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Impact of Artificial Intelligence on Guest Stay

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Abstract

In recent times hotels have embraced innovative AI services to enhance the guest experience. These services encompass a wide range of applications, from automated check-in and check-out processes to AI- powered chatbots that provide instant responses to guest inquiries. Moreover guests can access and share their experiences with these AI services through online reviews, social media platforms and travel websites. Through this study the guest has accepted the new change in hospitality industry and has positive impact on their stay in hotels. Researcher talked about the positive aspects of technology; could do in addition to the negative. We also keep updated on what is new in the world of artificial intelligence. There are always new things happening with AI, just as there are new gadgets and apps. This research has answered the questions, How does AI affect guests when they stay in the hotel? Do guests appreciate it when AI is used to enhance their stay in a hotel, or do they disagree with it? We asked the guests about their preference. This research suggests that, it was noticed health had been a significant concern and as a result many activities smoothly transitioned from in-persons to online ones, guests wanted to do more things by themselves online, rather to interact with people. They may also be more concerned with being healthy and safe. As a result, this research helps us understand comprehending the necessity of Artificial Intelligence on guest experiences in the current scenario.

Keywords: AI (Artificial Intelligence), Pros & Cons, AI Services, Guest Satisfaction, Preferences, Reasons

INTRODUCTION

Artificial Intelligence

Hotel industry professionals are rapidly recognising the critical need of being up to date on the newest advances in artificial intelligence (AI). This necessity derives from AI's significant potential to transform various aspects of hotel operations and the quality of services provided to guests. One of the most significant benefits of AI is task automation, which frees hotel staff from the burden of repetitive tasks and allows them to devote their time and expertise to more strategic endeavours such as cultivating key client relationships and providing uniquely personalised guest experiences. AI benefits hotel operations behind the scenes as well as guest-facing apps. AI-powered chatbots and virtual assistants communicate with guests in real time, answering questions and making suggestions, ultimately increasing guest's happiness while improving communication processes. With voice-activated controls, climate optimisation, and personalised entertainment recommendations, the integration of AI with smart room technology improves guest comfort and convenience. This technology fusion substantially improves the in-room experience, helping guests feel more at ease during their stay. Understanding and adopting these AI trends is critical for hotel industry experts because it not only ensures competitiveness but also enables them to provide guests with outstanding levels of service and experience. As AI continues to evolve at a rapid pace, its incorporation into the hospitality sector promises to transform the very nature of a hotel stay, enhancing ease, personalisation, and efficiency for guests as well as employees.

AI Services Provided in the Hotels (Daga, 2022)

AI Valets: The concierges at hotels like the Radisson Blu Edwardian in Manchester and London employ artificial intelligence to check guests in and out, order room service, and respond to inquiries around-the-clock.

Online Services and Platforms: It's related to check the information for that particular brand & hotel so guest will do the analysis & take a decision.

Self-Check-In Technology at the Kiosk: Self-check-in technology allows guests to independently check in for

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flights, hotels, or events using digital kiosks or mobile apps, expediting the check-in process and decreasing the need for standard desk or counter assistance**.**

Special Mobile Apps: Additionally, this has started to be seen as a hotel trend. In addition to making hotel reservations and paying for them, guests can now use customized applications to enhance the comfort and convenience of their hotel stays**.**

Innovative Mobile Keys & Face Reorganization: A portable key, often known as a Smartphone, can be used as a digital key to open doors. It is convenient, safe, and eliminates the need for face-to-face communication; the use of mobile keys simplifies the check-in procedure and eliminates the need for physical keys, which are prone to loss or damage**.**

Robotic Personnel: Physical automation is a real and crucial element in many contemporary hotels, despite this innovation being viewed as a novelty. The Henn-na Hotel in Japan, which has a staff that is robotic, is the most striking example.

*Hotel Chatbots and Artificial Intelligence***:** Chatbots can answer questions from guests, offer information, address issues, and overall improve a visitor's experience. Chatbots are no longer intimidating or confusing because so many individuals these days are accustomed to utilizing Alexa, Siri, and comparable technology.

