

# WOULD YOU ACCEPT A BOOKING FROM AI?

And other head-scratching questions about technology  
in hospitality

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# Artificial Intelligence: An Introduction

*The theory and development of computer systems able to perform tasks normally requiring human intelligence*

## Examples:

- Facial recognition
- Maps and navigation
- E-Payments

# AI and the Hospitality Sector

## Staffing

- Analytics used for hiring employees and managing staffing levels



# AI and the Hospitality Sector

## Customer Experience

- Online chatbots and customer support
- Personalised room service
- Check-in robots



# AI: A Risky Business?

## Known Concerns

- Hallucinations
- Data leaks and confidentiality breaches

## Who is to blame?

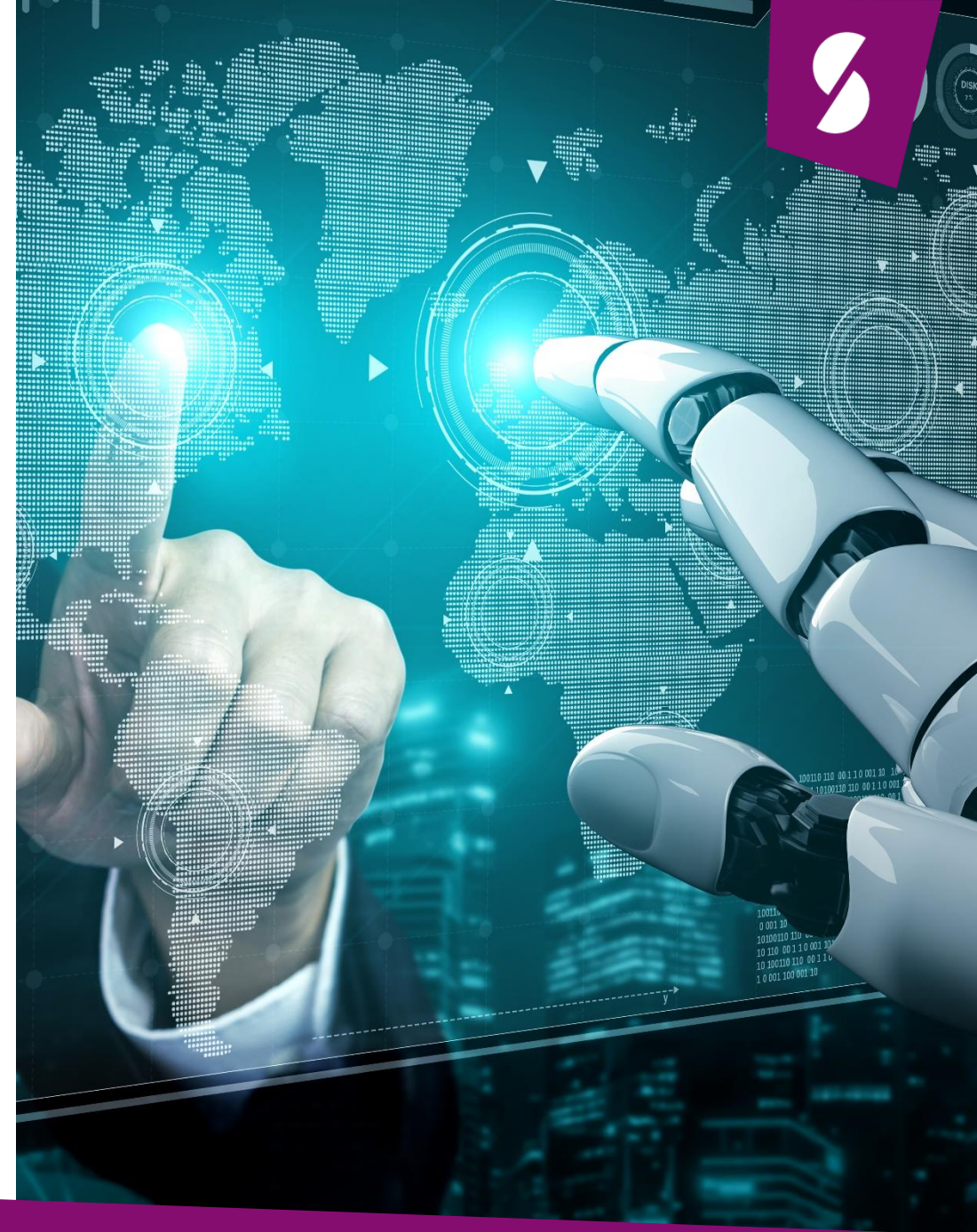
- The creator v the user
- Can you fire a robot?



## Human v Machine

- The benefit of a human touch
- The efficiency and accuracy of a robot

***Why not both? (Plus, it's legally required)***





**THANK YOU**

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