Impact of AI on Work Life Balance of Working Women in Hotel Industry

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ABSTRACT

Artificial intelligence (AI) has brought about significant advancements as well as challenges for the hotel industry. AI enhances efficiency by automating routine tasks, allowing employees to focus on personalized services . Tools like chatbots ease workloads, benefiting women employees. However, AI also raises concerns about job security due to potential role replacement. According to a report by the Hotel Association of India, in 2020, the percentage of women employees in the Indian hospitality industry stood at around 35%. This study aims to explore the impact of AI on the work life balance of women employees in the hotel industry in Delhi, focusing on hotel employees and including positive and negative aspects of AI-driven advancements. To explore these impacts, a quantitative study method is used via Google Forms. The study uses both primary and secondary data. Primary data are collected through questionnaires and interviews of women employees in the hotel industry in Delhi, while secondary data are gathered from industry reports and academic literature. The findings aim to provide insight into how AI influences the work-life balance of women employees, throwing light on issues like job security and employee productivity of women in the hotel industry. This study can be helpful to the hotel industry in guiding the adoption of AI to improve women's work-life balance while addressing job security and productivity concerns.

Key Words: ***Artificial Intelligence (AI), Hotel Industry, Work-Life Balance, Women, Job Security, Employee Productivity***

OBJECTIVES OF THE STUDY

1.To examine the role of Artificial Intelligence (AI) in enhancing or hindering the work-life balance of women employees in the hotel industry.
2.To identify the challenges women employees face in adapting to AI-based systems and processes in the hotel industry.
3.To recommend AI-driven initiatives and strategies to improve the work-life balance of women employees in the hotel industry.

INTRODUCTION

Work Life Balance:The term "work-life balance" first popped up in 1986 (Lockwood, 2003).Work-life balance is a way to help employees find a balance between their personal and professional lives. It encourages employees to manage their time wisely, giving importance to family, health, and leisure activities alongside their career and work responsibilities. This concept is crucial in the modern business world as it not only motivates employees but also fosters their loyalty to the company.(Bhat & Sharma,2018) . It is an issue that is important both to the organizations and to employees. In the current economic scenario, organisations are hard pressed for higher productivity and need employees with improved work-life balance as an employee with better work-life balance will contribute more meaningfully towards the organisational growth and success in India . (Naithani, 2010).

Hotel Industry:The hospitality industry, where the long working hours are considered to be recognized in India . The other industries have 35 to 40 working hours per week but in hospitality industry we have 65 to 80 hours and sometimes even more. (Pocock et al ,2007).For many hospitality employees working in tiring conditions, it has become merely impossible to maintain a good and affective life style or travelling and also pursuing further studies. Especially those issues are surrounded with proper work life balance, work stress, staff turnover in the organization (Pocock et al, 2007).Work Life Balance Index protrudes that more lengthier the period work the worst is the quality-life. Such findings protrudes that the long working hours, especially in the hospitality industry, there is a negative acceptance (Deery, 2008).

Artificial Intelligence: According to McCartney & McCartney (2020), artificial intelligence (AI) is a set of technologies that can identify, analyze, act, learn, and exhibit sophisticated aspects of human intelligence while solving problems. The tourism industry is undergoing a digital transition (Buhalis, 2020), and AI's early effects are being seen in many areas of the business (Kong et al., 2022).

Women, AI and WLB: Studies suggest that while AI can enhance operational efficiency and reduce repetitive tasks, it may also present barriers to women's career advancement due to limited access to training and skills development (Gretzel, 2019). Gender biases in technology implementation further exacerbate these challenges, with women employees often perceiving AI as a threat to job security, particularly in lower-level roles that are more susceptible to automation (Baum, 2020). However, with adequate training and inclusion initiatives, AI also offers the potential to improve work-life balance by reducing workloads, enabling flexible work arrangements, and enhancing productivity (Ivanov & Webster, 2019). Understanding these dynamics is crucial to ensuring that AI adoption benefits all employees equitably in the hotel industry.Societal expectations often burden women with the dual responsibilities of managing household duties and pursuing their careers. These gendered expectations can lead to increased stress, reduced job satisfaction, and compromised mental and physical health among female employees (Gupta & Arora, 2018).Additionally, the underrepresentation of women in leadership positions exacerbates this issue, depriving aspiring female professionals of role models and mentors (Sharma, 2019). According to a study by Singh et al. (2018), long working hours and irregular shifts contribute to work-life imbalance among female hotel employees. Moreover, safety concerns, such as late-night shifts and travel-related risks, pose additional hurdles for women, impacting their willingness to pursue certain roles (Bhattacharya, 2017).

