



Kolloquium zur Masterarbeit

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## **„Analysing performance of smart AI chatbots in hospitality management“**

Simple tasks like communicating static information, cleaning, and more are automated with the use of Robots and Chatbots. A chatbot is an artificial intelligence created by humans that assists with a little portion of a human's work. In industries like entertainment, social media, hospitality management, education, and health, chatbots are crucial for improving user and customer assistance. We have made the decision to do research on how people view chatbot responses. Due to the current rapid growth of the tourism business, we focused our study on the topic of booking a hotel room for a vacation. We created two bots: a regular bot and a structured bot with a friendly nature and interactive responses. Their response behaviors differed. Our analysis aims to determine which of the two influenced how people interacted.

Relationships between humans and robots, sympathy, Godspeed, and relationships amongst robots were all included in the questionnaire. We used an arbitrary quantitative measure to determine the findings. The Wilcoxon signed rank test method was then used to analyze the findings in the IBM SPSS tool. With the aid of our research, the conclusion that was drawn was that the bot with structured data left users with a better impression than the other and gave them hope that it might be used in real-world hotel scenarios in the future. The performance of the artificially intelligent chatbot improves over the time and becomes more refined and lifelike.

**Donnerstag, 15.12.2022, 15:00 Uhr**

**Videokonferenz: [BBB CIG Public \(tu-clausthal.de\)](https://bbb.cig-public.tu-clausthal.de)**