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SPECIAL FEATURE
Department of Hospitality & Tourism Management

AI (Artificial Intelligence) and the Future of the Hospitality Industry

Article contributed by Vashnie Gayle, Lecturer, Department of Hospitality & Tourism Management

Having celebrated *World Tourism Week* last week in Jamaica, it is a fitting time to reflect on the changes shaping the global hospitality industry - and one of the most significant forces driving these changes is *Artificial Intelligence (AI)*.

From enhancing guest experiences to improving efficiency, AI is transforming how hotels operate across all departments. For college students preparing to enter this vibrant sector, understanding *AI's* impact is essential.

Let us look at how *AI* is affecting the various areas in the hospitality and tourism sector.



The Future with AI

Article contributed by Vashnie Gayle, Lecturer, Department of Hospitality & Tourism Management

Housekeeping

AI has modernized housekeeping by introducing tools that make the job more efficient and guest-friendly. Smart room sensors can now detect when a guest has checked out, instantly notifying staff that a room is ready for cleaning. Robotic vacuum cleaners and AI-powered cleaning tools help reduce manual workload while ensuring consistent cleanliness. Predictive systems can also anticipate high-demand periods, allowing managers to assign staff more effectively.



Sales and Marketing

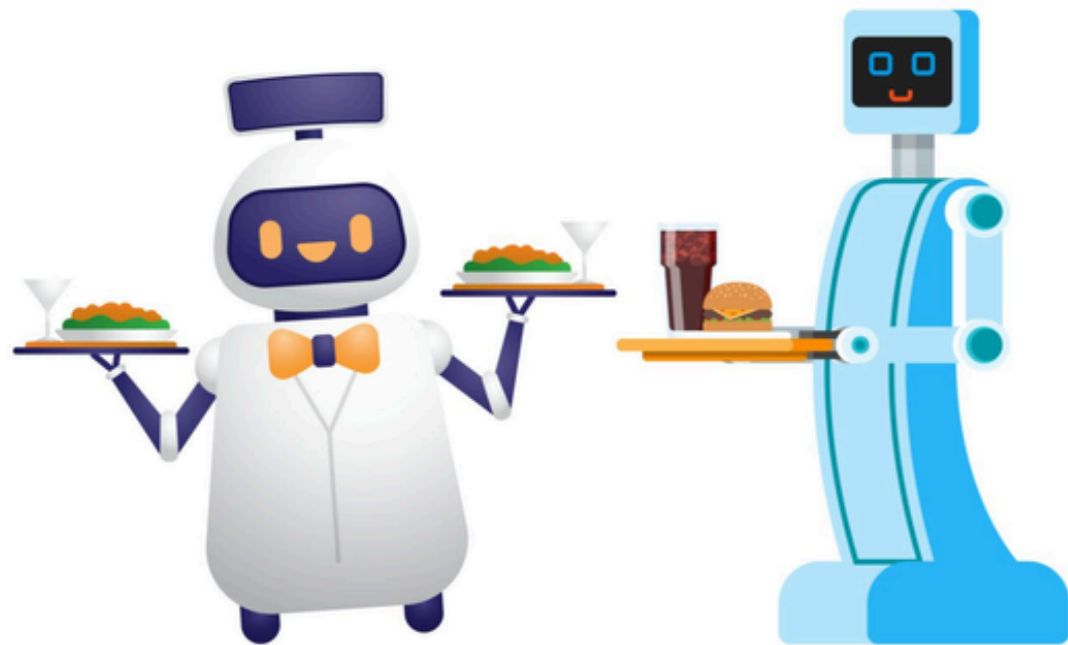
Hotels are using AI to better understand and attract customers. AI analyzes data such as booking patterns, guest preferences, and even social media trends to predict what guests want. This allows hotels to personalize promotions—offering a family a discounted package for a weekend getaway, for example. AI chatbots handle inquiries 24/7, providing instant responses and freeing sales staff to focus on closing major deals. Dynamic pricing systems also adjust room rates automatically based on demand, helping hotels maximize revenue.