Pros and Cons of Artificial Intelligence (Gonzales, The Pros and Cons of Artificial Intelligence, 2023)

Pros	*Cons*
Contactless experience	Reduce Interactions with People
Quick service	Not Being flexible
Seamless interactions	Dependency on that technology
Personalization Service	Technical errors
Improved safety	Language & Cultural barriers
Human mistake and risk are alimented.	Challenging to use
24/7 accessibility	Ethical Issues
Virtual experience	

The scope of AI will help boost the revenue of the hotel in the upcoming days, and we will really see the repercussions in the future, AI's positive impact on the hotels is expected to lead greater convenience, efficiency and tailored services, ultimately creating more memorable and satisfying stay. Nowadays, all the employees and guests are adapting the change of technology and are acquainted with AI services. In the wake of the pandemic there was a notable shift towards the prominence of online services and activities, people started reducing human touch or did not want human touch during pandemic and may guests stick with the same. This study is done to know how AI is growing rapidly and how hospitality is adapting this system in hotel. This research includes the impact of AI on guest during their stay, whether guests are satisfied or not with this latest trend of the technology.

REVIEW OF LITERATURE

(R Manigandan, Dr. Naga Venkata Raghuram, 2022). This research shows the role and challenges faced by the hospitality industry. AI will help boost revenue in the upcoming years, not just for hospitality but also for other businesses around the world. It will help customers in certain ways in hotels; in this research, they have mentioned several examples of Hilton Robot Concierge helping guests. In Japan, they have also implemented the robots in the kitchen as Commie and at the front desk. They are also focusing on.

(Andelka Stilic, Milios Nicic, Adis Puska, 2023). AI will give privacy and security to guests, and all the information about guests is safe. The main objective of this study is to examine the function of AI, how it is improving hotel operations, and its challenges. Group (IHG).

(Pongsakorn Limna, 2022). AI is their capacity of adjusting to changing circumstances, overall financial performance, and how they change and grow their services to satisfy the requirements and expectations of their customers are frequently factors that determine whether these enterprises will survive. Numerous prospective exist for tourist and hospitality firms to use AI and automation science to enhance day-to-day operations and guarantee that their consumers receive high-quality services.

(Li Yang, Tony L. Henthorne, & Babu George, 2020). The author's focuses on the robot parts in detail, in Japan the 1st full robotic staff hotel started year of 2015 & name is Henn-na Hotel, in 2016 American Wynn Las Vegas has

announced the partnership with Amazon as Amazon Echo fit in the room. They also focused on types of robots, & kiosk at front desk. How the robots are helping in Food & Beverage. The new concept has focused is drone, for instance, the South African organisers of a music festival use drones to serve alcohol to more than 150 attendees.

(Yashwant Singh Rawal, Harvinder Soni, Rakesh Dani et al., 2021). This study focuses on a thorough analysis of artificial intelligence's application to service delivery in the tourism and hospitality industries. To address the challenges posed by the pandemic and to ensure speed and accuracy in service delivery for enhancing the guest experience and maintaining competition, the paper's goal is to explore and illustrate the relevance of artificial intelligence in the tourism and hospitality industry in modern times.

(Shivam Gupta, Sachin Modgil, Yaena Park et al., 2022). Authors stated that tourists demand the best amenities and services throughout their stay, which increases the cost to hotels in terms of employee training, keeping track of guests' preferences, and patiently listening to complaints. Due to the rising cost of labour, automated technologies like AI-enabled robots assist hotels in providing better services for room service, bathroom necessities, bedding, and linen requirements.

(Hadeel Sa'ad AL-Hyari, Hisham Mohammad AL-Smadi, Sulaiman R. Weshah, 2023). Authors mentioned that technology has shown to be a useful tool in accomplishing these goals, which are aims that luxury hotels are continually looking for methods to improve the guest experience and increase satisfaction with. Technology is integral to every part of the guest experience, from booking their bookings to checking out. This focuses on uses of chatbots, study shows about guest expectations from luxury hotels & what the things that needs to be improved.

(Jacques Bulch and-Gidumal, 2020). Author has mentioned that big data, powerful processing power, and algorithms are essential to artificial intelligence (AI). These three factors have all significantly improved recently because of multiple trends converging: First, the development and improvement of AI algorithms; second, the vastly increased processing speeds; and third, in relation to big data, focuses on the types of AI & their uses.

(Santosh Kumar Bisoi, Mou Roy, Ansuman Samal, 2020). Authors discussed on Voice-enacted verbalised frameworks and content-predicted personal assistants can lock in crucial conversations while also interacting with guests in ways that blur the distinction between human cognition and machine computing.

(Nikola Naumov, 2019). Author stated in the information the chapter makes the case that, despite widespread adoption of technology throughout all service sectors, including hospitality; it is still challenging to strike the correct balance between digital and interpersonal encounters. A variety of variables, including the ubiquitous availability and diffusion of information technologies, have transformed how we view guest's happiness.

