Re-IMAGINE The Journal for Hospitality, Tourism & Culinary Professionals
Volume 1 Issue 1 (July-Dec 2026) | **ISSN**: 2839-6383 | **Page No**: 96-117

Business Communication Skills Powered by AI: The Future of Hospitality Employment Opportunities

Ms. Smita Parmar, IHM – Aurangabad
Corresponding Author: - Ms. Smita Parmar, Email: - smita.parmar@ihma.ac.in

Abstract: -

Artificial Intelligence (AI) is rapidly transforming the hospitality industry by reshaping communication practices, operational systems, and employment opportunities. Hotels, restaurants, and tourism organizations are increasingly integrating AI-powered technologies such as chatbots, predictive analytics, automated guest services, and digital communication platforms to improve efficiency and customer engagement. However, while AI enhances speed, personalization, and operational accuracy, the hospitality industry continues to depend heavily on human-centered communication skills such as empathy, emotional intelligence, interpersonal interaction, and ethical decision-making.

This article examines the growing relevance of AI-powered business communication skills and their impact on hospitality employment opportunities. It explores how AI is influencing recruitment trends, workplace communication, guest relationship management, and employee skill requirements. As AI develops increasingly advanced capabilities, employees working in related industries should adapt their skillset accordingly. Therefore, an obvious question posed to HR experts and hospitality managers: Does language competence still play a crucial role if technology takes on more interactions? The simple yet clear answer is "yes". Moreover, the language ability might become increasingly valuable in the era of automation. While the technologies make the process more efficient, it is human interaction that lies at the core of excellent service.

The paper argues that the future hospitality workforce will require a balanced combination of technological literacy and human communication competence. Educational institutions and hospitality training providers must therefore redesign curricula to include AI literacy, digital communication tools, ethical AI usage, and experiential learning methods. The study concludes that AI should be viewed not as a replacement for human interaction but as a strategic support system that enables hospitality professionals to deliver enhanced guest experiences while maintaining the emotional and relational essence of hospitality. Such an approach can better prepare future professionals for the demands of an AI-enabled workplace.

Keywords: -
Business Communication; AI Technology; Educational Institutes; Hospitality Organizations; Communication Skills

Introduction: -

The hospitality industry has always been built around people, relationships, and experiences. Whether it is a hotel receptionist welcoming a tired traveler, a restaurant manager handling a guest complaint, or a concierge recommending local attractions, communication remains the heart of hospitality operations. In recent years, however, Artificial Intelligence (AI) has emerged as a major force transforming how hospitality organizations interact, communicate and operate with the consumer (Buhalis, D., & Leung, R., 2018) AI-powered technologies such as virtual assistants, self-service kiosks, voice recognition systems, automated reservation platforms, and predictive analytics are increasingly becoming part of daily hospitality operations. These technologies improve efficiency, reduce operational costs, and enhance customer convenience (Sousa et al., 2024). According to industry reports, younger generations increasingly prefer AI-assisted services due to their speed and accessibility. Yet, despite this technological transformation, guests continue to value personalized attention, empathy, and authentic human interaction.

The growing adoption of AI has also changed employment patterns within hospitality. Traditional communication-related roles are evolving, while entirely new career opportunities are emerging. (Wang et al., 2025).Employers are now seeking professionals who can combine hospitality knowledge with AI literacy, digital collaboration skills, and strategic communication abilities. Consequently, business communication education must adapt to prepare students for an AI-enabled workplace.

Apart from the transfer of information, business communication allows individuals to build credibility, trust, and cooperation in digital environments (Cardon, 2024). In the hospitality industry, where good service relies on interpersonal interaction, such skills continue to be necessary due to the increasing adoption of AI technologies. Effective communication influences guest satisfaction, employee coordination, organizational reputation, and service quality. Frontline employees such as receptionists, concierges, restaurant managers, and guest

service executives rely heavily on verbal, non-verbal, written, and digital communication skills to create positive customer experiences.

Accepting, AI-powered workplaces require employees to communicate across digital platforms, interpret AI-generated information, collaborate virtually, and maintain ethical communication standards. According to the National Association of Colleges and Employers (2024), communication skills remain one of the most demanded employability competencies despite technological advancements. Hospitality organizations increasingly seek professionals who can effectively manage AI-assisted communication while maintaining authenticity, professionalism, and emotional connection with guests.

Therefore, business communication education in hospitality must evolve beyond conventional communication methods and incorporate AI literacy, digital collaboration, ethical reasoning, and strategic communication practices. Such integration will help prepare future hospitality professionals for an industry where technology and human interaction coexist to deliver enhanced guest experiences and sustainable organizational growth.

This research article explores how AI-powered business communication skills are shaping the future of hospitality employment opportunities. It discusses the evolving role of communication in AI-augmented hospitality environments, examines emerging career trends, and highlights the importance of balancing technological competence with human-centered service delivery.

Literature Review: -

Recent studies indicate that AI is significantly influencing business communication practices across industries. AI-powered systems can draft emails, generate reports, analyze customer feedback, and personalize communication strategies. Bovee & Thill, (2026) argue that AI is changing the nature of professional communication by shifting emphasis from routine writing tasks toward strategic thinking, ethical reasoning, and audience engagement. However, in order to achieve that we must align our mindset towards the obvious - that is, learning technology such that the employees are at par with the changes required simultaneously.

