# Interview with Mr. Eric Anderson

# Transcript

Speaker 1

OK, so let's start with something more general. Can you share your like general understanding of artificial intelligence?

Speaker 2

Yeah, well within Hotel?

Speaker 1

No, no, no. Just like about..

Speaker 2

Just in general?

Speaker 1

Yeah.

Speaker 2

Yeah. OK. Yeah, I think it's a way of automated digitalized thinking.

Speaker 1

Yeah.

Speaker 2

Which resembles human thinking.

Speaker 1

Yes it imitates. Yeah.

Speaker 2

Imitate human thinking?

Speaker 1

Yes. And do you know about any usages of AI in the day-to-day life?

Speaker 2

Yeah. Umm, but not for myself, but.

Speaker 1

OK.

Speaker 2

Ohh yeah, Google, “hello Google”.

Speaker 1

OK.

Speaker 2

Works with with AI, but also delivery services. Deliveroo is not here anymore, but Uber eats works based on AI algorithms which are analyzed by AI.

Speaker 1

OK. Also, a lot of virtual assistants like Siri for example.

Speaker 2

Yeah, yeah, that's what I mean when.

Speaker 1

OK. Yeah. And do you have any, like insight of the usage, current usage, of AI in the hotel management, like, do you know…

Speaker 2

You mean in our Academy?

Speaker 1

No, I mean in the industry. In the world industry.

Speaker 2

Yeah. Well, what I just said, Uber eats is not per say hotel management, but I know that there's a Dutch hotel chain that started, i'm not sure if it was in. I think it was even pre corona. They had... what's the name again… Michael? I think they call it. It's a computer based book. So if suppose that I want to book an event in this hotel. So OK, I need an event for 150 people. I want the meeting room. After that I want a dinner and then party and drinks. The AI makes the the the offer by e-mail.

Speaker 1

Yeah, and finds the place and books it?

Speaker 2

Yeah, and books, OK, this group and the proposal that is sent to the booker is made by AI with a delay because AI can do it in 5 minutes. Yeah. Yeah. Human cannot. Human is saying: “Ohh is there availability this and that.” So they built in a delay of, I think, half an hour. So after half an hour you get the proposal. Yeah, I think yes or no.

Speaker 1

OK. Yeah. OK. Have you personally used it before or?

Speaker 2

No. No.

Speaker 1

OK. Do you know if it still is exists?

Speaker 2

Yeah.

Speaker 1

Yeah? It exists. Do you know if it's, like, popular? Because I personally haven't heard of it here. So yeah. That's why I got surprised. Like, yeah, do you know if it's still like, popular?

Speaker 2

Yeah, it's a popular, but I think they made a few adjustments. I couldn't tell you which one.

Speaker 1

OK.

Speaker 2

But I also don't know. I think the there were some bugs in there which they needed to get rid of.

Speaker 1

OK. Yeah.

Speaker 2

And I don't know and to what extent it was adjusted and also to what extent It was rolled out in because it's a few hotels and I know there was one hotel with the central booking office where they tried to use this.

Speaker 1

OK. OK. Have you or your colleagues discussed a potential role of the AI in hotel management so far, like in the past or like recently?

Speaker 2

I'm not sure if I understand the question.

Speaker 1

Have you already thought about the idea of integrating AI in this curriculum of hotel management?

Speaker 2

Ah, OK. Personally I haven't but.

Speaker 1

OK.

Speaker 2

Yeah, I think in the last year with the development of chat, GPT and such, yeah, there's no other way. Well, I've OK. I'm involved in, in, in the network. And next January, no February. It's a network that organizes. Competitions between hotel management schools, European Hotel Management 36 there from schools come to the Netherlands.

Speaker 1

OK.

Speaker 2

In every year it's a different topic that has to do with development in the hotel industry. And so it happens that this coming February, the topic is AI versus HI.

Speaker 1

OK.

Speaker 2

Right. Artificial intelligence versus human intelligence. So the teams of the hotel management schools have to think about, yeah, what this means for our industry. Have to pitch it, have to write a white paper and some other assignments. Yeah.

Speaker 1

OK, interesting. OK.

