Abstract

This bachelor thesis investigates the underlying relationships of the acceptance of AI tools by professionals in the hospitality industry. The aim of this paper is to find the nexuses between the concepts of training and communication by management to the perceived usefulness of AI tools by employees. Furthermore, the moderation of the mandated use by decision makers towards the aforementioned nexuses is examined before the relationship between the perceived usefulness and the intended duration and frequency of usage of AI tools in a professional setting is studied. The findings of this study support the strong positive relationship between the provision of training and positive communication towards the perceived usefulness of AI technology while not displaying a moderating effect by making usage of AI tools mandatory. The intended frequency of usage is found to be positively related with perceived usefulness while the intended duration of usage is found to be not related. Implications made to management suggest an emphasis as a supporting role by supplying adequate levels of training and a continuous high level of positive communication should the implication of AI be made into the respective hospitality company. Limitation of the study are being acknowledged and implication for future research on how to overcome those as well as how to expand in this study are given.