(Georgina Lukanova, 2019). Author spoken about, the trend, which is imposed as a dominating one, is that the hotel superstructure outweighs the volume of tourism demand. Self-service technologies are methods of providing services that let the user produce or co-produce the good or service without the assistance of a service representative. She has been focusing on the guest cycle & how robots are use in guest stay cycle.

(Elizaveta Shvaikovskaia, 2022). Author focusing on the goal of the thesis was to determine how crucial artificial intelligence is to service design and the visitor experience in the German hotel sector. Talked about service design, adaptations of AI strategy, safety & security, cyber security & guest perception towards the satisfaction of these services.

(Clean, 2021). Main focused on by understanding human speech and carrying out user orders, voice assistants (VAs) enhance interactions between people and computers. The study places VAs on the Internet of Things (IoT) setting enabled by artificial intelligence (AI), upending conventional methods and procedures. The study looks at guest's views and expectations of hospitality virtual assistants and investigates the capabilities of VAs using knowledgeable technology suppliers.

(Doborjeh Z, Hemmington N, Doborjeh M., et al. 2021). Author talked about several review articles that looked at a variety of applications in the travel and hospitality industries have been published in the Artificial Intelligence (AI) literature. The effectiveness of the used AI approaches and algorithms regarding the many

applications and multimodal sets of data domains has not yet been evaluated, nevertheless.

In the above literature review, the author identified the modern technologies, and how hospitality is adapting and implementing them. Some authors have already mentioned different hotels an AI service has been implemented in various designations example Commie, Concierge. This research added what the preferences of guests on AI services and it's the impact on their stay. The guest has accepted with satisfaction new change that has been focused in this research.

OBJECTIVES

- To explore the concepts of AI in the hotels.
- To describe pros & cons of AI.
- To identify AI services which are provided in the hotels.
- To measure the impact of AI on guest satisfaction.

RESEARCH METHODOLOGY

Primary data for this study was acquired using questionnaires designed to examine the impact of AI on hotel guests' experiences. The questionnaire was broken down into two major components. The first segment tried to explain the concept of AI, describe the services available in hotels, and provide examples of AI-powered services. Following that, the second section focused on investigating the effects of Artificial Intelligence on guests throughout their stay. This study took a descriptive method and drew on secondary data from other research papers. The researcher used a Random Sampling for a research. The data were collected from 214 guests. The respondent has stayed in the various star categories of hotels which provides AI Services. The received responses are classified as; 134 guests have stayed in 5-star, 66 guest stayed in 4-star & 4 guest stayed in 3-star. The questionnaire was distributed through google forms. The platform utilized by the researcher was Trip-advisor to engage with various guests. The hotel brands that were taken into consideration were those located in India, such as Marriot, Hilton, ITC, Accor etc. along with some international counterparts that featured similar brands.

DATA ANALYSIS AND INTERPRETATION

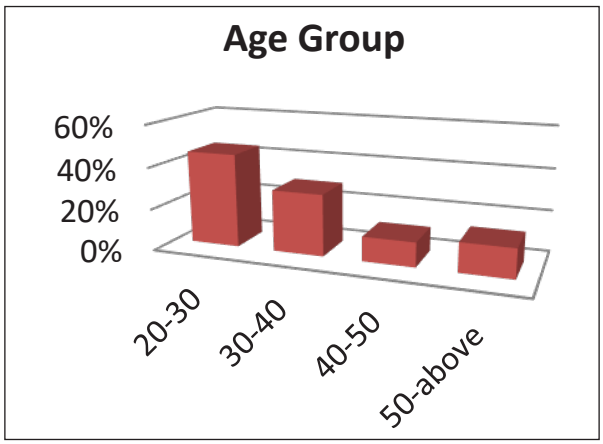

Chart 1

The accompanying chart illustrates the age distribution of respondents. According to the data, the majority, of respondents (45%) are between the ages of 20 and 30. Furthermore, (29%) of respondents are between, the ages of 30 and 40, while (12%) are between the ages of 40 and 50. Finally, (14%) responders are above the age of 50.