In hospitality, AI technologies are widely used to improve customer experiences. Hotels use chatbots for guest inquiries, AI-powered recommendation engines for personalized services, and automated systems for reservation management (Ivanov &Webster, 2019). According to the 2024 Deliverec article, "an overwhelming 91% of Gen Z customers prefer restaurants that offer kiosk services, showing how much they want it from the restaurant they choose to dine out at "x". Such

numbers do not only depict the shift in the mindset of the customer but also emphasize the need to adapt rapidly. AI is not merely replacing jobs but reshaping the competencies and communication expectations associated with hospitality employment. However, scholars emphasize that hospitality remains fundamentally dependent on emotional intelligence and interpersonal communication. Townley (2026) notes that hospitality is one of the most resilient sectors in the AI era because guests still seek authentic human experiences and emotional connection.
Research also highlights the widening communication competency gap between employer expectations and graduate preparedness. Employers increasingly demand AI literacy, digital collaboration skills, ethical communication judgment, and cross-cultural communication abilities. Yet many graduates still lack the practical competencies required to work effectively in AI-enabled workplaces. Studies by Ngelambong et al. (2025) reveal that educators in hospitality and tourism institutions are gradually integrating AI into pedagogy through tools such as ChatGPT, Canva, and AI-driven simulations. Nevertheless, concerns remain regarding overdependence on AI, reduced critical thinking, and ethical challenges associated with AI-generated content.
The literature further suggests that AI is creating new professional roles within hospitality, including AI operations specialists, digital ethics officers, guest experience architects, and technology integration managers. These findings demonstrate that while AI may automate repetitive tasks, human communication, creativity, empathy, and ethical reasoning remain irreplaceable competencies in hospitality environments.In the article published, with the intent to assess AI literacy among educators in hospitality and tourism education in Malaysia and China (Anderson Ngelambong*, Siao Fui Wong, Silverina Kibat, Nur'Hidayah Che Ahmat, Noel Scott)(June 2025,pg 584) (VII), the researchers aimed at determining their level of familiarity with AI technologies, their incorporation of AI into pedagogy and the challenges faced in doing so.

One of the issues discovered in their research was the following: For educators in hospitality and tourism, the findings indicate a requirement for greater involvement with AI technology. Whereas a number of educators from Malaysia use AI applications such as ChatGPT, Canva, and QuillBot, several educators in China claim to use only basic AI. Educators should realize that AI is important not just for management purposes but also as an educational resource.
Pudliner, B. A. (2025) research article on AI used in hospitality management also focuses on how integrating generative AI into University courses can help simulate real-world hospitality challenges to students providing realistic consequences to decisions taken by them in an absolute risk-free setting. The idea primarily stemming out of frustration of a facilitator trying

to bridge the gap for students learning hospitality in a hybrid mode. Normalizing the use of AI being at the crux of system.

Incorporating artificial intelligence in the educational process involves considering the available AI applications that fit the curriculum being taught, such as using AI to simulate industry experiences for students and help in research activities. Educators should also be wary of the obstacles associated with incorporating AI.

Too much dependency on AI-based tools can result in weaker critical thinking skills among learners. It is therefore important for educators to strike a balance between traditional learning approaches and incorporating AI in learning **(**Zhai et al.,2024) Strategies for achieving this may involve integrating AI in preparing for lessons and grading of assignments while having students perform activities that foster creativity without the use of AI. Educators can educate their students on proper use of AI by instilling data privacy and security awareness in them.

Theoretical Foundation: -

This study is underpinned by two complementary theoretical perspectives: the **Technology Acceptance Model (TAM)** (Davis, 1989) and **Social Cognitive Theory (SCT)** (Bandura, 1986), together, these theories provide a comprehensive lens for understanding how Artificial Intelligence (AI) is transforming business communication competencies and influencing future employment opportunities within the hospitality industry. These perspectives complement each other and become the basis for studying the transformation of business communication skills due to AI technologies and its influence on future career opportunities in the hospitality industry.

The first of these frameworks is the Technology Acceptance Model (TAM). According to this theory, individuals are more likely to use technologies they consider valuable and user-friendly (Davis, 1989). Nowadays, many AI tools used in hospitality organizations (such as chatbots, prediction models, property management systems, automated guest communications, and virtual assistants) are regarded as those enhancing the efficiency of services and work processes. Furthermore, from the standpoint of education, TAM indicates that students and teachers will be more willing to use AI-based approaches in their learning when they realize the significance of AI in the field of employment and personal development. As such,

hospitality schools not only need to provide learners with technologies but also should create an environment for confidence, experiment, and usage.

However, TAM cannot fully explain how learners acquire the necessary competencies to apply the mentioned technologies in practice. In turn, the second theory, which is the Social Cognitive Theory (Bandura, 1986), can help to fill in the existing gap. This framework focuses on four pillars of learning through – Observation, reflection, social interaction and experience. As hospitality professionals we all understand that learning in hospitality has always been experiential – now that can be through role plays, on-job trainings or through industrial trainings organised in timely gaps during the academic rigour at hospitality institutes. This work exposure may be limited to a physical format, but when we speak of integrating AI – it encompasses these opportunities by aiding students to partake in virtual simulations doing the same job as being on the shop floor physically.