LITERATURE REVIEW

Work life Balance

The concept of work-life balance has evolved to include managing self, time, stress, change, technology, and leisure .People working from home during the lockdown have found it challenging to disconnect from work, as they are just one call or message away from work, leading to expectations of being available 24/7 .(Ramakrishnan, 2019).Work Life balance (WLB) has become a universal concern for organisations as well as individuals in the fast-paced digital age that we inhabit. (Ramakrishnan, 2019).Just about a quarter century ago, the management gurus alarm bell and said that advances in technology would leads to the threat of mass unemployment. Seen from a different perspective the situation promised a life of increased leisure for people as technology will replace human labor to a large extent.(Ramakrishnan, 2019) The pressures of work have been intensifying in recent times and have created an impact that was not anticipated. Instead of leisure and time to be used creatively, the technology has unleashed a chain of pressure-cooker situations. (Jones,1983)The contributory factors are – The advancement in information technology and information load, the need for prompt and time-bound response, the special focus given to quality of customer service and its implications for 24x7x365 .(Jones,1983)**.** Organizations need to implement strategies to manage workload effectively and promote employee well-being (Verma & Gupta, 2019).Brien, Thomas & Brown (2017) laid stress on the growth of hotel industry and the challenges to attract and retain manpower at global level. They concluded that at this time hotel industry should undergo an "industry-image-makeover'.Research by Gupta and Sharma (2020) demonstrates that employees with access to flexible work options

report lower levels of work-life conflict and higher job satisfaction, leading to increased productivity and retention rates.

Over the past two decades, the medical community has been giving a lot of thought to three crucial aspects: work-life balance (WLB), burnout, and the well-being of physicians (Yester,2019). While WLB is a term we've all heard, there's still no one-size-fits-all definition that everyone agrees on (Kalliath,2008). It originally came into focus when more women started working, but over time, it became something that applies to both men and women (Yester,2019) .As work demands grew, people found themselves juggling more and more responsibilities, which meant longer hours and heavier workloads. Adding to this challenge was the rise of technology, like telecommunication and the internet, making it even harder to manage relationships, personal lives, and family duties (Yester,2019). Now, we're seeing work-life conflict emerge as one of the major psychosocial challenges in the workplace, as recognized by the European Agency for Safety and Health at Work Research.(Milczarek,2007)

Artificial Intelligence

The possibilities, difficulties, and consequences of AI in all facets of life are illustrated by recent advances in generative conversational AI (Dwivedi et al., 2023). AI is transforming marketing and operational roles for travel destinations and companies (Inanc-Demir & Kozak, 2019). According to Buhalis et al. (2019), artificial intelligence (AI) systems enable language translation applications, robots, conversational systems (such as chatbots and voice assistants), forecasting systems, smart travel aides, personalization and recommender systems, smart tourism, and smart destination systems. (Moldavska & Buhalis, 2022; Leung, 2020)

Women and WLB

Nadine F. Marks (1998) did some research looking at how men and women deal with work-family conflicts, and she found that caregivers, who often are women, have more conflicts than those who aren't caregivers. Gender bias remains a significant challenge for women in the Indian hotel industry, impacting their access to leadership roles and career progression.Professional women often play multiple roles but are held back by old-fashioned social expectations. Women tend to have more family responsibilities than men, which leads to more work-family conflicts when they work (Yang, 2012). Pleck (1984) found that men spend way less time on household chores and childcare than women. Women, throughout their lives, spend more time on family activities than men.

Impact of AI on Hotel Industry

Positive impact of AI: Artificial Intelligence (AI) has completely changed the hotel sector by redefining work procedures and changing how jobs are carried out. AI-powered solutions like chatbots, automation frameworks, and data-driven instruments have profoundly changed how workers go about their daily tasks. The impact AI has on work-life balance is one of the main areas of worry, especially for female employees who frequently shoulder a heavier load of juggling work and personal obligations (Gretzel, 2020).According to research, AI can improve work-life balance by automating monotonous chores, freeing up time for more important professional or personal pursuits. AI-powered solutions, for example, can optimize scheduling, giving workers more freedom to manage their time (Grover et al., 2019).AI-enabled flexibility in work arrangements has been demonstrated to boost job satisfaction and lower stress, both of which are essential elements of a good work-life balance (Kim & Lee, 2021).

Negative impact of AI:But integrating AI is not without its difficulties. . Women may be disproportionately affected by AI-driven performance evaluation systems, as they may encounter prejudices ingrained in the algorithms or find it difficult to adjust to new AI technologies because of skill gaps (West et al., 2019). The growing data surveillance and monitoring linked to AI systems raises concerns for women working in the hotel business, as it may result in

higher stress and workload (Brougham & Haar, 2020). These elements can make it more difficult to maintain a work-life balance by increasing stress levels and lowering employee autonomy. Furthermore, although AI can make it possible to work remotely and have flexible hours, it may also make it harder to distinguish between business and personal life.Artificial intelligence (AI)-enabled solutions that permit continuous connectivity may result in overwork or the expectation that workers be available outside of usual business hours, which can have a detrimental effect on work-life balance (Meske et al., 2020). Because it makes it more difficult to balance work and home life, this problem, also referred to as "technostress," disproportionately impacts women, especially those who have caregiving duties (Tarafdar et al., 2019).

In conclusion, although AI has the potential to be efficient and flexible, its effects on women workers' work-life balance in the hotel sector are complicated. Because artificial intelligence (AI) can be both a source of increased pressure and a tool for empowerment, its application and use in the workplace must be carefully considered.

