Journal of Development and Social Engineering
Volume 10 | Number 1 | December 2024, 01-15
ISSN 2382-5332 © School of Development and Social Engineering, Pokhara University

Enhancing Business Communication in the Hotel Industry through Artificial Intelligence: Evidence from Pokhara, Nepal

Angela Timilsina
School of Business, Pokhara University,
angelatimilsina48@gmail.com

Yog Raj Lamichhane
School of Business, Pokhara University
lcyograj@pu.edu.np

Abstract
Incorporating artificial intelligence (AI) in the hotel sector transforms business communication and boosts operational effectiveness. The qualitative study examines how AI enhances business communication between hotels and their guests, emphasizing immediate responses, tailored services, and operations management. AI technologies such as chatbots, automated messaging platforms, and predictive analytics facilitate customer interactions, improving guest experiences and business results. This study assesses the advantages of adopting AI, which include faster response times, customized marketing approaches, and enhanced business operations. It also recognizes obstacles, like technological constraints, significant implementation expenses, and employee reluctance towards utilizing AI. Within a qualitative approach, the primary data was gathered through semi-structured in-depth interviews with five hotel proprietors and managers selected for their roles in overseeing operations and implementing AI technologies for business communication. The results emphasize that, although AI improves efficiency and guest contentment, it is essential to find a balance between automation and human interaction to preserve the personal touch that is vital to hospitality. Furthermore, tackling infrastructure issues and offering staff training are key factors for the effective implementation of AI. Finally, the study concludes with suggestions for leveraging AI's capabilities in the hospitality industry while ensuring ethical practices and respecting cultural sensitivities.

Keywords: Artificial intelligence, business communication, chatbots, hotel industry, natural language processing

Introduction

Artificial intelligence (AI) has emerged as a transformative force in the 21st century, particularly affecting industries like hospitality. In the hotel sector, AI technologies such as chatbots, virtual assistants, predictive analytics, and automated messaging systems are revolutionizing business communication. Globally, major hotel chains leverage AI to enhance guest experiences, streamline operations, and boost efficiency. In this context, the study aims to explore the current use of AI applications for business communication in the hotel industry of Pokhara, examining how technologies such as chatbots, virtual assistants, and predictive analytics are being employed to enhance guest interaction and operational efficiency. It also investigates the impact of AI on the effectiveness and efficiency of communication processes within hotels, identifying improvements in responsiveness, personalization, and service delivery. Additionally, the study examines how hotels in Pokhara address the challenges of AI implementation, including financial, technical, and ethical concerns. Finally, it seeks to uncover potential future opportunities and emerging trends driven by AI that could further enhance business communication in the hospitality sector of Pokhara.

Generally, tools like chatbots and virtual assistants provide 24/7 support, reducing the workload on staff and improving guest satisfaction. Kaplan and Haenlein (2019) discuss the efficiency of AI assistants like Siri and Alexa in automating repetitive tasks, while Zhao and Wang (2021) highlight the use of Natural Language Processing (NLP) in crafting accurate, personalized responses. These studies underline AI's role in streamlining workflows and enhancing customer interactions. However, concerns about ethical issues, including data privacy and algorithmic bias, remain prevalent (Shin, 2020). AI's ability to personalize guest experiences is a key advantage. Gupta and Priyadarshini (2021) emphasize AI's capability to analyze guest preferences, enabling tailored recommendations and offers. Shrestha and Bhandari (2022) note that AI also improves operational efficiency by automating routine tasks, such as booking confirmations and housekeeping schedules. Huang and Benyoucef (2017) also address AI's function in personalization but concentrate specifically on its application in e-commerce and digital marketing. AI applications in hotels, including chatbots, predictive analytics, and automated communication tools, are transforming how hotels manage and share information with both internal staff and external guests (Ivanov & Webster, 2019). As an emerging technology, hotels in Pokhara have begun adopting AI-driven tools for booking management, guest engagement, and feedback collection. Binns et al. (2021) examine the implementation of AI in call centers and customer support. Chatterjee et al. (2020) investigate the influence of AI on customer service, highlighting the advantages that AI-powered systems bring in managing routine customer inquiries and service requests. Participant insights reveal the use of chatbots for real-time inquiries and AI-powered analytics for personalized marketing. However, adoption is largely limited to larger hotels, leaving SMEs struggling with high costs and technical barriers to enhance guest experiences by enabling quicker response times and customized services. For example, chatbots address routine queries, freeing staff to focus on complex interactions. Farooq et al. (2025) also argue that in today's rapidly evolving technological landscape, it is crucial to understand the complex relationships between artificial intelligence, business, and communication. AI systems also analyze guest feedback to optimize offerings, fostering loyalty and satisfaction, and optimize operations by automating administrative tasks, such as staff scheduling and inventory management. Hotels using predictive analytics can dynamically adjust pricing based on demand, maximizing revenue. However, limited internet connectivity in rural areas hampers the effectiveness of such systems.