This may not only be limited to physical tasks, but may extend to AI-assisted decision-making exercises, and modified learning settings. For students, such exposures tend to strengthen digital literacy, helping them develop higher thinking capacity simultaneously that involves communication, adaptability, ethical reasoning and critical thinking. This Social Cognitive Theory therefore reiterates the fact that AI must be seen more as a learning aide that helps leverage the capability of a human being into a tech savvy individual and not one that will replace the entire process of learning by itself.

The synthesis of the two theories helps prove the main argument in the paper. One theory helps explain why AI technology is used while another one helps explain how learners build their competencies to use the technology. Thus, the framework demonstrates that hospitality specialists need to have not only technological but also human competencies in order to be ready for the future.

Based on the two theories, the paper argues that AI business communication competency is a result of the combination of four dimensions: AI literacy and digital competence, business communication competence, human interpersonal competencies, and lifelong learning. These dimensions have an impact on the employability of graduates and organizational readiness in AI-based hospitality setting.

Consequently, the theoretical framework created in the study defines AI technology not as a replacement for hospitality professionals but as a tool which complements communication, decision-making, and services provided in hospitality organizations. Moreover, it indicates that the hospitality education should be designed in such a way that the curriculum combines technological skills, ethics, emotions and experience of the graduates.

AI and Business Communication in Hospitality: -

Business communication in hospitality has evolved from traditional face-to-face interaction to digitally enhanced communication ecosystems. AI now supports communication across multiple operational areas, including guest services, marketing, internal communication, coordination, and crisis management.AI-powered chatbots and virtual assistants allow hotels to provide 24/7 customer support. Automated systems can respond instantly to reservation requests, service inquiries, and guest complaints. Similarly, AI-driven sentiment analysis tools help organizations monitor customer feedback and online reviews, enabling faster and more targeted responses.

In marketing communication, AI helps hospitality organizations personalize promotional campaigns based on customer preferences and behavioral patterns. Predictive analytics also support revenue management by forecasting demand trends and optimizing pricing strategies. These developments improve efficiency and customer satisfaction while reducing overall manual intervention and admini work. Despite these advantages, AI cannot fully replace human communication in hospitality. Guests often expect empathy, reassurance, and emotional connection, particularly during stressful or memorable travel experiences.

A machine may process information efficiently, but it cannot genuinely understand emotions, body language, or cultural sensitivities in the same way humans can. Therefore, the future of business communication in hospitality will depend on collaboration between AI systems and human professionals. AI can manage repetitive and data-driven tasks, while employees focus on relationship-building, creativity, conflict resolution, and service recovery. This balance between technology and human interaction will define successful hospitality operations in the coming decade.

Future Employment Opportunities in Hospitality: -

AI is transforming the structure of hospitality employment by automating routine tasks while simultaneously creating new career opportunities. Traditional front-office positions are gradually becoming technology-assisted roles, with automated check-in systems and digital concierge services reducing dependence on manual operations. However, rather than eliminating employment entirely, AI is changing the type of skills required in the industry. Several new career paths are emerging within AI-enabled hospitality environments. AI operations specialists manage and optimize hospitality technology systems.

Guest experiences designers focus on creating memorable customer journeys that combine digital convenience with personalized service. Data analysts interpret customer and operational data to improve business performance, while technology integration specialists ensure the smooth coordination of AI systems across departments.

Another important emerging role is that of the ethical AI communication advisor, responsible for ensuring that AI-generated communication aligns with organizational values, ethical standards, and customer expectations. These positions require a combination of communication competence, digital literacy, and strategic thinking.

The future hospitality workforce will therefore require continuous learning and adaptability. Employees who can effectively collaborate with AI systems while maintaining strong interpersonal communication skills will remain highly valuable. Emotional intelligence, cultural awareness, leadership, negotiation, and ethical judgment are likely to become even more important as AI takes over repetitive administrative functions.

At the same time, there are concerns regarding workforce displacement, especially for employees unable to adapt to technological change. Hospitality organizations and educational institutions must therefore focus on reskilling and upskilling initiatives to support workforce transition in the AI era.

Role of Hospitality Education: -

Hospitality education institutions play a critical role in preparing future professionals for AI-augmented workplaces. Traditional hospitality curricula focused primarily on operational skills, customer service, and management principles. However, the growing integration of AI requires educational institutions to redesign programs that combine technological literacy with communication.