AI driven challenges for Women

Artificial Intelligence (AI) integration in the hotel sector is improving customer service, automating repetitive jobs, and changing employment roles. Despite all of its benefits, AI adoption is fraught with difficulties, especially for female employees. These problems have several facets, including organizational, societal, and technological aspects. When adjusting to AI-based systems and procedures, women in the hotel industry—who frequently work in frontline and customer service roles—face particular challenges (Gretzel & Murphy, 2019). AI offers opportunities for innovation and efficiency in the hotel industry, but women employees face unique challenges in adapting to these systems. Addressing the digital skills gap, mitigating job insecurity, overcoming algorithmic biases, and fostering inclusive workplace cultures are critical to ensuring that women can fully benefit from AI technologies.(Brougham & Haar, 2021;Kaplan & Haenlein, 2020;Meske et al., 2021;Howard & Borenstein, 2020;Grover et al., 2019)

Digital Skill Gap: The digital skills gap is one of the main issues. The technical training necessary to efficiently operate AI systems is often lacking in women working in the hotel business (Brougham & Haar, 2021). This disparity is frequently caused by larger social problems, such as unequal access to chances for education and training in the technology sector. Research has indicated that women are not as prevalent in technical positions in the hospitality industry, which makes it more difficult for them to take advantage of new artificial intelligence innovations (World Economic Forum, 2020).

Job Insecurity:In addition to the skills gap, AI-driven automation frequently results in job insecurity for female employees. Concerns regarding job displacement have arisen because of the belief that AI may eventually replace human labor, especially for women in positions that can be readily automated, like front desk operations and reservations (Manoharan et al., 2021). Women may be less ready to use AI tools and more likely to reject embracing new technology as a result of this uneasiness (Kaplan & Haenlein, 2020). Furthermore, among female employees, AI-based performance tracking and monitoring systems may increase stress and lower job satisfaction by piling on more pressure (Meske et al., 2021).

Bias in AI Algorithms: An additional noteworthy obstacle is bias present in AI algorithms. According to West et al. (2019), AI systems are frequently trained on datasets that depict societal biases, which can negatively affect female employees. For instance, gender biases in AI systems used for job distribution, hiring, or performance reviews could result in unfair treatment of women at work (Howard & Borenstein, 2020). This bias can show up as biased performance appraisals or less opportunities for career growth, which makes it more difficult for women to adjust to AI-driven procedures that do not take into consideration their unique requirements and contributions.

Workplace Culture:Moreover, the culture of the workplace influences how women adjust to AI-powered technologies. In the hotel business, women are frequently employed in male-dominated workplaces where men hold leadership positions, which creates a cultural barrier to accepting AI. Women may be further deterred from obtaining the training required to interact with AI technologies by an organizational culture that does not actively

support gender equality (Grover et al., 2019). Women attempting to adjust to new AI-based procedures may face additional difficulties as a result of the lack of support from peers and management.

Research Methodology

In order to investigate the difficulties faced by female employees in adjusting to AI-based systems and procedures in the hotel business, this study primarily uses a quantitative research methodology. Respondents' information was gathered using a standardized questionnaire. The descriptive form of the study aims to measure the level of barriers and trends associated with women employees' adoption of AI in Delhi.

Research Methodology

Sampling Method: The target population for this research comprises women employees working in the hotel industry in Delhi. A sample size of 51 respondents was collected using a convenience sampling method, as the study focuses on a specific subset of employees who have experienced or are experiencing AI-based systems in their workplace. The convenience sampling method was chosen to ensure ease of access to participants and cost-effectiveness, given the geographic limitation of Delhi.

Data Collection Method: The primary data was collected using a **structured questionnaire** designed in **Google Forms**. The questionnaire included **closed-ended questions** and used a **Likert scale** to measure respondents' perceptions, attitudes, and experiences related to AI adaptation. In addition, **personal interviews** were conducted with a select group of respondents to gain deeper insights into specific challenges and personal experiences. The combination of an online survey and personal interviews allowed for both **broad quantitative data** collection.

Online Questionnaire: A Google Form survey was distributed through email and WhatsApp to women employees in various hotels across Delhi. The questionnaire consisted of 20-25 questions covering demographic information, AI-related experiences, and challenges faced in adapting to AI systems.

Limitations of the Study

1. **Geographical Limitation**:The study is limited to a sample of 75 respondents in Delhi, which may not fully represent the experiences of women employees in other regions or at different levels within the hotel industry.
2. **Biasness:**Finally, the use of self-reported data through a questionnaire may be subject to response bias, where respondents might underreport or overstate their challenges.Additionally, convenience sampling may introduce bias, as the sample may not be fully random or diverse in terms of the types of hotels and AI exposure levels
3. **Industry Scope**: Although the hotel industry is explored, other sectors within the hospitality and tourism industry are not addressed.
4. **Training Focus**: There is limited exploration of the specific training and upskilling initiatives needed for women employees to adapt to AI.
5. **Intersectionality**: The study focuses on women employees but does not deeply explore how other intersectional factors like age, education, and socioeconomic status impact their experiences with AI adoption and work-life balance.

