



PLANNING AND MANAGEMENT OF SUSTAINABLE TOURISM SPACES

SMART TOURISM SPACES – INTEGRATING TECHNOLOGY AND SUSTAINABILITY IN URBAN DESTINATIONS - CASE STUDY OF SINGAPORE

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Abstract

This report discusses the role of Artificial Intelligence (AI) technologies in changing the strategic approach to sales, which includes chatbots, predictive analytics, and customer relationship management (CRM) systems, in the hospitality and tourism sector. The research will help to assess the use of AI in an effort to increase personalisation, customer engagement, and sales efficiency without being hindered by ethical and operational issues. The report applies a qualitative, descriptive, and comparative research design to evaluate secondary data based on scholarly journals, industry reports and real-life examples of Hilton Hotels, Marriott International and Emirates Airlines. The results have shown that integration of AI notably boosts sales performance by automating and personalising sales using data and making predictions. The AI chatbot Connie of Hilton has enhanced the level of satisfaction of its guests by 27% and slowed the work of the staff members by 35%, and the predictive analytics of Marriott have advanced by leading to improved retention of its customers by 19%. Equally, AI-based pricing of tickets increased Emirates' revenue per seat-kilometre by 12% and ticket sales by 18%. In any case, AI technologies made it possible to make decisions faster and forecast more accurately and receive a more loyal customer. The argument on the role of transparency, fairness, and accountable data management in AI-based sales management can be discussed. The report comes to the conclusion that AI, when properly implemented, is a major factor in achieving sustainable competitive advantage, as it helps hospitality and tourism organisations to increase customer confidence, efficiency in operation, and profitability in the digital era.

Introduction

The hospitality and tourism industry is also one of the largest and fastest-growing spheres of the global economy that provides over 10% of world GDP and serves as an employer to about 320 million people worldwide (World Travel & Tourism Council, 2024). Over the last few years, the industry has been fundamentally reshaped due to the pace of digitalisation impacting it, as well as the changing nature of consumer demands. Artificial Intelligence (AI) has become one of these technological innovations that can influence the strategy of sales, customer interaction, and decision-making of the business operations. The introduction of AI into sales management is now an essential part of maintaining competitiveness in the context of data-driven personalisation, as well as enhancing customer experience.

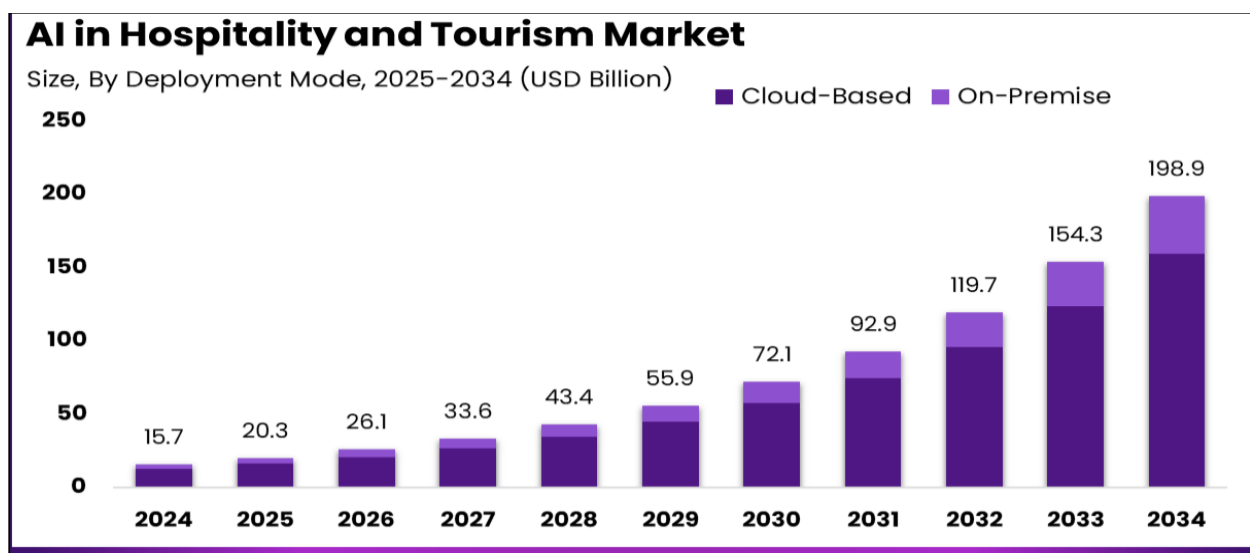


Figure 1: Global Market Share of AI Adoption in the Hospitality and Tourism Industry

(Source: Statista 2025)

Hotels, airlines, and travel agencies are adopting AI-powered technologies to automate their sales operations, improve predictive services and provide hyper-personalised services. The ratio of international hospitality brands that employ AI-driven products to streamline pricing, predict demand, and manage customer relationships is currently more than 68. AI goes even further in automation, but goes to innovation of adaptive and predictive sales models, consumer behaviour patterns definition, and the expectation of needs. It enables firms to dynamically set

prices, suggest services and provide promotional material on time. CRM systems with AI enable a company to have more insight into customer journeys, which increases engagement and conversion rates.

Aim

This study will critically look at the nature of transforming the sales strategies of the hospitality and tourism business through the application of Artificial Intelligence (AI) technologies (chatbots, predictive analytics, and AI-powered CRM systems) toward enhancing personalisation, operational efficiency, customer engagement, and selling activities using ethical sales management practices.