Speaker 2

And I was... Yeah, in favour of the topic AI. And we had to motivate it with the board. I mean the advisory board.

Speaker 1

Yeah, of course.

Speaker 2

Advisory board for this stuff. And I let my motivation I had to be written by a bot.

Speaker 1

OK. Yeah.

Speaker 2

And then I said, did you read my motivation? Yeah, really very good. I think we should do it. Yeah. And it well, you know what it. Was written by a bot.

Speaker 1

Even even more arguments in your…

Speaker 2

It's took me less than a minute.

Speaker 1

Yeah, yeah. Yeah, exactly. Do you? Is there a lot of students that are gonna sign up for this competition or is it not their choice?

Speaker 2

No, it is their choice. But…

Speaker 1

OK.

Speaker 2

It was very.. I I'm I used to be the coach for this competition for many years and so they asked me to take a seat in the Advisory Board.

Speaker 1

OK.

Speaker 2

Hand off the coaching of to a colleague… young colleague and to help. That's a lot of trouble to find students in general, not. Not per say because of the topic.

Speaker 1

Because of the topic?

Speaker 2

No, not per say because of the topic. Because of it it being an external activity which is not directly for for a grade or credit stuff.

Speaker 1

OK, OK. Yeah. Extracurricular, yeah. I get it, yeah.

Speaker 2

But which is very useful to build on your network and to expand your knowledge in this case about this topic of course.

Speaker 1

Yeah. OK. So it's like it's it's hard. Yeah,

Speaker 2

Hard to find it too.

Speaker 1

They're not too motivated. Enthusiastic.

Speaker 2

No, you have to kind of nudge them into their choice, yeah.

Speaker 1

Yeah, you gotta push them a little bit. Yeah. OK. How do you envision AI impacting the hotel management industry in the near and in the distant future?

Speaker 2

I think it's it's unavoidable first of alll. Yeah. And it's I think it's also going to be helpful, but I also know that the hotel industry is quite conservative, very conventional.

Speaker 1

Yeah, yeah, I've noticed as well. I've noticed that throughout the research. Yeah.

Speaker 2

Yeah, yeah. How did you notice, if I may ask?

Speaker 1

Well, first, because of the survey. From the answers of the students and I also like the hotel management industry doesn't really evolve quickly. Our linking pin, which is a teacher in the hotel management, told us how like the latest innovation there was like the elevator. In the hotel management, so I like kind of guessed that the people working in that industry are not that open for integrat… integrating a lot of technologies in their field, yeah.

Speaker 2

Yeah, right. Yeah. No. But I strongly believe in it to a certain extent because I also believe in the human interaction, which our industrie is of course about, but you can.

Speaker 1

OK.

Speaker 2

And I I don't know how yet, but I think technology AI or whatever kind of technology can help to increase the human interaction and the quality of human interaction not, not increase - improve. Sorry, improve the human interaction, but I wouldn't be able to say well yeah, then you have to do this and that.

Speaker 1

OK.

Speaker 2

But I I I have that feeling that it it could.

Speaker 1

OK, sure.

Speaker 2

And also with the the current personnel challenges we have in our industry and not enough staff members, different contracts that are required in the hotel business and that makes it quite difficult to solve because, yeah, some people in your generation only want to work four days a week. My generation wouldn't care to work six days a week or seven days a week. That has changed. But…

Speaker 1

Yeah, which is not. Yeah, yeah.

Speaker 2

Hotel goes on 24/7.

Speaker 1

Yeah.

Speaker 2

And so finding solutions. To make timetables, rotas, et cetera with the desires of the young.. younger generations. Could maybe be solved?

Speaker 1

Maybe. Yeah. Yeah. From your perspective, what are the potential benefits of integrating AI in the circular of BUas about hotel management?

Speaker 2

Yeah, I I think also that is unavoidable and and also desired it because we need to prepare the students for a new world out there also in hotel business and maybe the industry is a little bit working behind. There. Well, then, we should take the lead. And when we put young professionals into the. Into the market, into the industry. They can. They can change things for the better for the guests.

Speaker 1

True. True. You said it's desired. Is it desired from the students, the teachers or everyone or.

Speaker 2

I don't think we're by everyone yet, but

Speaker 1

But people.