Scope of the Study

This research intends to assess the effects of artificial intelligence (AI) on women workers' work-life balance in the hotel sector, with a particular emphasis on Delhi. It explores the ways in which AI-driven developments in the hotel sector affect female employees' personal well-being, job security, and productivity. The range includes:

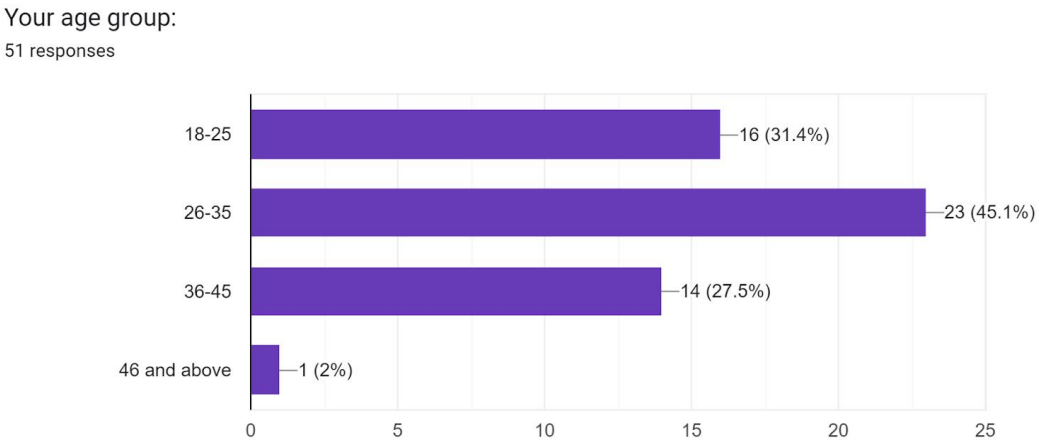
1. *Automation and Job Security:* Assessing the Benefits and Drawbacks of Artificial Intelligence for Women in Lower-Level Positions and Role Replacement.
2. *Operational Efficiency:* Analyzing how AI solutions, such chatbots and automated systems, reduce workloads and free up women's time to work on more individualized and creative projects.
3. *Gender-specific Work Challenges*: Highlighting the unique obstacles that women encounter when adjusting to artificial intelligence, with a focus on safety, extended workdays, and training.Strategies for using AI that enhance women's work-life balance while reducing the possibility of unfavorable effects like job instability are suggested.
4. *Recommendation*: Strategies for using AI that enhance women's work-life balance while reducing the possibility of unfavorable effects like job instability are suggested.The obstacles that women encounter when adjusting to AI employment in a gendered context, with a focus on safety, training, and extended work hours.

Data Analysis

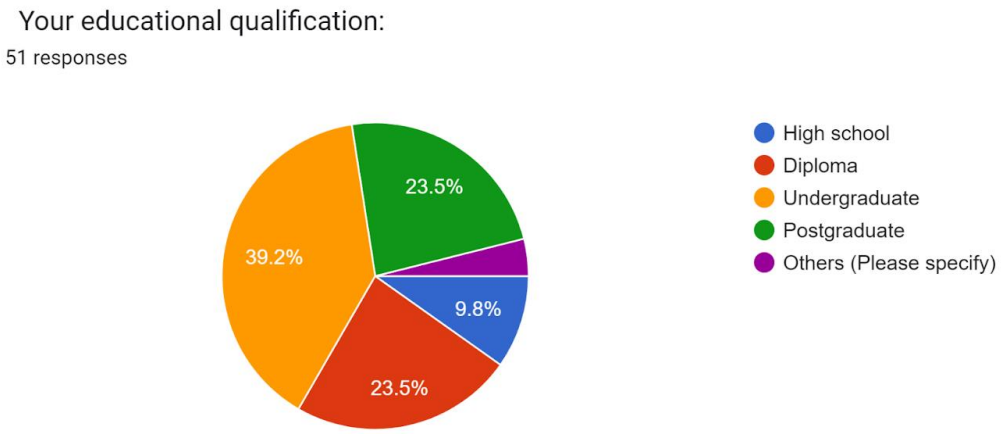
Section A: Demographic Information

Question 1:Your age group:

Result 1: The majority of respondents (45.1%) are in the 26-35 age group, with 31.4% aged 18-25, and 27.5% aged 36-45. Only 2% are 46 or above.This indicates a balanced mix of younger and middle-aged women employees.

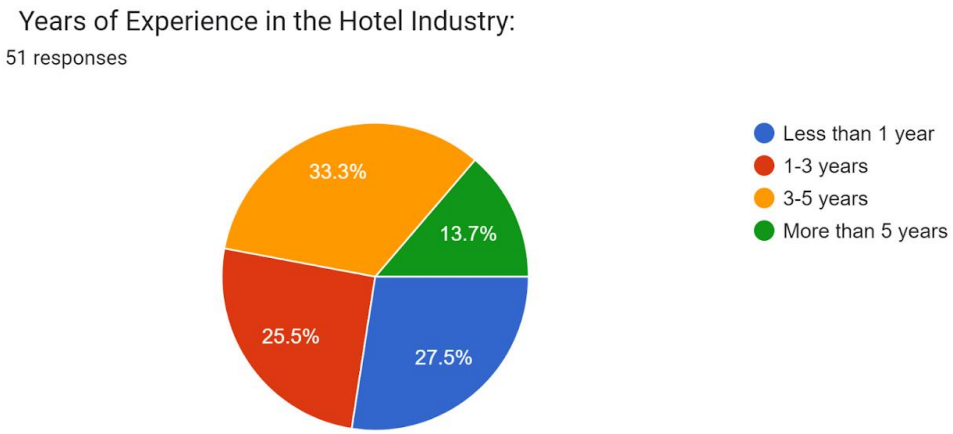


Question 2:Your educational qualification:



