

# Integrating AI in the Hotel Management domain in Breda University of Applied Sciences

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## Introduction

In a world where technology is redefining industries, the hospitality sector is no exception.

Artificial Intelligence (AI) is revolutionizing how hotels operate, offering ways to enhance guest experiences and boost efficiency. At Breda University of Applied Sciences (BUAs), we believe in innovation as we propose integrating AI not only into our hotel management program, but in all other domains in the university as well.

This poster serves as your gateway to a momentous policy advice paper. This paper is the culmination of our extensive research, combining both quantitative and qualitative methods, to delve into the perspectives, knowledge levels, and willingness to embrace AI among our students and educators. Here, we unveil the key findings and strategic recommendations that chart a course for BUAs to embrace AI, blending tradition with innovation. Our goal is to ensure that BUAs students remain at the forefront of industry evolution.

## Findings

This block contains the main findings from the Policy advise Paper AI in hotel [1].

- **Interest & Acceptance:** Varied among students; educators are highly supportive of AI integration.
- **Knowledge vs. Acceptance:** Greater AI knowledge in students can lead to increased reluctance.
- **Influencing Factors:** Acceptance shaped by familiarity, job security concerns, and perceived ease of AI use.
- **Job Security Concerns:** Fear of AI job displacement linked to negative opinions on AI.
- **Student Enthusiasm:** Less experienced students show strong interest in AI benefits for the industry.
- **Human Element:** Consensus that AI cannot replace the essential human touch in hospitality.
- **Skills Shift:** Transition from traditional skills to critical thinking, data literacy, and digital security.

