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Integrating Artificial Intelligence in 5 Star-Hotels in Egypt: Customers' willingness and Managers' Challenges

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ABSTRACT (200 WORDS)

Because of the continuous challenges and global competition that has emerged in the daily business environment in the hotel industry, as well as the emergence of some threats resulting from the Covid 19 pandemic, it was necessary to shed light on the extent of customers' willingness to use artificial intelligence applications in the five-star hotels in Egypt; This is done by studying the impact of some factors on the willingness of customers to use these applications, as well as revealing the challenges facing hotel managers regarding the application.

This study is descriptive and exploratory. The stratified random sampling technique was used to select 46 hotels as a representative sample of the study population, and the simple random sampling technique was used to obtain 1200 questionnaires from the guests in those hotels. The study also relied on preparing some discussion groups (focus groups) with 30 managers from different departments within the hotels.

Through a set of statistical tests using the Amos program, the study found the positive effect of a group of factors (performance efficacy, anthropomorphism, social influence, intrinsic motivation, facilitating conditions and emotions) on the customers' willingness to use artificial intelligence applications. In addition, the study revealed that the readiness of the customers varies according to their characteristics (age, gender, nationality, and educational level). The results of the study also indicated that there is a willingness of some hotel managers to use artificial intelligence applications, with some challenges facing the application.

Finally, the study ended with providing important recommendations to the hotel management regarding the applications of artificial intelligence to achieve a competitive environment in light of changes in the work environment.