



Assessing the Optimal Implementation of Artificial Intelligence Within the Hotel Industry for Generation Y

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Submitted to Dr. Daniel Dan

Jennifer Flöck

51839854

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Abstract

The implementation of artificial intelligence has the potential to reshape the hotel industry. It makes use of massive amounts of accumulated data, called Big Data, and tries to identify latent patterns within it. Artificial intelligence has the ability to learn, and to potentially make decisions on its own, becoming ever more precise the more data it has at hand. Within the hotel industry, artificial intelligence increasingly gains ground and has a wide range of applications. While artificial intelligence can significantly contribute to the design of the guest experience it can have negative implications for employees. As artificial intelligence can learn, it might eventually outperform humans in their work. However, this is a very controversial topic in scientific literature and there is a significant number of researchers that argue artificial intelligence will only have limited impact on human employees. This thesis will examine to which extent the implementation of AI is desired by generation Y and attempts to reveal whether human employees might be replaced by artificial intelligence, or whether artificial intelligence and human employees will coexist.