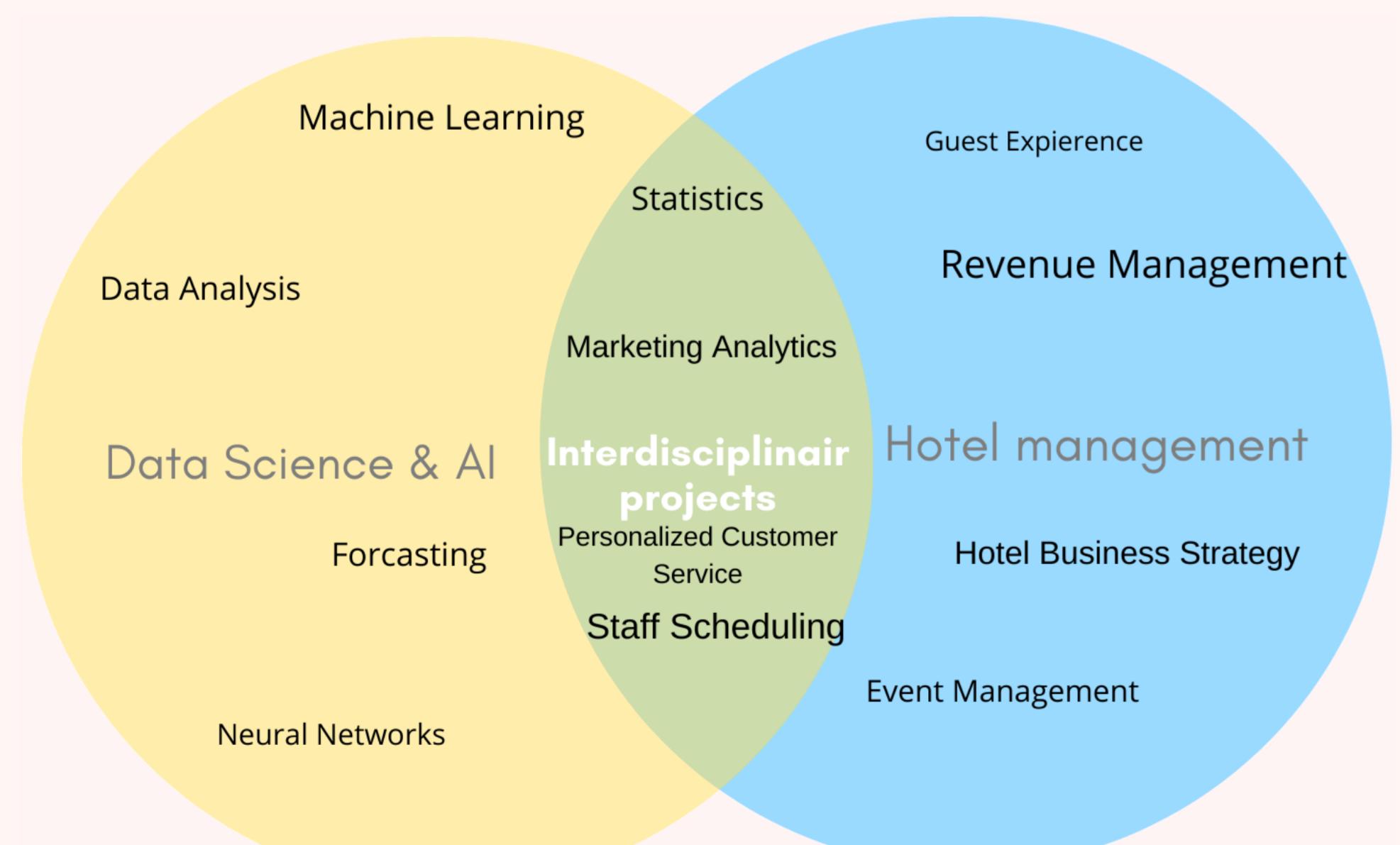


Figure 1. A Venn Diagram of Data Science & AI and hotel management.)



Figure 2. Figure of combining AI in the hotel domain. (Combine hotel & AI [2])

## Recommendations

To successfully integrate Artificial Intelligence (AI) in to the hotel management domain of BUAS, we propose different recommendations that focus on preparing students for their future AI incorporated jobs. The following are key recommendations for the introduction and implementation of AI;

