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SMART PRACTISES AND ARTIFICIAL INTELLIGENCE TECHNOLOGIES IN THE INDIAN HOSPITALITY INDUSTRY: BENEFITS AND DRAWBACKS

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ABSTRACT

Artificial intelligence advancements have an impact on corporate operations across all industries. Emerging technology are quickly incorporated into daily company operations, giving organisations that do so a competitive edge over their rivals. The purpose of this study is to evaluate the benefits and drawbacks of technologies by using examples from the literature of smart hotel applications and artificial intelligence technologies in business operations of accommodation businesses. The hospitality industry is known for being labour-intensive, but with the help of artificial intelligence technology, the services supplied to customers by the staff are quicker, more efficient, and offer advantages to boost visitor satisfaction. According to the literature review, it has been observed that chain hotels, 4- and 5-star hotels, and smart hotel applications are generally utilised more frequently, and this scenario is related to financial potential. In order to maintain service standards in a globalising environment, meet evolving guest expectations, and boost revenue, it will be crucial in the future to outfit Indian lodging facilities with artificial intelligence technologies.

KEYWORDS: Artificial intelligence, Business, Hospitality Sector, India, Smart Practices

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INTRODUCTION

Industry 4.0 will see significant adjustments to corporate models and manufacturing techniques. Integration of technologies (big data analytics, cloud services, 3D printing, cyber security, autonomous robots, internet of things, augmented reality, etc.) that fundamentally alter how organisations operate is discernible (Trotta & Garengo, 2018). The hospitality sector is just one of many areas that Industry 4.0 affects. The hospitality sector now offers customers more individualised and digital services as a result of Industry 4.0. Through digital platforms, smart hotel management may connect with the full ecosystem of stakeholders. It is described as a system that is connected and interoperable and allows for information sharing adding value (Zeqiri & Youssef, 2020).

The rapid development of the internet of things and artificial intelligence technology has offered both opportunities and challenges for the hotel business. Smart applications like smart cities, smart tourism, and the current evolution of smart hotels have gradually grown since the concept of the "smart world" was introduced in 2009. According to these changes, the consumption requirements of hotel visitors have changed, intensifying the competitiveness in the hotel industry (Jing, 2019). By 2026, it is anticipated that the global smart hospitality market will be worth US$44.38 billion. By using cutting-edge artificial intelligence technology, automation and artificial intelligence systems can provide more effective customer support.

The hospitality sector undergoes a significant change as a result. AI in hospitality: Benefits, Applications & Use cases, (2021) identifies highly personalised guest experiences and hidden revenue opportunities by enhancing data and models, driving data intelligence to drive innovation and strengthen growth. Technology can also simultaneously lower labour costs, deliver quick, standardised services, and boost sales of goods and services. By seizing technology development opportunities, a hospitality company can set itself apart from rivals and acquire a competitive edge (Tavitiyaman et al. 2020).

This study is focused on the use of artificial intelligence in the business operations of accommodation providers around the globe. Considering the drawbacks and benefits of technology and smart hotel apps. It aims to offer foresight to Indian accommodation business. The studies that have been done in the literature are fabricated. While intelligence technologies and smart hotel applications bring client satisfaction and income improvement, they also provide business prospects, demonstrated that it provides the opportunity to manage the processes quickly. The research eventually be conducted in India, the adoption of smart

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hotel applications in the lodging industry with the aid of artificial intelligence technologies in an effort to keep up with the globalisation of standards and to cater to shifting guest preferences. It is thought that it will contribute to the accommodation sector by creating a framework within the scope of the subject.