While AI offers numerous advantages, its integration is not without challenges. Tussyadiah (2020) points out concerns about job displacement and mental health impacts on employees due to increased automation. Furthermore, Kumar et al. (2021) highlight security vulnerabilities, particularly in data-intensive sectors like hospitality. In Pokhara, financial constraints, lack of technical expertise, and limited technological infrastructure exacerbate these challenges, as noted by Sharma and Aryal (2021). Generally, older travelers and culturally sensitive guests prefer personal interactions, making it essential to strike a balance between automation and human service. Transparency and data security are critical for maintaining guest trust. Researchers such as Belanche et al. (2020) and Schlagwein et al. (2019) stress the importance of ethical AI deployment, including clear communication about

data usage and adherence to privacy regulations. Algorithmic biases and the need for accountability further underscore the complexity of AI implementation in the hospitality industry. Multilingual communication is another critical area, as Pokhara's diverse tourist demographics necessitate efective tools for bridging language barriers. AI-driven translation tools address language challenges but struggle with cultural nuances and dialects, requiring human oversight. Advancements in AI will enable hyper-personalized services, such as customizing room settings and anticipating guest needs. AI-driven virtual concierges can further enhance guest experiences by offering tailored recommendations and seamless interaction tools that will refine marketing strategies by analyzing large datasets to identify customer preferences and create personalized advertising campaigns. Real-time feedback loops will allow hotels to adapt to market trends swiftly. Investing in robust technological infrastructure, including reliable internet connectivity, will be critical for the successful deployment of AI systems in Pokhara. Government and private sector collaboration can play a vital role in addressing these gaps. To maintain guest trust, hotels must prioritize ethical AI deployment. This includes transparency about data usage, robust privacy measures, and mechanisms to address algorithmic biases. Training programs can equip staff to work alongside AI systems effectively.

Thus, integrating AI into Pokhara's hotel industry offers considerable potential to improve business communication, guest satisfaction, and operational efficiency. However, existing literature reveals a gap in localized studies that examine how these technologies are currently applied, the specific challenges faced by hotels in Pokhara, and the balance between automation and personalized service. This study seeks to address this gap by providing evidence-based insights into the role of AI in enhancing business communication within the unique context of the hospitality sector of Pokhara, Nepal.

Data and Methods

This research investigates the contribution of AI in improving business communication within the hotel sector of Pokhara, emphasizing its applications, advantages, challenges, and prospects. A qualitative research methodology was employed, utilizing thematic analysis to scrutinize data gathered through semi-structured interviews and secondary resources. These interviews facilitate in-depth discussions, allowing participants to elaborate on their experiences and strategies. Moreover, "interviewing provides a way of generating empirical data" (Holstein and Gubrium, 2003, p. 67). This methodology was selected for its capability to capture detailed insights and delve into complex themes related to the adoption of AI and communication strategies. The study utilized an iterative framework, prioritizing qualitative analysis to comprehend 'how' and 'why' inquiries surrounding AI incorporation in the hospitality sector of Pokhara. The main data was collected via semi-structured interviews with five participants, including hotel proprietors and managers. The questions were designed to explore participants' experiences with AI adoption, focusing on its impact on business communication, operational efficiency, challenges faced, and perceived benefits. To ensure content and face validity, the interview questions were reviewed by academic experts in hospitality and AI, and pre-tested with two hotel professionals for clarity and relevance. The participants for the interview were chosen based on their roles in directing operations and deploying AI technologies within their businesses. The sample consisted of five different hotels and villas, comprising three

luxury hotels and two boutique villas. This variety enabled the research to capture from different operational models, ensuring a comprehensive understanding of AI's influence. Participants were given pseudonyms to maintain confidentiality and safeguard their privacy, coding Participant A to E. The interviews investigated themes related to AI-enhanced communication strategies, perceived advantages, implementation challenges, and how staff adjusted to AI tools. Secondary data was obtained from existing literature on AI uses within the hospitality field. These resources supplied a theoretical framework for recognizing AI's transformative potential in business communication. Insights from previous studies guided the formulation of interview questions and contextualized the findings.

The data analysis utilized thematic analysis, a commonly applied qualitative method for pinpointing patterns and themes within textual data. This procedure entailed several systematic stages: Audio recordings of the interviews were transcribed, and key phrases were emphasized to draw out significant insights. The data was divided into smaller segments, and codes were assigned to represent recurring concepts such as guest interaction, operational efficiency, and data security. Codes were aggregated into broader themes, including improved customer engagement, obstacles in AI adoption, and anticipated trends. The discovered themes were evaluated to ensure they aligned with the research goals and showed coherence within the dataset. The iterative nature of this analysis facilitated the continuous refinement of themes and ensured that the findings were rooted in the data.

To uphold credibility, the study applied member checking, allowing participants to review the preliminary findings for accuracy. Triangulation was also used by cross-referencing data from interviews and literature. Comprehensive descriptions of the research context were provided to enhance transferability, allowing future researchers to apply the findings in similar environments. An audit trail documented each stage of the research process, ensuring transparency and reliability. Reflexivity was maintained throughout the investigation, with the researcher continuously reflecting on possible biases to preserve objectivity. Ethical standards encompass obtaining informed consent from participants, stringent confidentiality measures, and secure storage of collected data. Pseudonyms were employed to anonymize participants, and care was taken to present findings truthfully and responsibly.

