



UNIVERSITI TEKNOLOGI MARA  
CAWANGAN TERENGGANU  
KAMPUS DUNGUN

FACULTY OF HOTEL & TOURISM MANAGEMENT

THE REVIEW OF ARTIFICIAL INTELLIGENCE USED  
IN THE HOTEL INDUSTRY

NIK AMIRAH NABILAH BT NIK NASRUDIN  
NURUL SYAURAH BT AZAHARUDDIN

2016735065  
2016598689

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**ABSTRACT**

Artificial intelligence (AI) has been dominating the latest discussion between previous study and become a global issue as a technology that gives excellent effects towards service sector such as hotel industry. Based on previous study, hotel industry is one of the ways to generate income and also artificial intelligence is already been used in hotel industry in other country. However, there are less study about the usage of artificial intelligence (AI) in the context of hotel industry. Therefore, the objectives of this study are to determine the usage of AI specifically in the hotel industry and to investigate the prominent usage of AI in the hotel industry. The method used for this study is based on secondary data, which is include the use of article, journal, books and newspaper. Analysis use in this study are content analysis and thematic analysis. The present findings seem to be consistent with other study which found robot and service automation is the main artificial intelligence use in hotel industry. Thus, this study will contribute to other researchers as a reference and enhance the understanding of the usage of artificial intelligence (AI) in hotel industry.

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Through this research paper, we learnt a lot about the usage of artificial intelligence in hotel industry. We hope that this research can help all those hotels in the industry in the Malaysia.

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