CONCEPTUAL FRAMEWROK

ARTIFICIAL INTELLIGENCE CONCEPTY

Theories, practises, algorithms, and methods for replicating and enhancing human intelligence are together referred to as artificial intelligence. The goal of this area of computer science is to create applications (Deng, 2018). Artificial intelligence that mimics human thought. It describes the imitation of human behaviour by machines that have been programmed to mimic human intellect, synthetic intelligence. Its primary characteristic is the capacity to consider and take activities that have the best possibility of attaining a given objective. Concentrating on automating cognitive processes including learning, problem-solving, and artificial intelligence Despite being a component of computer science, its applications include knowledge representation (an efficient and useful speech and language processing (communication, experience, and information from data), learning and adaptation (instructions, the capacity to translate spoken and written language), picture comprehension and synthesis, and self-driving robots and intelligent agents (interaction with the environment) Cognitive modelling, multi-agent systems (interoperable agents), and formation of competent entities mathematical financing (formalisation methods and techniques), and the spread of human intellect. continually using artificial intelligence

Artificial intelligence is a science that is expanding and evolving, and visitors can access a variety of information sources thanks to it. By finding the best services, they will be able to organise their vacations more effectively, which will benefit the lodging industry. the right way (Rotondo, 2010).

Historical Development of Artificial Intelligence

Although the origin of the first studies on artificial intelligence is not known exactly, it is based on the 1940s, especially in 1942, American Science Fiction Writer Isaac Asimov's short story 'Runaround'. Runaround is a robotic story developed by Gregory Powell and Mike Donavan. Asimov's work has inspired scientists in robotics, artificial intelligence and computer science (Haenlein & Kaplan, 2019). The first scientific studies on artificial intelligence date back to 1943 in connection with the studies of Warren Mcculloch and

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Walter Pitts in the USA. By 1950, Alan Turing was sceptical of the results produced by human actions in a machine designed and passed the test to determine whether it has reached the point where it can produce distinguishable results. Machine has been described as 'intelligent' by Turing. The concept of artificial intelligence emerged in 1956 with a study conducted at Darthmouth College in Hanover, Hampshire.

The study focuses on the assumption that a machine can simulate any aspect of learning or human intelligence (Mccarthy et al. 2006). In 1956, the concept of artificial intelligence was introduced by John Mc Carthy was the first to use it at the conference at Dartmouth College, and therefore he is the father of artificial intelligence is referred to as. With McCarthy, the project lead, at Marvin Minsky, Nat Rochester and Claude Shannon took part in the project (Andresen, 2002). Arthur Samuel's famous checkers playing program from 1959 to 1967 he pioneered 'machine learning' and 'computer gaming interaction' and formed the basis of artificial intelligence. In the following years, the computer games industry will make games more fun, challenging and interesting with the support of artificial intelligence. Thus, artificial intelligence came to the fore again with computer games (Bowling et al. 2006).

In the 1980s, studies on artificial intelligence showed great progress. Expert systems have been widely used and industrial artificial intelligence has developed. Especially in 1982, Japan International Trade and Industry, Ministry of Health initiated the fifth-generation computer systems project, which significantly supports the development of artificial intelligence. In the mid-1990s, an artificial intelligence-supported program called 'Deep Blue' was developed by IBM. chess software was developed. Actually, there are two different versions of this software, the first one was World Chess in 1996. Defeated champion Gary Kasparov, runner-up defeated him in 1997 (Campbell et al. 2002). In 2003, John McCarthy with Marvin Lee Minsky 'MIT Computer Science and Artificial Intelligence He established his laboratory. He wrote texts on artificial intelligence, one of these texts, 'Sensors' and later became the main study of the analysis (Eliott & Onuodu, 2019). modern industrial process activities supporting the development of the industry, the concept of Industry 4.0 proposed in 2011 to develop the German economy It has further developed with (Yang, 2017).

With the fourth industrial revolution, or Industry 4.0, as it is often known, digital products and services operation of specialized physical and virtual assets, integrated business operations and optimization of customer service. led to changes in processes. Technologies form the basis of Industry 4.0 and business process transformation is not possible without technology. The most advanced technologies that will change the business models of

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enterprises; 'Internet of Things (IOT)', 'Artificial Intelligence', 'Big Data', 'Augmented Virtual Reality' (Verevka, 2019).