Result and Discussion

The gathered data is examined through a thematic lens, where the themes identified from the coded interviews reflect corresponding findings. Utilizing AI Translate for translation during interviews proved to be particularly beneficial. Nepali speech was quickly transformed into English, with the narrator reviewing the translation to confirm its accuracy and proper conveyance of meaning. This approach validated the translations' correctness, providing a smooth, real-time speech-to-text experience. This section illustrates the study's findings through a theoretical perspective, emphasizing the significance of AI in improving hotel communication and operational methods. It analyzes the implementation, obstacles, and future opportunities of AI within the hospitality sector, alongside its ability to create rich and fluid guest experiences.

AI Integration and Communication Strategy

The adoption of AI in hospitality improves communication, boosts operational effectiveness, and guarantees consistent guest experiences across different platforms. Kaplan and Haenlein (2019) emphasize the productivity improvements brought by AI tools like Siri and Alexa, automating repetitive communication tasks. These align with findings that AI chatbots in hotels ensure quicker responses and efficiency in communication . AI tools such as chatbots, automated messaging, and Customer Relationship Management (CRM) systems enhance guest interactions and optimize operations. Connecting with external platforms like Online Travel Agents (OTAs) and social media further reinforces uniformity in pricing, availability, and promotional offers.

Participant A stressed the significance of real-time alignment of pricing and promotions across OTAs and social media for consistent guest experiences. Participant B pointed out the utilization of an AI-driven Facebook Messenger chatbot to deliver immediate information regarding room availability and rates, ensuring fluent communication. Participant C acknowledged AI's function in merging booking systems, guest management, and customer service, leading to streamlined operations and improved guest experiences. Participant D described AI tools that automate reservation processes and handle customer inquiries, ensuring quick responses to guest feedback. Participant E talked about the implementation of AI-driven translation tools on Samsung devices to effectively communicate with international guests, preventing misunderstandings and enhancing satisfaction. AI instruments, including chatbots, CRM platforms, and automated messaging, bolster communication and enhance hotel operations. Integration with external platforms such as OTAs ensures consistent pricing and promotional tactics. The immediate synchronization of pricing and availability. Chatbots provide prompt booking information. Optimized operations and guest management through interconnected systems. Automation is driven by AI for reservations and requests. Translation services catering to the needs of international guests.

The integration of AI across communication channels and third-party platforms allows hotels to provide personalized, efficient, and culturally sensitive services. This strategy guarantees operational consistency while ensuring high-quality and uniform guest interactions.

Advantages Perceived and Guest Interaction

The benefits of incorporating AI into hotels are varied, leading to significant enhancements in communication efficiency and guest involvement. Notable advantages consist of quicker response times, improved personalization, and streamlined workflows. Gupta and Priyadarshini (2021) discuss AI's role in analyzing guest preferences for personalized recommendations, which resonates with observations about enhanced marketing strategies and tailored guest experiences. Insights derived from AI assist in identifying opportunities for upselling, allowing hotels to tailor promotions and services for particular guest groups. These benefits have resulted in increased guest satisfaction and higher conversion rates for special offers. Participant A pointed out that AI-powered chatbots reduce wait times by quickly addressing fundamental inquiries, even during busy periods. The automated booking system optimizes availability, pricing, and promotions, ensuring competitive rates without human intervention. Participant B mentioned utilizing AI-driven Facebook Messenger chatbots to deliver real-time responses, thereby eliminating delays and enhancing guest satisfaction. The system

also detects guest preferences, providing a more customized experience and allowing staff to concentrate on more intricate tasks. Participant C observed that AI streamlines operations in managing reservations, cancellations, and peak season bookings. Chatbots manage standard inquiries promptly, enabling staff to dedicate their time to high-touch services such as personalized guest experiences and guided excursions. Participant D highlighted the improved response rates and the capability to track guest preferences, facilitating tailored suggestions. Automation frees up staff to manage complex responsibilities, such as offering in-person assistance to guests with specific requirements. Participant E mentioned using Samsung's translation tools to quickly respond to inquiries in various languages. These tools aid in personalizing experiences for international guests and translating dietary restrictions or special requests, making them particularly beneficial for smaller luxury hotels. AI boosts guest interaction by delivering swift responses and customized suggestions. It analyzes client preferences to foster tailored engagements.