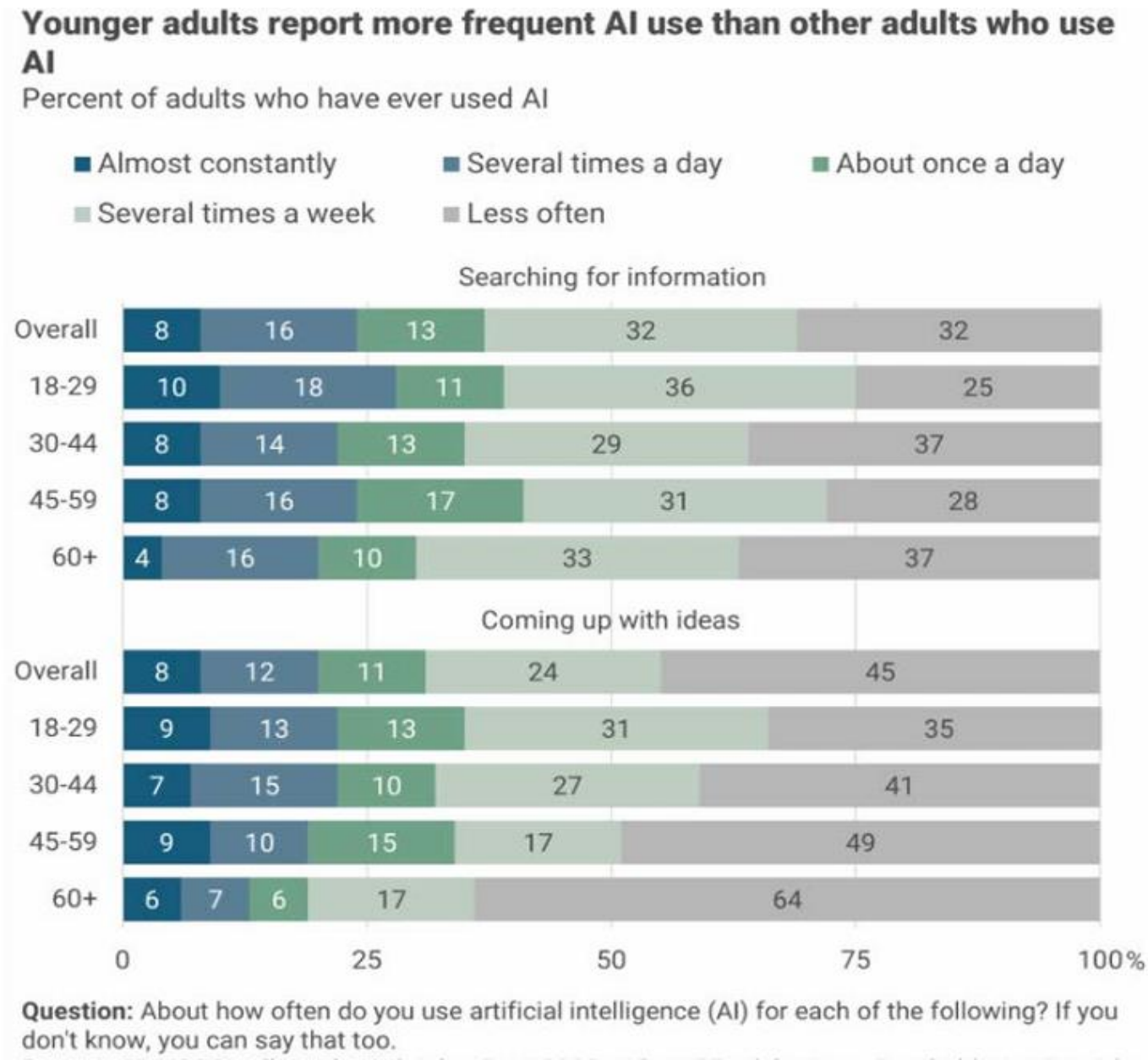
Business communication courses must now teach students how to work alongside AI tools

responsibly and strategically. Students should learn how to evaluate AI-generated content, develop effective prompts, maintain authenticity in communication, and apply ethical judgment in digital environments. Courses should also focus on digital collaboration platforms, data visualization, AI-supported decision-making, and crisis communication.

Experiential learning approaches such as AI simulations, role-play exercises, and virtual hospitality environments can help students develop practical skills. AI-powered learning tools can also personalize education by adapting content to individual learning needs and providing immediate feedback.

Faculty development is equally important. Educators themselves must enhance their AI literacy to integrate technology effectively into teaching methodologies. Institutions should organize workshops, training programs, and collaborative projects with industry partners to ensure faculty remain updated with evolving AI trends.

Ultimately, hospitality education should aim to produce graduates who are technologically competent, ethically responsible, and emotionally intelligent. Such professionals will be better equipped to succeed in a hospitality industry where AI enhances service delivery without replacing the human essence of hospitality. In their book, Bovee and John Thill, co-authors of Business Communication Today, (VI) have mentioned research analyzing the use of AI tools by demography.



(Source:- Bovee & & Thill, 2025)

Approaches that can be adopted to educate students AI appropriate readiness while also being able to communicate with people from different generations: -

1. **Generation-specific Approach: -** AI Usage and Communication Preparedness It becomes evident from the graph that younger adult (18-29) individuals use AI more often in comparison to older adults in the context of searching for information and coming up with new ideas. Thus, when teaching business communication classes, instructors should be aware that students enter the course with experience and expectations that differ from those of their future colleagues and superiors.

2. **Development of Critical AI Literacy: -** Although many students have already adopted regular usage of AI for various purposes, the chart reflects that there is a significant percentage of individuals using AI tools 'less often.' Hence, it is important to incorporate activities related to research, writing, and ideation supported by AI in order to equip all students with the minimum necessary level of fluency in AI tools.

3. **Information Searching Versus Ideation:** - As per the findings in the graph, while people use AI regularly for searching information, ideation requires less consistent usage. This implies that business communication teachers need to pay special attention to:

• **Training students on how to verify the information generated through AI.**

• **Assigning creative writing tasks** (i.e., marketing pitches, draft proposals), requiring students to create ideas supported by AI.

