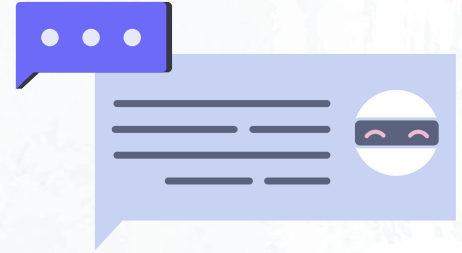
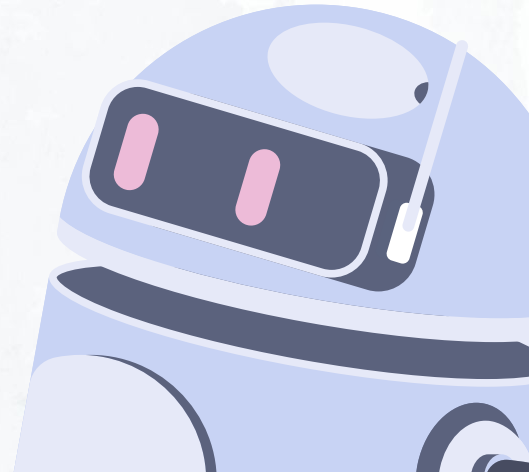


AI Hotel Services



Should Marriott deploy guest-facing AI in Singapore? If so, which AI solutions, and for which hotel brand, should be implemented?



What is the Marriott in Singapore

The Marriott is a luxury hotel and plaza in Singapore.

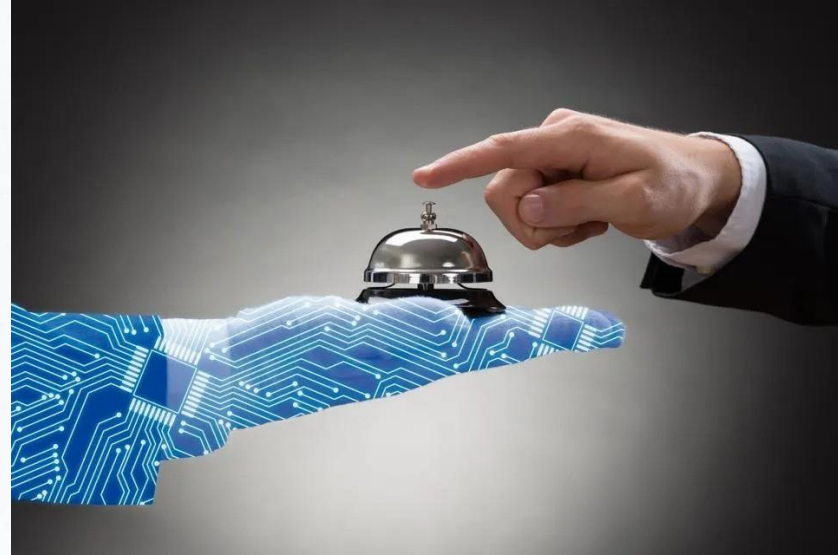
It has a direct beautiful view of the Singapore Strait.

The Marriott is amongst the most luxurious and expensive hotels in Singapore.



Hotels use of AI

- ❑ Hotels are increasingly using AI to improve guest experience from check-in to check-out.
- ❑ Hilton's Connie acts as a concierge, assisting guests with hotel information such as amenities and dining recommendations.
- ❑ The cosmopolitan in Las Vegas employs an AI chatbot named Rose, which guests can message for anything such as restaurant reservations and tips about the city.



Types of AI used in Hotels

- ❑ AI is significantly improving operational efficiency in hotels in many ways.
- ❑ AI driven tools can be used for inventory management such as keeping stock levels for items such as linens and toiletries.
- ❑ AI is also employed in managing housekeeping schedules and workflows.



Booking with conversational intelligence

Most hotel instead of having a 24 hour help desk to help user book rooms they instead use AI to do it all for them.