The Future with AI

Article contributed by Vashnie Gayle, Lecturer, Department of Hospitality & Tourism Management

AI In Food And Beverage Market



In restaurants and bars, AI has brought efficiency and personalization. Guests can now use mobile apps or smart devices to place food orders, reducing waiting times. Some hotels employ robots for meal preparation or delivery, ensuring consistent quality.

AI also improves inventory management, predicting how much food will be needed during busy weekends or special events. This reduces waste and ensures popular items never run out.

Weddings and Event Management

Jamaica is a popular wedding destination, and AI is helping make event planning smoother. Virtual reality (VR) and AI-powered design tools allow couples to preview how a ballroom will look with specific decorations before making decisions. AI systems also customize wedding packages by analyzing guest numbers, themes, and budgets. Chatbots answer questions quickly, ensuring clients receive prompt assistance at any hour. This improves customer satisfaction and strengthens Jamaica's reputation as a world-class wedding destination.

The Future with AI

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Room Divisions and Front Office

AI has greatly improved guest convenience in front office operations. Automated kiosks and mobile check-in apps reduce wait times at the reception desk. Virtual concierges powered by AI give personalized recommendations for attractions, restaurants, and tours—perfect for travelers exploring Jamaica.

In some modern hotels, facial recognition technology provides seamless access to rooms, replacing traditional key cards. These innovations improve both security and guest satisfaction.



Real-World Examples in Jamaica and the Caribbean

Article contributed by Vashnie Gayle, Lecturer, Department of Hospitality & Tourism Management

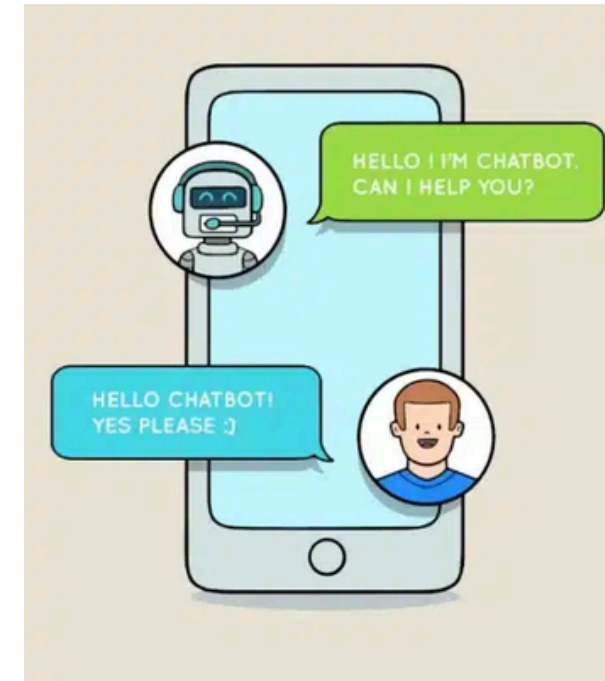
Sandals Resorts International has introduced AI-powered chatbots on their websites to assist guests with booking and frequently asked questions, providing instant responses that improve customer service.

Moon Palace Jamaica uses AI-driven mobile apps that allow guests to order room service, book spa treatments, and get personalized recommendations—all from their smartphones.

Atlantis Paradise Island in The Bahamas has tested AI-driven dynamic pricing models to optimize room rates during peak tourist seasons.

Several Kingston and Montego Bay hotels are adopting AI-supported inventory systems in food and beverage departments to reduce waste and control costs.





These examples show how AI is not just a global trend, but a reality in our region, directly benefiting both travelers and hospitality workers.



