

ARTIFICIAL INTELLIGENCE: A GOOD DEAL FOR TOURISM?



Two new studies analyze the perception of artificial intelligence and the impact of automation on employment.

It is already here, and especially in the travel industry, taking the form of chatbots or algorithms. **Artificial intelligence (AI) gradually made its way.** For many people however it is scary.

These are the findings of a study by Opinion Way. For example, 66% of the French citizens fear that completely automated services might affect the security of their personal information. For the time being, only 38% of respondents trust new technologies for a purchase without any human interaction. Similarly, few are still inclined to take a seat in an autonomous vehicle, which inspires reluctance to 38% of the respondents.

The fears however focus mostly on the employment. Another study recently published by McKinsey & Company considers the impact of automation permitted by artificial intelligence on the organization of the work and the evolution of labor needs.

According to this study, 60% of the industry will be affected, and at least 30% of the industrial activities will be automated or managed by artificial intelligence. As a result, between 400 and 800 million people worldwide may be asked to find a new job by 2030, the study said.

In the hospitality and catering sector, another document also published by McKinsey & Company estimated that 66% of the tasks could be automated, which represents 53.9 million jobs worldwide.

Faced with the automation of activities, all countries are not on an equal footing. China could take the lead, with a potential of almost 400 million automated jobs. This revolution in the organization of work could in any case have a positive impact on tourism: by increasing productivity, and combined with a rise in wages, the phenomenon would, always cause according to the analysis of McKinsey & Company, a rising demand in the areas of recreation.

This increase of demand, in recreation, but also of consumption in general, could in return create between 300 and 365 million jobs worldwide.

"Companies will be in the front line, according to the study. **They should at the same time reorganize their business processes and reassess their strategies for talent management,** their need for personnel, by carefully studying who is necessary, who can be redeployed to other positions, and where can be the new talents useful.

Moreover, many companies feel it is in their interest - and in the framework, too, their social responsibility - to train and prepare employees for a new world of work," noted the study.

Date: 2017-12-11

Article link:

<https://www.tourism-review.com/artificial-intelligence-will-help-tourism-in-the-long-run-news10403>