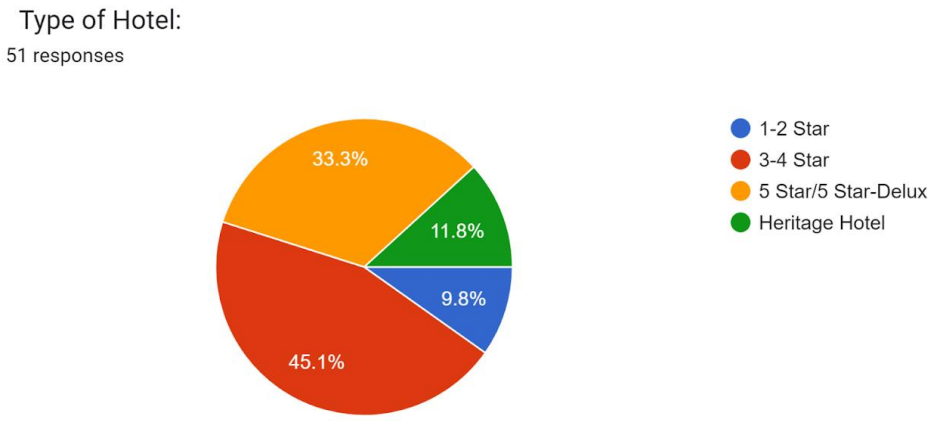
Result 2: Most respondents held undergraduate (39.2%) or postgraduate (23.5%) degrees, indicating a highly educated workforce that should be well-positioned to adapt to AI technology, though practical training may still be necessary.

Question 3: Years of Experience in the Hotel Industry:



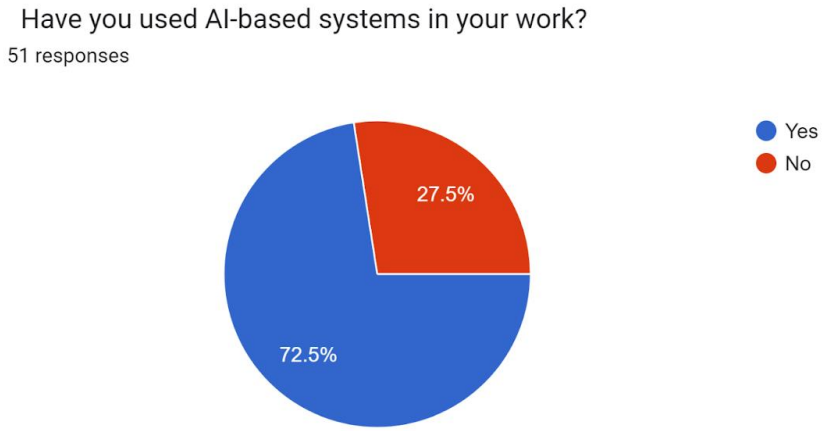
Result 3:A significant portion of respondents (33.3%) had 1-3 years of experience, followed by 27.5% with more than 5 years of experience. The varied experience levels indicate the need for training programs that cater to both new entrants and experienced employees.

Question 4-Type of Hotel:



Result 4: The respondents were from different types of hotels, with the majority (45.1%) working in 5-star/5-star deluxe hotels, followed by 33.3% in 3-4 star hotels. This distribution provides insights into the varying levels of AI integration based on hotel categories.

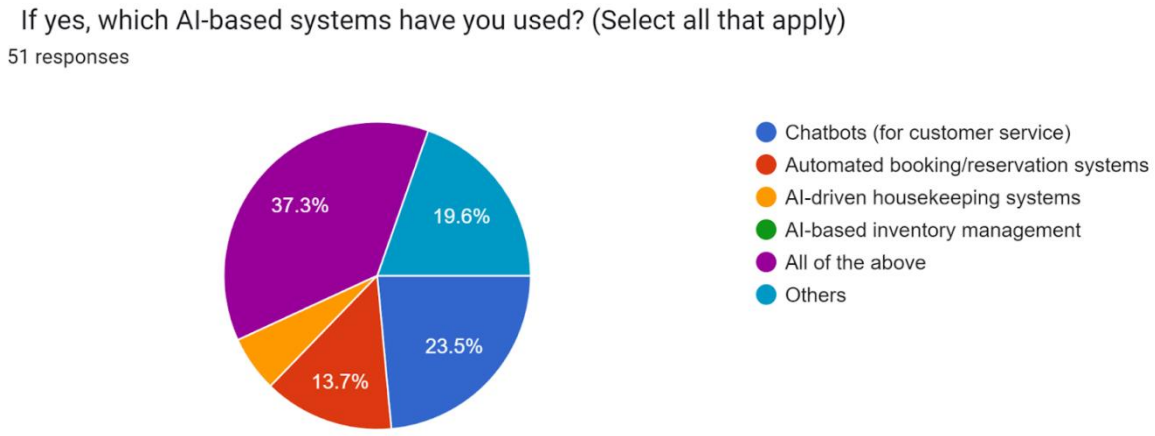
Question 5-Have you used AI-based systems in your work?