Speaker 2

But we need to convince the people that it, yeah, should form an important part of our curriculum. In fact, in the professional educational profile that we just reviewed for hotel management, it is incorporated.

Speaker 1

OK. Well, actually our whole project, the idea at the end is that we create this policy. That we're going to share with the domain about our successful integration about in AI. Yeah. Yeah. So that's that's actually what we're fighting for right now, yeah.

Speaker 2

Yeah. No, but I think it is important and and that is how hotel people think to make things tangible. And if it is not tangible, they tend to hold back. If it is tangible and you can convince them by showing. Yeah. Tangible motivations, yeah.

Speaker 1

OK. OK.

Speaker 2

They're flexible of their people, so flexible. But they need to be convinced.

Speaker 1

Yeah. OK. OK. Do you have any specific concerns about the integration of AI in the curricular? Do you think there's something like?

Speaker 2

No, I don't. Because I have nothing to hide, but I can imagine that some people are concerned about, OK, what's what? What about me? How far are my private data going to be out there and what could it do to me? I'm. I'm not saying that people that have something to hide, but they are concerned. About that anyway.

Speaker 1

I mean, it's understandable, it's personal data and yeah.

Speaker 2

That's about person. Yeah. OK, that's how it is nowadays.

Speaker 1

Yeah. So you don't see any cons from like the?

Speaker 2

Well, I I don't see him at the moment because I didn't think about sufficiently. I'm sure there are.

Speaker 1

Probably, there always are pros and cons.

Speaker 2

With everything, yeah, yeah.

Speaker 1

Yeah, OK, sure. What technical skills or knowledge gaps do you see in your students that might like that? That could be addressed through like AI courses or AI kind of lessons?

Speaker 2

Well, I think that that lies not here, but in secondary education, because there are gaps 100%. The knowledge about AI in I think the majority and I also. Don't ask me about every detail of AI because I also don't know yet.

Speaker 1

Yeah, of course.

Speaker 2

But also students don't know and I think they also have kind of fear against it because of not being completely sure what it exactly enhances… means high for themselves for the industry and and so. So I think, yeah, again it is making things tangible with examples of what it can do. Also learning from other industries. Where it already has been integrated.

Speaker 1

Yeah, yeah. Can you give me an example of something that like that you've seen like?

Speaker 2

Yeah. Yeah. What? I was starting with before Uber eats, Deliveroo, takeaway.com. Yeah, they know exactly. I don't know if you know, but.

Speaker 2

We eat but also Pizza Hut youth AI or pizza. Domino's..

Speaker 1

Yeah, they know.

Speaker 2

Yeah, they now they they have. I'm not sure how it works and they're using it in Netherlands, but they know exactly. OK, the guy on the bike or the girl on the bike that delivers our product if it rains takes so long from point A to B when there's wind force four, it takes so long from point A to B, all done by by algorithms and AI. So yeah, that is a very tangible example, yeah.

Speaker 1

Yes, exactly.

Speaker 2

And what I said before, maybe there are already industries, but I don't know that use AI to make complicated rotes tasks for staff.

Speaker 1

Yeah. OK.

Speaker 2

For those things, I think if if because of that the latter I think if you have a solution for that. Yeah. Then then. I think a major part of our staffing problem is going to be resolved.

Speaker 1

OK. Yeah, that makes sense. Do you think? That there is a need for specialized AI training or workshops for facility members so that they can teach properly the AI lessons to the students.

Speaker 2

What do you mean with facility, ma'am? Hotel facility?

Speaker 1

Ohh. I mean educators and mentors.

Speaker 2

Yeah, absolutely. Yeah.

Speaker 1

Do you..

Speaker 2

Yeah, I'm… Ithink and and I don't think that depends on on generation. See I'm a someone who has been here forever, but all the younger colleagues, they don't know some some do, but most don't. So, yes, absolutely.

Speaker 1

OK. Do you think they'll they are willing to?

Speaker 2

If you make it tangible.

Speaker 1

If you make it, then yeah.

Speaker 2

And see what are the benefits for you, what are the benefits for.. .Because I think eventually you might be able to use it for your own benefit at work more efficiently, perhaps? I don't know.

