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Artificial Intelligence in Hospitality and Tourism Industry: Issues and Challenges

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Call for Chapters

Artificial Intelligence in Hospitality and Tourism Industry: Issues and Challenges

Aims and Scope:

The tourism and hospitality industry is dynamically changing due to artificial intelligence (AI), which has the ability to boost income, increase efficiency, and improve visitor The term artificial intelligence (AI) refers to a group of technologies that can identify, evaluate, respond, acquire new skills, and exhibit sophisticated aspects of human intelligence while addressing problems. New advances in generative conversational AI highlight the potential, difficulties, and life-altering consequences of AI. Artificial Intelligence is transforming marketing and operational roles for travel destinations and companies. Robots, conversational systems (chatbots and voice assistants), forecasting systems, smart travel assistants, language translation apps, customization and recommender systems, smart tourism and smart destination systems are all made possible by AI technologies. Technology is already changing the travel and tourism sector, upending operations and reshaping the sector. The Fourth Industrial Revolution has seen a rise in industry technological innovation and a shift in consumer behaviour toward the use of cutting-edge technologies in daily life. The hotel industry, which is a significant global economic activity, is currently regarded as one of the most significant and advanced Research work represented in the book will highlight role of artificial intelligence in hotel industry, how modern tools and techniques of artificial intelligence can benefit operations in hospitality and tourism organization. Work represented in the book would highlight role of Geo location based service and marketing apps, Chatbots and Robotics system adoption in modern day hospitality and tourism industry.

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