SMART HOTEL & TRAVEL- 2018

Artificial Intelligence in Hospitality Industry

General

CU-UIHM is organizing a national inter-college competition with the finale on 26 March 2018 for students from hospitality sector. The competition is open to students of all colleges across India.

Format of Competition

This is a two stage problem statement based competition. In qualifier round, student teams will work on problem statement attached and will have to e-mail a one-page outline of their solution along with their presentations on PPT. Shortlisted teams will be invited to the grand finale to make their detailed presentation before a distinguished jury at Chandigarh University on 26 March 2018. Final awards will be made based on merit.

Qualifier Round

The PPT should not have more than a total of 10 slides. The teams will be shortlisted based on the one page outline and the content and clarity of thought in their PPT.

Grand Finale

The shortlisted teams will have the opportunity to make PPT based presentations of not more than 15 minutes before a jury. The time will include question and answer session if any.

Problem Statement

The problem statement is attached..

Rules on Team structure

1. *Maximum of 4 members in a team.*

2. *Members of a team may be from multiple colleges.*

3. *Any number of teams can participate from one college.*

4. Professionals are not allowed (Only students can participate).

Assessment Criteria

The solution provided should:

- *The solution to be practical and be executable with a short cycle of implementation. It means any solution requiring long time to implement will be considered weak, and any solution which is more theoretical and not adequately practical will be considered weak.*
- *Elaboration on how the solution will lead to tourist satisfaction and enhanced efficiencies.*
- *The cost implication of the solution, both on capital expenditure and operational expenditure, as well as any implication of addition of manpower.*
- *The impact of the solution on improving the brand image of organisation.*

Time Lines

S. No	Activity	Tentative Date	Remarks
1.	*Grand finale*	*26 March*	
2.	*Results of qualifier round*	*16 March*	

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Notes to respondents:

Employing artificial intelligence is not some distant dream but a current reality. The trend of robotics actually discharging human functions and communicating in real time has already made a beginning. Hence, the responses should be contemporary and practical and not fictitious.

A critical analysis of the situation is to be presented in the answer. An ideal analysis will cover aspects of basics of AI, tourist expectations from human interaction, acceptance of AI in human function. Evaluation will consider the answers, critical analysis and the strength of arguments.

Problem Statement

Artificial Intelligence in Hospitality Industry

Aditya Jain is the Manager of **Skyview Resorts,** a business hotel in Pune. He feels that he can grow his business much more if the customer is able to get what s/he wants even before s/he asks for it. To achieve this ambition, Aditya wants to embrace artificial intelligence for his hotel. He is of the firm belief that use of artificial intelligence will enable the hotel staff to have a better understanding of the customer preferences in travel choices, journey patterns, payment methods, etc. and use that knowledge to offer insightful experiences at all touch points like travel, stay, and also upselling other products and services available at the hotel. The hotel is located in a prime location in Pune and has a capacity of 100 rooms. The average Occupancy of rooms on any day is 55%. The promoters of the hotel have given Aditya a budget of Rs. 10 lakh to incorporate aspects of artificial intelligence to enhance staff efficiency and customer satisfaction; and thereby enhance the average occupancy to minimum of 85% over the next 6 months.

Assuming that you are Aditya Jain;

- Work out a plan to incorporate artificial intelligence to increase Occupancy rate to 85% over the next 6 months. The plan may contain an achievable road map with targeted milestones
- Use the budget of rupees 10 lakh provided to you by the promoters.
- You may consider aspects like Chatbots, big data technologies, room service and concierge services to enable a personalized experience for customers
- You will limit your employment of artificial intelligence to only those aspects that improve customer experience
- *You may make your assumptions in deciding the type of customers, the diversity of customers and the duration of their stay.*
- *You may also highlight the functions taken over by AI wholly or substantially, which are currently discharged wholly by human beings*
- *You may also indicate the operational (current) cost savings by the number of personnel eliminated in the process*
- *You may also make a formative assessment of the probable conflict between the efficiency and better business performance brought in by AI as against possible loss of personalized treatment that is provided to clients*