Result 5: 72.5% of respondents had not used AI-based systems in their work, indicating a gap in AI exposure, while 27.5% had some experience with these technologies.

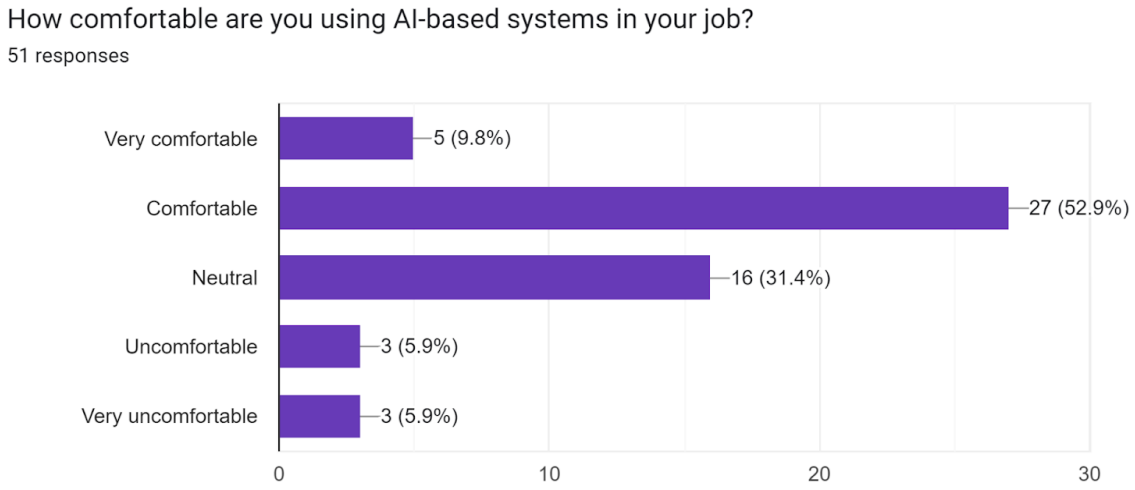
Section B: Experience with AI-based Systems

Question 6-If yes, which AI-based systems have you used?



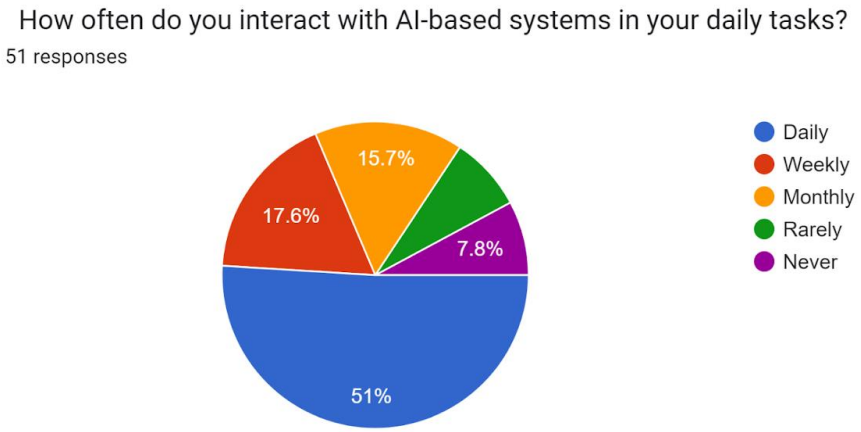
Result 6: Among those who used AI systems, chatbots for customer service (37.3%) and automated booking/reservation systems (23.5%) were the most common. AI-driven housekeeping systems (19.6%) and inventory management (13.7%) were also used to some extent.

Question 7-How comfortable are you using AI-based systems in your job?



Result 7: Over half of the respondents (52.9%) felt comfortable using AI, while 31.4% remained neutral. This shows that while some employees are adapting, others may require additional support.

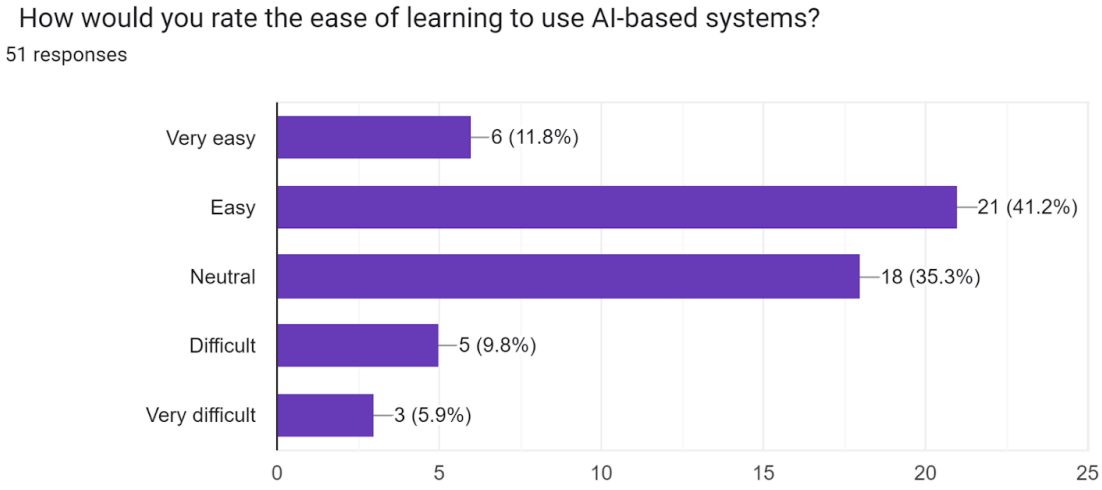
Question 8-How often do you interact with AI-based systems in your daily tasks?



