Leveraging ChatGPT and Digital Marketing for Enhanced Customer Engagement in the Hotel Industry

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...ased chat generative pre-trained transformer (ChatGPT), and ...eas for future research in consumer studies and marketing in the ... is a revolutionary technology that uses advanced artificial ...s to generate natural language responses to a given prompt or ... across various fields, from natural language processing to ...ntent creation. Since its launch in late 2022, ChatGPT has ...ebate surrounding its hallmarks, benefits, and potential pitfalls. ...hanced consumer engagement, improved customer service, ...opping, social interaction and communication practice, and cost-...posed chapter aims to explore howChatGPT can be used to ...ing campaigns and overall improved business strategies and ...

Chapter Preview

groundbreaking AI technology with vast capabilities that can
interactions across social media platforms (Dwivedi, Yogesh, et
f-the-art language model is incredibly versatile, capable of being
unctions, including elevating customer service, crafting engaging
atbots, conducting sentiment analysis, and gathering valuable
2023). Effective customer engagement is crucial for establishing
th customers and driving business growth (Kim, Lee & Kim,
lay a significant role in analyzing customer engagement in digital
overall effectiveness (Jabeen, Zaidi, & Dhaheri, 2022). The recent
ace of ChatGPT has showcased its remarkable versatility,
ication in a wide array of fields, such as software development
essay writing, drafting business letters, and even generating
; Reed, 2022; Tung, 2023). However, it has also raised a number
the difficulty in differentiating human versus AI authorship within
ewed debate on the role of traditional human endeavours (Else,
es arise because ChatGPT can be finds extensive application in
essing tasks, encompassing activities like generating text,
and providing answers to a wide range of questions, which in turn
le and detrimental consequences (Dwivedi,Yogesh K.,et al, 2023).
mer service with satisfaction are the paramount to the success
establishment . Guests who feel well-cared for and have their
kely to return and recommend the hotel to others. Furthermore
os build brand loyalty.By harnessing the power of ChatGPT and
gital marketing strategies, hotels can deliver personalized
customer satisfaction, and foster brand loyalty (Haleem, Javaid &
e high levels of customer service and satisfaction, hotels must
prioritize guest feedback, and constantly strive to improve their
eyibor, Allan & Alomenu, 2022). Ultimately, in the hotel industry,
service and guest satisfaction are the cornerstones of long-term
embracing technology solutions, such as guest experience
and online feedback platforms, can help hotels gather valuable
uest needs more effectively (Vujić, ĐorĐević & Lakićević, 2019).
es that need to be addressed for more effective implementation to
ngagement in the hotel industry through digital marketing is a
t requires a deep understanding of both technology and customer
PTand digital marketing can be provide personalized responses
alization may not always meet customer expectations especially
ndustry (Gursoy & Song, 2023). Customer expectations play a
their overall experience in the hotel industry (Abdelkader, 2023).
GPT and digital marketing involves various channels, such as

nting ChatGPT and digital marketing with these paths for a
nt customer experience can be challenging (Ausat, Azzaakiyyah,
erlan, 2023).

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