Big Data consists of data collected from various sources and used as input for analytical systems. Analytical the system has a machine learning model (algorithm) and learns from the data provided, and the system develops (Abdualgalil & Abraham, 2020). Machine learning (ML) is an important component of artificial intelligence. It serves to collect data, analyse data and use predictive data for industrial applications. machine learning (ML) and deep learning (DL) provide common tools for assessing data reusability and predicting advanced analytic. Hospitality organizations are investing in AI-powered platforms that are increasingly important to provide unique and tailored experiences to their guests through data collection and optimization (Bounatirou & Lim, 2020). In the age of big data, property management systems, income management systems to synthesize key performance indicators of the hospitality industry, which is a service sector, (Revenue management system) or customer relationship management (customer relationship management) processes has adopted computer-based systems and artificial intelligence. In addition, smart home appliances and applications such as 'Amazon Alexa', 'Apple Siri' and 'Google Assistant' are used by the hotel to provide information, request orders or submit complaints. (Drexler & Beckman Lapre, 2019).

SMART HOTEL CONCEPT

Innovative Hotel Design The word "smart" in English is where the idea of a smart hotel originated. Words like "clever," "ingenious," and "stylish" complies with what they intend. This idea encompasses modern gadgets and technologies (smart devices). more often used in context. New information and communication technologies are primarily provided to the hospitality industry by the smart hotel. It is an adaptable, viable business concept. According to Jaremen et al. (2016), smart hotels are more of a smart technology category than a smart organisation category.

A "smart hotel" is one that uses a variety of information technology to give visitors a respectable and relaxing vacation setting. He uses the hotel as its definition. By developing a cutting-edge business strategy, smart hotels are competitive in the hospitality sector permits distinction. As a result, data-driven systems, cutting-edge technology, automated smart solutions that are human-independent, and internet of things (IOT) services are crucial components of smart hotels (Kim et al. 2020). A "smart" hotel room (also known as a "internet of things" or "IOT") is one that uses "smart" electrical gadgets. With the help of IOT

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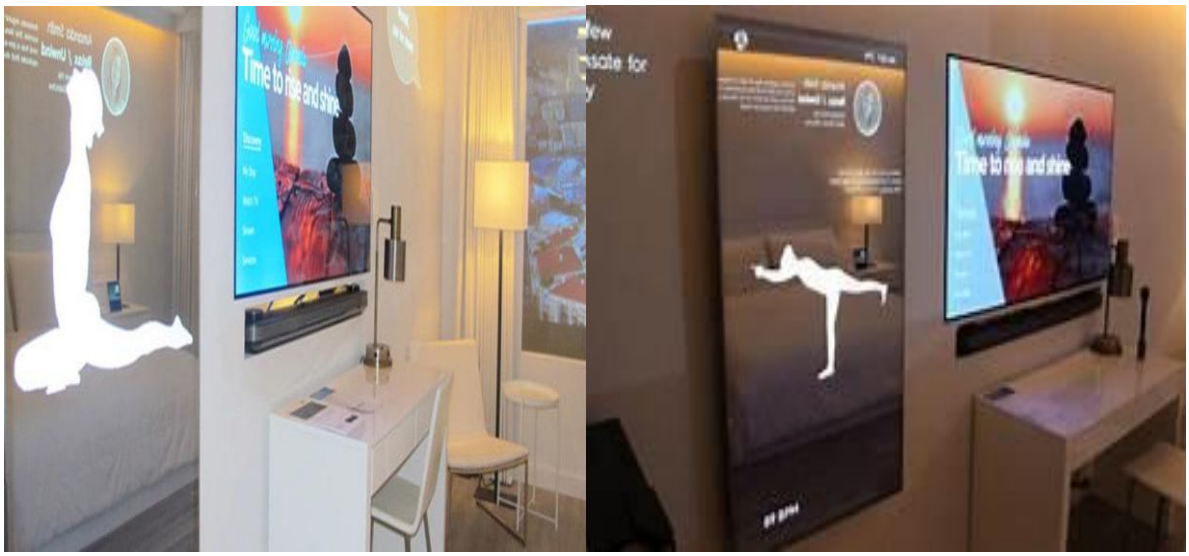
technology, devices may efficiently communicate with one another over an internet connection. You can also use IOT technology to access the Internet and interact with neighbouring gadgets. clever hotel room It is crucial for marketing and distinctiveness as an innovative component. Additionally, the smart hotel room offers greater flexibility for visitors, increased sustainability, improved customer service, remote room control, and quick and dependable maintenance (Smart hotel room, 2021).