Result 8: 51% of respondents interacted with AI systems daily, highlighting that a significant portion of the workforce regularly engages with AI in their day-to-day activities.15.7% uses monthly and 17.6% uses weekly. Less than 20% said that they have never or rarely used AI.

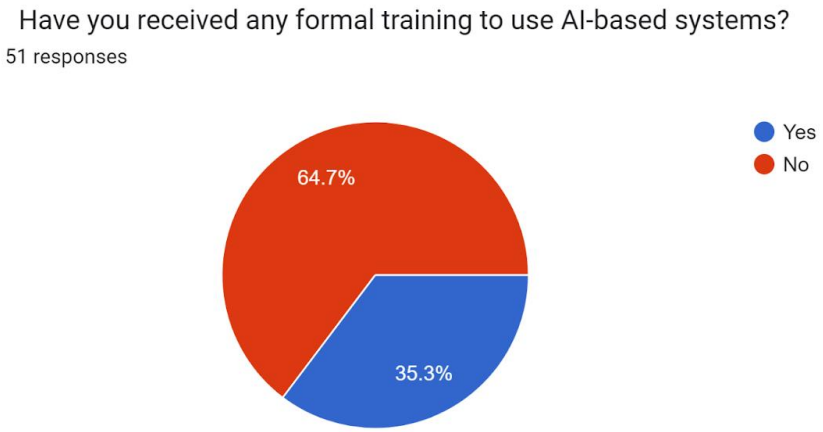
Section C: Challenges in Adapting to AI-based Systems

Question 9-How would you rate the ease of learning to use AI-based systems?



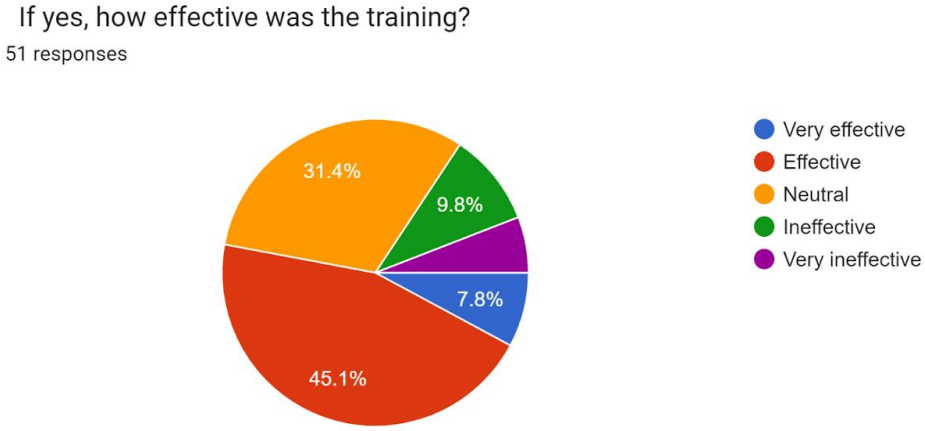
Result 9: While 41.2% found it easy to learn AI-based systems, 35.3% were neutral, and 15.7% found it difficult or very difficult. This suggests that while some employees can adapt, others require more tailored training programs.

Question 10-Have you received any formal training to use AI-based systems?



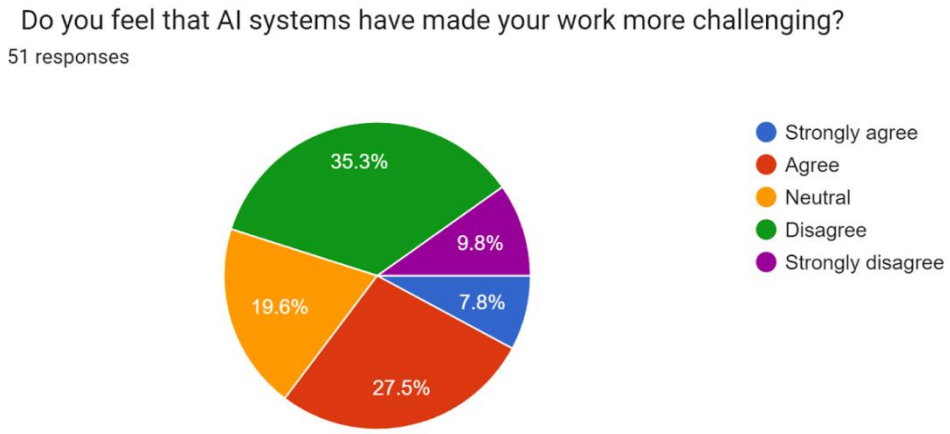
Result 10: 64.7% of respondents had not received formal training on AI systems, indicating a clear need for structured learning initiatives.

Question 11- If yes, how effective was the training?



