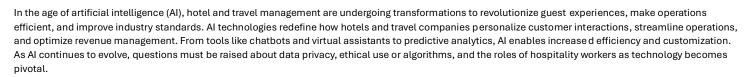# Hotel and Travel Management in the AI Era

Part of Advances in Hospitality, Tourism, and the Services Industry

Mohammad Badruddoza Talukder (International University of Business Agriculture and Technology, Bangladesh) Sanjeev Kumar (Lovely Professional University, India) Pankaj Kumar Tyagi (Chandigarh University, India)

Description:

In the age of artificial intelligence (AI), hotel and travel management are undergoing transformations to revolutionize guest experiences, make operations efficient, and improve industry standards. AI technologies redefine how hotels and travel companies personalize customer interactions, streamline operations, and optimize revenue management. From tools like chatbots and virtual assistants to predictive analytics, AI enables increased efficiency and customization. As AI continues to evolve, questions must be raised about data privacy, ethical use or algorithms, and the roles of hospitality workers as technology becomes pivotal.

Hotel and Travel Management in the AI Era explores the intersection of AI and hotel and travel management, showcasing its potential for innovation and the challenges it presents for workers in the hospitality industry. It posits effective solutions for managing technology integration in an industry where the human aspect of management is pivotal. This book covers topics such as virtual and augmented reality, smart technology, and risk management, and is a useful resource for hospitality and tourism professionals, security workers, computer engineers, business owners, sociologists, researchers, and academicians.

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Topics Covered:

- Artificial Intelligence
- Blockchain
- Digital Technology
- Hospitality and Tourism
- Hotel Industries
- Housekeeping Operations
- Risk Management
- Security and Privacy
- Smart Technology
- Social Media
- Sustainable Development
- Travel Management

Subject: Business and Management
Readership Level: Advanced-Academic Level (Research Recommended)

Classification: Edited Reference
Research Suitable For: Advanced Undergraduate Students; Graduate Students; Researchers; Academicians; Professionals; Practitioners