Source: Marriott International Hotel

The Marriott International smart hotel rooms in Picture 1 were created as conventional hotel rooms to enable the use of cutting-edge technical advancements, and they may be tailored to the individual preferences of the visitors. outfitted with gadgets. Internet of things rooms link gadgets together across a specific network.

It is intended for use with the Internet of Things. Additionally, visitors who are part of the Marriott hotel membership programme can make any modifications they choose using their smartphones without having to visit their rooms (Zimmermann, 2021). Most hotels perform their operations directly or indirectly dependent on technology because it serves as "the backbone of many process innovations. In terms of operational activity, revenue growth, and visitor happiness, this is better than before. has grown in significance. Modernised technological advancements in the travel and hospitality sector are essential to smart tourism. Smart devices, cloud computing, big data technologies, and smart mobile technologies give us the chance to offer new social media tools and hospitality-related services. (Pranicevic 2020; Mandic).

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The concept of the smart hotel is being adopted by the lodging industry in order to match the high service standards of the new visitor style. Thanks to technology, smart hotels can cater to their guests' individual interests. As a result, hotels incorporate amenities for TV entertainment, sound, mobility, and high-speed internet connection. Creating a smart environment with offerings while providing visitors with fresh experiences and improved services. Smart hotel rooms also learn individual preferences and adjust their stay duration based on visitor habits. It offers the chance to combine it with an effective service by being tailored throughout in accordance with their expectations (Petrevska et al. 2016).

ARTIFICAL INTEGILENCE & SMART HOTEL APPLICATIONS

The word 'hospitality' is defined as 'courtesy in welcoming guests or strangers'. According to Cassee (1983), 'mixture of harmony of all the abstract and tangible components (food and drink, bedding, ambiance, environment and employee behavior) and the concept of hospitality is much more than the classical idea of preparing good food and providing a comfortable bed. stated that it contains more' (Brotherton, 1999).

Accommodation establishments are economic structures that meet the accommodation, food and beverage, entertainment and social needs of the guests and offer touristic goods and services. Accommodation establishments, labour-intensive providing services in line with its capacity, providing employment opportunities in production processes, automation labour-intensive service, where employee influence and cooperation are at the forefront in the services produced. They are businesses where computer technologies are used within certain limits because of the reason (Gürel, 2009). Accommodation Even if most of the enterprises have the opportunity to benefit from artificial intelligence products, the resources they have are effective. Due to problems such as management, most of the enterprises cannot show the desired success. However, the success rates of businesses that apply these technologies well in the accommodation sector are increasing rapidly (Ustuner, 1996).

In particular, tourism has shown a lot of progress in its activities and business processes thanks to changing technologies for several years. Internet of Things (IOT), cloud computing, mobile communication, blockchain, big data and artificial intelligence are technologies that transform “Tourism into Smart Tourism”. Accommodation establishments in terms of such complexity as it is based on the principle of providing the highest level of service standards to its guests. Innovative technologies in an industry provide benefits to increase customer satisfaction, cost savings, and business profits (Verma, Kumar Shukla & Sharma, 2020). Artificial intelligence plays an important role in the hospitality industry, thanks to its ability

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to perform traditional human functions at any time of the day. The most important benefit of artificial intelligence is that it provides quick response to guests (Shridhar Lad & Zade, 2020).