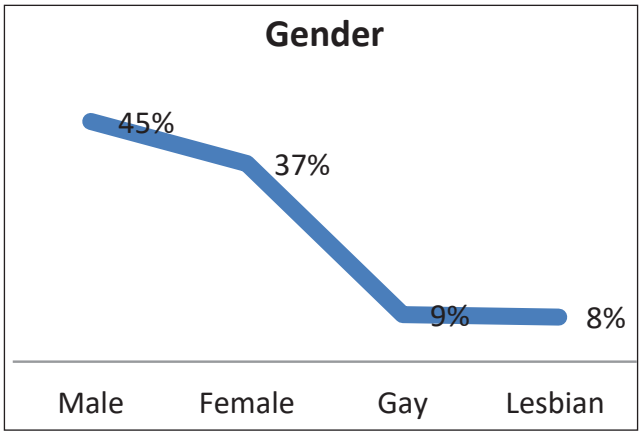

Chart 2

The data exhibited above illustrates the gender composition of the respondents. It is readily apparent that the majority of respondents, (45%) of the total, describe as male. Female respondents account for (37%) of the total. In this questionnaire, an additional other option has been included that revealing that (9%) identify as Gay, & (8%) as Lesbian.

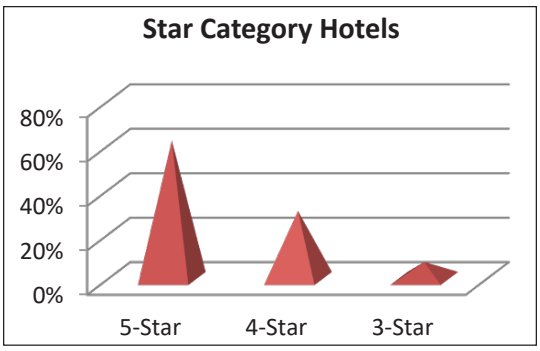

Chart 3

According to the data supplied, a substantial number of respondents, especially (62%), stayed in 5-Star hotels. Meanwhile, (30%) of participants stayed in the 4-Star category, while (8%) stayed accommodation in the 3-Star category.

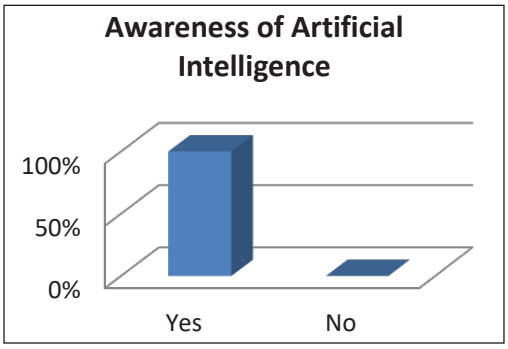

Chart 4

All of the 214 respondents recognize the concepts of artificial intelligence. This awareness suggests that the respondents are brought to stay informed on the latest innovations in technology.

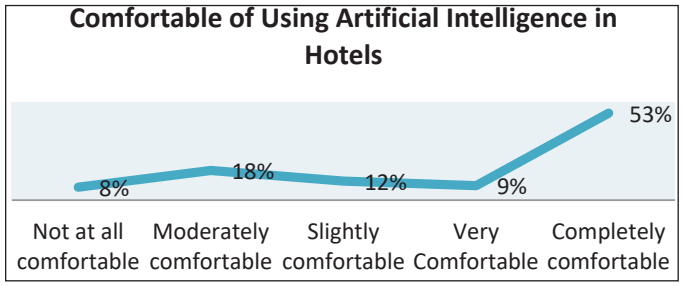

Chart 5

The statistics shown above demonstrates how guests evaluate their degree of comfort when using Artificial Intelligence services in hotels. According to the data presented, the majority of respondents (53%) are completely comfortable. A significant proportion of participants, namely (18%), report moderate comfort, while (12%) report modest comfort. Moreover, (9%) of respondents are very comfortable with these services. Finally, the least amount of respondents, (8%) is uneasy about utilizing Artificial Intelligence services in hotels.

Table 1

Artificial Intelligence Services Used by the Guest	*%*
Hotel Application	61%
Chatbots	53%
Self Check-in Technology	54%
Robotic Personnel	53%
Innovative Mobile Key & face Recognition	55%
Online Services & Platforms	62%
Voice Assistance	12%
Smart Room Features	4%
Language Translator	4%
Virtual Reality Tour	2%

Based to the statistical analysis in the data, the majority of guests, around (62%), used online services and platforms throughout their hotel stays. Similarly, approximately (61%) of guests used hotel applications to expedite their hotel searches and gain access to critical information about the particular hotels and brands. Furthermore, (55%) of guests used innovative technology such as mobile keys and face recognition to provide a more digitalized and comfortable experience. (54%) of guests chose self-check-in choices to reduce human interaction, while (53%) used chatbots for trip planning and robotic personnel for contactless services. The least preferred services used by guests in hotels as follows, voice assistance (12%), smart room features & language translator (4%) & virtual reality tour (2%).