4. **Addressing Age Differences and Inequalities in the Use of AI: -** At workplaces, communication occurs regardless of the age gap. Hence, students need to understand that they will most likely work on reports supported by AI for their managers, who will be much less fluent in AI than them. Business communication should focus on translation, adaptability, and ethical framing in this case.

5. **Implications of the Chart for Classroom Practice**: -

• Assignments: Comparing traditional methods of conducting research versus searching for information through AI.

• Exercises: Asking students to conduct brainstorming sessions with AI, then discussing outputs together.

Aspects AI cannot replace in Business Communication: -

While we still argue about the importance of AI, the question often dreaded about is if AI will replace everything – will we still have our jobs? Will humans not be required? Here is looking at an important aspect, we tend to overlook:

Recognizing which parts of business communications AI cannot automate is important for students and professionals who want to stay competitive. A 2023 World Economic Forum report found that 71% of companies believe emotional intelligence and negotiation skills are beyond AI's reach. This shows where human skills still matter. Key skills that remain essential include:

• **Strategic Planning: -** Creating communication strategies involves understanding complex organizational goals and stakeholder expectations. This requires a level of human creativity in business communications that AI has not yet achieved.
• **Creative Content Development**: - Tasks like branding and storytelling require originality and emotional depth. They use human imagination and cultural awareness to engage audiences effectively.
• **Conflict Resolution: -** Successful negotiation and mediation rely on empathy and critical thinking in business communications. This allows for real-time adjustments that machines cannot make.
• **Relationship Building: -** Networking and personal interactions depend on subtle social skills and emotional intelligence. This fosters trust and collaboration that AI cannot genuinely produce.
• **Ethical Judgment: -** Making sensitive communication decisions involves understanding ethical implications and context, an area where AI's lack of values-based reasoning limits its usefulness.
Talking about the Hospitality realm by itself, there has been a mention in an article in the **Glion magazine** (Sept 2025) (VIII). It was stated that the adoption of AI in the hospitality industry has created several unique jobs such as:

• **AI Concierge Trainers**: - These professionals are responsible for developing and managing the personalities and capabilities of virtual assistants to better communicate with guests.

• **Tech Integration Managers:** - This type of a specialist is engaged in the implementation of various technological solutions and its proper integration in hotel business.

• **Guest Experience Architects: -** These experts are responsible for developing the experiences of the guests by providing a combination of technological and human services.

• **Digital Ethics Officers:** - These employees are engaged in ensuring that the use of technology in interaction with guests will be safe and fair. If, not only for the hospitality industry – Business Communication as a subject also is adept at leveraging AI into their up-skill.

Certifications or Training that can help Business Communications Graduates Adapt to AI? : -

Pursuing AI-focused certifications and training is essential for business communications graduates to maintain a competitive edge in a workforce increasingly driven by artificial intelligence. These qualifications develop critical skills that allow graduates to leverage AI tools and strategies effectively. The following options highlight key programs that support adaptation to AI technologies:

- **Artificial Intelligence Professional Certificate:** - Offered by providers such as IBM, this program covers machine learning fundamentals, natural language processing, and practical AI applications tailored to communications and marketing. It equips graduates with hands-on experience automating tasks and enhancing message personalization.
- **Google Data Analytics Certificate:** - This training strengthens data interpretation skills crucial for making evidence-based communication decisions. Business communications professionals benefit by grounding strategies in user data and campaign analytics influenced by AI processes.
- **Natural Language Processing (NLP) Training:** - Available through platforms like Coursera, NLP courses explore chatbot and voice assistant technologies that enhance customer service and internal communication workflows.
- **AI Ethics and Governance Workshops:** - These programs prepare graduates to navigate the ethical, social, and legal responsibilities of AI integration in organizations, promoting responsible AI use.

Research Methodology: -

Research Design: -

This research uses the qualitative conceptual design, supplemented by the integrative literature review and documentary analysis of secondary data. In this research, the aim is to explore the influence of Artificial Intelligence (AI) in the formation of competencies in business communication and future employment opportunities in the hospitality industry. Considering that the technologies of AI are developing rapidly and that there is a lack of empirical evidence in the field of hospitality education, the use of the conceptual research design appears to be quite appropriate for this purpose.

This research does not follow any particular hypothesis; rather, it focuses on analyzing scholarly work and industry developments with the view to establishing what academic perspective should be established with regard to the competencies needed by hospitality practitioners in the future.

Data Sources: -

All the research conducted is based on secondary data sources only, with information collected from a variety of professional and academic sources. Articles from peer-reviewed journals, scholarly books, conference papers, professional reports, white papers, and institutional publications were studied in order to gain insight into the topic of AI implementation in the field of business communication and hospitality management.

In order to assure the academic and practical relevance of the literature, it was supplemented by reports issued by such organisations as World Economic Forum, McKinsey & Company, Glion Institute of Higher Education, and various hospitality and technological magazines. Current debates on the topic of AI literacy, business communication, digital transformation, and hospitality education were also included.

Data Analysis: -

The reviewed literature was subject to thematic analysis. Upon reviewing the selected articles repeatedly and comparing their findings, common themes were revealed. The themes that emerged through the analysis include AI-powered communication tools, digital competence,

human-centred communication, employability skills, curriculum change, ethics, and workforce needs of the future.

Instead of discussing separate studies one by one, the analysis aimed at revealing the converging and diverging opinions found in the literature. This process of interpretation made it possible to gain a holistic understanding of the developing link between AI technology and communication in the hospitality industry.