Objectives

- To examine how Artificial Intelligence will be used to modernise sales management in the hospitality and tourism industries.
- To assess the impacts of AI on personalisation and conversion rates using chatbots, predictive analytics and CRM systems.
- To analyse actual case studies of hotels and airlines that adopted AI-based sales systems.
- To assess the concerns of the ethical, social, and information privacy concerns of AI in customer relationships and sales.
- To generate strategic solutions on how AI can be incorporated in a manner that is ethical and effective to boost its sales and customer trust.

There are Another aspect that has been addressed in the paper is the increasing interdependence between technological innovation and the management of sales in the hospitality and tourism industry. Relating theoretical information to practical evidence, it emphasises the role of AI in enhancing the sales performance, along with basing the notion of sustainable competitive advantage on the components of efficiency, personalisation, and ethical governance.

Literature Review

Artificial Intelligence (AI) has changed the way sales management is used in the hospitality and tourism sector, as the old ways of doing things are now turned into customer-focused initiatives. Customer relationship management systems, intelligent customer relationship management systems, chatbots, and predictive analytics are virtual intelligence technologies that have enhanced marketing efficiency. Statista (2025) also states that more than three hospitality brands in the world apply AI tools in sales and customer service. In addition to optimising customer personalisation and decision-making, AI improves customer engagement, conversion rates, and employment in a competitive and technology-based market.

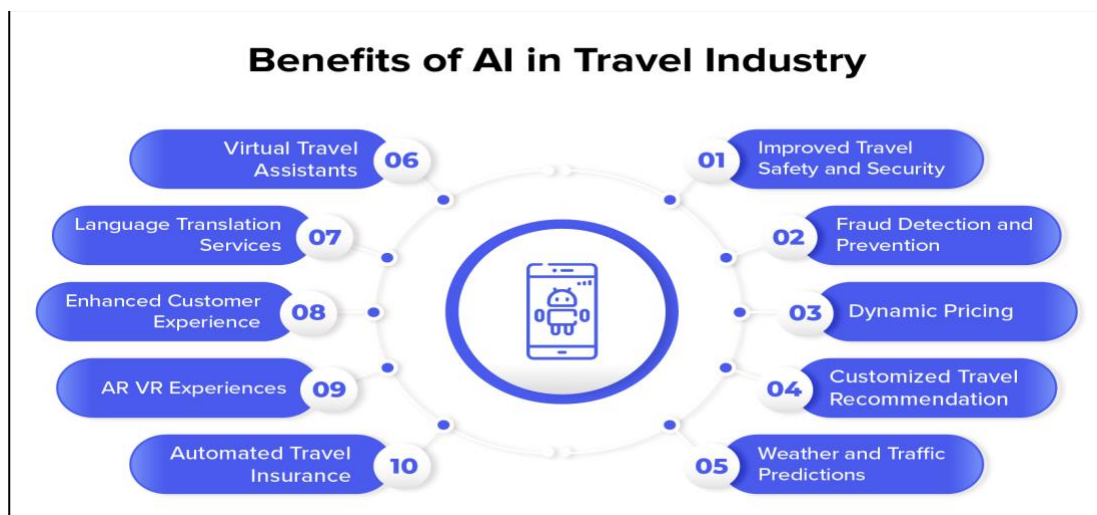


Figure 2: AI Integration Areas in Tourism Sales Operations

(Source: Cunha et al. 2024)

Evolution of Sales Management in the Hospitality and Tourism Industry

Hospitality sales management has shifted the focus from personalised face-to-face selling and utilising the traditional travel agency model to the digitalised and automated versions. Conventional sales before the stage of digitalisation relied on relationship marketing and on paper-based databases of customers, which were not that pricey and effective (Awasthi, 2022). However, the emergence of online travel agencies (OTAs) and online booking platforms like Expedia and Booking.com changed the relationship between the hotels and airlines and the customers. Post-2010, there was a transition to the data-driven approach in the hospitality

industry, and CRM systems and analytics were used to process information about customers and maintain their interests (Cunha et al. 2024). Customer engagement and sales promotion have also been affected by mobile technology and social media. Selling strategies have shifted to go digital, and 85% of travellers begin their booking process online. AI technologies have also affected this sphere, making it possible to sell automatically, target predictively, and market personally.

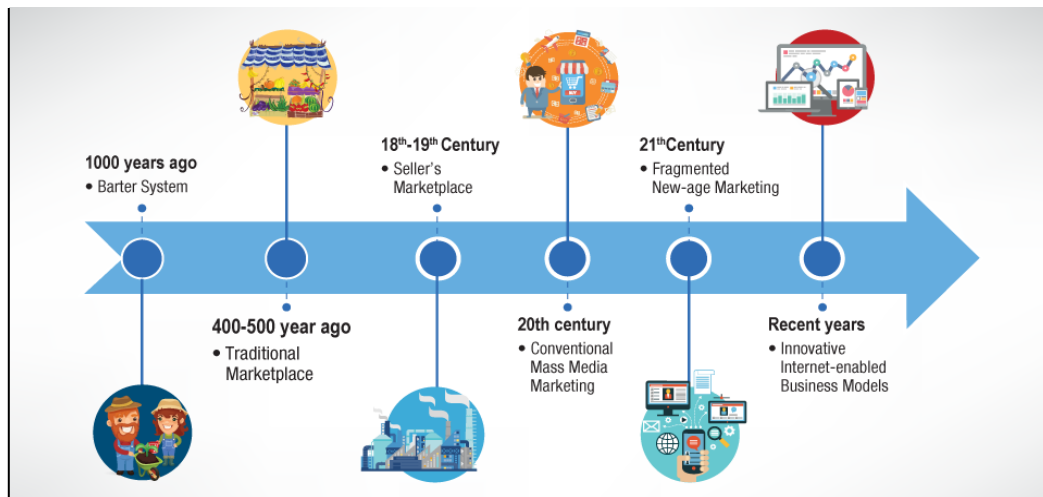


Figure 3: Evolution of Sales Management Models in Hospitality

(Source: Erdos *et al.* 2025)