Table 2

Reasons to Prefer AI Service	*Not at all Satisfied*	*Slightly Satisfied*	*Moderately Satisfied*	*Very Satisfied*	*Completely Satisfied*
Contactless experience	0%	3%	10%	15%	72%
Quick service	0%	2%	8%	20%	70%
Seamless interaction	0%	4%	10%	20%	66%
Personalized services	0%	5%	10%	19%	66%
Improved safety	0%	3%	8%	23%	66%
Human mistake & risk are avoided	0%	2%	9%	18%	71%
24/7 accessibility	0%	2%	8%	17%	72%
Virtual Experience	0%	3%	8%	22%	66%
Reduce interactions with people	0%	3%	9%	29%	60%
Not being flexible	0%	3%	13%	22%	62%
Dependency on that technology	0%	3%	14%	21%	62%
Technical errors	0%	3%	14%	19%	64%
Language cultural barriers	0%	4%	13%	22%	61%
Challenging to use	0%	2%	11%	24%	63%
Ethical Issue	0%	3%	12%	21%	64%

- *Contactless Experience*- The overwhelming majority of the guests surveyed, (72%), expressed a high level of comfort and preference for a contactless experience during their stay. Furthermore, (15%) of guests said they were very satisfied with such an event. Another (10%) were undecided, suggesting doubt about their preference. Finally, a smaller percentage of guests, (3%), expressed slight contentment but a preference for a non-contactless hotel experience.
- *Quick Service*- (70%) of guests was completely satisfied with the quickness with which hotels offered service. Furthermore, (20%) were very pleased with the speedy service. An (8%) remained undecided regarding their degree of satisfaction, while a tiny (2%) responded that they were somewhat satisfied with these services.
- *Seamless Interaction*- A large percentage of guests, (66%), expressed complete pleasure with the uninterrupted service. Furthermore, (20%) of guests thought it was appropriate. Another (10%) were undecided, and only (4%) expressed a negative opinion, showing a dislike for it.
- *Personalized Services*- A significant (66%) of guests stated that they were entirely satisfied with the personalised services offered by the staff, expressing their pleasure. Another (19%) of guests stated that some of the services might be improved. In terms of these personalised offerings, (10%) of guests expressed moderate pleasure. Furthermore, (5%) of guests looked to have high expectations for personalised services.
- *Improved Safety*- The vast majority of guests, (71%), indicated complete satisfaction with the self-check-in tool, highlighting its effectiveness in decreasing human errors. Furthermore, (18%) of guests said they were very satisfied with this AI-powered service. Furthermore, 9% of guests indicated moderate satisfaction, indicating that they would likely only use this benefit on rare occasions. Finally, (2%) of guests expressed slight happiness with the tool.
- *Human Mistake & Risk are Avoided*- The majority of guests, (71%), were completely satisfied with the tool's capacity to prevent human mistakes during the self-check-in procedure. In addition, (18%) of guests were extremely satisfied with the AI technique's performance. Moreover, (9%) of guests indicated moderate satisfaction, suggesting that they only intend to utilise this benefit on sometimes. At last, only (2%) of the guests expressed slight satisfaction with the service.
- *24/7 Accessibility*- An amazing (72%) of guests were completely satisfied with the AI's constant

accessibility, which allowed them to use it at any time. In comparison, (17%) find the 24-hour availability to be acceptable. Likewise, (8%) of the guests reported being satisfied with the AI, despite the fact that the results didn't meet their first expectations. Subsequently only (2%) of the guests expressed slight happiness with the AI tool.