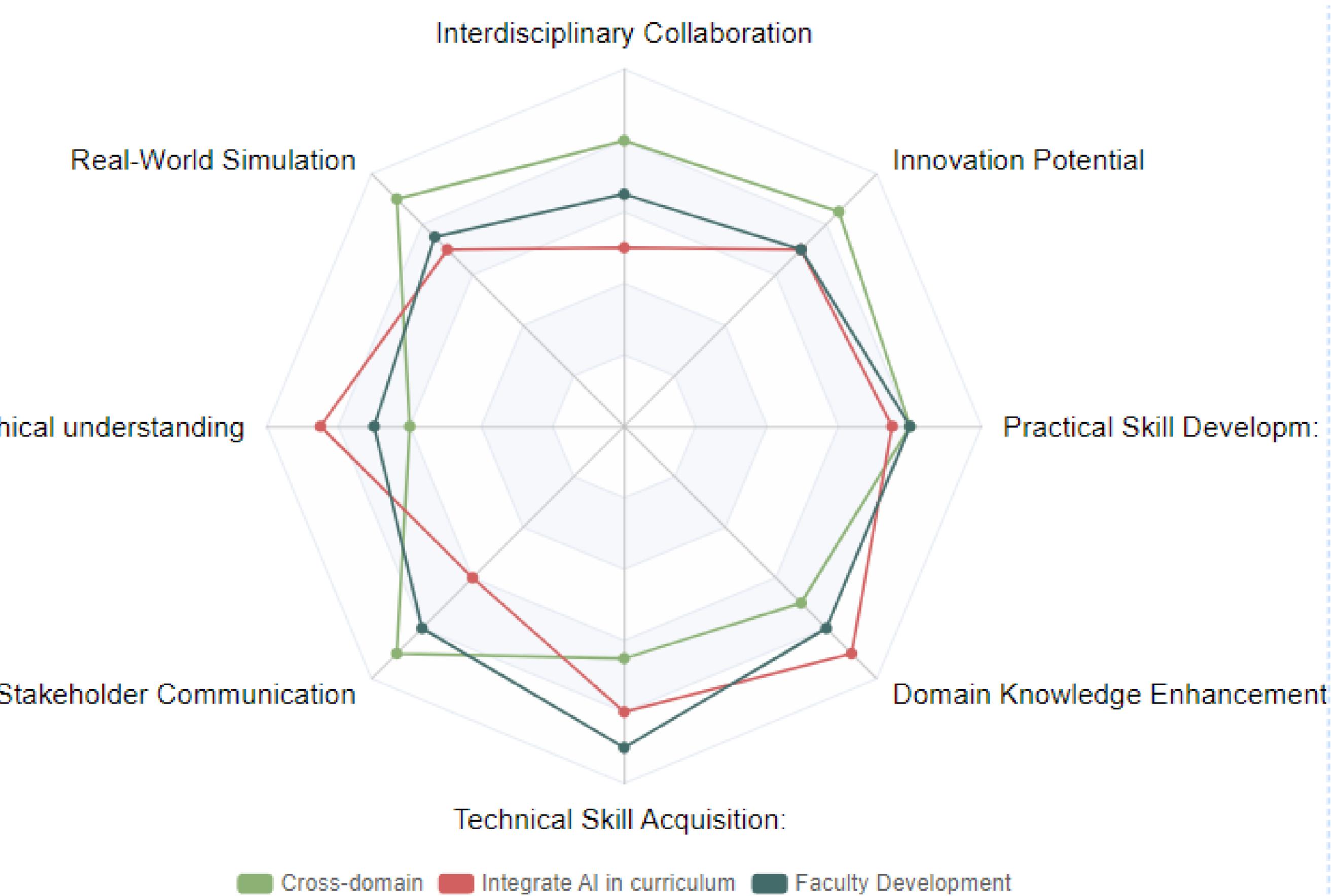


Figure 3. Spider chart summary of recommendations

## Faculty Development

Establish a program for faculty to continuously enhance their knowledge of AI, either through workshops, online courses, or partnerships with AI experts.

- **Up-to-Date Knowledge:** Stay ahead with ongoing AI education.
- **Flexible Learning:** Engage in workshops and online courses at your pace.
- **Expert Partnerships:** Collaborate with leading AI professionals.

## Cross-domain

Cross domain projects would have projects where students from Data Science & AI and hotel management studies have to work together towards delivering a project. The most impactfull points:

- **Innovative Projects:** Engage with real-world challenges at the intersection of AI and hospitality.
- **Diverse Teams:** Collaborate across disciplines to gain unique perspectives and skills.
- **Communication & Integration:** Learn the art of interdisciplinary communication, crucial for career success.
- **Industry Preparedness:** Get ready for a diverse workplace with hands-on experience.
- **Innovation Hub:** Spark new ideas that could lead to groundbreaking startups.