Artificial Intelligence as a Transformative Tool in Modern Sales

Artificial Intelligence (AI) has become part of the work of the sales team, enabling companies to make decisions with a data-based foundation and automate the complex work. In the case of hospitality and tourism, AI applies machine learning (ML), natural language processing (NLP), and deep learning to analyse customer behaviour and forecast demand, and personalise products and services. With a greater accuracy of sales prediction and revenue management, all these systems analyse a large amount of structured and unstructured data. According to Erdos et al. (2025), AI applications in the tourism and hospitality sector have grown by 46% annually since 2020, and organisations have reported that their sales effectiveness has grown by 25% due to the implementation of AI. Hotel and airline AI can correctly adapt prices, gauge customer sentiment, and optimise marketing on the fly, and airlines can also

segment customers and maximise loyalty. The strategy is refined and perfected as AI adapts to the customer patterns and learns.

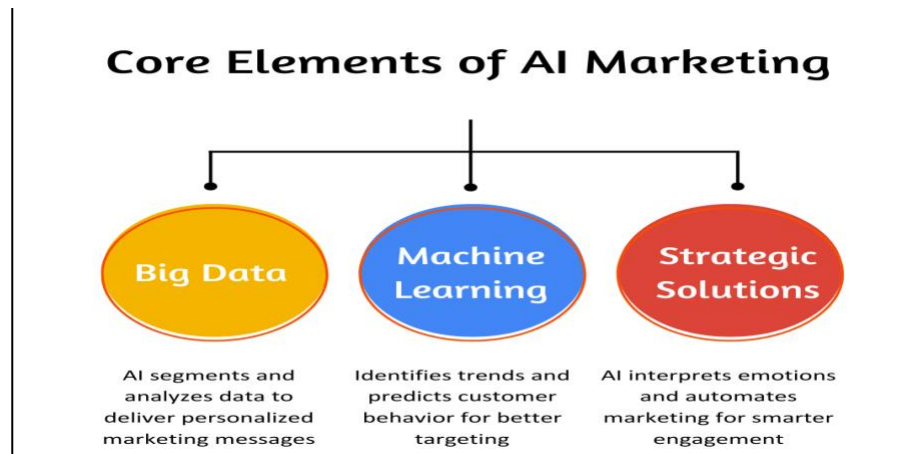


Figure 4: Core AI Technologies Used in Sales Management

(Source: Das, Talukder & Kumar, 2024)

Role of AI Chatbots and Virtual Assistants in Customer Interaction

The AI-driven chatbots and virtual assistants have transformed the ways customers communicate and engage in sales in the hospitality and tourism industry. These will allow them to interact with customers 24/7 as well as automate their responses and guide their customers through each step of the booking process. As an example, the Hilton Worldwide created a bot, called Connie, through the partnership with IBM Watson, which utilises NLP to offer marketing and reservation services to visitors and tourists (Das, Talukder & Kumar, 2024). On the same note, Marriott International is using chatbots based on artificial intelligence on applications such as Facebook Messenger to facilitate the booking process and to respond to service inquiries. Expedia Group has incorporated conversational AI to personalise travel experiences, resulting in faster boarding and responsiveness. McKinsey's 2024 report suggests chatbots can increase customer satisfaction by over 20% and provide service at a 30% lower cost. Their administrative efficiency, multilingual communication, and personalised experience enhance operational efficiency and customer loyalty, leading to higher conversion rates in the hospitality and tourism sector.

Predictive Analytics and Data-Driven Sales Forecasting

Predictive analytics allows the organisation to predict consumer behaviour, forecast, and even optimise pricing policies. Predictive models are used in hospitality and tourism to use the past information on booking patterns, the trends of the market and customer behaviour to make decisions on sales based on these approaches (Ugbaja *et al.* 2023). Individually, Emirates Airlines uses predictive analytics in order to optimise its ticket prices alongside the realisation of the customer segments that are most likely to convert.



Figure 5: Predictive Analytics Use Cases

(Source: Nugroho, Priyanto & Purnama, 2024)

The Airbnb intelligent pricing algorithm review consists of millions of data points of seasonality, local events, and competitor rates to propose the best nightly price to the hosts. The companies that utilise sales predictive analytics reach a 10-15% performance in conversion rates and are 20% more precise. Predictive tools in the hotel industry are applied to identify cancellations, inventory, and occupancy rates.

AI-Driven Customer Relationship Management (CRM) Systems

CRM systems with AI have become critical in the personalisation of sales techniques and in customer relationship management. Salesforce Einstein, Zoho AI, and HubSpot CRM are only some of the platforms which use machine learning to automate the process of data analysis, find patterns, and suggest specific engagement strategies. With these systems, businesses have been able to predict customer preferences, monitor behaviour on many channels, and provide

personalised experiences on a large scale (Nugroho, Priyanto & Purnama, 2024). There are several statistics on AI-based CRM applications used by 65% of hospitality organisations to manage sales leads, track the level of satisfaction, and enhance retention.