Reflection for Students

Article contributed by Vashnie Gayle, Lecturer, Department of Hospitality & Tourism Management

As future leaders in hospitality and tourism, students must prepare to work alongside AI technologies. This preparation involves:

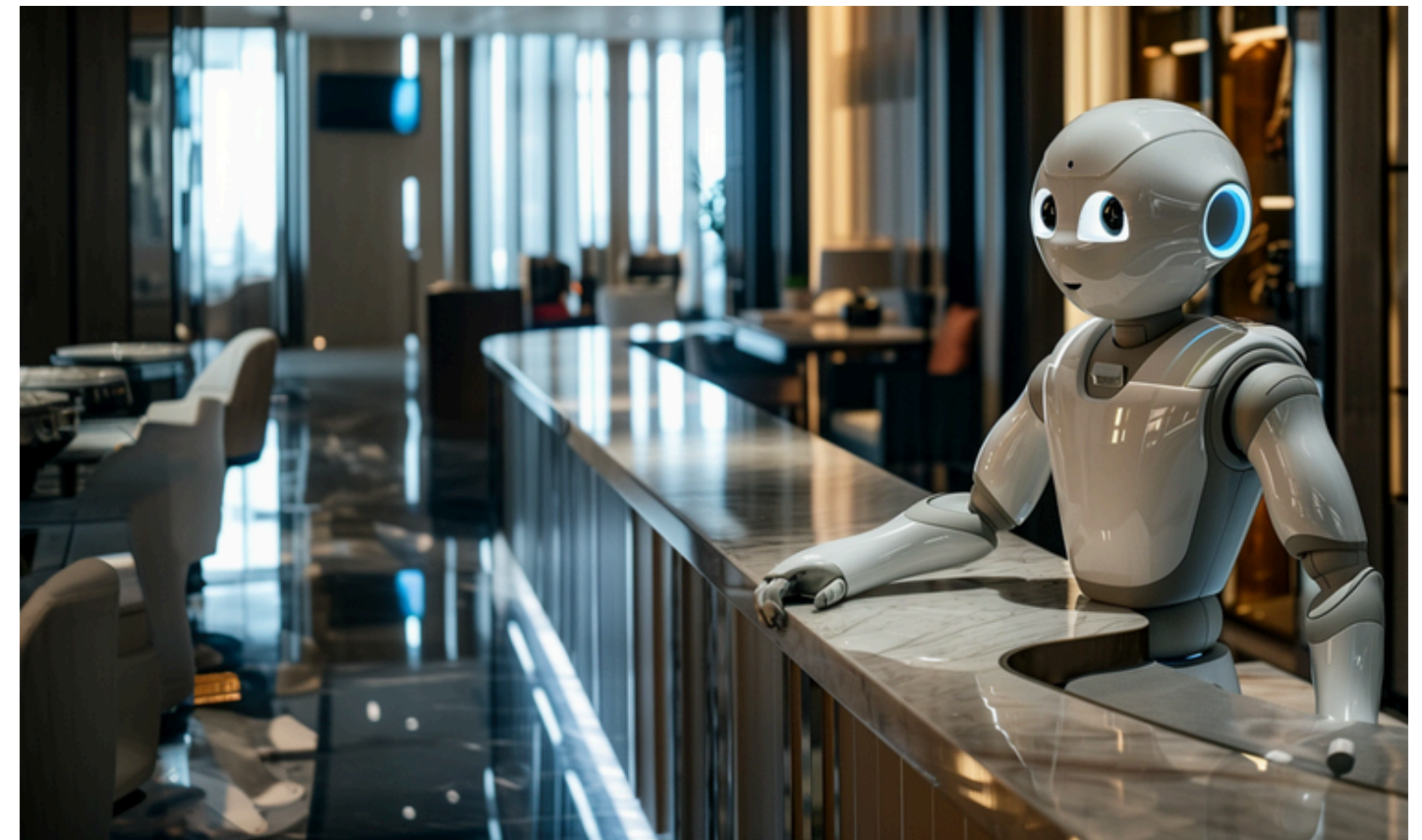
-  Developing digital literacy skills to understand how AI systems operate and support service delivery.
-  Embracing lifelong learning, recognizing that technology in hospitality is constantly evolving.
-  Focusing on human-centered skills such as communication, empathy, and creativity—qualities that complement AI rather than compete with it.
-  Seeking internships and training opportunities in hotels and tourism organizations that use AI, allowing for hands-on experience with these tools.