- *Virtual Experience*- A large (66%) of respondents were completely satisfied with the virtual experience, emphasising that it attracted their interest. In contrast, (22%) expressed anxiousness that totally losing them in the virtual journey might reduce their curiosity. More importantly,(8%) said they would give it a shot once, while (3%) were less enthusiastic, claiming they didn't enjoy the virtual experience.
- *Reduce Interactions with People*- A relevant (60%) of people were completely satisfied with the presence of robots in hotels, prompting concerns about who they should engage with. Meanwhile, (29%) were satisfied with the thought of the minimal threshold human connections and considered it acceptable. Furthermore, (9%) felt apathetic, and (3%) were hesitant to communicate with others, showing a preference for less interaction.
- *Not Being Flexible*- A wide ranges of (62%) were completely satisfied with the service's diminished flexibility, deeming it adequate for their needs. Meanwhile, (22%) of guests were willing to tolerate the lack of flexibility and utilise the system as is. Meanwhile, (13%) expressed moderate pleasure with the service, while (3%) expressed slight happiness.
- *Dependency on that Technology*- A massive (62%) of guests were completely satisfied with the idea that relying too heavily on technology could lead to annoyance. In contrast, (21%) of visitors said they might employ AI services on occasion, while (14%) said they were open to the idea. Finally, only (3%) were interested in using these services, preferring them only on rare occasions.
- *Technical Errors*- Due to frequently technical errors, the majority of (64%) stated complete satisfaction with their decision not to utilise the service. However, (19%) of those polled were relatively accepting of the technical shortcomings. (14%) were willing to try the service once with the understanding that they would only continue to use it if it met their expectations. Finally, (3%) said they disliked the service because of these technical issues.
- *Language Cultural Barriers*- Language had an essential effect on (61%) of guests' use of AI services. Another (22%) were doubtful about their language knowledge, and (13%) attempted to overcome cultural and language challenges. For the AI service, (4%) preferred an easier to understand language setting.
- *Challenging to Use*- Using AI services at hotels, such as self-check-in, proved difficult for a significant proportion of (63%) of respondents. In contrast, (24%) regarded AI services to be easy to use and proficient. Another (11%) were open to using these services and making their decisions on their experiences, while only (2%) found them relatively simple to use.
- *Ethical Issue*- (64%) of respondents, a large majority, and voiced concerns about the security of using AI services, particularly with relation to data security. In contrast, a significant (21%) expressed extremely high satisfaction with the data collection procedure facilitated by AI services. Also, (12%) expressed moderate happiness in this regard, while (3%) expressed just minimal pleasure with the data-related features of AI services.

Table 3

Comparison of Guests Preference Services	*Human Touch*	*Without Human Touch (Using Artificial Intelligence Technology)*
Check-in & Check-out	23%	77%
Room service	23%	77%
Spa Treatment	34%	66%
Housekeeping Services	29%	71%
Ordering F&B	25%	75%
Concierge Service	25%	75%
Request for Extra Amenities	28%	72%
Bell desk	28%	72%

From above data it has been observed that, the services of hotel has been picked up to know about guest preference on that respective services whether they want human touch or using Artificial Intelligence technology they will sustain in hotels.

- *Check-In & Check-Out*- Over (77%) of guests said that they will use AI technology for this service, but (23%) said they still want a human touch for the same service.
- *Room Service*- (77%) of guests preferred no human touch for room service, and (23%) had expectations that humans needed to serve them.
- *Spa Treatment*- Overall, (66%) of guests wants spa treatments using robots, but (34%) may say that human massage is better.
- *Housekeeping Services (ex Bed Making, Cleaning of Room)*- Total (71%) of guests agree to use AI tools for cleaning rooms; the robots are faster workers than humans, and (29%) may think that sometimes humans are faster than robots.
- *Ordering Food & Beverages*- (75%) of guests prefer to order through an AI tool, but (25%) may say that humans can better explain the menu than AI tools.
- *Concierge Services*- (75%) of guests goes with digitalized concierge services; (25%) prefer to interact with humans.
- *Requesting for Extra Amenities*- (72%) of guests stick to the online thing because they want quick service, and (28%) need with human interactions.
- *Bell Desk*- (72%) of guests has the perspective that the robots should carry the heavy luggage instead of staff; (28%) still prefer humans to carry their luggage.

Table 4

Impact of Artificial Intelligence Services on Guest Satisfaction	*Not at all Satisfied*	*Slightly Satisfied*	*Moderately Satisfied*	*Very Satisfied*	*Completely Satisfied*	*Not Used that Services*
Hotel Chatbots	0%	3%	3%	11%	44%	39%
Hotel Application	0%	3%	2%	10%	51%	33%
Self Check-in Technology	0%	3%	2%	9%	49%	37%
Innovative mobile key & Face Recognition	0%	0%	2%	9%	53%	36%
Online services & platforms	0%	0%	3%	13%	52%	32%
Robotic staff	0%	2%	4%	7%	50%	38%
Voice assistance	2%	2%	2%	6%	29%	58%