Limitations: -

The current research has a conceptual nature, which means that it does not involve any primary data gathered from professionals, educators, employers and students in the field of hospitality. The research findings have to be considered as an evidence-based synthesis and not an empirical validation of the suggested competencies. Moreover, since new artificial intelligence technologies are constantly developing, some of the applications or practices mentioned in the paper may become outdated.

Further research can be done using such methods as surveys, interviews, case studies or a mixed method research. These types of study will validate empirically the competency framework suggested in the current paper.

Findings and Discussion: -

As professionals in the hospitality industry, it should be abundantly clear that we need to gain expertise that compliments AI. The key areas include problem solving, emotional intelligence, creative service provision, and technological competence. Knowing how to work with AI, interpret its output and handle cases where it doesn't work will become crucial for us all. As hospitality students and individuals joining the industry, you must realize that many conventional career paths will vanish.

Think about careers that combine knowledge about hospitality with technological expertise. Some examples include guest experience design, operations technology, and technology-driven decision making (Wang et al., 2025).In regards to the hospitality operators, there is massive competition forcing them to use AI and automate their operations. Any establishment relying on the costly manual labor will have difficulty competing against its rivals which can provide services at lower costs and faster pace. Nevertheless, operators have to take care of

what human interactions make their business unique and keep them. This change is inevitable no matter if we are ready for it or not.

Suggestion Plan for effective AI integration into the teaching system: -

For successfully implementing any program - We need to evaluate the AI literacy levels among the hospitality and tourism educators and their integration of AI tools in their teaching first.
We need to have faculty development and skill enhancing programs to enable the successful utilization of tools in their instructional methodologies effectively.
Teachers require something beyond what textbooks offer. Teachers require pedagogical assistance in order to teach skills which were never part of their own educational experience, assessment tools for abilities which did not exist back then, and frameworks to actually implement career-oriented approaches despite teaching restrictions. (XII)