By blending technical knowledge with strong interpersonal skills, students will be well-prepared to thrive in an industry where AI is not a replacement, but a vital partner in enhancing guest experiences.

Conclusion

Article contributed by Vashnie Gayle, Lecturer, Department of Hospitality & Tourism Management

- **Artificial Intelligence** is no longer a futuristic idea
- it is today's reality in hospitality and tourism.
- From housekeeping to weddings AI is:
 - Streamlining operations ⚙️
 - Elevating guest experiences ☀️
 - Helping hotels stay competitive globally 🌐
- For Jamaica, embracing AI is essential to meet the high expectations of international travelers.
- As future leaders in hospitality and tourism, students should:
 - Understand and adapt to these technologies 💻
 - Position themselves to lead in this new era 🚀
- **World Tourism Week** reminds us that innovation and tradition can work together, and AI will be a vital tool in shaping the future of Jamaican hospitality.



Some Astonishing Facts About the Hospitality Industry

Article contributed by Vashnie Gayle, Lecturer, Department of Hospitality & Tourism Management

Trillion-Dollar Industry:

- The global travel and tourism industry's value surpasses \$10 trillion annually, making it one of the world's most prosperous sectors.



👩 Female Workforce

- Women make up 60% of hotel employees, showing the industry is largely female-driven!
- 🌊 **Underwater Hotels:** Sleep surrounded by ocean life at the Manta Resort, Tanzania – an unforgettable underwater adventure!
- ❄️ **Ice Hotels:** Experience rooms carved entirely from ice and snow at Sweden's famous Ice Hotel – chill like never before!



Themed Hotels:

Hotels have transformed unique historical sites, such as the Liberty Hotel in Boston, which was once a jail.



“Transforming Tourism: The Future of Eco-Friendly Travel”

Article contributed by Kerry-Ann Daley, Lecturer, Department of Hospitality & Tourism Management



From the Caribbean to the Middle East, the younger generation is increasingly taking to the skies. The desire to travel and explore the world has become a defining trend, driven by a range of social, cultural, and technological factors (Mei, 2024).

The rise of social media, influencer culture, global connectivity, the growth of budget airlines, and a cultural shift from valuing possessions to prioritizing experiences are collectively reshaping tourism trends, lifestyles, and aspirations (UNWTO, 2023).

While the increased movement of people around the globe has many positive aspects, without conscious effort, it can also lead to significant negative consequences. Some of these are outlined below:

“Transforming Tourism: The Future of Eco-Friendly Travel”

Article contributed by Kerry-Ann Daley, Lecturer, Department of Hospitality & Tourism Management

Benefits:

- 🌍 Economic growth and cultural exchange
- 💰 Increased revenues for local economies
- ✈️ Greater destination awareness
- 🌿 Enhanced advocacy for conservation

Drawbacks

- ♻️ Environmental pollution
- ✈️ Overtourism
- 🗑️ Waste generation
- ♻️ Degradation of ecosystems and local culture

Making Tourism a Force for Good: How to Travel Sustainably

- Opt for eco-friendly travel options: Choose airlines with carbon offset programs or, when possible, take trains or buses to reduce emissions (Gössling et al., 2019).
- Travel during off-peak seasons
- Prioritize locations with robust environmental protection policies and sustainability certifications.
- Participate in experiences that directly benefit local communities and support conservation efforts.
- Plant trees, support renewable energy, or contribute to verified carbon offset initiatives (UNEP, 2021).
- By aligning travel with sustainability, education, and cultural respect, this global trend can shift from being merely a personal indulgence to a powerful tool for positive change - both socially and environmentally.



