

ABSTRACT

Due to the improvements in artificial intelligence (AI) and associated technologies the use of artificial intelligent automation in travel and tourism is likely to grow in the future, equally It affects many areas, including hospitality and tourism industry functions. Adaptation of technology not only improves customer satisfaction but also it helps to reduce the cost of business operations. With the competitive global market Sri Lankan hoteliers also introduced so many technological things for their guests. This study examines Impact of Artificial Intelligence use in Hotels on Customer Satisfaction (Special Reference to Down South Area). Key objective of the study is to identify what are the most technological tools preferred by the guests and what they expect from hoteliers in future. From that hoteliers able to change and grab more guests by understanding the customer needs and wants and expectations. The study site was selected as the Down south resort region and five-star category hotels were used studied using qualitative approaches primary data was gathered by through a series of semi structured in-depth interviews by using purposive sampling technique. Collected data was analyzed by using content analysis method. From the study it revealed about every guest were satisfied and aware about the AI tools used by the hoteliers. They mostly prefer chat bots, smart room concepts. It identified that there guests more prefer human interaction than robotics. And also there are minimum payments methods available for guests. Based on results researcher recommend it needs to implement more Payment options, need to solve application problems and introduction of VR technology.

Keywords: Artificial Intelligence, Artificial Intelligence tools, Satisfaction, Hotel Industry, Technology, service automation