ChatGPT-4 for Hospitality: Implications

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Abstract

The aim of this study is to examine the several applications of ChatGPT-4 for the hospitality industry and to provide an agenda of research for investigating the potential implications of this model in the domain of hospitality. Questions, based on studies in the literature, were asked to ChatGPT-4 to see the opportunities it can offer to the hotel industry. This study, which discusses chatbots and artificial intelligence, suggests several potential applications of ChatGPT for the hospitality sector. The study’s suggestions are derived from previous research conducted on ChatGPT and a review of existing literature related to the topic. It is quite likely that ChatGPT-4 will have a significant influence on the hospitality industry. This chatbot will probably contribute to concierge services, booking hotels for tourists, giving feedback, room services, translation, training employees, operational efficiency, marketing hotels, and travel guidance.