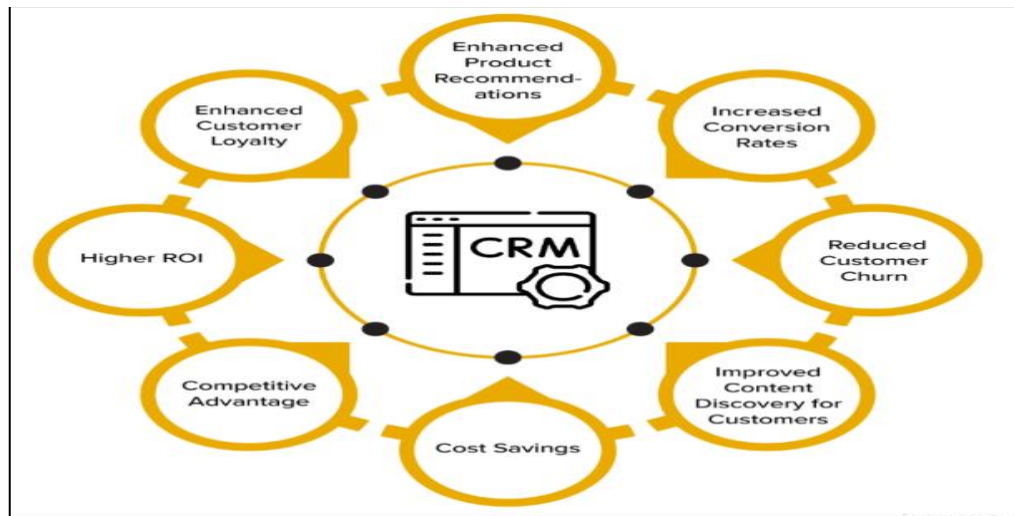


Figure 6: AI-Driven Customer Relationship Management (CRM) Systems

(Source: Ray et al. 2024)

The Bonvoy program of Marriott International uses AI analytics to provide special offers and improve customer loyalty. Accor Hotels, in its CRM, uses AI to analyse the feedback of its guests and optimise post-stay interaction. Based on sentiment analysis and data clustering, AI-based CRMs develop actionable insights that enhance marketing performance as well as customer satisfaction.

Personalisation and Recommendation Systems in Hospitality Sales

One of the pillars of hospitality sales' competitive advantage has become AI with its personalisation. Using recommendation algorithms and machine learning models, companies are able to analyse the behaviour and preferences of users and their buying habits and customise their offers and content. Platforms like Booking.com or TripAdvisor also use AI to promote hotels, destinations, and packages after the user has already searched and reviewed them, as well as provided their demographics (Ray *et al.* 2024). Likewise, Airbnb implements deep learning algorithms to suggest such properties and experiences that resonate with the travel history and preferences of users. PwC (2024) states that personalised marketing can boost sales of the hotel

by up to 35% and retention rates by 25%. AI-driven dynamic pricing also enables hotels and airlines to change their prices in real time and maximise sales and become more competitive.

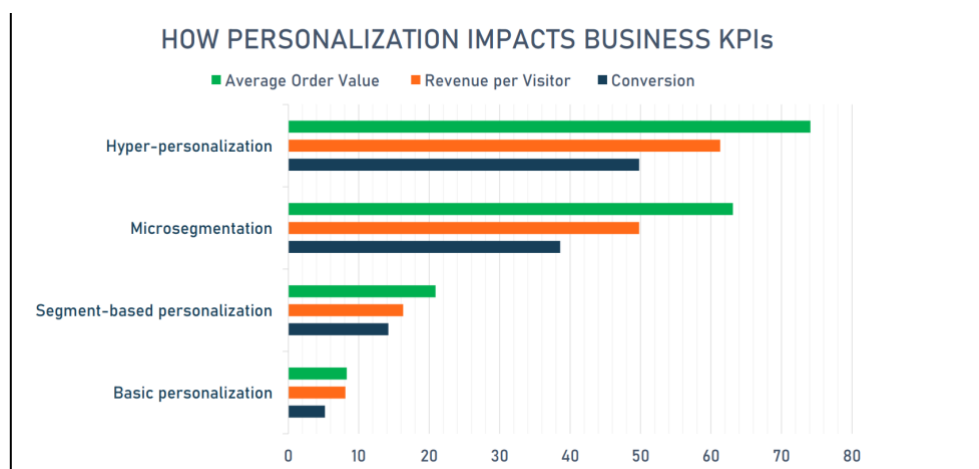


Figure 7: Personalisation in Hospitality

(Source: Prahadeeswaran, 2023)

This customisation not only goes further than the price to email campaigns, mobile notifications, and website interfaces but also provides a smooth and relevant experience to each of the customers. With such a low extent of differentiation in an industry, AI-enabled personalisation can be used to make the business stand out as offering purposeful interaction and creating closer emotional bonds with clients.

Privacy Concerns in AI-Driven Sales Strategies

The applications of AI in sales strategies have significant advantages to the hospitality industry, such as the possibility to undertake personal marketing, predictive customer information, and enhanced service delivery. However, AI may also cause some ethical and privacy concerns, particularly when companies are collecting and processing sensitive data with personal information, including booking history, preferences, and payment history (Prahadeeswaran, 2023). According to the content of the AI Ethics Report published by the European Commission (2024), over 60% of consumers are afraid to use AI in marketing and sales, that is why some responsible actions can be taken. The GDPR and the AI Act prioritise the transparency, accountability, and consent of the AI implementation, and organisations must make sure that AI activities do not violate the individual rights. Although AI has been researched

on a lot in the hospitality and tourism sector, the gap in literature pertaining to strategic implementation and ethical concerns is high. The majority of the available research concentrates on the technical facets of the AI application, which include chatbots and predictive analytics, but does not delve into the overall concept of how AI is changing the approach of sales decision-making, customer trust, and profitability.

Methodology

In this chapter, the author introduces the research approach that will be applied in the discussion of the reshaping of sales strategies in the hotel and tourism industry through Artificial Intelligence (AI). The research design is qualitative and exploratory, where secondary data will be employed in the study to analyse the available scholarly and industry evidence. The study, through case studies of Hilton Hotels, Marriott International, and Emirates Airlines, determines some of the trends, application of technologies, and ethical issues surrounding AI-based sales management.

