

Role of Machine Learning in Enhancing Hotel Guest Personalization and Satisfaction

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Abstract: *Machine learning is revolutionizing the hospitality industry by enabling personalized services that significantly enhance guest satisfaction. By analyzing large volumes of guest data, ML algorithms can predict preferences, optimize service delivery, and provide tailored recommendations. This review explores recent advancements, applications, and impacts of ML in personalizing hotel experiences, supported by empirical studies.*

Keywords: Machine learning, hotel personalization, guest satisfaction