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UTILIZING ARTIFICIAL INTELLIGENCE TO ENHANCE GUEST SERVICE QUALITY

The hospitality industry has always been about providing exceptional guest experiences. In the modern era, with the rapid development of technology, the integration of artificial intelligence (AI) has become a cardinal factor in providing an unparalleled quality of guest service. AI-based solutions have enabled hospitality establishments to personalize services, optimize operations and anticipate guest needs.

In today's world, artificial intelligence is gaining more and more importance in the hospitality industry both abroad and in Ukraine.

However, this trend comes with numerous challenges and opportunities that must be considered.

There are some technology dependency issues. In particular, the rapid introduction of artificial intelligence may lead to a situation where hospitality becomes excessively technological, excluding the human factor. It may also affect the privacy and security of the personalized data of the guest and staff at the hotel. In addition, the use of technology can lead to a loss of personal interaction with guests, which can affect their overall experience. Artificial intelligence can be ineffective in solving situations that require creativity and human empathy. However, automating processes with artificial intelligence can reduce operational costs and increase profitability for hotels, but it also requires a careful balance between technological advancements and

the human factor to ensure the best guest experience [4].

AI has the potential to improve guest satisfaction by optimizing services and building guest loyalty. Among the advantages of using artificial intelligence tools in the operations of hospitality institutions, it is advisable to note, first of all, the increase in guest satisfaction and loyalty: due to the use of chatbots and virtual assistants, which help reduce the number of routine operations performed by the staff of the institution and speed up guest service as a whole.

In addition, AI allows the collection and analysis of guest preferences, which allows for the creation of unique and personalized experiences; automate and optimize the process of booking services in hospitality establishments and inventory management, which, in turn, reduces the burden on staff and increases the efficiency of the enterprise as a whole. AI also helps analyze data and forecast demand for services, allowing businesses to flexibly adapt to ever-changing market conditions. Artificial intelligence systems can be used to monitor the security of premises and ensure the quality of services provided. Automation of individual processes allows to reduce personnel costs and optimize the use of resources. AI can help businesses comply with industry norms and standards in the hotel and restaurant sector. The use of artificial intelligence in the hotel and restaurant industry contributes to increasing efficiency, improving the quality of service and enriching the customer experience [1].

It should be noted that in the face of digitalization challenges, most consumers prefer to minimize direct communication contact with staff and actively use information technologies to interact with hospitality establishments. In particular, on the basis of thorough research, it was determined that the largest share of modern guests of hospitality establishments is the so-called generation of millennials, which led to the popularization of the use of information technologies (including AI technologies) and their introduction into the activities of hospitality establishments.

It is this generation that appreciates a unique and personalized experience, looking for accommodation that offers convenient digital booking, smart technology and social amenities. As a result, hotels that meet the service requirements of modern guests can attract more of them due to a personalized approach, the ability to self-

register online and book services through mobile applications, etc. [2].

Hospitality establishments use the following AI technologies to improve guest service:

1. Chatbot-based support: Implement chatbots to interact directly and efficiently with customers, eliminating uncertainty about customer needs.
2. Voicemail transcription: AI can transcribe and analyze customer voice messages, saving time and increasing accuracy.
3. 24/7 support: AI provides 24/7 availability, helping to identify and resolve urgent issues even after business hours.
4. Enhanced human interaction: Artificial intelligence helps customer service agents handle inquiries and simplifies email management.
5. Personalized FAQs: AI analyzes data to offer customers relevant self-help content, reducing the need for customer service calls.
6. Enhanced Data Analytics: AI studies customer behavior and sentiment to improve responses and learn from past interactions.
7. Predictive information: Predictive personalization helps avoid problems before they occur, especially for high-value customers.
8. Intelligent task management: AI helps agents manage tasks in a comprehensive and timely manner.
9. Real-time writing assistance: AI offers writing coaching to agents, creating well-thought-out responses in the right tone.
10. Product innovations. Data analysis using artificial intelligence can reveal opportunities for product expansion and innovation based on customer insights [3].

Thus, solutions based on artificial intelligence have become indispensable tools for modern hotels and restaurants: from personalizing the guest experience and providing effective customer service to optimizing operations and improving the security of their stay.

With the development of the IT market, their corresponding tools (artificial intelligence, smart technologies, etc.) and the growing demands of consumers regarding digital technologies for their guest services, the relevance of using AI tools

in the hotel industry in Ukraine will only grow. Such solutions will help hotels to remain competitive and provide guests with high-quality and modern services.

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