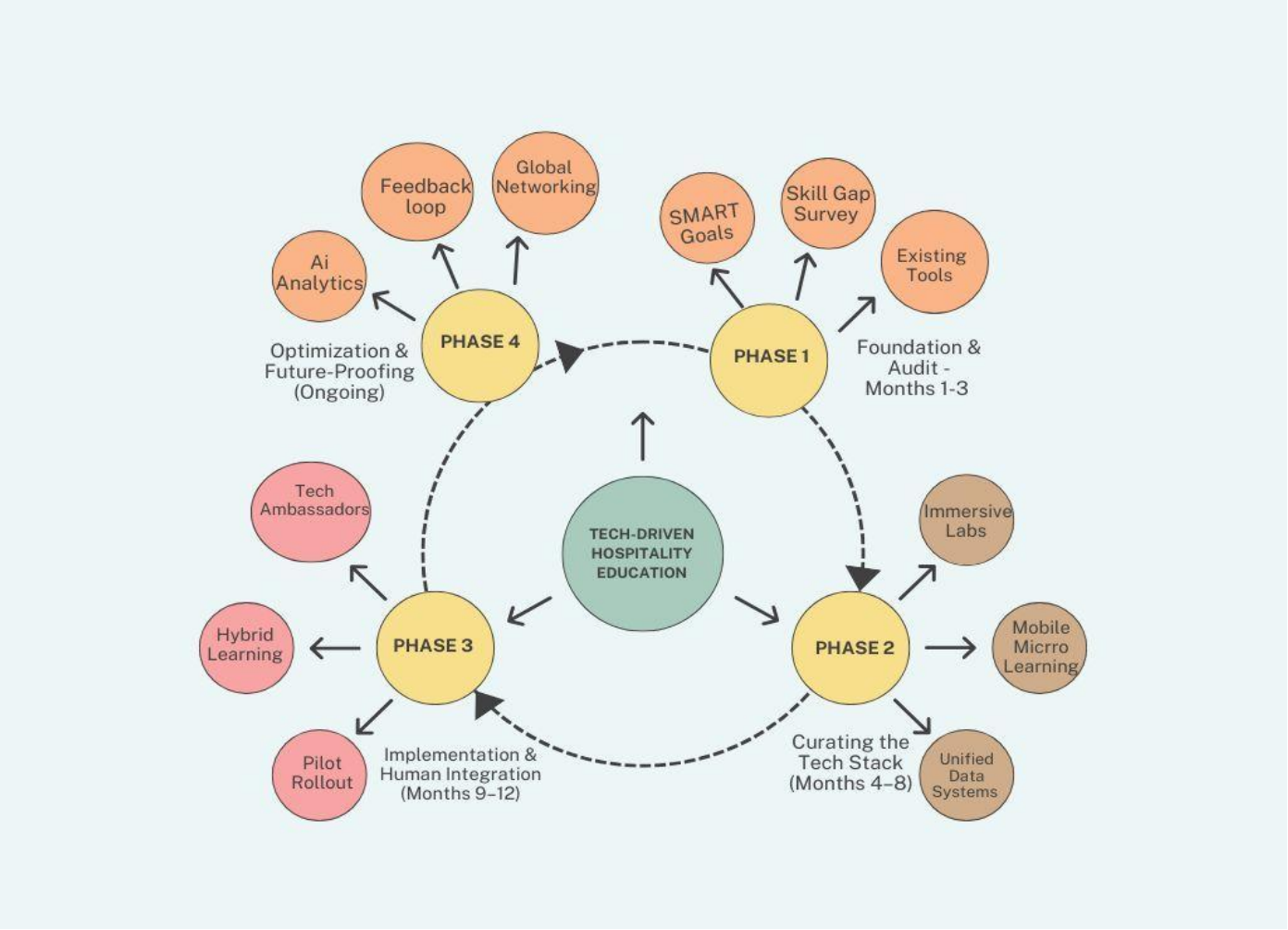
Integration Difficulties: -

At the organizational level, the adoption of AI technology brings changes to existing workflows that may cause confusion and inefficiency during the adaptation process. Workers who were used to traditional means of communication might reject the usage of AI tools, considering them a threat to their position or finding the learning process difficult. Such rejection will negatively impact the effective application of AI because it will not be able to enhance communication as expected. Moreover, the absence of sufficient information on the advantages of AI and training programs might add to these problems, causing poor performance of employees during the process of adoption.
(Balan & Sritharan pg.80) (IX)

In the words of ***Dr Vimal Kumar*** *"The 'Hotelier of the Future' is not just a service provider, but a tech-savvy business manager who understands the nuances of human psychology."* In his paper on "Hospitality Education Integrating agility and AI for the future hoteliers"(Feb 2026) (V) he has outlined a Phase wise plan:

Strategic Action Plan for Tech-Driven Hospitality Education: -

The four-phase framework shows how educational institutions and hospitality organizations can positively and effectively incorporate AI in teaching, training and operational processes. One of the major learnings from this approach is the need to conduct proper assessment and planning prior to implementing any technologies. For instance, conducting skill gap surveys will help institutions identify potential gaps in property management systems, data analytics, digital communication, and other areas. Meanwhile, performing the infrastructure audit will ensure that the organization takes full advantage of its technological assets before making any investments into new solutions. Finally, developing SMART goals is another great practice that will make it easier to track the progress of the process.



(Figure: - Tech Driven Hospitality Education, Source: - Self Conceptualized)

One more valuable lesson learned from this approach is that organizations should adopt technology gradually and strategically. Implementation of immersive VR/AR learning labs, mobile micro-learning apps, as well as cloud-based ERPs/PMS will significantly improve both educational process and operations. Students will acquire knowledge and develop skills required in the modern hospitality environment; meanwhile, they will become more efficient in using digital devices and resolving emerging problems. The use of technologies like VR/AR learning environment, mobile micro-learning, and cloud-based management systems can contribute to better learning processes and increased efficiency. These technologies assist students to gain industry-related skills, increase their level of digital literacy, and improve their critical thinking skills necessary in today's hospitality settings (Buhalis & Leung, 2018; Goh & Sigala, 2020; Ivanov & Webster, 2019; Sigala, 2021).

Challenges and Ethical Concerns -

Although AI offers significant advantages, its integration into hospitality communication also presents several challenges. One major concern is the overreliance on AI-generated content, which may reduce originality, critical thinking, and interpersonal interaction. Employees and students who depend excessively on AI tools may struggle to develop independent communication and problem-solving abilities. Data privacy and cybersecurity also remain important concerns. Hospitality organizations collect large volumes of customer data through AI-powered systems, increasing the risk of data misuse or breaches. Ethical communication practices and transparent data policies are therefore essential to maintain customer trust.

Another challenge involves resistance to technological change. Employees accustomed to traditional methods may perceive AI as a threat to job security. Without proper training and communication, AI implementation may negatively affect employee morale and workplace culture.

Bias in AI-generated outputs is another ethical issue. AI systems learn from existing data, which may contain social, cultural, or organizational biases. As a result, AI-generated

recommendations or communication may unintentionally reinforce discrimination or misinformation. Human oversight is therefore necessary to ensure fairness, inclusivity, and ethical.

These challenges highlight the importance of balancing technological innovation with human values. AI should support human communication rather than replace human judgment, empathy, and accountability.

Conclusion: -

Artificial Intelligence is transforming business communication and employment opportunities within the hospitality industry. AI-powered technologies are improving operational efficiency, enabling personalized communication, and creating new career opportunities. At the same time, the hospitality sector continues to depend on human-centered communication skills such as empathy, emotional intelligence, cultural awareness, and ethical reasoning.
The future hospitality workforce will require professionals who can effectively combine technological competence with interpersonal communication abilities. Business communication education must therefore evolve to include AI literacy, digital collaboration skills, ethical AI usage, and experiential learning methods. Educational institutions, hospitality organizations,
and policymakers must work together to support workforce adaptation and responsible AI integration.

While AI may automate repetitive tasks and reshape traditional job roles, it cannot replace the emotional and relational foundation of hospitality.
Guests continue to seek authentic experiences and meaningful human interaction. Consequently, hospitality professionals who can strategically use AI while maintaining a strong human touch will remain highly valuable in the future workplace.