Challenges and Obstacles to AI Implementation

The deployment of AI in communication processes presents several hurdles, including staff resistance, technical integration challenges, and AI's limitations in understanding nuanced human interactions. Hotels have addressed these concerns through targeted training, infrastructure enhancements, and promoting a culture of adaptability to ensure that technology complements existing communication systems. Participant A noted that the preference for personal interactions among older travelers poses a challenge. Training sessions were conducted to encourage staff to view AI as a supportive resource, fostering acceptance and reducing resistance. Participant B reported that initial AI responses seemed overly mechanical, resulting in adjustments to adopt a more conversational tone. Complex inquiries are escalated to human staff to guarantee resolution, striking a balance between AI efficiency and human involvement. Participant C identified unreliable internet connectivity in remote areas as a barrier. Investments in upgraded infrastructure helped reduce delays in AI processing. AI's role is positioned as complementary, ensuring personal communication remains available for traditional guests. Participant D pointed out limited infrastructure, cultural and language challenges, and staff resistance. Initiatives included improving AI's training data for local dialects and holding workshops to demonstrate AI's role in simplifying tasks rather than replacing jobs. The cases are identical to the conclusion of the study by Sizan et al. (2024) that "individuals employed in the field of communication have a limited understanding of artificial intelligence, although they possess a higher level of anticipation regarding its influence on their profession compared to its impact on their personal life" (p. 1). Moreover, Participant E noted that while Samsung's translation tools are useful, they sometimes lack precision for regional dialects. Staff follow up verbally to clarify any uncertainties. Connectivity issues and battery life challenges in rural areas also persist, necessitating alternative strategies to maintain effective communication. Unstable internet connections in remote regions of Nepal hinder the effectiveness of AI solutions. Participants noted that poor infrastructure leads to delays and system malfunctions. Implementing AI systems demands considerable investment and continuous updates, which can be challenging for smaller hotels to maintain.

Initial concerns regarding job loss and unfamiliarity with AI led to reluctance among employees. Training initiatives proved essential in fostering acceptance.

As AI adoption in the hotel industry faces multiple challenges, research indicates that inadequate digital infrastructure, especially in regions like Nepal, significantly hampers the effectiveness of real-time AI communication systems. According to Gupta and Priyadarshini (2021), connectivity issues reduce operational efficiency, particularly in remote areas. The adoption of AI in Pokhara's hotel sector illustrates its potential to improve operational effectiveness and guest engagement. Nonetheless, hurdles such as infrastructure challenges, cultural nuances, and staff adaptation must be tackled to fully realize the benefits. Hotels that find a balance between automation and personal interaction are better equipped to utilize AI efficiently, ensuring seamless and culturally sensitive guest experiences.

Staff Adaptation and Training

Hotel personnel have made considerable adjustments with the introduction of AI technologies in communication, leading to necessary changes in their skills and workflows. Training and ongoing assistance have been crucial in ensuring a smooth transition. Hotel staff often resist the integration of AI due to fears of job displacement. Research by Sharma and Aryal (2021) highlights that concerns about losing jobs or changes in job responsibilities may result in hesitance towards AI systems. By promoting a culture of continuous education, hotels enable employees to make effective use of AI, thereby fostering collaboration between humans and machines during guest interactions. Reported that thorough training was delivered to customer service teams, providing them with operational knowledge of AI tools and troubleshooting abilities. The training focused on utilizing AI insights to improve service quality.

Participant B mentioned that focused training and ongoing assistance empowered staff to successfully supervise and manage AI systems. Their responsibilities broadened to encompass the oversight of AI tools, allowing them to address more complex guest inquiries that require human engagement. Participant C indicated that proactive training efforts assisted staff in adapting to AI tools, highlighting the benefits of AI in guest management. This strategy enhanced the teamwork between staff and AI systems. Participant D shared that hands-on workshops were conducted to familiarize staff with AI functionalities such as chatbots, email automation, and analytics. Similarly, Kalogiannidis et al. (2024) have concluded that "business communication may become effective by integrating sensors, chatbot, email filtering, speech recognition, and NLP into various business processes" (p. 1939). A dedicated support framework was established to address issues related to AI, reassuring staff that AI would augment rather than eliminate their roles. Participant E noted that training included using Samsung translation features for both written and verbal communication, stressing the importance of enhancing human connection. The user-friendly design of Samsung devices ensured a smooth transition, even for those staff members who are less technologically adept.

Multilingual Communication and Cultural Sensitivity

In Pokhara, effective interaction with visitors from various linguistic and cultural backgrounds is crucial. AI tools, such as multilingual chatbots and translation software, are essential for overcoming language barriers and providing timely

information in guests' preferred languages. Liu et al. (2021) point out the growing importance of AI in enabling seamless multilingual communication, a finding supported by the use of AI-driven tools for language translation in guest interactions. Nonetheless, AI can struggle with understand ing cultural nuances, necessitating human involvement for culturally appropriate exchanges. Participant A observed that AI assists in communicating in languages like English, Hindi, and Chinese, but has difficulties with non-standard dialects. Collaboration with local personnel is required for better clarity, especially when cultural nuances are at play. Participant B emphasized the usefulness of Google Translate for real-time translations but mentioned its shortcomings in coping with slang and culturally significant expressions. Human oversight is crucial to ensure respectful communication. Participant C reported that while the majority of guests converse in English, AI tools aid in translating common phrases for non-English speakers. However, local cultural contexts, like informal greetings, necessitate human monitoring of AI outputs. Participant D noted that AI-driven translation applications support numerous languages but struggle with regional dialects and idiomatic phrases. Combining AI with human supervision enhances accuracy and cultural relevance, alongside ongoing collaboration with developers to improve cultural sensitivity. Participant E commended Samsung's translation tools for enhancing guest experiences but pointed out rare errors in meeting cultural norms, such as politeness standards in Japanese or Chinese. Staff oversight ensures communication remains culturally considerate.