In accommodation establishments, it is extremely important to communicate effectively with guests and to provide services by understanding their needs correctly. Direct messaging and communication with artificial intelligence supported chatbot robots When it comes to online chat services, it effectively operates 24 hours a day, 7 days a week. For example, the Clarion Hotel Amaranten in Stockholm has an AI-powered Chatbot room assistant connected to Amazon Echo. Assistant with powerful capabilities, normally possessed by a human employee equipped with features and designed to assist guests (Artificial Intelligence is Reshaping Hospitality, 2021). It offers excellent service to its guests with its artificial intelligence supported concierge service. IBM's The robot concierge 'Connie', a pilot project carried out with Hilton hotels, answers the questions of the guests, to provide an enhanced guest experience as it can get information about the restaurant or park and solve their questions instantly it helps. Hotel staff improve the guest experience with Connie performing key tasks. has enough time to level up. In addition, daily questions from hotel guests It also provides the opportunity to identify the necessary issues to improve the service provided by accessing the entire Artificial Intelligence is Changing the Game for the Hotel Industry, 2021).

Caesar Entertainment Cooperation, which manages Las Vegas' famous Caesars Palace hotel, is committed to guest satisfaction. uses data analytics in order to increase and provide personalized service. Caesars Entertainment nationwide including all expenses incurred at the restaurant, casino, spa, and golf course it owns collects the transaction data of its guests. Data collected from guest expenditures is then collected by each guest. It is used to analyse their personal characteristics and to understand their interests. Executed by Caesar Entertainment and guest satisfaction with data collection and analysis through this 'Total Rewards Loyalty Program'.

Voice assistants are also becoming popular in hotel rooms. Guest room service via these voice assistants You can order, program alarms, play music and much more is doing. In addition, there is a contact centre that provides intelligent voice support, which helps guests with artificial intelligence. By providing self-service service, understanding the feelings of the guests, it provides solutions to the problems of the guests (Trotter, 2020). For example, 'Hey Alexa! Turn on the night lights' voice command and the guest lights in the room are

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switched to night mode. It has the chance to sleep comfortably by turning it over. From lights to large electrical appliances, every hotel room automates the corner using a smart hotel solution. Sound control devices ensure that guests are comfortable and provides an unforgettable experience (6 Benefits of Smart Hotel Technology in Hospitality Industry, 2021). London's Eccleston Square boutique hotel is a hotel with a 19th century historical influence. Equipped with high technology. Control of main room functions with your mobile phone in all hotel rooms, flat TVs embedded in bathroom mirrors, special iPads with concierge services, free international phone calls.

There are many accommodation businesses where the technology operation of the accommodation services in Figure 1 is applied. For example; Check-in for Marriott Hotel guests without queuing at the hotel reception. It provides a mobile application for them to do so. After check-in, hotel guests eat order, control room temperature and lighting, AI-powered chat to plan trips they can interact with their robots through special mobile devices (Prentice, Lopes & Wang, 2020). According to Jaremen et al., (2016), The Upper House Hong Kong offers guests a series of games, music and their own at check-in. iPod Touch with information about the hotel is provided for their use. At Novotel München Messe, guests can both being greeted by a virtual and real receptionist, the hotel provides the tourist information that guests need. They provide information and communication systems equipped with touch screens that they can easily find. Crowne Plaza has been neutralized in terms of CO2 emissions, and all of the energy used comes from renewable sources. Blowe Up Hall hotel guests in Poznan use iPhone instead of keys or cards to enter their rooms. they receive. These hotels provide examples of the effective application of new information and communication technologies in their operation represents. Thanks to these smart technologies, guests feel emotionally connected to the smart hotel. they feel (Wu & Cheng, 2018). No more losing a hotel room card or key with Apple Watch (2015) has reached. Starwood hotels offer an app for their guests to unlock their rooms. Accor Hotels group, on the other hand, provides hotels and destinations via the smartphone app for Apple Watch, available in 10 languages. It allows users to manage their current reservations as well as promoting their destinations (Grotte, 2018).

Within the scope of the study, accommodation businesses with smart hotel applications supported by artificial intelligence technologies, If we classify them according to examples, in the hotel groups 'Hilton', 'Marriott' 'Intercontinental', 'Starwood' and 'Accor', which are chain hotel groups, 4-star hotels in Sweden, Clarion Hotel Amaranten and Crown Plaza Copenhagen, Novotel Munchen Messe in Munich and 'Ceasar Palace Las Vegas' among the

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5-star hotels are located in London. The services offered by hotels in different parts of the world such as 'Eccleston Square Hotel', 'The Upper House' in Hong Kong and 'Blowe Up Hotel' in Poland will continue to improve as technology develops.