WORD SCRAMBLE

Unscramble the following

1. **CLAE CGLOIO** — Protecting natural environments
2. **UIAS LANTBSE** — Tourism that supports local communities
3. **EONAC** — Popular in eco-destination like Bora Bora
4. **DEERCU** — To minimize environmental impact
5. **UUC ELRT** — Respecting local traditions
6. **OTNRNOAEVCIS** — Protecting resources for future

See next page for answers

WORD SCRAMBLE

Answers:

1. ECOLOGICAL
2. SUSTAINABLE
3. OCEAN
4. REDUCE
5. CULTURE
6. CONSERVATION

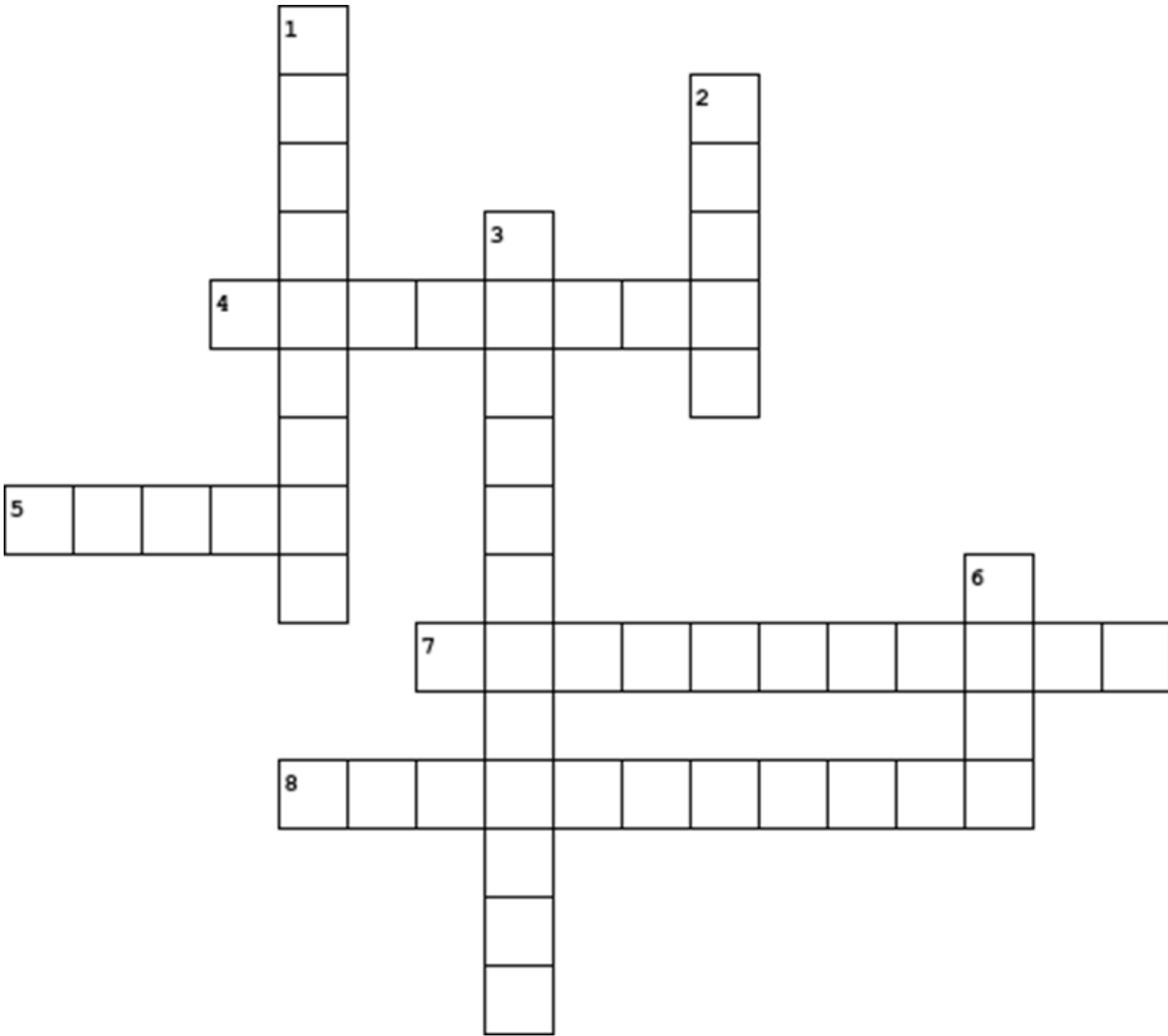


Across

- 4** - An eco-friendly accommodation option
- 5** - Example of a sustainable travel destination
- 7** - Negative impact of too many tourists in a popular destination
- 8** - Tourism that supports and benefits local communities