The adaptation and training of staff are vital for the effective implementation of AI, making certain that employees are prepared to collaborate successfully with AI systems. Additionally, while AI tools facilitate multilingual communication, human intervention is vital for portraying cultural nuances and ensuring respectful and precise guest interactions. These efforts work toward establishing a balanced relationship between technology and personalized service in the hotel industry of Pokhara.

Customer Feedback and AI Effectiveness

Guest feedback regarding AI-enabled communication provides essential insights into its advantages and the areas that require enhancement. Shrestha and Bhandari (2022) note that AI's ability to provide real-time answers greatly enhances customer satisfaction, especially in regions like Nepal, where there is limited human staffing to handle a high volume of inquiries. Many patrons express appreciation for the rapid responses and convenience that AI tools provide, often mentioning improvements to their overall experience. Nevertheless, there is a recurring request for more human-like interactions in specific situations. Gaining an understanding of these viewpoints allows hotels to improve their AI strategies, ensuring that technology aids the personal touch that many guests cherish. Participant A reported largely favorable feedback from guests, especially regarding the convenience and speed of AI services. Guests who desire more human warmth can opt to connect with a human agent, maintaining a balance between automation and personal interaction. Participant B noted that AI-powered communication platforms, such as Facebook Messenger chatbots, have greatly enhanced guest satisfaction. Patrons value personalized recommendations based on their preferences, which contributes to their overall enjoyment during their

stay. Participant C mentioned that while a majority of customers appreciate the efficiency of AI, guests who are looking for culturally rich experiences or more profound conversations often prefer human interactions for a more engaging experience. Participant D observed that immediate responses to sim- ple queries are highly appreciated, particularly by younger guests. In contrast, older guests generally favor more personal communication. AI is utilized to complement human interactions, resulting in a balanced approach. Participant E noted that translation applications are positively received for enabling real-time, two-way communica tion. It is habitual that "Artificial intelligence has become a powerful force in the era of digital transformation, significantly altering several aspects of marketing and consumer behavior" (Farooq et al., 2025, p. 282). However, some guests express a preference for personal interaction when handling complex requests, as translation apps may overlook subtle nuances or intentions.

Data Security and Privacy

Ensuring data security and privacy is essential when utilizing AI-enabled communication tools within hotels. Measures taken to protect guest information include encryption, secure data storage, and adherence to privacy regulations such as GDPR. Ongoing security audits and staff instruction on data protection practices reinforce these efforts, guaranteeing strong data management protocols and guest confidence. Participant A indicated that all guest information is securely encrypted, with strict adherence to local data protection regulations. Schlagwein et al. (2019) stress the significance of transparent data usage and privacy, which complements findings on guest trust being reliant on secure AI implementations. AI systems are designed to prevent unauthorized data sharing, fostering effective privacy management. Participant B stressed the implementation of secure encryption methods for communication via platforms like Facebook Messenger. Access to data is limited to authorized personnel, and systems undergo regular updates to address security risks. Participant C pointed out that their AI tools comply with both local and international data protection laws. The eco-conscious brand prioritizes the protection of guests' personal information as a fundamental value. Participant D clarified that all AI interactions are secured through encryption by international standards like GDPR. Transparency regarding data usage is emphasized, with guests' permission sought before engaging with AI services. Participant E discussed the utilization of secure networks for Samsung devices, ensuring that sensitive information exchanged through translation apps is kept confidential. Staff receive training to avoid sharing personal or financial details without appropriate encryption, ensuring that communications remain free of third-party access.

Guest responses emphasize the convenience and effectiveness of AI tools while highlighting the need for personalization and cultural awareness. Data security and privacy are of utmost importance, with hotels implementing strong measures to safeguard guest information. By addressing these areas, hotels can ensure that AI systems enhance guest experiences while maintaining trust and compliance with global standards.

Crisis Management and Communication

Effective communication in times of crisis is crucial for maintaining guest trust and satisfaction. AI has been instrumental in automating notifications, offering real-time

updates, and quickly addressing guest concerns. Schlagwein et al. (2019) emphasize the importance of transparency and secure data management when using AI in critical situations, especially when sensitive guest information is involved. By leveraging AI tools in crisis management, hotels can promptly inform guests about changes or emergencies, reducing anxiety and maintaining positive relationships. Participant A reported utilizing AI chatbots during un expected events like strikes or road closures to deliver real-time updates and reassurance to guests. Participant B emphasized the significance of AI in sending automated notifications through Facebook Messenger, facilitating timely communication regarding service changes or emergency protocols. This ensured guests remained informed and their concerns were addressed during trying times. Participant C noted that AI tools kept guests informed during severe weather events by relaying safety procedures, delays, or reservation adjustments. Participant D mentioned that during natural disasters or local occurrences, AI provided real-time alerts about safety measures or policy changes. Chatbots effectively answered guest questions, allowing human staff to focus on more complex issues. Participant E pointed out the usefulness of Samsung's translation applications in emergencies, allowing for real-time communication of itinerary updates or safety precautions in guests' preferred languages.