Speaker 1

Yeah, I mean…

Speaker 2

OK, but also for the the better of of what we educate young people for.

Speaker 1

Yes, exactly, exactly. In your opinion, like how exactly important is for the future hotel management professionals that we are… that you're teaching here to have this, this basic understanding of AI, of knowing how it works like the baseline of how it works.

Speaker 2

Yeah, I think it's important, but to a certain extent, yes, of course we are not educating hotel managers to be data analysts. I mean, that's your expertise, but not of a hotel. And the hotel people are people people and not data people and it should be the right combination of understanding.

Speaker 1

Yeah, exactly.

Speaker 2

What they need data for in and change in a changing world of data, data generation and data analysis. The the students they need to understand as as new professionals. What can I do with these data? If they need a person like you, a specialist, well, they should be able to ask you the proper questions and. This can you do that for me? So they need to have knowledge about what the possibilities are without being the the software analyst or data analyst or whatever software engineer.

Speaker 1

Yes, exactly. Yeah, just how it works. Like what is the possibilities for them? Yeah.

Speaker 2

Yeah, and and how can I make use of AI? Without having the special specialist skills myself.

Speaker 1

Yes, yes, of course. What do you think are the main challenges in preparing the students to work with AI systems in their future careers?

Speaker 2

Well, I don't know if it's the main challenges, but what I see as a challenge is to find out in this world of AI. Yeah, in this world of AI, whatever it means for for each individual to pick the right cherries out of it that are relevant for each Academy here. Those will be different for tourism, different to hotel, different leisure. Maybe you know more relevant for for. Media and games I don't know.

Speaker 1

Yeah, yeah, I get it.

Speaker 2

But those are different cherries. That you pick from. This, this, this fruit yard or yeah.

Speaker 1

OK, OK. Can you share any examples that you know about hotel management operations which have been enhanced by AI?

Speaker 2

The one I gave - The Booker.

Speaker 1

Yeah. I mean besides that. One like no.

Speaker 2

Not yet, no

Speaker 1

Not yet. That's that's the only like in quite…

Speaker 2

Yeah, tangible real life thing and the delivery.

Speaker 1

Yeah, yeah, yeah. OK. Do you know about AI driven hotels?

Speaker 2

Not hotels, but I happen to go to AI driven restaurant on 15th of December.

Speaker 1

OK. OK.

Speaker 2

And they just opened beginning of this month, October.

Speaker 1

Is it here in the Netherlands?

Speaker 2

Yeah. In Eindhoven.

Speaker 1

And did you, did you already go or you're going.

Speaker 2

I'm going with students. Yeah, yeah.

Speaker 1

OK. OK. Ohh. OK. And what are your expectations? Do you know something about it yet or?

Speaker 2

All I know is that what I read and I read it also in the media and. I talked to a person, not a machine, that. I think how it works if I understand right is that of course you do make a reservation and that the restaurant recognizes you when you arrive, maybe with your phone.

Speaker 1

Hmm. OK yeah.

Speaker 2

Yes, I guess, and that the restaurant also knows where where your table that you reserve is so with lights you're guided to your table and that's it, but that is. All I know.

Speaker 1

OK. OK. That sounds very interesting. Yeah. OK. Were the students excited by the idea of going to such place? Or they..

Speaker 2

They don't know yet.

Speaker 1

They don't know?

Speaker 2

It's only our fast track students that I'm going with and so when you select.

Speaker 1

OK, yeah. OK. Interesting. I I would want to visit that for sure. Yeah. And do you believe that AI can contribute to improving the sustainability and the efficiency of the hotels. The hotel operations.

Speaker 2

That depends how you define sustainability, because that's a very hollow term I think. Yeah. What is sustainability in hotel is it?

Speaker 1

Well, how do you accept it this like from your perspective, what would you say that sustainability of a hotel is?

Speaker 2

Yeah. How many, how many minute do we have?

Speaker 1

Well, we have about 25 more.

Speaker 2

No. I'm just joking. Yeah. No, but yeah. No, I very hard to answer right here right now because. Yeah. Are we talking about sustainability as in the type of linen? Is it about waste? Is it about food? Is it about energy plans? Is it about, how do we accept guests that arrive by airplane or not?