Down

- 1** - Activities that involve reducing waste and conserving resources
- 2** - Resource that travelers should conserve, especially in fragile ecosystems
- 3** - Protecting natural and cultural resources for future generations
- 6** - Mode of transportation that is environmentally friendly





ANSWERS

Across

- 4 - An eco-friendly accommodation option
- 5 - Example of a sustainable travel destination
- 7 - Negative impact of too many tourists in a popular destination
- 8 - Tourism that supports and benefits local communities

Down

- 1 - Activities that involve reducing waste and conserving resources
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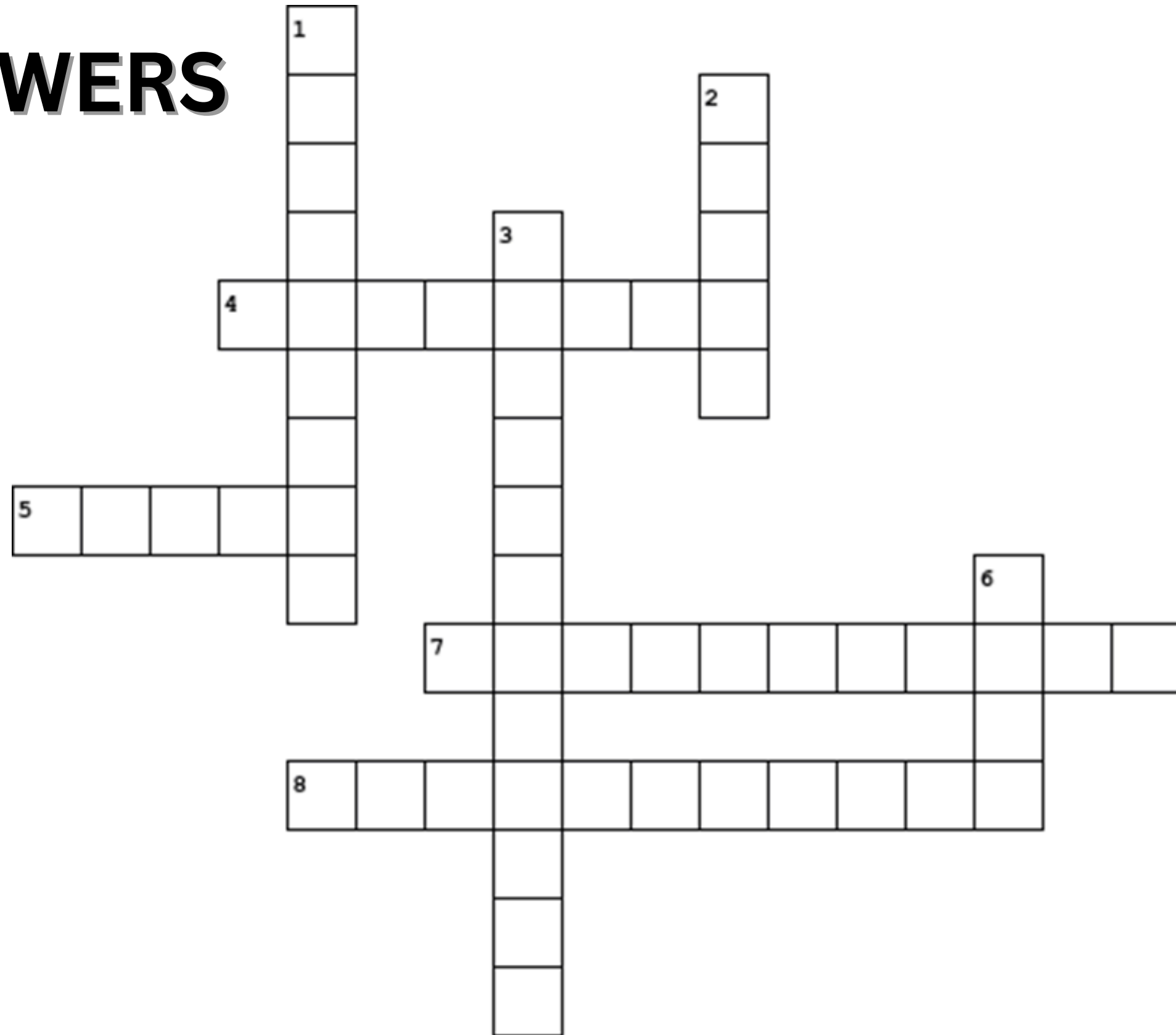
ANSWERS:

Across:

- 4: Ecolodge
- 5. Ocean
- 7: Overtourism
- 8: Sustainable

Down:

- 1 :Recycling
- 2:Water
- 3:Conservation
- 6:Bike



In case you missed it!

Old Skl Day




Wear Burgundy Day





SAVE THE DATES

OCTOBER 13-17	Spiritual Emphasis Week	
OCTOBER 25	Freshers' Rave	
NOVEMBER 02	50 th Anniversary Celebrations Church Service at Ridgemount United Church Mandeville	
NOVEMBER 05	50 th Anniversary Celebrations Founders' Day Activities	
NOVEMBER 21	50 th Anniversary Celebrations Health & Wellness Fair Cobbla Campus	
NOVEMBER 27	KCC Graduation Cobbla Campus	

N.B. More details to follow via official email





BECOME PART OF SOMETHING GREAT!

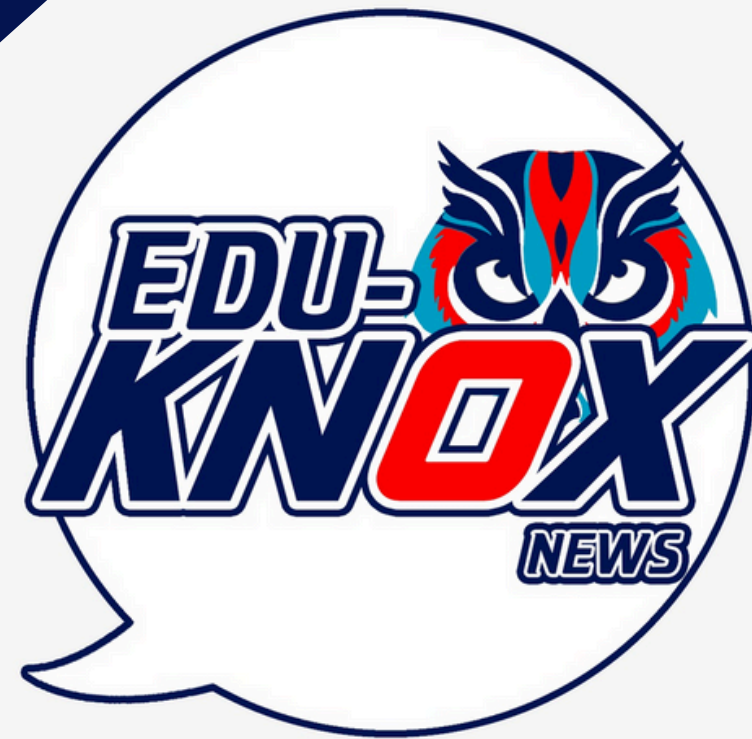
"50 Voice Choir"

We are looking for persons to join the "50 Voice Choir" to perform at our 50th Anniversary Celebrations Church Service at Ridgemount United Church on 02 November 2025

If you are interested, please

Email: chevanese.brown@kcc.edu.jm or yvette.bryan@kcc.edu.jm

Deadline: 02 October 2025



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