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Artificial Intelligence: Awareness Among Hoteliers at The St. Regis, Kuala Lumpur and The Haven Resort Hotel, Perak

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ABSTRACT

The purpose of this study was to examine the awareness of Artificial Intelligence (AI) among the Malaysian lodging industry. The hospitality industry is strongly linked with the advancement of technology to remain competitive in the business. Since, artificial intelligence has emerged in other industries through the introduction of Industrial 4.0, therefore, Malaysia needs to prioritize the culture and skills to increase the level of awareness towards implementing artificial intelligence as part of the Prime Minister's vision that emphasizes on science, technology and innovation in order to close the gap between the nation and other developed countries. Besides, the literature review discussed several important elements that will determine the awareness of artificial intelligence among hotel industry in Malaysia. These important elements were concept, technological trends, process and procedure and impact that will examine the hotel awareness towards artificial intelligence practice in Malaysia. These elements were related to each other in order to produce two different outcomes that may have completed the objectives of this study. The research design for this study was a qualitative study where researchers have used the primary data such as personal interview and several secondary data including journal article, theses and dissertations and online newspaper to collect an accurate data to produce a framework that represents the whole idea of this study. The findings and discussions of this study have highlighted some crucial points where two different perspectives were aware of the existence of artificial intelligence and have shown different views toward fulfilling the objectives of the study. The importance of this study also have contributed to the industry and academic perspective.

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