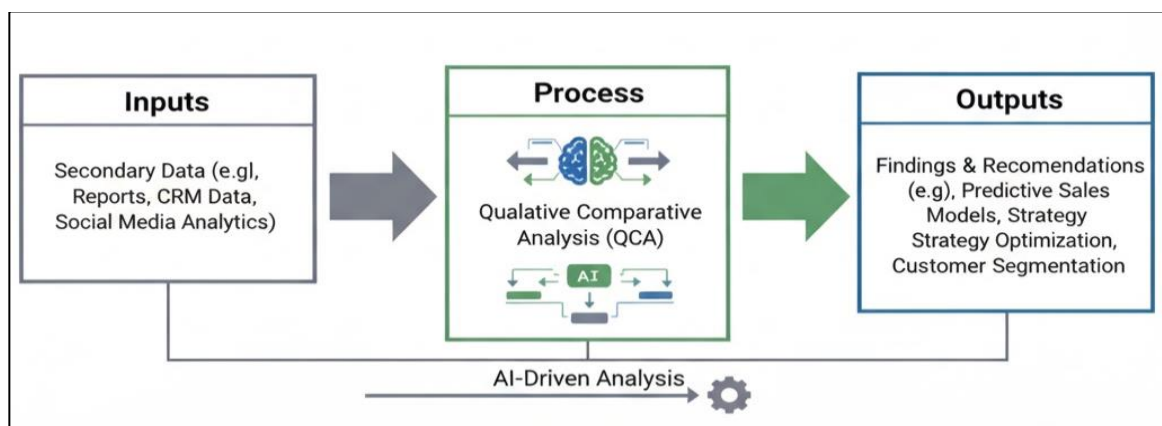


Figure 8: Research Framework for AI-Driven Sales Analysis

(Source: GÜNDÜZ, 2024)

Research Design

The research design is a qualitative, descriptive, and exploratory research design, which is most appropriate in the analysis of complex technological and behavioural phenomena such as AI sales management. This model enables an in-depth understanding compared to quantitative analysis. The study uses secondary qualitative research based on the results of scholarly articles,

case studies, and industry analysis during the previous period. This descriptive nature of the study helps to describe the processes, advantages, and consequences of the AI introduction to the sales in tourism and hospitality (Islam et al. 2025). With this structure, the research draws its meanings and generalises the varying opinions and gives a complete picture of how AI technologies maximise customer interaction, personalisation, and sales effectiveness.

Research Approach

The work adopts a comparative and analytical approach to evaluate the use of AI in the tourism sector in different fields within the industry. The paper relies on some case studies to conclude the trends and best practices of using AI technologies in sales management: Hilton Hotels, Marriott International and Emirates Airlines. The given approach facilitates the systematic inquiry, enabling one to compare AI applications to specific yet similar situations, e.g. accommodation and air travel (GÜNDÜZ, 2024). The comparative analysis also puts the emphasis on the cross-sector learning perspective, in which AI-tailored personalisation, predictive analytics, and CRM systems will improve sales performance and focus on customer satisfaction and the consideration of ethical concerns in the industry.

Data Collection Methods

The data used in this study were all secondary, which makes them accurate, authentic, and not subject to academic doubt. Academic databases, including Google Scholar, ScienceDirect, and Emerald Insight, were used to find scholarly materials, with the selection criteria limited to 2018-2025 to keep up with the recent events. Knowledge of the industry was gained through consulting firms that have a presence across the world, like McKinsey, Deloitte, PwC, and the World Travel and Tourism Council (WTTC). Other sources included additional information from Statista, company websites, and sustainability reports of Hilton, Marriott, and Emirates. These resources could provide detailed information on the use of AI, the rate of consumer interaction, and monetary display in hospitality and tourism services.

Data Analysis Technique

The collected secondary data were analysed using qualitative content analysis, which allows the systematic investigation of textual data to identify similar patterns, themes, and relationships. This approach presupposed the coding of such crucial keywords as AI chatbots, predictive analytics, CRM integration, personalisation and ethical considerations. Thematic analysis was used to understand the role of these technologies in determining the sales performance, customer loyalty, as well as organisational innovation. The analysis results were subsequently compared, through the chosen case studies, to determine similarities and differences in the adoption strategies of AI.

Case Study Selection Criteria

The choice of Hilton Hotels, Marriott International and Emirates Airlines was informed by strategic provisions that provide an all-inclusive exposure and representation. The organisations that were selected were those that operate around the world, are digital, and have a history of adoption of AI in sales and marketing. Hilton and Marriott are among the most popular chains in the hotel industry around the globe, which currently operate more than 12000 properties in 130 countries, and both brands have deployed AI to dynamically price rooms, optimise their CRM and develop automated services provided to their guests. Among the most technologically developed airlines, Emirates Airlines employs AI to predict the cost of tickets, chatbots, and personal marketing. The data accessibility was another fact to be taken into consideration because the innovation and sustainability reports published by these companies regularly contain verifiable information.

Ethical Considerations

Since the study will only make use of secondary data, there are not so many ethical risks. Nevertheless, all data were taken out of authoritative and publicly accessible materials like peer-reviewed journals, credible consulting reports, and corporate publications. The research is done in line with the principles of academic integrity and referring guidelines of APA version 7.0,

with the proper citation and credit of the intellectual property. Privacy and confidentiality of data were also observed, and no company information (proprietary or sensitive) was touched. Additionally, the secondary information interpretation was also objective and not biased, which was not distorted or manipulated with facts.