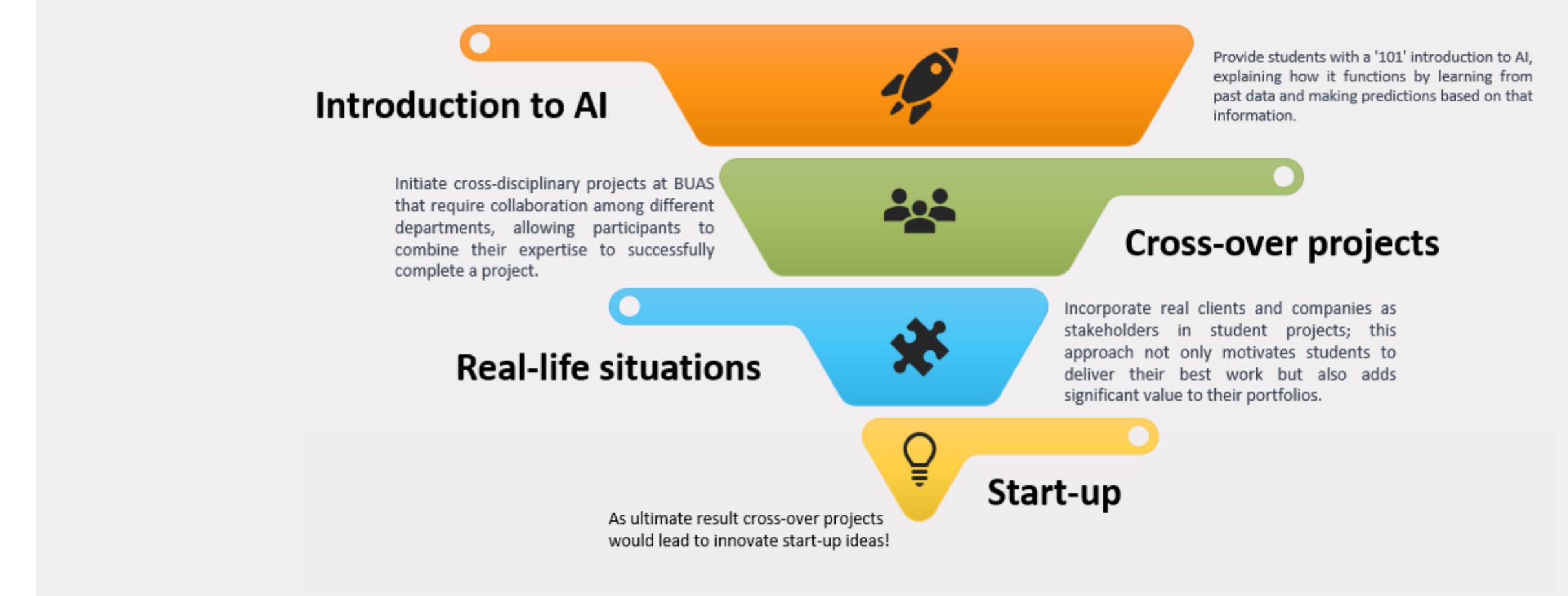


Figure 4. A flow chart of cross-over projects

## Integrate AI in curriculum

Integrating AI lessons in to the hotel domain curriculum would prepare students for their future jobs. The lessons would be about how AI works, how they could use it, and ethical awareness. Students show already some interest in learning more about AI;

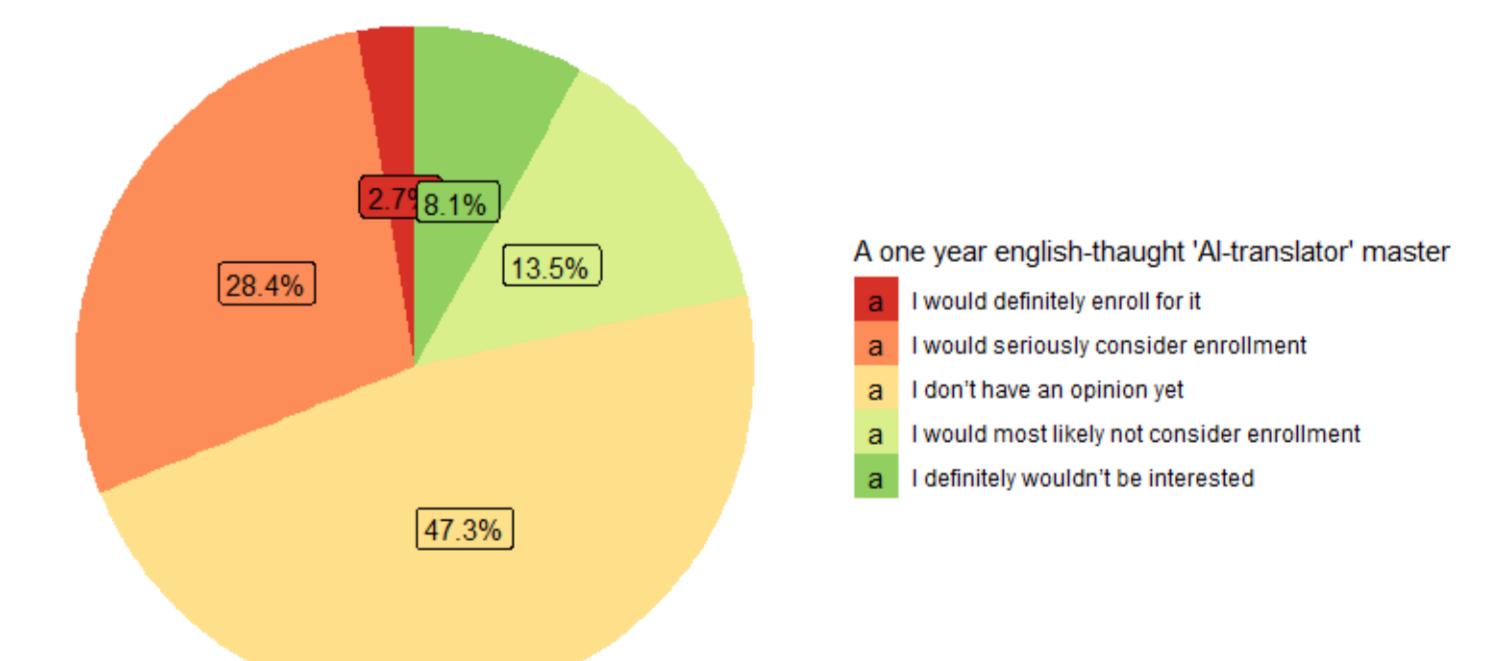


Figure 5. bar plot of a master program

## Conclusion

the implementation of AI in the hotel domain at BUAS is a necessary/ unavoidable step. The question shouldn't be, 'should we implement AI', the question should be 'how are we going to implement AI'.

## References

- [1] Lea Banovac Leonard Mohnansky Wesley van Gaalen Andrea Tosheva, Cristian Stanga. Integrating ai in the hotel management domain in breda university of applied sciences. Technical report, 2023.  
[2] OpenAI's ChatGPT. 2023.