ADVANTAGES OF TECHNOLOGICAL DEVELOPMENTS IN BUSINESS PROCESSES OF HOSPITALITY BUSINESSES

Artificial intelligence enables hotels to implement better processes, anticipate needs, solve problems and know the guest profile. Hotels have a system that receives, processes and analyses guest data, turning it into information for future services to create a better guest experience. Thus, they have the opportunity to offer special services to all guests staying at the hotel (Why is Artificial Intelligence So Important in Hotels, 2021). For example, one of the most important advantages of the chatbot is that it helps guests have a better experience with the hotel. By providing 24/7 service, it serves guests from different nationalities with different language options. It also contributes to reducing the workload of employees. Guest at the hotel Since the hotel communicates with the chatbot during the stay, the hotel provides data on the guest's behavioural tendencies. It helps them collect and analyses them, thereby improving their services (Dickinson, 2021).

The smart hotel concept has advantages for both guests and hotel owners. Specifically, the hotel while saving owners energy and maintenance costs, providing guests with a good experience and much more. offers more customization (Smart hotel, 2021). In simple terms, it is the most powerful AI in the hospitality industry. Its main advantage is to facilitate business processes that are difficult for people. Artificial intelligence to guests staying in hotels is changing the trend towards providing excellent service. As a result, guest loyalty and therefore revenues are also increased. Artificial intelligence provides a certain order in business processes;

- Provides segmentation with the data provided by the guests,
- Increases brand loyalty,
- Increases sales,
- Profiles for the values, preferences, satisfaction, behavior and wishes of the guests allows to create
- It achieves fast and accurate results in business processes and has a lower margin of error than humans (Hospitality: Benefits, Applications & Usecases, 2021).

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Artificial intelligence technologies, which accelerate and facilitate business processes, support employees, It has many advantages that offer the opportunity to manage and increase guest satisfaction and emotional commitment.

DISADVANTAGES OF TECHNOLOGICAL DEVELOPMENTS IN BUSINESS PROCESSES OF HOSPITALITY BUSINESSES

Although artificial intelligence technologies and smart hotel applications have many advantages, technology is increasingly with this development, easy access to confidential information raises concerns. To the lifestyle of the guests in their home life Hotels with access to similar data are worrying some guests. Therefore, accommodation establishments it is very important that it can protect this data (Daye, 2021). In addition, keeping up with the speed of technology, accommodation is both difficult and expensive for businesses. The process that started and continues with online reservations will continue with greater adoption of cloud services. The fast pace of innovations in technology means that most businesses It has also changed the expectations of guests, which is a problem they constantly encounter (Kashyap, 2014). It is important at this point What matters is the thoughts, attitudes and perceptions of the guests towards artificial intelligence technologies. any technology or as with innovation, according to Roger (2010) guests are 'innovators 'early adopters', 'early majority', 'late they are categorized as 'majority' and 'late adopters'. At this point, negative feelings came towards artificial intelligence. There may be people with disabilities, which is usually seen in people who have not used this technology before. The emergence of machines supported by artificial intelligence technologies strongly affects the hospitality industry. and human labour effects have been a highly debated topic. In the study, 5 in Guangzhou of China In line with the data obtained from 468 people working in the 5-star hotel, the workforce turnover of artificial intelligence technologies showed an effect on the rate. This relationship is influenced by perceived organizational support and competitive psychological climate (Li, Bonn & Ye, 2019).

Despite the perception of job insecurity caused by the hotel management, it is necessary to create new customer satisfaction. As long as it approves AI technology and supports hotel staff participation, they too can work with AI (artificial intelligence). willing to work (Koo, Cirtus & Ryan, 2020). Accommodation among the disadvantages of artificial intelligence technologies Although the risk of job loss is foreseen, artificial intelligence facilitates the work of employees and helps them is in an assisting position. The accommodation sector, which is a labour-intensive sector, is the prerequisite for human interaction due to its scope.