AI's Role in Personalization and Response Time

AI has greatly enhanced customer interaction by cutting down response times and personalizing communications. Automated systems efficiently manage common inquiries, while AI algorithms evaluate customer data to deliver tailored messages and suggestions. Mikalef et al. (2020) suggest that maintaining human oversight in AI decision-making is critical, particularly in high-stakes areas like guest complaints or dynamic pricing. They stress the importance of keeping human engagement in guest interactions to ensure a personalized and empathetic approach. This combined capability transforms guest experiences, allowing for meaningful exchanges and quick responses. Participant A highlighted the decrease in response times thanks to AI-powered chatbots and the ability to provide personalized recommendations, such as early check-ins or upgrades.

Guests valued the quickness, even though human interaction was still important for personal connections. Participant B reported that AI-driven chatbots provided 24/7 support, significantly lowering response times and offering personalized suggestions based on previous interactions. Participant C emphasized AI's capability to quickly address general inquiries, such as directions or weather updates, while human involvement was still vital for requests related to personal preferences or local insights. Participant D stated that AI reduced wait times during peak periods, allowing for customized promotions based on observed guest preferences, such as trekking activities for nature lovers. Participant E commended Samsung's translation applications for enabling real-time engagement in multiple languages. These tools aided both basic inquiries and personalized guest experiences, such as translating menus or detailing vegan options. Increased productivity through efficient inquiry management.Improved guest experience via personalized recommendations and promotions. AI further assists in real-time decision-making and revenue management by adjusting pricing and offers dynamically in response to demand and guest actions.

AI vs. Human Interaction

The discussion surrounding AI versus human interaction highlights their distinct strengths in improving efficiency and guest satisfaction. Tussyadiah (2020) discusses concerns about over-reliance on AI, suggesting that excessive automation could depersonalize guest interactions, making them feel robotic. The study advocates balancing AI with human interaction to maintain the personal touch that defines hospitality. AI excels at managing routine inquiries and delivering swift responses, whereas human interaction is essential for empathy and resolving intricate issues. Striking a balance between AI and human communication is crucial for providing high-quality service experiences. Participant A claimed that AI effectively handles basic queries, but human interaction is more desirable for complex problems or unique requests. AI is perceived as a complement to communication strategies rather than a replacement. Participant B observed that while AI efficiently manages routine inquiries, it falls short in complex situations that demand empathy and understanding. Merging AI with human support achieves a balance of efficiency and personalization. Participant C stressed the significance of human interaction in delivering unique and personalized experiences, especially in nature-focused settings. AI supports staff efforts by tackling basic tasks. Participant D reported that AI guarantees consistent service quality for routine tasks, while guests value personal interactions for special requests or crises. Participant E noted the effectiveness of AI-driven tools like Samsung's translation applications for basic interactions, while human engagement remains essential for forming deeper connections and addressing complex requirements.

AI tools play a crucial role in crisis management, personalization, and improving response times, significantly enhancing operational efficiency and guest satisfaction. As the demand of time demands, "In the contemporary landscape, where technology catalyzes rapid change, understanding the nuanced dynamics between AI, business, and communication becomes imperative" (Farooq et al., 2025, p. 218). However, the importance of human interaction persists, especially in scenarios requiring empathy and cultural sensitivity. By balancing AI capabilities with personal engagement, hotels can optimize guest experiences while maintaining the warmth and authenticity of the human touch.

Seamless Booking Experience

AI significantly enhances the booking experience by automating processes, providing personalized options, and offering real-time support. Ivanov and Webster (2019) argue that while AI improves operational efficiency, the hospitality industry relies heavily on human connection, and overusing AI could diminish the warmth and personal service that guests expect in luxury settings. This reduces friction in the booking journey, enabling hotels to address individual guest preferences efficiently and improve satisfaction. Participant A shared that their AI-driven platform allows guests to reserve rooms, check availability, and make payments effortlessly, even outside regular business hours. Participant B highlighted AI's role in streamlining the booking process by offering instant responses to complex requests via Facebook Messenger.

The system suggests alternative options or customizes bookings to meet specific guest needs. Participant C reported that AI streamlines reservations, enabling international guests to book accommodations, select activities, and

process payments efficiently, even while traveling. Participant D noted that AI systems facilitate 24/7 reservations, providing immediate confirmations and managing specific requests like additional bedding or dietary restrictions. AI modifies bookings automatically to cater to these requirements. Participant E mentioned Samsung's translation tools' contribution to booking efficiency, supporting inquiries about room availability, and tailored accommodations. AI minimizes friction during the booking process, ensuring a seamless guest experience. AI-enhanced booking platforms facilitate real-time availability, automated confirmations, and personalized accommodations, enhancing convenience and satisfaction.