Speaker 1

OK. OK. Then then let's say just efficiency of, yeah, let's say efficiency, let's say efficiency. Just yeah.

Speaker 2

Efficiency. That's something that happened. That's no. But that that is what I said before that, for example, rotas so with different working ethics that with work ethics that we have in this era, I think.

Speaker 1

Yeah, of course. There's always.

Speaker 2

Yeah, you can do that, but also measuring efficient purchasing of stuff you need to run your hotel, whether it's food, beverages, linen, housekeeping, maybe efficient planning of of room. Cleaning housekeeping.

Speaker 1

OK, so you these are all tasks that are kind of going on the background. Yes. Yeah. So you feel like AI would be the most beneficial hotels for doing tasks that are kind of going on the background of the whole operation.

Speaker 2

I don't know. I hope to find out when I go to this restaurant, yeah.

Speaker 1

Yeah. OK. OK. How do you feel about the idea of AI assistant in the hotel. The same way there you have a whole like, there is these devices that are like home assistant that helps you with tasks in your. The same way but we…

Speaker 2

Do you mean a robot or like?

Speaker 1

Ohh, it doesn't have to be a robot it it could be. It could be like a small. It's a system that it's like connected with the place. Yeah. And it could perform particular.

Speaker 2

With the Internet thing or.

Speaker 1

Yeah. It could perform particular tasks. Like you said, it could make reservations. It could plan cleaning of rooms. Whatever. Yeah, just the idea of having this assistant working side by side with the humans in the hotel. Yeah.

Speaker 2

I'm fine.

Speaker 1

You think that would be..

Speaker 2

I think that..

Speaker 1

Accepted.

Speaker 2

I think that that not everybody does yet. Yet. In hotel business. Yeah. OK. Yeah. So there, there, there is something. But like like I said before, if you make things tangible and concrete, this is.

Speaker 1

Yeah. I mean, yeah, of course. OK.

Speaker 2

The benefit hotel managers, they are there to please guests, but also to make money for several stakeholders. So it's a commercial type of branch and if they have to invest in for example, AI and comfort people, humans to work together with AI, yeah, but that is, I think, still challenging to convince everybody. And if you make things tangible and concrete that will make it much easier.

Speaker 1

Do you think that AI driven hotels or restaurants could be more successful than the ones that we've had so far?

Speaker 2

It depends how you define success. Is it a success in guess reviews? Is it financial success?

Speaker 1

Or don't they kind of depend on each other? Like if the guests don't like it, then the place is not going to earn money. Yeah, so.

Speaker 2

Yeah.

Speaker 1

I mean general overall.

Speaker 2

No, because I think that there there will always be a group of people that prefer only human interaction. Yeah. So that and that can still be successful for that type of hotel and target group for that hotel. And there will also be group of people that doesn't care whether it's a, a robot or a AI driven or. Yeah, like technology, technological developments that are integrated in into the concept.

Speaker 1

Yes, OK. Besides the ones that we talked so far is there like, are there any specific AI technologies or tools that you find interesting and? You work with or like you think that they could be useful for your work.

Speaker 2

AI driven tools?

Speaker 1

Yeah, I mean like ChatGPT is is an AI driven tool for example, yeah.

Speaker 2

Yeah, yeah. This can be useful for me, but I don’t know of any others.

Speaker 1

Yeah. No, you haven't made your research about that. OK, OK. Do you use ChatGPT? Besides, like, for your point of the yeah.

Speaker 2

Yeah.

Speaker 1

Do you use it for teaching?

Speaker 2

No. Not yet.

Speaker 1

Not yet. Do you use it just like every day, day-to-day?

Speaker 2

No.

Speaker 1

No? What to use it for? If you don't mind, of course.

Speaker 2

Oh. Oh, OK. To check on things and just to play to play with sometimes when you have time left. Maybe I give it an assignment to write something about whiskey for example, something else or hobby.

Speaker 1

OK.

Speaker 2

Yeah. And then I see what it writes. You know.

Speaker 1

Ohh. OK.Yeah.

Speaker 2

Just to play. Yeah, yeah.