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In the near future, there is a situation that will create the risk of losing jobs for employees, since it is a sector in which it is in the plan. not foreseen.

CONCLUSION AND RECOMMENDATIONS

Like many developing sectors, the spread of artificial intelligence supported smart hotel applications While providing certain conveniences to businesses, it will also create some difficulties in the adaptation process of business processes. Therefore, accommodation businesses should consider these possibilities when determining the technologies, they will use. In line with the developments in technologies, more technology integration in the near future. It will be in accommodation businesses as well as in businesses. Artificial intelligence technologies, especially accommodation the most important advantage for their businesses is the opportunity to collect data about the guests and the opportunity to create special experiences.

'A Case Study on the Impact of Artificial Intelligence on the Hospitality Business' is a study for Intercontinental Hotels Group. In this study, it was concluded that artificial intelligence-based marketing can effectively identify and target guests who provide high value to the business, and also have a positive effect on financial performance with the right pricing strategy thanks to revenue management (Bounatirou & Lim, 2020). In addition, artificial intelligence technologies offer hotel managers the opportunity to understand the demands of their guests. In this way, more effective It provides a marketing strategy planning, financial and workforce management (Buhalis & Leung, 2018).

Artificial intelligence will continue to take its place in the hospitality industry in the future, whether by answering hotel guests' questions and assisting hotel staff, or providing personalized recommendations through special search engines. However, the technology must fully benefit both travellers and hospitality owners. some difficulties need to be solved. Accommodation businesses effectively use technology. must follow and enforce laws regarding data privacy and artificial intelligence. Accommodation The most important contribution of artificial intelligence to success in terms of businesses is to understand the personal characteristics of the guests and to provide service. to increase the impact of the experience. In line with these evaluations, it is expected that artificial intelligence technologies will be used in the near future. It can be predicted that the way accommodation businesses work will change even more with the support of the hotel (Fomby, 2021). giving and (2021), the IOT (Internet of Things) has made the tourism industry a multifaceted proved to be affected. To tourists (guests) in terms of both travel and accommodation sector. The

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service experience offered, the flexibility provided, the comparison of services and the comparison of these services from luxury. It is expected to become a necessity in the near future.

Considering the advantages provided by smart hotel applications, the opportunities provided by technology It is seen that accommodation enterprises provide one-to-one results in their business processes. These applications are positively affecting business processes such as customer satisfaction, fast and effective business management, income increase and preferred service understanding affects. Artificial intelligence technologies in theory provide the opportunity to achieve desired and expected results in practice. appears to offer. The biggest disadvantage of artificial intelligence technologies is to provide data security,

Here is one of the biggest risks brought by technology. Private information of guest's protection is a factor that will affect the trust relationship established with the brand. In this context, the technological infrastructure The establishment and maintenance of this will create a significant financial burden for accommodation businesses. of the study as stated in the literature, smart hotel applications supported by artificial intelligence technologies are widely used chain hotels and 4- and 5-star hotels is a situation related to financial opportunities. Therefore, financial Being able to meet these conditions, as an opportunity for income advantage provided by technology, against this cost disadvantage. can be considered as a chance to turn it into a positive situation. Another disadvantage is is that technologies will cause loss of human workforce, but in the near future this will be It is not considered that there will be a situation in this scope. Current technological possibilities, human work processes in business processes It is in a position to support and serve its power.

Technology-supported smart hotel concepts in accommodation establishments in India are similarly more common in chain hotels for now. Integration of technological changes to meet changing guest expectations. The expansion of accommodation establishments, where guests are provided with services, provides better service to foreign tourists, especially those who prefer India. To be able to provide accommodation, to understand their needs and to determine business strategies accordingly will provide an important source of income. It is necessary to increase artificial intelligence supported smart hotel concepts in India in order to catch up with the era and technology and to provide services for changing guest expectations. Therefore, in future studies, it will be important to conduct research on what can be done for the spread of artificial intelligence technologies and smart hotel applications

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in accommodation establishments in India, in order to keep up with the changing world and to provide better service.

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