The hospitality industry of the future will not be defined solely by technology, but by the ability of professionals to use technology responsibly while preserving the essence of human communication and service excellence. Those who build careers in hospitality often develop a rare combination of resilience, awareness and operational discipline. These qualities translate

far beyond the restaurant floor, shaping entrepreneurs, executives and leaders across many sectors. And in an economy increasingly shaped by artificial intelligence, they may become even more valuable. The deeper the world moves into digital systems, the more people will seek authentic human experiences. Restaurants, hotels and bars exist precisely to provide those experiences. People do not gather around tables simply to consume food or drink. They gather to celebrate milestones, strengthen relationships, conduct business and escape the routines of daily life. They gather for connection.

Artificial intelligence will reshape many industries in the decades ahead. It will automate routine tasks and transform the structure of the digital economy. But there will always be places where human presence remains irreplaceable. Hospitality sits at the center of that reality.

Because in reality, hospitality does not entail meals, drinks, or accommodations. Hospitality involves people and people will forever require other people to communicate. The significance of business communication will thus never lose its importance amidst coded language of the future.

References: -

Balan, S., & Sritharan, R. (2025). Integration of artificial intelligence in business communication. *Journal of Communication and Innovation Management.*

Bandura, A. (1986). *Social foundations of thought and action: A social cognitive theory.* Prentice-Hall.

Bovee, C. L., & Thill, J. V. (2026). *Teaching business communication in the age of AI*. Pearson.

Buhalis, D., & Leung, R. (2018). Smart hospitality: Interconnectivity and interoperability towards an ecosystem. *International Journal of Hospitality Management, 71*, 41–50. https://doi.org/10.1016/j.ijhm.2017.11.011

Cardon, P. W. (2024). *Business communication: Developing leaders for a networked world* (5th ed.). McGraw Hill.

Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly, 13*(3), 319–340. https://doi.org/10.2307/249008

Deliverec. (2024). *Consumer preferences for self-service technologies in restaurants.*

Glion Institute of Higher Education. (2025). *AI in hospitality and guest experience.*

Ivanov, S., & Webster, C. (2019). Conceptual framework of the use of robots, artificial intelligence and service automation in travel, tourism and hospitality companies.

S. Ivanov & C. Webster (Eds.), *Robots, artificial intelligence, and service automation in travel, tourism and hospitality* (pp. 7–37). Emerald Publishing. https://doi.org/10.1108/978-1-78756-687-320191001

McKinsey & Company. (2024). *Future workplace communication and AI competency study.*

Ngelambong, A., Wong, S. F., Kibat, S., Ahmat, N. H. C., & Scott, N. (2025). AI literacy among hospitality and tourism educators in Malaysia and China. *Asian Journal of University Education.*

Pudliner, B. A. (2025). *AI-supported simulations in hospitality education.* University of Wisconsin–Stout.

Sousa, A. E., Cardoso, P., & Dias, F. (2024). The use of artificial intelligence systems in tourism and hospitality: The tourists' perspective. *Administrative Sciences, 14*(8), 165. https://doi.org/10.3390/admsci14080165

Townley, G. (2026). *Hospitality careers in the age of artificial intelligence.*

Wang, T., Aw, E. C.-X., Tan, G. W.-H., Sthapit, E., & Li, X. (2025). AI colleagues: How AI influences hotel employees' service performance. *Current Issues in Tourism*, 1–18. https://doi.org/10.1080/13683500.2025.2481486

World Economic Forum. (2024). *The future of jobs report 2024.* World Economic Forum.

Zhai, C., Wibowo, S., & Li, L. D. (2024). The effects of over-reliance on AI dialogue systems on students' cognitive abilities: A systematic review. *Smart Learning Environments, 11,* Article 28. https://doi.org/10.1186/s40561-024-00316-7

Bibliography: -

https://www.ringcentral.com/us/en/blog/ais-impact-on-communication-related-job-roles/
https://global.nmsu.edu/blog/business-and-marketing/ai-for-public-relations-pros/#:~:text=Artificial%20intelligence%20(AI)%20is%20becoming%20an%20essential,social%20media%20posts%20*%20Personalized%20PR%20campaigns
https://research.com/advice/ai-automation-and-the-future-of-business-communications-degree-careers
https://store.bobpikegroup.com/artificialintelligence?utm_source=google&utm_medium=ppc&utm_campaign=multiview_google&gclsrc=aw.ds&gad_source=1&gad_campaignid
https://www.linkedin.com/pulse/hospitality-education-integrating-agility-ai-future-hotelier-kumar-8ktec
https://businesscommunicationnetwork.com/wpcontent/uploads/2025/08/Teaching_Business_Communication_AI.pdf
https://ajue.uitm.edu.my/wp-content/uploads/2025/06/39-Anderson-Ngelambong-AI-Literacy.pdf
https://www.glion.edu/magazine/ai-hospitality-guest-experience/
https://ejournal.usm.my/jcimc/article/download/4888/5402/6873#:~:text=The%20integration%20of%20artificial%20intelligence%20(AI)%20technologies%2C%20such%20as,efficiency%2C%20personalization%2C%20and%20engagement.
https://www.uwstout.edu/about-us/news-center/schools-are-harnessing-artificial-intelligence-revolutionize-courses-hospitality-management
https://www.linkedin.com/pulse/hospitality-careers-could-prove-more-resilient-than-office-townley-ivl9e

https://www.aeve.ai/mini-blog/ai-transformation-hotel-hospitality-jobs

https://courtlandlbovee.substack.com/p/why-business-communication-courses

https://courtlandlbovee.substack.com/p/why-your-students-are-failing-their