Future Prospects and AI Evolution

The role of AI in hotel communication strategies is poised for significant evolution. Innovations in natural language processing, machine learning, and predictive analytics are expected to enhance personalization and operational efficiency. Gupta and Priyadarshini (2021) expect AI to bring hyper-personalization by leveraging guest insights and offering tailored services like room settings, wellness packages, and customized marketing messages. Emerging trends suggest AI will become integral to meeting future travelers' demands, transforming guest experiences and communication strategies. Participant A anticipated that AI would play a pivotal role in predictive analytics, enabling real-time customization of guest experiences based on behavior. Participant B envisioned advancements in machine learning and natural language processing to handle complex guest queries more effectively, offering intuitive and personalized services. Participant C highlighted plans to enhance AI's role in providing tailored ecotourism experiences, such as customizing nature excursions or wellness packages to align with guests' interests. Participant D expected AI advancements to enable dynamic pricing, AI-generated room preferences, and personalized itinerary recommendations. Integration with intelligent systems could allow guests to manage their stay via voice commands or mobile apps. Participant E looked forward to achieving greater accuracy in real-time translation, enabling seamless interactions with guests in nearly any language. AI-derived insights will allow for personalized adventure activity recommendations and enhanced communication through real-time translations.

AI-driven tools are transforming the booking process and shaping the future of hotel communication strategies. By automating tasks, personalizing interactions, and advancing translation capabilities, AI is enabling hotels to provide exceptional guest experiences. Future innovations will further enhance these capabilities, fostering a seamless blend of technology and personalization to meet evolving traveler expectations.

Conclusion

The hospitality sector is transforming due to the incorporation of AI, which is enhancing both internal processes and customer experiences. AI's influential reach covers various aspects, including management of bookings, automation of customer service, communication in real-time, and pricing that adapts dynamically. These innovations offer considerable advantages, such as streamlined operations, improved guest satisfaction, and a lighter workload for employees, which in turn encourages more personalized interactions with guests. Hospitality companies now rely heavily on AI applications like chatbots, virtual assistants, predictive analytics, and

translation services. By automating everyday tasks, these technologies allow hotel employees to concentrate on more valuable, individualized services. The role of AI in boosting operational efficiency is especially significant in resource-limited areas, such as Nepal, where labor shortages and outdated manual practices frequently present challenges.

Striking the right balance between automation and human engagement is vital for maintaining the core of hospitality. The role of AI should not be to replace human jobs, but rather to enhance them. By automating mundane tasks, AI allows staff to dedicate their efforts to providing personalized service and crafting unforgettable guest experiences. As an illustration, luxury hotels often depend on human personnel for distinctive gestures, such as tailored greetings or proactive support, which AI is currently unable to perform effectively. As AI technologies progress, they introduce new employment opportunities in fields like data analysis, customer experience management, and AI system upkeep. Nonetheless, these opportunities necessitate a substantial investment in training the workforce. Hotels are required to prepare their employees with the necessary skills to manage and optimize AI systems while promoting an understanding of how AI can enhance human roles. Furthermore, explicit accountability frameworks must be established to address ethical considerations, such as maintaining transparency in AI-driven decisions and reducing biases in algorithms.

The ethical aspects of AI in hospitality are complex. Issues related to data privacy, openness, and equity need to be tackled to sustain guest trust and uphold industry standards. Hotels should implement strong data protection protocols, including encryption and adherence to regulations like the General Data Protection Regulation, to protect sensitive information. Transparency in AI decision-making processes is equally important, ensuring that guests are aware of how their data is utilized and that choices are made fairly. To summarize, AI provides significant advantages to the hospitality sector, including enhanced operational efficiency, dynamic pricing strategies, and more customized guest experiences. These benefits are particularly helpful in overcoming challenges faced by resource-limited regions. However, finding an equilibrium between automation and human interaction is crucial to preserving the personal touch that characterizes exceptional hospitality. While AI can optimize processes and improve guest satisfaction, its implementation should be driven by ethical considerations and a commitment to preserving genuine human connections. Finally, the future of AI in hospitality is founded on hyper-personalization, seamless communication, and adaptable pricing models. As these advancements continue to influence the industry, careful planning and oversight will be key to ensuring that their application is advantageous for guests, employees, and the overall hospitality experience. By investing in workforce training, promoting ethical practices, and blending AI with human expertise, hotels can fully leverage the potential of AI while retaining the warmth and uniqueness that guests seek.

