

If the AI can instantly connect with the customers cell phone or use facial recognition, there is no need for formal authentication or check-in. Travelers would not have to wait their way into and out of the hotel with a mobile room key.

#### **2. Rooms Service**

AI will allow a guest to interact immediately, without calling or waiting for someone will approve their order. Food or drinks may also be automatically supplied with AI bots.

### **3. Valet**

If cars can drive and park themselves, hotels may no longer require valets and doormen. There are several hotels with AI robots and guest experience services. Here are a few popular examples:

#### **4. Cleaning and servicing**

When it comes to cleaning and planning for visitors' arrivals, AI systems are extremely effective to comply with timetables and to maintain standards.

#### **5. Regulation of power**

Intelligent technology can increase the profile of hotels by detecting the lighting and equipment used and disabling the power-saving ones.

## **AI ROBOTS AND ITS PROGRAM IS AN EMPLOYEE**

There are several hotels with AI robots and guest experience services. Here are a few popular examples:

### **1. Connie the Concierge**

Travel can be frustrating and requires innumerable decision-making. Travelers increasingly expect relevant guidance when travelling and the hospitality industry is starting to use pilot technology to help meet these needs at every level.

The first Watson-enabled robot concierge for the hospitality business, Hilton Worldwide and IBM revealed their partnership with the "Connie" pilot. Connie builds on Watson's and WayBlazer's domain experience to educate guests about tourist attractions, restaurant reviews and hotel amenities. Connie works for Hilton and can give visitors a variety of tips about whether to find attractions, restaurants or events. She learns from all experiences and continually develops her knowledge and service.

### **2. Direct Messenger-Ivy**

Ivy is a program used by many major hotel brands that effectively automates all interactions with the guests. Ivy has been specifically built for the hotel industry. It manages nearly 90 percent of real-time requests and becomes the key touch point during the stay. She should automatically refer to the appropriate department any question she cannot answer.

### 3. Personable Assistant-The rose

Rose is like Connie but is improved by the inclusion of a separate character. In Las Vegas, guests of the Cosmopolitan can receive a telephone card at the check-in point first. "Know my secrets," he reads. Text me and "I'm the answer you've never asked." There are several other examples such as Mario at Marriott, who receives visitors or a dinosaur in Henn-na, Japan.

The evidence indicates that AI is obvious in hotels if they want to make their service to their guests more detailed.

### AUGUMENTED REALITY 3D SHOWS IN RESTAURANT

The experts feels that empathically from the customers side that those people ordered their food then wait for few minutes at the same time they simply focusing with the mobile phones instantly spending time for receive their orders. For the customer relaxation "LE Petit Chef". The evening will be marked by a delicious six-course dinner inspired by Spice Trail, prepared by one of the talented CIA chefs team. During the meal, the customers can have 3D animation projects on the plate as a playful story with Le Petit Chef as customers guide in front of their eyes. This unique dining experience features state-of-the-art 3D technology and visual storytelling by Skullmapping and TableMation artists of the world. Table Mation is uses overhead projections to animate place settings at dinner services with clever forced-perspective visual effects and character animations.

In 2015, Belgians Filip Sterckx and Antoon Beeck wanted to take the screenshots into the dining table, which they worked under the collective name Skullmapping. The result: a chef with a thumb that snatches virtual steaks before customer eyes. Sterckx says of production, which was called Le Petit Chef. "The way it is done from the 3D software makes it look 3D." "It is an optical illusion – like street paintings, which appears to have a great hole in the ground from one point of view. This will attract the customer and interact the kids, families and make them to visit more times.

### CONCLUSION:

AI simplifies in the most simple terms. And with AI, both the employee and visitor experience are strengthened in the hospitality industry. To spend hours staring at our

smartphones and computers, our world is focused on digitable technology (some of us even own drones). And the customers have no issue in taking advice from automation, because it simplifies life.

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