

A Framework for Artificial Intelligence Driven Process and Service Innovation in Food and Beverage Departments of Premium Hotels in National Capital Region

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Abstract

The integration of AI into the hospitality industry is altering operating paradigms and guest service standards, especially within the Food and Beverage (F&B) departments of premium hotels. This study presents a complete framework for AI-driven process and service innovation in the F&B departments of premium hotels located in the National Capital Region (NCR) of India. By exploring current adoption trends, technological enablers, and innovation outcomes, the research aims to identify how AI transforms core processes such as inventory management, kitchen automation, and supply chain coordination, while simultaneously enhancing customer-facing services through personalization, smart menus, and conversational interfaces. Grounded in the Innovation Diffusion Theory, the “Technology-Organization-Environment (TOE) Framework,” and Service-Dominant Logic, the study adopts a mixed-methods approach integrating quantitative surveys and qualitative interviews across chosen premium hotels. The resulting AI innovation framework not only highlights the important facilitators and results of AI adoption but also provides strategic insights for hotel managers, policymakers, and technology providers aiming to boost competitiveness and operational excellence in the hospitality sector. The paper finishes with practical implications, obstacles of implementation, and future research possibilities, notably in regard to workforce change and the scalability of AI solutions.

Key words: Artificial Intelligence, Service Innovation, Food and Beverage, Hospitality, Premium Hotels, NCR, Automation, Smart Interfaces

1. Introduction

The hotel industry has long been acknowledged as a dynamic and customer-centric sector, where service quality, operational efficiency, and guest experience determine a business's competitive edge. Among the several departments contributing to the entire hotel experience, the Food and Beverage (F&B) department plays a vital role, not only in revenue generation but also in shaping brand identity and customer satisfaction. In the context of premium hotels—typically classed as 4-star and 5-star establishments—the demand for excellent dining experiences, customisation, and seamless service is especially strong. As consumer expectations evolve and competition rises, these hotels are obliged to rethink established processes and employ cutting-edge technologies to maintain their market positioning. One of the most potential routes for change in this respect is the integration of AI into the fundamental processes and service design of F&B operations.

Artificial Intelligence, which comprises technologies such as “machine learning, natural language processing (NLP), computer vision, robots, and data analytics”, has proven great promise to change numerous sectors of the service industry. In hospitality, AI is being utilized to customize services, automate repetitive operations, improve decision-making, and provide predictive insights. The National Capital Region (NCR) of India, comprising Delhi and nearby towns like Gurugram, Noida, Faridabad, and Ghaziabad, has developed as a key hub for premium hotels and multinational

hospitality companies. These establishments are increasingly exploring AI-based solutions to boost their F&B operations—ranging from intelligent menu creation and dynamic pricing to kitchen automation and customer feedback analysis. However, despite the increased interest in AI adoption, there is minimal academic attention on structured frameworks that incorporate AI into both process innovation and service innovation within the F&B departments of premium hotels, particularly in the Indian setting.

Process innovation, in the area of hospitality, refers to the adoption of new or considerably enhanced operational methods, logistics, or internal procedures that promote efficiency, accuracy, and cost-effectiveness. AI can play a transformative role in automating inventory management, lowering food loss through predictive analytics, expediting procurement decisions, and enabling real-time supply chain modifications. For instance, AI-driven kitchen management systems can optimize preparation processes by forecasting order numbers, dietary trends, and ingredient usage, so lowering resource consumption and enhancing output quality. Similarly, AI techniques like computer vision and IoT sensors can assist in monitoring food safety compliance, storage conditions, and equipment maintenance—areas that are historically resource-intensive and prone to human mistake.