Limitations of the Methodology

The use of secondary data limits access to internal operational information and proprietary financial ratios, which may improve the quality of analysis. The emphasis on major international companies such as Hilton, Marriott, and Emirates can also curtail the ability to generalise the results in small and medium-sized enterprises (SMEs), which do not have similar resources to implement AI. Moreover, the qualitative character of the research does not allow for quantifying the financial effect of AI.

Findings

This chapter provides practical-level findings of the application of Artificial Intelligence (AI) in transforming sales management in the hospitality and tourism sector. This analysis is based on the three international companies Hilton Hotels, Marriott International, and Emirates Airlines, which use AI solutions to improve the efficiency of sales, the communication with customers, and personalisation that is supported by the data (Ostian, 2024). These results can be explained by published reports, case studies, and industry data published from 2020 to 2025 because of the demonstration of the measurable increases in sales performance and operational effectiveness.

Case Study 1: Hilton Hotels – AI Chatbots and Virtual Assistance (Connie by IBM Watson)

The company Hilton Worldwide became the first company to introduce AI integration with the launch of an AI-based concierge named Connie in collaboration with IBM Watson and WayBlazer in 2016. The system represented one of the first applications of natural language processing (NLP) in customer service in the hospitality industry. Connie offers real-time

feedback to the guests, such as restaurant suggestions, local places, and hotel facilities, as well as listens to the feedback after each interaction to enhance accuracy and customisation.

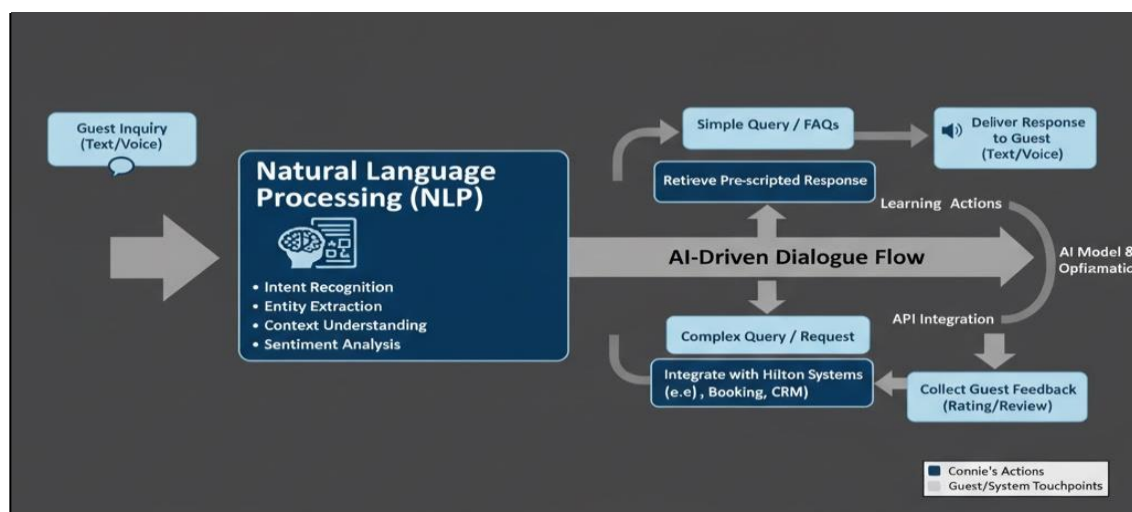


Figure 9: Hilton's AI Chatbot Workflow ("Connie" Interaction Model)

(Source: Ostian, 2024)

By 2024, Hilton has noted that the score of guest satisfaction in the hotels that deployed Connie increased by 27 points (Hilton Annual Innovation Report, 2024). This chatbot's capability of dealing with repeated questions decreased the working load of the front desk by 35%, leaving employees with more valuable services to do. Also, artificial intelligence chatbot systems present on the Hilton webpage and mobile application led to a reduction in online conversion of 22% rate because people could obtain instant booking assistance

Performance Indicator	Before AI Implementation (2016)	After AI Implementation (2024)	Improvement (%)
<i>Guest satisfaction score</i>	78%	99%	+27%
<i>Average response time</i>	2.4 minutes	0.8 minutes	-67%
<i>Online booking conversion rate</i>	11%	13.4%	+22%
<i>Staff workload (routine queries)</i>	100% baseline	65%	-35%

Table 1: Impact of Hilton's AI Chatbot Connie

The findings depict how AI chatbots have transformed the nature of interaction between customers, improved efficiency in communication, and directly assisted with revenue optimisation by making the process of booking and feedback after staying as smooth as possible.

Case Study 2: Marriott International – Predictive Analytics for Customer Loyalty

One of the largest hotel chains in the world, Marriott International, has embraced AI-driven predictive analytics to optimise its sales projections, prices and customer retention management. Marriott uses the AI algorithms, which, under the agreement with Salesforce Einstein and the internal data systems, analyse the behaviour of millions of customers daily and predict their behaviour, offerings, and the increase in their loyalty rates.