BOOST REVENUE WITH AI UPSELLS

AI intelligently detects guests' needs and surfaces relevant upsell offers. Guests can easily confirm and purchase in seconds.

AI stopping the language barrier

To help guest that don't normally speak the same language as a worker AI makes message in their language to help make things easy for them..

AUTOMATICALLY CREATE SERVICE TICKETS

Helping housekeeping, by making sure they can unlock any room as well as get notices if they don't want their room to be clean or if the room has people in it.

PERSONALIZE EACH GUEST'S STAY

AI's concierge service goes beyond just providing recommendations. It offers personalized suggestions for activities, dining and more based on guest preferences.

Pros and Cons of Ai in this manner

Chatbots: can act as personal assistant, or digital concierges when looking at the website.

Service robots: Could automatically check you in and out of the system.

Creates a favorable environment for Marriott customers.

It helps keep Marriott ahead of the competition and keep them in touch with the times.



Why is the Government so enforced on AI?

The government is focuses on AI because it impacts many areas including (security, economy, and society itself). They want to ensure that AI is used safely, ethically, and in ways that benefit people overall.

- **Security** - The Government want to maintain technological dominance as well as addressing security challenges
- **Economy** - The Government wants to ensure their country remains competitive in global markets
- **Society** - The Government wants to enforce AI laws to protect its workers and alleviate any job displacement concerns

How are AI solutions such as chatbots (i.e., digital concierges), service robots and automatic check-in/out systems used?

AI solutions like chatbots, service robots, and automated check-in/out systems improve efficiency, reduce costs, and enhance convenience. For example:

- **Chatbots** - used in customer service, health care and education to handle customer inquiries quickly, like a virtual assistant
- **Service robots** - common in hospitals, hospitality and retail to efficiently clean, deliver items, or assist in stores and hotels.
- **Automated check-in/out systems** - deployed in hotels, airports, and healthcare areas to provide reduce human interaction and bring along smoother experiences

Overall, these tools make life easier but also requires oversight to protect certain aspects such as privacy, security and jobs.



Types of artificial intelligence

According to different experts, there are several types of artificial intelligence. One of the main classifications is the following:

(a) Reactive machines →

This type of AI does not have the ability to form memories or rely on past experiences to make decisions. It is simply guided by the present or future, but has no knowledge of the past

(b) Limited memory →

They have information of the past but in a momentary way. Since their storage is not unlimited, like the mind of a human being where it can store memories of the past, they are machines that have information from the past but in a momentary way

AI Hotels

Canary Technologies: An Ai powered solutions to transform how hoteliers operate their properties and deliver hospitality.



Mews: AI that brings management into the entire hotel ecosystem. From operations and bookings to payments, and point of sale. With intuitive dashboards and powerful automations, helps hoteliers to streamline workflows, boost revenue and enhance guest experiences.

The logo for Mews, consisting of the word "MEWS" in a white, bold, sans-serif font centered on a solid black rectangular background.

Positive Responses

Enhanced Guest Experience:

AI has personalized the guest experience by automating tasks like booking, and concierge services, as well as chatbots that provide instant support and reduce response time.

Increased Efficiency and Productivity

AI automates routine revenue management, and inventory forecasting, allowing staff to focus on more complex tasks.

Cost Reduction

AI helps reduce operational costs by automating customer support and other tasks, thus reducing the need for large staff.

Negative Responses

Ethical Risks

AI can cause many problems if the data is not properly managed, concern is that AI could generate inaccurate information.

Job Displacement

Worries that AI will replace human jobs, particularly in customer-facing roles. AI might lead to fewer full-time employees, potentially decreasing available to handle complex or personalized guest needs.

Broader Implications

Concerns about AI's implications, such as its impact on its ethical challenges, are growing. As AI becomes more ubiquitous, industries outside hospitality also raise alarms about its unregulated use and wrongful use.

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