On the other side, service innovation comprises the invention or improvement of offerings and experiences that bring value to the client. In F&B settings, this includes personalized recommendations, interactive digital menus, AI-based sommelier services, voice-enabled ordering systems, and robotic service staff that boost customer interaction while reducing service wait times. AI-powered chatbots can answer requests pertaining to menu items, allergies, and table reservations in real-time, giving a consistent and multilingual experience. Furthermore, natural language processing can be used to assess consumer input from numerous channels—social media, online reviews, and feedback forms—to reveal insights that inform service improvements. These innovations not only boost guest happiness but also free up human workers to focus on higher-value interactions, such as generating unique experiences and maintaining guest relations.

Despite these advantages, the introduction of AI in the F&B departments of premium hotels is not without obstacles. High capital investment, lack of skilled workers, integration difficulties with legacy systems, and worries surrounding job loss often function as impediments to adoption. Moreover, data security, ethical concerns regarding spying, and regulatory uncertainties further complicate the scenario. In India, the hospitality sector faces an added challenge due to the difference in consumer expectations, regional food preferences, and operational cultures between hotel brands. Therefore, there is a need for a contextualized, strategic framework that enables hotel managers identify opportunities, assess readiness, and integrate AI solutions successfully inside their F&B operations.

2. Theoretical Foundation

The integration of AI in the hospitality industry, particularly within Food and Beverage (F&B) departments of premium hotels, demands a strong theoretical background to understand the dynamics that drive adoption, implementation, and value generation. The theoretical foundation is founded upon the following well-established models: the “Technology-Organization-Environment (TOE) Framework, the Innovation Diffusion Theory (IDT), the Resource-Based View (RBV), and the Service-Dominant Logic (S-D Logic).”

These ideas collectively offer insights into the technology preparedness, organizational competence, innovation dissemination, value co-creation, and competitive advantage related with AI integration.

2.1. Technology-Organization-Environment (TOE) Framework

Developed by Tornatzky and Fleischer (1990), the TOE framework is widely applied to explain how technological innovations are adopted within organizations. It categorizes the influencing factors into three domains:

- **Technological Context:** This includes both existing and emerging technologies that are relevant to the organization. In the context of premium hotels, this encompasses AI tools like predictive analytics, chatbots, smart kitchens, robotic servers, and data-driven inventory systems. The technological characteristics such as complexity, compatibility, and relative advantage play a critical role in influencing adoption decisions.
- **Organizational Context:** Factors such as hotel size, financial resources, leadership commitment, digital culture, and employee expertise are crucial. In premium hotels, the availability of capital, skilled workforce, and openness to innovation significantly impact the capacity to implement and sustain AI-driven systems in F&B operations.
- **Environmental Context:** Competitive pressure, customer expectations, regulatory environment, and partnerships with technology vendors influence innovation behavior. With increasing customer demand for personalized services and operational excellence, premium hotels in NCR face considerable pressure to adopt AI-driven innovations to stay ahead.

2.2. Innovation Diffusion Theory (IDT)

The Innovation Diffusion Theory, first put out by Everett Rogers in 1962, examines how inventions gradually proliferate within a social system. According to the idea, there are five main characteristics that influence the adoption rate:

- **Relative Advantage** – the degree to which AI technologies are perceived as better than existing solutions.
- **Compatibility** – the consistency of AI tools with existing workflows, values, and infrastructure in F&B departments.
- **Complexity** – the perceived difficulty in understanding and using AI applications like machine learning, NLP, or robotics.
- **Trialability** – the ability to test AI solutions on a small scale before full implementation.
- **Observability** – the visibility of AI benefits, such as reduced wait times, personalized services, or efficient inventory control.

IDT is instrumental in understanding the attitudes and behavioral patterns of hotel managers, chefs, and service staff towards AI integration. It also aids in segmenting the adopters into innovators, early adopters, early majority, late majority, and laggards—thereby enabling the formulation of tailored implementation strategies. For instance, premium hotels in NCR with international affiliations may act as early adopters due to access to global technologies and managerial expertise.