References

Belanche, D., Casaló, L. V., Flavián, C., and Schepers, J. (2020). Transparency and guest satisfaction in AI-powered hotel services. *International Journal of Hospitality Management, 91*, 102682. https://doi.org/10.1016/j.org/10.1177/1094670520983830

ijhm.2020.102682

Binns, A., Raji, I. D., and Cave, S. (2021). AI in call centers: Real-time customer interaction analysis and decision-making. *Journal of Service Research, 24(2)*, 156-173. https://doi. 4322-7. ch011

Chatterjee, S., Ghosh, S.K., and Chaudhuri, R. (2020). AI in customer service: Automating routine tasks and enhancing customer experience. *International Journal of Information Management, 51*, 102035. https://doi.org/10.1016/j.ijinfomgt.2019.102035

Farooq, M., Ramzan, M., & Yen, Y. Y. (2025). AI in consumer behavior management. In M. Farooq, M. Ramzan, & Y. Y. Yen (Eds.), *Transformative impacts of AI in management (pp. 281–294)*. IGI Global. https://doi.org/10.4018/979-8-3693-

Farooq, M., Ramzan, M., & Yen, Y. Y. (2025). Artificial intelligence in business communication: A comprehensive review of applications, challenges, and future directions. In M. Farooq, M. Ramzan, & Y. Y. Yen (Eds.), *Transformative impacts of AI in management (pp. 217–240)*. IGI Global. https://doi.org/10.4018/979-8-3693-4322-7.ch008

Gupta, R., and Priyadarshini, A. (2021). AI in personalized communication: Improving customer satisfaction in Nepal. *Tourism and Hospitality Research, 21(1),* 53-65. https://doi.org/10.1177/1467358420988506

Huang, Z., and Benyoucef, M. (2017). AI in e-commerce: Personalization and customer journey optimization. *Journal of Electronic Commerce Research, 18(3)*, 219-238. https://www.jecr.org/sites/default/files/18_3_paper3.pdf

Holstein, J. A., & Gubrium, J. F. (2003). Active interviewing. In J. F. Gubrium & J. A. Holstein (Eds.), *Postmodern interviewing (pp. 67–80)*. Sage Publications.

Ivanov, S., Webster, C., and Berezina, K. (2019). Adoption of robots and service automation by tourism and hospitality companies. *Journal of Tourism Futures, 5(1),* 7- 23. https://doi.org/10.1108/JTF-01-2019-0001

Kalogiannidis, S., Patitsa, C., & Chalaris, M. (2024). The integration of artificial intelligence in business communication channels: Opportunities and challenges. WSEAS *Transactions on Business and Economics, 21,* 1922–1944. https://doi.org/10.37394/23207.2024.21.157

Kaplan, A., & Haenlein, M. (2019). Siri, Siri, in my hand: Who's the fairest in the land? On the interpretations, illustrations, and implications of artificial intelligence. *Business Horizons, 62(1),* 15–25.https://doi.org/10.1016/j.bushor.2018.08.004

Kumar, V., Shah, J., and Soni, A. (2021).cerns over AI and robot security in tourism businesses. *Tourism Management, 81*, 104171. https://doi.org/10.1016/j.tourman.2020.104171

Lu, L., Liao, Y., and Zhang, M. (2020). Mental health risks and competition between humans and robots in the workplace. *Psychology of Popular Media Culture,* 9(4), 508-520. https://doi.org/10.1037/ppm0000247

Mikalef, P., Krogstie, J., and Pavlou, P. A. (2020). Ensuring human oversight in AI decisions: The role of accountability. *Journal of Business Ethics, 172(4)*, 791-808. https://doi.org/10.1007/s10551-020-04569-4

Schlagwein, D., Thorogood, A., & Willcocks, L. (2019). Ethical risks of AI in decision-

making: *Transparency and bias. MIS Quarterly, 43(2)*, 279–304. https://doi.org/10.25300/MISQ/2019/13912

Sharma, S., and Aryal, A. (2021). AI and sustainability in hotel operations: Enhancing energy efficiency and staff productivity. *Journal of Sustainable Tourism, 29(4),* 567584. https://doi.org/10.1080/09669582.2020.1792309

Shin, D. (2020). The effects of explainability and causability on perception, trust, and acceptance of AI. *Computers in Human Behavior, 103,* 106–120. https://doi.org/10.1016/j. chb.2019.09.015

Shrestha, R., and Bhandari, M. (2022). The role of AI in maintaining consistent guest service and personalized communication. *Journal of Hospitality and Tourism Management, 47,* 121-131. https://doi.org/10.1016/j.jhtm.2022.01.005

Sizan, M. M. H., Mondal, B. P., Islam, M. R., & Buiya, M. R. (2024). Artificial intelligence and the future of communication in business administration: A comprehensive review. *American International Journal of Business and Management Studies, 6(1),* 1–7.https://doi.org/10.46545/aijbms.v6i1.316

Tussyadiah, I. (2020). A review of AI applications in tourism. *Journal of Travel Research, 59(6)*, 1117–1135. https://doi.org/10.1177/0047287519883351

Zhao, J., & Wang, Q. (2021). The role of natural language processing in tourism communication. *Journal of Tourism Technology, 10(3)*, 145–158. https://doi.org/10.1108/JTF-09-2020-0186