Speaker 1

Just for entertainment, sure, sure. Do you think it would be beneficial for you to use it for your teaching for like making your lessons?

Speaker 2

Yeah, I think so, yeah. Because I I also, I also teach wine, for example, and and distilled beverages. So that whiskey thing could be a next addition if I want to know more about a certain type of whiskey that we're going to taste in class.

Speaker 1

Oh yeah. Oh, you taste whiskey in class? Oh, that's great. I chose the wrong study.

Speaker 2

Next week? Oh no. No, two weeks. Yeah. We have whisky lectures, yeah.

Speaker 1

OK, cool. Cool. Are there any concerns about job displacement due to AI in the hotel management industry from like your students and your colleagues.

Speaker 2

Yeah, I can understand that there will be concerns, but I think it also depends on on, on the location, the country where it is in because there might be countries where, yeah, people are needed more.

Speaker 1

OK.

Speaker 2

I don't know. People need to have a job more than for example here. Because here we are in the stage where I explained it and people want to work less so that all the countries that where people want to work because they need money to maintain.

Speaker 1

Yeah, yeah.

Speaker 2

Their family and you know to have. To get a good life. And I think the concern in such countries is huge. And quite rightfully.

Speaker 1

Yeah, yeah, of course, of course. So the students here are not that worried about something like that happening?

Speaker 2

I think they don't know enough yet.

Speaker 1

OK, they they don't know if they have to be worried about something, OK? Do you believe that AI can enhance customer satisfaction? In the hospitality sector.

Speaker 2

Yeah, I think so. Yeah.

Speaker 1

Yeah, how?

Speaker 2

But it it depends again on the target.

Speaker 1

On the group, of course, yeah.

Speaker 2

Because like I said, there will be people that, yeah, have some kind of natural, you know, dislike against take too much technology. And and I think yeah, it can enhance guest experience.

Speaker 1

Do you have an idea how?

Speaker 2

If yeah, if it is well integrated with human interaction, it always in my opinion is still always need depending on hotel concept. Always need humans? Yeah, still. But there I think there can also be hotel concepts that don't need any humans at all.

Speaker 1

I mean, yeah, if it's a completely AI driven hotel.

Speaker 2

Yeah, if I only need a bed at night.

Speaker 1

True, true.

Speaker 2

It needs humans to make up the room. The bed. But you can also sleep in a cocoon.

Speaker 1

Of course. Yeah, yeah.

Speaker 2

Those concepts already exist and I can check in with my phone. I can make the booking and get a reservation and I can get the meeting room assigned. All by AI. An AI can schedule the cleaning round of the people were at the airport. For example, I can. I think they can be very helpful and I don't need anyone. I need to have an early flight.

Speaker

OK. OK.

Speaker 2

At 5:30 you have to go through security. You have to wake up at 4:00. I arrived late at the airport. All I need is a bed place to sleep, a cup of coffee in the morning. This can all be done by AI without any human interaction.

Speaker 1

But do you think the customer satisfaction would be like higher than?

Speaker 2

I have. Yeah, because I I I am in charge of my own evening then yeah. I don't need to talk to anyone if I don't want to. I can check in whenever whenever I like. I can wake up whenever I like or whenever I ask that system to wake me up. If I want a pink light in the morning, you might go cool. I got a pink light in the morning. I want a red light. I. Get a red light, et cetera. To make me feel better in the morning. So yeah.

Speaker 1

OK. Are there any specific areas of the hotel management that where where you believe I could have a significant impact?

Speaker 2

Well, I think when. I'm not sure yet how that would be taking place, but. If you look at a stakeholder profile and you have to do usually with an operator of the hotel. You have guests, you have staff, there's owners of the brand, yeah. And there's also owners of the real estate. Yeah, and and that combination, I don't know.

Speaker 1

Yeah.

Speaker 2

I'm not sure if I can. I think that is going to going to have an impact. Somehow at one of the one or more of the stakeholders. But that's only a feeling I am and and to have it fully integrated with all stakeholders with. Yeah. On the same page that I think that is challenging. I don't know why, but that's what I think. Yeah, yeah.

Speaker 1

If you feel that it's going to be challenging. OK.