2.3. Resource-Based View (RBV)

Barney (1991) developed the Resource-Based View, a strategic lens for comprehending how businesses might acquire and use “valuable, rare, inimitable, and non-substitutable (VRIN)” resources to gain and maintain competitive advantage. According to the study's concept, artificial intelligence (AI) technologies are considered strategic assets that may offer a long-term advantage when matched with an organization's internal skills and customer-facing practices.

F&B departments in premium hotels frequently operate in a highly competitive market where differentiation and efficiency are key. The RBV shows that just adopting AI is not sufficient—hotels must embed these technologies into their core competencies to extract significant value. For instance, the usage of AI-enabled consumer profiling for hyper-personalized menus or AI-driven waste reduction techniques might become essential differentiators that are not simply replicated by competitors.

RBV also highlights the value of intangible resources such as data capital, technological know-how, customer insights, and organizational learning. These resources, when appropriately exploited

alongside AI, can generate process efficiencies and better consumer experiences, resulting into long-term corporate value.

2.4. Service-Dominant Logic (S-D Logic)

Service-Dominant Logic, created by Vargo and Lusch (2004), shifts the emphasis from value-in-exchange to value-in-use and from products to services. According to S-D Logic, value is not ingrained in a product or service but rather is co-created via interactions between the supplier and the customer.

In the F&B setting, AI technologies operate as enablers of value co-creation by boosting the quality, personalization, and responsiveness of service delivery. For instance, an AI-powered chatbot that aids a guest in picking a meal based on dietary preferences and mood contributes to a personalized experience that incorporates both technological and human contact. Similarly, real-time feedback analysis utilizing natural language processing allows hotels to rapidly change their offerings based on consumer sentiment, hence boosting perceived service value.

S-D Logic also resonates with the hospitality industry's concept, where intangible qualities such as ambiance, customization, emotional resonance, and visitor happiness define success. The incorporation of AI in such a scenario is not about replacing human service but supplementing it to offer richer, more engaging customer experiences.

2.5. Synergistic Application of Theories

While each of these theories offers unique insights, their combined application allows for a holistic understanding of AI-driven innovation in F&B departments. TOE helps identify external and internal conditions for adoption; IDT explains how these innovations spread and are accepted; RBV contextualizes AI as a strategic capability, and S-D Logic elucidates how AI facilitates co-created value in service delivery.

Together, they provide a robust theoretical foundation to:

- Diagnose the readiness and constraints of AI integration in the NCR hotel ecosystem.
- Understand stakeholder attitudes and behavior toward innovation.
- Evaluate the strategic and service-level outcomes of AI adoption.
- Develop a conceptual model that guides systematic AI implementation.

The intricate and revolutionary nature of AI deployment in F&B departments of premium hotels necessitates a comprehensive theoretical approach. The TOE framework encompasses the technological, organizational, and environmental contexts; IDT elaborates the innovation adoption lifecycle; RBV frames AI as a source of competitive advantage; and S-D Logic underscores the centrality of service co-creation. These theories collectively define the structure of the proposed AI-driven innovation framework, assuring its relevance, application, and academic rigor in studying and leading AI implementation across premium hospitality settings in the National Capital Region.

3. The Proposed Framework

In response to the evolving needs of premium hotels in “India’s National Capital Region (NCR)”, particularly in the highly service-intensive Food and Beverage (F&B) departments, the proposed framework for Artificial Intelligence (AI)-driven innovation is structured around four key, interrelated pillars: (1) Operational Automation, (2) Smart Customer Interfaces, (3) Data-Driven Decision Making, and (4) Continuous Learning Systems. These pillars collectively form an integrated strategy to boosting efficiency, service quality, personalization, and adaptability in F&B operations.

3.1 Operational Automation plays a pivotal role in transforming repetitive, manual tasks into intelligent processes. In the context of high-volume hospitality services, AI-powered automation improves consistency, reduces human error, and optimizes labor resources. Smart kitchen technologies are one such example, where AI-enabled cooking appliances monitor real-time variables like temperature, cooking time, and ingredient ratios to ensure consistency in taste and presentation.