- *Hotel Chatbots*- The equal percentage of people (3%) said that this service is not only slightly satisfied but also moderately satisfied, (11%) said very satisfied, (44%) said completely satisfied & (39%) said not applicable means they haven't used this service in hotels.
- *Hotel Application*- The (3%) of guests said that this service is slightly satisfied to use, (2%) said that it is moderately satisfied to use, (10%) said that it is very satisfied to use, maximum (51%) said it is completely satisfied to use and easily available, and (33%) haven't used that service.
- *Self Check-in Technology*- In total, (3%) of guests said the service was slightly satisfied, (2%) said it was moderately satisfied to use, (9%) said it was very satisfied to use, (49%) said it was completely satisfied to use, and (37%) said they had never used it.
- *Innovative Mobile Key & Face Recognition*- A total of (3%) of guests said the service was moderately satisfied to use, 13% said it was very satisfied to use, (52%) said it was completely satisfied to use and easily accessible, and (36%) said they had never used it.
- *Online Services & Platforms*- (3%) of guests said it was moderately satisfied to use, (13%) said it was very satisfied to use, (52%) said it was completely satisfied to use, and where we can get more information in this AI tool, (32%) said they had not been using it.
- *Robotic Staff*- (2%) said it was slightly satisfied to use them for work, (4)% said it was moderately satisfied for some work, (7%) said it was very satisfied for specific tasks, (50%) said it was very comfortable for everything, and (38%) said they had not experienced any service from them.
- *Voice Assistance*- The equal amount of percentage has been divided for 3 ratings such as not at all satisfied, slightly satisfied and "moderately satisfied, i.e., (2%); (6%) said very satisfied to use; (29%)

may have said completely satisfied service for room purposes; and (58%) of guests haven't used these services.

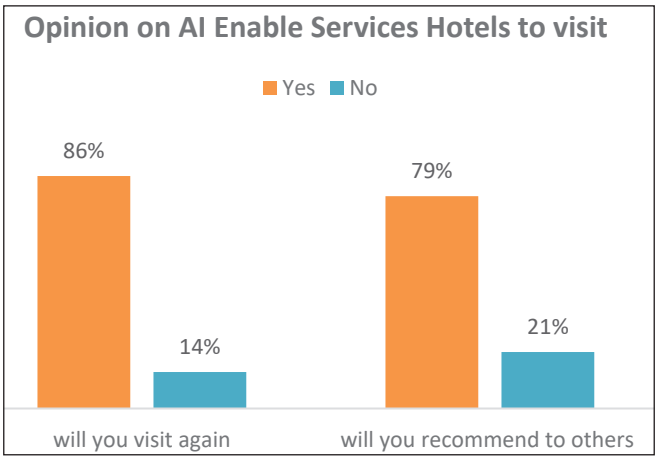

Chart 6

We can see two separate segments in the presented data. In the preliminary section, (86%) of guests stated an overwhelming desire to make further trips to hotels featuring Artificial Intelligence services, while (14%) expressed a lack of interest in staying at such properties. In the second part, (79%) of guests said they would recommend these services to others, emphasizing their positive experiences. In contrast, a smaller (21%) of guests said they wouldn't suggest others visit hotels that provide similar services.

FINDINGS

- According to the data, nearly half of respondents (45%) belong to Generation Z. The bulk of them (62%) prefer to stay at five-star hotels. Also, all respondents are aware with the concept of artificial intelligence (AI), and the majority of guests are completely comfortable using AI services. Many of these guests are from Generation Z, which addicted to digitalized things.
- The most popular service among guests is online services and platforms, while the least popular services include smart room features, voice assistance (allowing guests to control many room amenities with a switches), language translation (hired language translators to interact with hotel staff members), and virtual reality tours (to preview hotel rooms, services, and nearby sights before booking their vacations) (Refer Table 1).
- The majority of respondents prefer a contactless hotel experience, where they can complete things without relying on others. This choice is motivated by the availability of AI services 24/7 and the perception of lower human-related risks in information management. However, it should be noted that certain guests may not be comfortable with AI services and may prefer human interactions in hotels. They may feel uneasy without that human contact. There has been a considerable shift towards online services since the pandemic, and guests now prefer using AI tools for various hotel services (ex. Check-in & Check-out, Bell Desk etc). Nonetheless, there is a certain number of guests that appreciate and would like individual assistance as well as. To these technical choices it could be worried about their security data i.e. face recognition it is ethical issue (Gonzales, The Pros and Cons of Artificial Intelligence, 2023) (Refer Table 2).
- The primary goal of this research is to better understand how these services affect guests. Almost all respondents reported being entirely satisfied with their experience when utilizing these services, according to the statistics. Voice assistance is unique for having a greatly greater number of respondents who have never used it in a hotel. Still, some users have expressed happiness with it. Guests who use these services appear to be more likely to return and promote them to others, so improving their entire hotel experience (Refer Table 4).