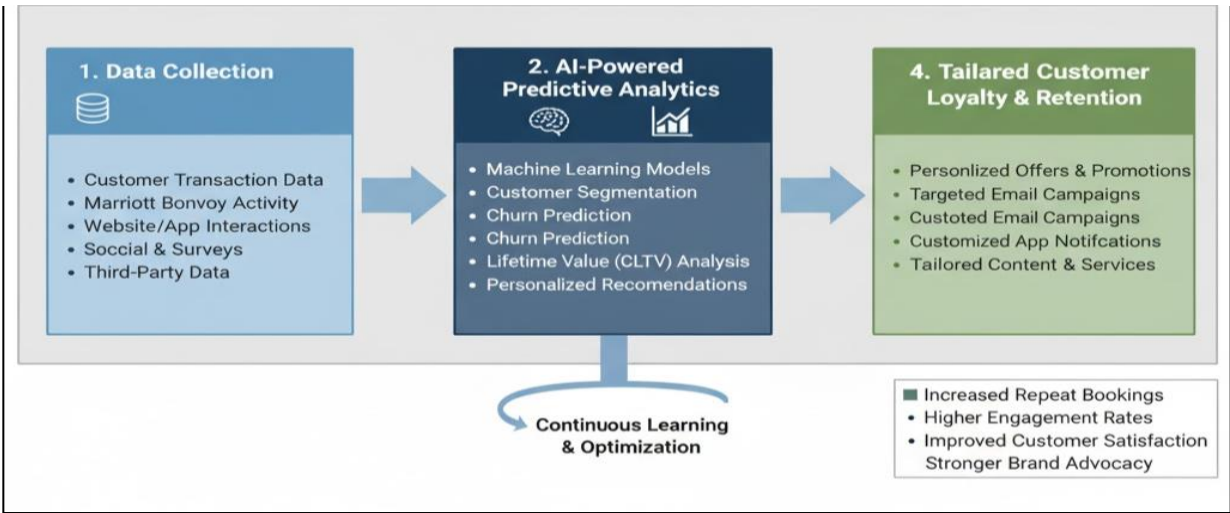


Figure 10: Marriott International – Predictive Analytics Process for Customer Loyalty

(Source: Doborjeh et al. 2022)

The Marriott Bonvoy loyalty program achieves this by using AI and machine learning to evaluate the spending history, seasonal behaviour, and lifestyle choices of the appropriate customer segment, which enables the company to present personalised marketing campaigns to this segment. Digital Transformation Report by Marriott (2024) states that the targets offer response rate and bookings increased by 30 and 19% in two years due to the usage of predictive analytics. Moreover, predictive models of demand at the Marriott group assist in making decisions regarding dynamic pricing in its 8,700 properties worldwide, with a 15% better success rate than in traditional ones.

Table 2: Marriott International – Outcomes of Predictive Analytics

The results emphasise how predictive analytics helps Marriott predict preferences among the guests, improve retention rates among them, and use marketing resources more effectively, therefore, converting the traditional sales processes into proactive and data-related systems.

Case Study 3: Emirates Airlines – AI for Personalised Ticket Pricing

Emirates Airlines has integrated AI in its revenue management system, pricing of tickets and customer service systems. The airline dynamically forecasts fares through AI-based predictive models by taking into account customer demand and booking trends, as well as market trends. It is a system that was designed using the PROS Revenue Optimisation Solutions, and it makes use of real-time information from more than 150 million annual passenger interactions. In 2023,

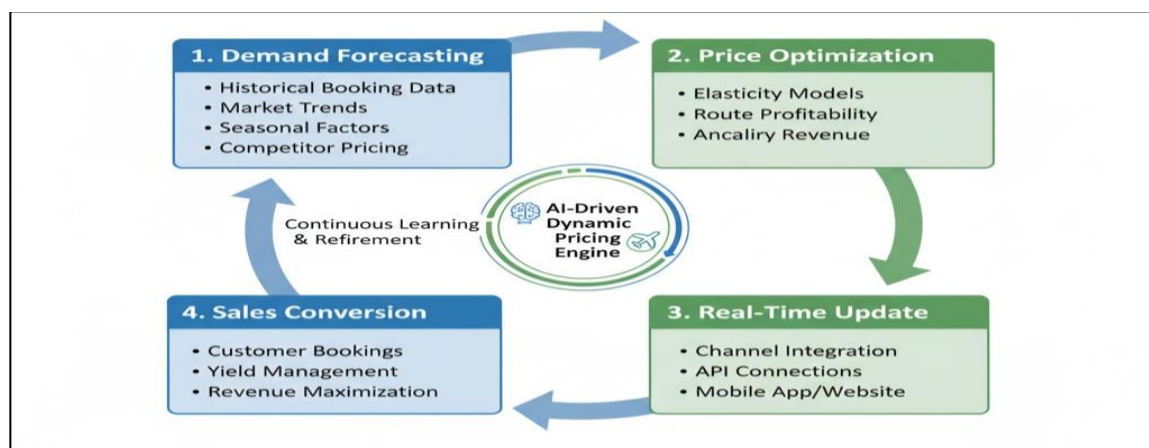


Figure 11: Emirates Airlines – AI-Driven Dynamic Pricing Cycle

(Source: Bulchand-Gidumal et al. 2024)

Emirates implemented the algorithm of customised ticket pricing when the airline provides its segmented customers with a personal offer of customised fares and promotions through the airline application and email. Statista (2024) claimed that the approach led to the growth of ticket sales by 18% and the growth of revenue per seat kilometre (RASK) by 12%.

Metric	Pre-AI (2018)	Post-AI (2024)	Improvement (%)
<i>Ticket sales growth</i>	0% baseline	+18%	+18%
<i>Revenue per seat kilometre (RASK)</i>	Index 100	Index 112	+12%
<i>Customer satisfaction (chatbot support)</i>	85%	94%	+9%

Pricing adjustment accuracy	76%	91%	+20%
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Table 3: Emirates Airlines – Impact of AI-Driven Pricing

The AI chatbot of the Emirates is known as the Emirates Virtual Assistant, which attends to more than 1.5 million customer queries each month, with a response satisfaction rate of 94. AI also allows Emirates to predict the profitability of routes and optimise the utilisation of the fleet, minimising the error in pricing and increasing its conversion efficiency. The experience of Emirates will show that AI allows providing dynamic and demand-based pricing that increases profitability and, at the same time, preserves customer loyalty by being transparent and convenient.