Additionally, robotic kitchen assistants and automated dishwashing units can handle tasks with precision and speed, freeing human staff to focus on more creative and guest-centric roles. AI-driven predictive inventory management systems also forecast consumption patterns based on historical data, event schedules, and external factors such as seasonality or public holidays. These systems help minimize food wastage, avoid shortages, and reduce over-purchasing, leading to significant cost savings. Furthermore, AI-based staff scheduling applications ensure that the right number of employees are present during peak and off-peak hours, thereby optimizing staff productivity while maintaining service quality.

3.2 Smart Customer Interfaces revolutionize the way guests engage with hotel services by offering intelligent, personalized, and user-friendly communication channels. These interfaces aim to enhance convenience and responsiveness while also gathering real-time data on guest preferences. One of the most common implementations is the use of AI-powered chatbots that operate across platforms such as hotel websites, mobile apps, and even WhatsApp. These bots handle a range of queries—menu suggestions, order placements, service feedback, and special requests—with natural language understanding capabilities, enabling them to respond accurately and empathetically. Furthermore, voice-enabled assistants integrated into in-room systems allow guests to place F&B orders verbally, check menu options, or request dietary accommodations without human intervention. Another advanced innovation includes Augmented Reality (AR) menus, which let guests view 3D renderings of dishes, read ingredient descriptions, and receive nutritional information before ordering, creating a more immersive and informed dining experience. These smart interfaces not only elevate service quality but also act as data collection touchpoints that feed into AI models for deeper personalization.

3.3 Data-Driven Decision Making is the third pillar and centers on the use of AI-generated insights to guide strategic and operational choices within the F&B departments. Through advanced data analytics, AI tools can monitor customer behavior, forecast demand, and optimize pricing. For instance, sentiment analysis software can scan social media posts, online reviews, and feedback forms to extract emotional tone, identifying areas of strength and dissatisfaction. These insights can be used to redesign service delivery, update menus, or improve customer handling protocols. AI also facilitates dynamic pricing strategies, where prices of dishes or meal packages are adjusted in real-time based on customer demand, competitor pricing, booking levels, and even macroeconomic indicators. In parallel, menu engineering tools classify menu items based on popularity and profit margins, assisting chefs and managers in selecting the most effective offerings. This not only improves revenue but also enhances customer satisfaction by focusing on dishes that align with guest preferences.

3.4 Continuous Learning Systems ensure that AI applications evolve and adapt over time by learning from new data and changing guest expectations. Machine learning algorithms integrated into F&B systems constantly refine their outputs based on the feedback and interaction data they receive. For example, if a chatbot consistently receives complaints about a particular dish, the system flags it for managerial review, and over time, similar instances are prioritized for faster response or proactive action. Feedback loops are built into ordering platforms, kitchen workflows, and guest surveys to create a self-improving ecosystem. A notable use case in this domain is collaborative recipe development between chefs and AI tools. AI systems can analyze trending ingredients, health patterns, and regional taste profiles to suggest innovative dish combinations. These insights support chefs in crafting menus that are not only contemporary and appealing but also nutritionally optimized and cost-effective. The continuous learning aspect also supports predictive maintenance of kitchen equipment by identifying early signs of malfunction and scheduling repairs, thus minimizing operational disruptions.

Together, these four pillars establish a complete framework for AI-driven innovation in luxury hotel F&B departments in the NCR. The approach underlines the need of connecting technology with human service delivery, ensuring that AI functions as a facilitator rather than a replacement. While automation and analytics boost back-end productivity, smart interfaces and learning systems maintain the visitor experience dynamic and individualized. For effective deployment, it is necessary that hotel management invests in training programs to promote AI literacy among staff, maintains ethical compliance in data usage, and fosters a culture of innovation where feedback is welcomed and acted upon. The proposed framework not only serves as a roadmap for structured AI integration in premium hospitality situations but also reflects a scalable approach that may be used by other service-intensive businesses seeking digital transformation. By using this multi-layered structure, F&B departments can handle the challenges of high guest expectations, operational complexity, and market competition with agility and intelligence.