CONCLUSION

In the world of data analysis, a remarkable trend has emerged: a large part of hotel guests who chosen the luxury of 5-star accommodations are from Generation Z (20-30). What's more interesting is that hotels are growing friendlier to lesbian and LGBT guests. When it comes to hotel categories, it's apparent that the 5-star segment is the preferred choice among guests. This desire is most likely motivated by the appeal of excellent facilities, outstanding service, latest technological services and an overall luxurious experience. What's incredible is how guests have come to embrace and understand Artificial Intelligence (AI) concepts. Almost every hotel guest is comfortable with the concept of using AI services during their stay. The modern hospitality sector environment includes hotel websites and brand-specific mobile

applications, allowing for easy access to information and services. This digital progress has culminated in chatbots that help guests with their inquiries and desires. While AI has made important progress in improving the guest experience, it's crucial to note that not all guests are on the same page when it comes to embracing new technology. The division is obvious. On the one hand, there is the proficient in technology, energetic, digitally-native Generation Z, which values efficiency, convenience, and automation. Human interaction may appear to them to be an unnecessary step, especially when it comes to basic tasks such as check-in, check-out, or even obtaining spa treatments or assistance from the bell desk. These guests have become used to managing online spaces and have restricted need for human interaction throughout their stay. Guests that are not as technologically proficient are on the other end of the scale. They are concerned about how to understand and use the technology. Language barriers could be a factor, as some AI systems work best in specific languages. There are proper concerns regarding the security of personal data. These guests take comfort in the presence of humans who can answer inquiries and provide reassurance. The presence of another person prevents them from feeling lonely during their stay. It's worth noting that AI services in hotels have received excellent feedback not only from today's proficient in technology age, but also from previous generations. The overall impact of AI on the guest experience has been positive. Guests appreciate the simplicity and efficiency that AI-powered services provide. They value the speed and precision with which these services function. Nonetheless, there is a sector of hotel guests that enjoy the presence of humans. It's about companionship and the ease of engaging with another person for them, not just practicality. They want to know that their questions will be answered quickly and that their needs will be met personally. Despite this difference, the overwhelming mood among guests is positive towards AI services. Guests who have used and liked these services frequently promote them to others, and they return to hotels that provide such innovations. In conclusion, the total guest experience using AI services in hotels is outstanding. Guests are anticipating the next wave of AI technologies that the future will bring. It is expected that the number of guests who use this technology will increase in future decades. The hospitality industry is evolving, and artificial intelligence (AI) is at the heart of transforming how guests enjoy their stays.

RECOMMENDATION

The guest experience, operational effectiveness, and overall profitability of the hotel sector are all capable of being significantly enhanced by implementing Artificial Intelligence (AI) technologies. Here are some crucial recommendations for hotels seeking to implement AI; perform a thorough financial analysis, conduct vendor surveys, and engage in market research to evaluate the potential investment in AI services like Hotel Chatbots, Self-check-in kiosks, and Voice assistance. Seek guidance from industry experts to make informed decisions. Asses the profitability prospects of these services, their impact on guest satisfaction, and their alignment with current market needs. Make well-informed decisions to ensure the future success of your business. It's best to concentrate on specific hotel types that stand to gain the most from these technologies when trying to bring AI services to hotels. Budget-friendly luxury hotels and resorts can employ AI to enhance the guest experience by offering personalised activities, automating in-room features, and enhancing room service. By implementing AI across all of their locations, large hotel chains with many properties may decrease costs. Smaller boutique hotels can differentiate themselves by providing distinctive AI-driven services to draw particular categories of guests. Business hotels in busy regions can utilise AI to manage business traveller spending, schedule meetings, and check in and out swiftly. AI can be used by resorts, hotels near airports, highly technologically modern hotels, and eco-friendly hotels to enhance visitor experiences and operate more effectively. In order for AI in hotels to be successful, it's crucial to choose services that compliment the hotels design, the guests it wants to draw, and its objectives. It's also crucial to collaborate with knowledgeable AI suppliers or specialists to make this happen.

LIMITATIONS

The limitation that prevents researcher from conveying questionnaire to hotels that haven't already included artificial intelligence services into their operations is researcher present difficulty. Since not all hotels have adopted AI technology, it is quite difficult for researcher to locate and contact this specific group of hotels and their guests. This restriction not only reduces the potential respondent pool but also makes it harder to reach focused guests for researcher endeavours.

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