Speaker 2

And and other impacts. Yeah, I think it's in general it can only have positive impacts. In general. There will also be, like we said before, there is always cons. But but plus minus.

Speaker 1

The pluses are more.

Speaker 2

I think so.

Speaker 1

Like when we draw the line.

Speaker 2

Yeah. Yeah. But you. Yeah. Because when, when, when schools and universities found out they ChatGPT and it was all in the media and all of us, including me.

Speaker 1

Yeah, yeah, yeah.

Speaker 2

But it's not good for thesis writing and now I think, well, OK, well fine. It's better English first of all.

Speaker 1

Yeah, yeah, true.

Speaker 2

At least from the Dutch students its better English. However, I hope that if they use it, they also understand what the bot wrote wise.

Speaker 1

Yeah, yeah, of course. So against, at first when ChatGPT dropped, you were kind of against?

Speaker 2

Not against. I had some mixed feelings.

Speaker 1

OK and. Did your students started using it like immediately when it dropped? Because I remember personally that maybe I started using it on the second day. Yeah, very, very quickly so.

Speaker 2

OK. Yeah, yeah, I'm not. I don't know. I didn't check.

Speaker 1

No, but like you, it's like.

Speaker 2

I think they I know they're using it. Yes, absolutely. In fact, they say they're using it, yeah. Yeah, but not they. I don't know how many and if everybody's doing.

Speaker 1

OK, so you haven't had any like particular conversations about their?

Speaker 2

No, because I think I think our Academy has to take a a stand in this and open the discussion with students and see, yeah, what the possibilities are also what challenges are might be you know that.

Speaker 1

OK, what are your thoughts on the role of AI in personalizing guest experience in hotel, yeah.

Speaker 2

Personalising guest experience. Yeah, yeah, but my thoughts are is also what I mentioned before that some guests may feel threatened in their privacy. Yeah.

Speaker 1

Like there's too much information exposed?

Speaker 2

They they might get that feeling. Yeah, and and they like to be, you know, served in a personal manner, they like to have personalized services in hotel business. But on the other hand they might also question,

Speaker 1

If it's personalized, then how?

Speaker 2

OK, if I if they all know all of this about me, how far does that go and where does the system, whatever system that is, draw the line? And how am I? How is it guaranteed that not all of my private data are going to be out in the open? And who can do what things with those private data? I think that's going to be a big thing, yeah.

Speaker 1

Do you think? There is like a sure way in which customers can be like assured that none of this is like they enter a hotel with like, personalized something there, yeah. And they can be like some way assured that they their data is not leaking or anything. It's just for better experiences.

Speaker 2

Yeah, well, a lot of hotels can already offer very personalized services because we have systems in which we, especially when it concerns repeat guests like Hilton, it's a well known hotel chain. Hilton has what we call the property management systems.

Speaker 1

Yeah, yeah, yeah.

Speaker 2

And in those P messes, restore them over. They store data about guests and if repeat guests book a Hilton Amsterdam and they come back in two months time in Hilton Dubai and a few months later in Sydney. They know exactly who that person is, what their preferences are. If the receptionist, the people there, asked them at some time what their preferences are. So do they like full breakfast or no breakfast or breakfast in the room, room service?

Speaker 1

OK.

Speaker 2

What rings do they like? Those data are already in all those systems for some, yes.

Speaker

OK. Yeah.

Speaker 1

Do you think that for like big brands like Hilton, it's going to be harder or easier to integrate AI? Given the fact they have so many like important clients.

Speaker 2

I think it's it's. I don't know if it is harder or easier, but I think once they know what the what the possibilities are. It's it's going to be fairly easy because what I can imagine is that they link all those data they have. In a better, efficient way to each other, and perhaps they can. You know, it's easier to to contact guests or to follow them, track them. But again, you know with the limitation that the guest doesn't have the idea of and being being spied on or something, yeah.

Speaker 1

For sure. OK, well these. Are all of my questions. If you have anything on your mind that is related to the topic now it's the moment, yeah.

Speaker

Now it’s the moment? No, I don't think. I don't think so.

Speaker 1

Yeah. OK. Well, thank you very much.