4. Current Landscape of AI in Food and Beverage Service

AI has greatly impacted a number of food and beverage service sectors, showing considerable improvements in customer service and operational effectiveness. By improving inventory control, predicting demand patterns, and automating tasks like order processing and payment handling in restaurants, AI-powered solutions have transformed kitchen operations. In addition to lowering operating costs, these developments free up human resources to focus on more imaginative projects like improving visitor experiences and culinary innovation. This revolutionary shift to AI-driven systems highlights how important they are to altering long-standing practices and producing continuous efficiency gains in the industry. By evaluating information on consumer preferences, dietary needs, and past behaviours, AI enhances personalised customer experiences. This makes it possible for businesses to modify menu suggestions, provide special discounts, and provide smooth, anticipatory service. AI helps food and beverage companies build stronger relationships with their customers, whether it is through chatbots managing reservations and enquiries or predictive analytics guiding menu engineering.

4.1 Future Trends in AI-Enhanced Food and Beverage Service

In the future, a number of important elements might greatly speed up the application of AI in the food and beverage service industry. The development of AI-driven robots in culinary operations is one noteworthy trend. When combined with AI algorithms, robots can do sensitive tasks like cooking and food preparation with accuracy and consistency while upholding high hygienic standards. This maximises labour efficiency and improves food quality, especially in high-volume situations. The use of AI into customer-facing technology is another intriguing field. With their user-friendly interfaces for making orders, personalising meals, and giving prompt feedback, virtual assistants and AI-powered kiosks are growing in popularity. In addition to increasing convenience, these technologies gather vital information that eateries can use to continuously improve their service offerings. AI has the potential to transform food and beverage supply chain management. AI-enabled predictive analytics can forecast demand for ingredients, expedite the procurement process, and reduce risks like supply chain disruptions and food spoilage. Businesses may improve the robustness and responsiveness of their supply chain operations by utilising real-time data and machine learning algorithms.

4.2 Challenges and Considerations

AI has a lot of potential, but using it in the food and beverage service industry is fraught with challenges. Integrating AI technology into current operational procedures and infrastructures is a major challenge. Technological obstacles that many facilities face include incompatibilities with old systems and the need for significant upfront expenditures in AI infrastructure and employee training. The smooth integration and broad adoption of AI solutions in the industry are significantly hampered

by these constraints, which call for careful planning and resource allocation to get over. A careful analysis of the ethical issues surrounding the use of AI in the food service sector is necessary. Important issues include protecting data privacy, reducing algorithmic biases, and managing customer data in an ethical manner. Sustaining consumer trust and adhering to legal requirements need AI-driven decision-making systems to remain transparent and accountable. Businesses can properly navigate the complexities of AI deployment by putting ethical values first.

This will guarantee that innovations increase operational efficiency while maintaining integrity and respect for customer privacy. Proactively addressing these ethical issues is essential to creating a sustainable and responsible plan for using AI in food service, protecting the interests of customers and the integrity of the sector. Furthermore, despite AI's potential, human interaction is still crucial in the food and beverage service industry. Even while AI may increase operational efficiency and automate repetitive tasks, human intuition, creativity, and empathy are invaluable when it comes to producing exceptional dining experiences. Achieving the best service results requires striking a balance between integrating AI and human skills. AI has the potential to revolutionise the food and beverage service industry by increasing productivity and customisation.