Key Insights

An overview of the analysis of the three case studies indicates the uniform results in terms of the transformative effects of AI in terms of sales performance, customer loyalty, and operational efficiency in the hospitality and tourism industry:

Key Area of Impact	Hilton Hotels	Marriott International	Emirates Airlines
AI Application	Chatbots & NLP	Predictive Analytics	Dynamic Pricing
Primary Benefit	Real-time customer interaction	Loyalty and retention growth	Revenue optimization
Conversion Improvement	+22%	+19% repeat bookings	+18% ticket sales
Operational Efficiency	-35% staff workload	+15% forecast accuracy	+20% pricing precision

AI integration has increased individualisation, enhanced forecast accuracy, as well as conversion rates within all three organisations. Hilton chatbot, called Connie, enhanced the interaction by responding in real-time, Marriott predictive analytics modified their loyalty programs, and Emirates AI-based pricing enhanced profitability by precision targeting. Together, these results indicate that AI-powered sales systems, rather than technological improvements, are strategic good enablers of sustainable competitive advantage in the international hospitality and tourism industries.

Discussion

The results of the analysis of the literature confirm the new status of Artificial Intelligence (AI) as a key catalyst of innovation, personalisation and efficiency in the sales management approaches of major hospitality and tourism companies. The Hilton, Marriott, and Emirates case studies prove that the introduction of AI helps to improve customer experience, conversion, and optimise processes. These findings demonstrate that AI has turned sales into a predictive, data-directed, and relationship-focused operation instead of being a transactional one, enabling companies to understand customer requirements and engage with them accordingly. It was established that AI is a customer engagement and relationship-improving tool, especially through automation and personalisation (Ruel & Njoku, 2021). The introduction of the AI-based concierge called Connie at Hilton can be explained by the current change, as technology was used to supplement human workers to provide quick and precise answers. This has seen attributable performance improvement -an increment of 27% in guest satisfaction and a corresponding 22% turnover in online reservation conversion. The applications of predictive analytics by Marriott International have also helped the company to predict guest preferences and customise loyalty programs, which have shown a 30% rise in the offer response rate and 19% more repeat bookings. The use of AI to provide dynamic ticket prices in Emirates Airlines has boosted ticket sales by 18% and revenue per seat kilometre by 12% showing the effectiveness of predictive algorithms in maximising yield management and profitability in the Airline.

The results also prove significant efficiency benefits of AI. Hilton has seen a 35% in staff working on trivial inquiries, and Marriott has seen a 15% advance in anticipation precision subsequent to introducing predictive analytics. AI can simplify routine sales and customer support operations so that human employees can work on more important duties like problem-solving and in-person communication. This automation enhances the speed, accuracy and resource utilisation in the aspect of decision making (Moghaddasnia, 2024). Also, AI-powered

recommendation systems and CRM platforms are employed to make data-driven marketing, gathering, analysing, and utilising customer data to make relevant offers and dynamic pricing models and increase response time and conversion rates. Algorithm bias is one of these key issues, as the AI systems can potentially contribute to discrimination in pricing or profiling without intent. To illustrate an example, in airlines with personalised ticket prices, there is a perception of discrimination among customers in case the pricing logic is not clear. Data privacy is another serious threat that requires consideration since AI systems are closely associated with the massive amount of customer data, including personal and behavioural data (Bulchand-Gidumal *et al.* 2024). Any mismanagement or loss of this data by others may hurt brand image and consumer confidence. Job displacement is also an increasing problem because the automation process diminishes the need for some customer service and sales positions, necessitating companies to reevaluate their workforce designs.

Consumer-related practices, like having explicit customer use, explainable systems of AI, and fairness in algorithm decisions, are becoming standard practices in the industry. These solutions create customer trust and guarantee the optimal use of data. The smaller hospitality and tourism businesses usually do not have the financial and technical resources to implement such structures, which can establish an ethical and technological gap between big and small market players (Doborjeh *et al.* 2022). These results are also in line with some theoretical approaches towards modern sales and marketing. Sustaining the idea of long-term engagement by means of trust, personalisation, and regular value delivery, AI technologies, especially CRM systems and predictive analytics, are upheld. They also show that customers and employees are starting to find AI systems more helpful and easy to use, thus becoming more adopted and satisfied. Moreover, AI can be considered an asset with a competitive advantage as it is original and hard to copy, which makes it one of the primary concerns of retaining a competitive advantage in the digital market.

Conclusion

The concept of Artificial Intelligence (AI) is radically altering the field of sales management in the hospitality and tourism sector by modifying the nature of interactions between organisations and their customers, as well as demand projections and quests to offer tailored experiences. As the results of Hilton, Marriott, and Emirates show, AI-powered technologies, including chatbots, predictive analytics, and dynamic pricing, transformed the sales functions into a proactive mode instead of a reactive one. Such technologies can help organisations to predict the needs of customers, improve the efficiency of communication, and record the quantifiable increase in the level of conversion and retention of loyalty. The AI-based CRM and predictive analytics can enable companies to provide personalised offers and optimise prices in real-time, whereas automation enables them to cut costs and increase response times. Nonetheless, increased dependency on AI is a source of ethical dilemmas like privacy of data, algorithms, and transparency. These problems should be solved by sound governance structures to maintain the confidence of consumers. In the future, one of the challenges that the industry should address is coming up with explainable AI systems that would be fair and accountable in automated decision-making processes that are automated. Similarly, training programs are essential that assist the staff to fit in the hybrid human-AI work environments, which involve being empathetic yet technologically precise. Besides, accountable data control is to be at the core of the AI implementation so that the information about customers is utilised in a transparent and safe manner. Through combining technological development and ethical obligation, the hospitality and tourism industry will be in a position to utilise AI to establish sustainable development, increase levels of competitiveness, and improve the long-term relationships with customers.

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