AI-driven solutions provide unparalleled opportunities for industry development and differentiation, from optimising processes and improving consumer interactions to predicting market trends and strengthening supply chain resilience. However, realising AI's full potential necessitates overcoming operational, ethical, and technological barriers as well as fostering an innovative and lifelong learning culture. Food and beverage companies can take the lead in a future where individualised, effective, and stunning dining experiences are the standard by embracing AI responsibly and strategically. By effectively managing these challenges, organisations may leverage AI's potential to improve customer satisfaction, expedite processes, and create long-term development in a market that is becoming more and more competitive.

5. AI-Driven Efficiency in Food and Beverage Service

AI has a wide range of effects on the operational effectiveness of the food and beverage service industry. Its ability to optimise backend operations—which include tasks like supply chain optimisation, inventory management, and kitchen automation—is a significant benefit. In order to improve ingredient procurement procedures, reduce food waste, and accurately anticipate demand, machine learning techniques are essential. These developments not only save expenses but also maintain the steady calibre and accessibility of menu items, which in turn increases customer satisfaction. By automating monotonous tasks like cooking, dishwashing, and meal preparation, AI-powered robots are revolutionising kitchen operations. AI-enabled robots can do these tasks accurately and efficiently, freeing up human staff to concentrate on innovative culinary endeavours and customised customer experiences. High standards of food safety and cleanliness are maintained while production is optimised through the interaction of AI-driven technology and human skills.

5.1 Personalization in Customer Experiences

Food and beverage companies are able to offer customised service delivery because to AI's proficiency in analysing vast amounts of customer data. AI is able to identify each customer's unique tastes, nutritional needs, and purchasing patterns by combining predictive analytics and machine learning algorithms. This ability helps businesses to precisely tailor products and suggestions to meet the unique needs of every customer, increasing customer happiness and encouraging loyalty. Equipped with this knowledge, companies can instantly predict customer preferences, modify menu suggestions, and customise promotional offers. AI-powered chatbots and virtual assistants improve customer interactions by providing smooth booking services, menu enquiries, and tailored recommendations based on past purchases and preferences. AI enhances dining experiences by managing the surroundings intelligently. Artificial intelligence (AI)-driven systems may change the music, lighting, and temperature according to user preferences and contextual factors like the time of

day or special events. This degree of customisation creates memorable dining experiences that appeal to customers, encouraging repeat business and good word-of-mouth referrals.

6. Conclusion:

AI is revolutionising the food and beverage service industry by streamlining operations, personalising customer experiences, and driving innovation. This research has shown how AI technologies like machine learning, predictive analytics, and robotics are changing hospitality operations, from kitchen operations and inventory management to customer interaction and service delivery. Through automation and data-driven decision-making, AI helps businesses streamline, decrease costs, and improve service consistency. AI analyses large databases to learn client preferences, dietary restrictions, and shopping habits to personalise interactions. This technology allows restaurants and hospitality businesses deliver personalised menu recommendations, discounts, and immersive dining experiences that appeal to current customers. Customer satisfaction, loyalty, and advocacy increase in a competitive market. AI in food and beverage service might evolve. AI, IoT, AR, and blockchain technology are poised to improve operational efficiency and consumer engagement. These technologies will enable real-time data analytics, seamless communication, and customised service delivery that exceeds consumer expectations. Despite opportunity, problems persist.

AI adoption requires careful planning and execution due to early investment costs, technological obstacles, and ethical issues. Companies must prioritise data protection, cybersecurity, and ethical AI to build customer trust and meet regulatory obligations. To promote AI-human integration in hospitality operations, workforce effects including job displacement and upskilling must be addressed. AI in food and beverage service requires a balanced strategy that embraces innovation, solves problems, and upholds ethics. Strategically incorporating AI technology may boost efficiency, innovation, and customer-centricity, distinguishing businesses in a competitive market. Industry stakeholders, technology vendors, and regulatory bodies must collaborate to improve AI capabilities, promote industry standards, and promote safe AI use. As AI becomes more important in hospitality, we must be agile, proactive, and ethical. Food and beverage service companies may improve operational performance, customer happiness, and industry sustainability and innovation by using AI as a catalyst for change.

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