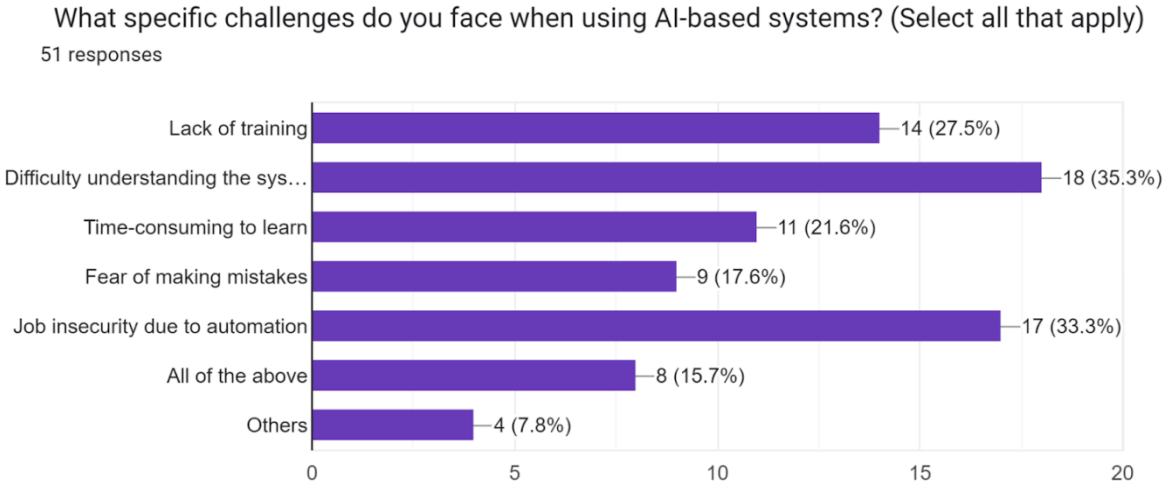
Result 11: Among those who received training, 45.1% found it effective, but a notable 25.5% remained neutral or found it ineffective.

Question 12- Do you feel that AI systems have made your work more challenging?



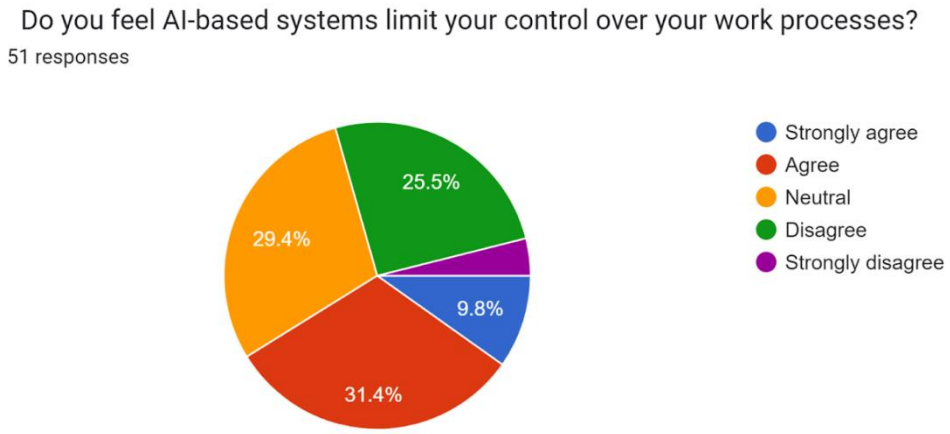
Result 12: 64.7% of respondents had not received formal training on AI systems, indicating a clear need for structured learning initiatives. Among those who received training, 45.1% found it effective, but a notable 25.5% remained neutral or found it ineffective.

Question 13-What specific challenges do you face when using AI-based systems?



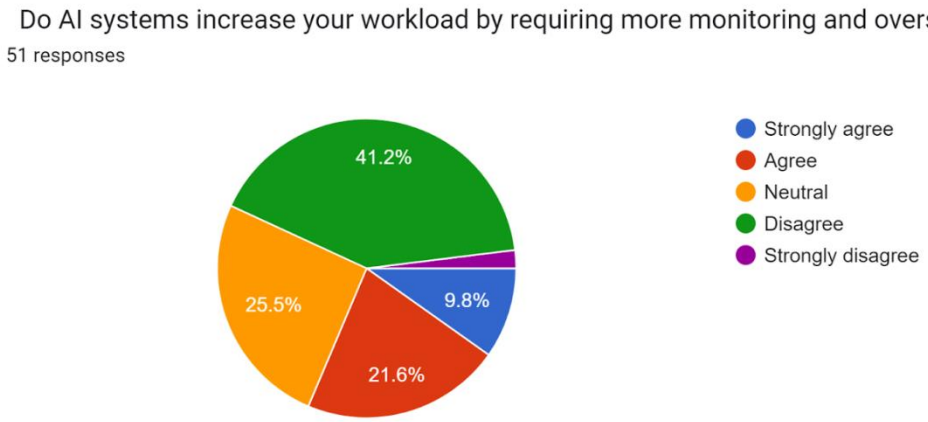
Result 13: Some respondents (35.3%) felt neutral about AI making their work more challenging, while 27.5% disagreed. Only 17.6% felt it increased their workload, indicating that AI may not be perceived as burdensome by most.

Question 14-: Do you feel AI-based systems limit your control over your work processes?



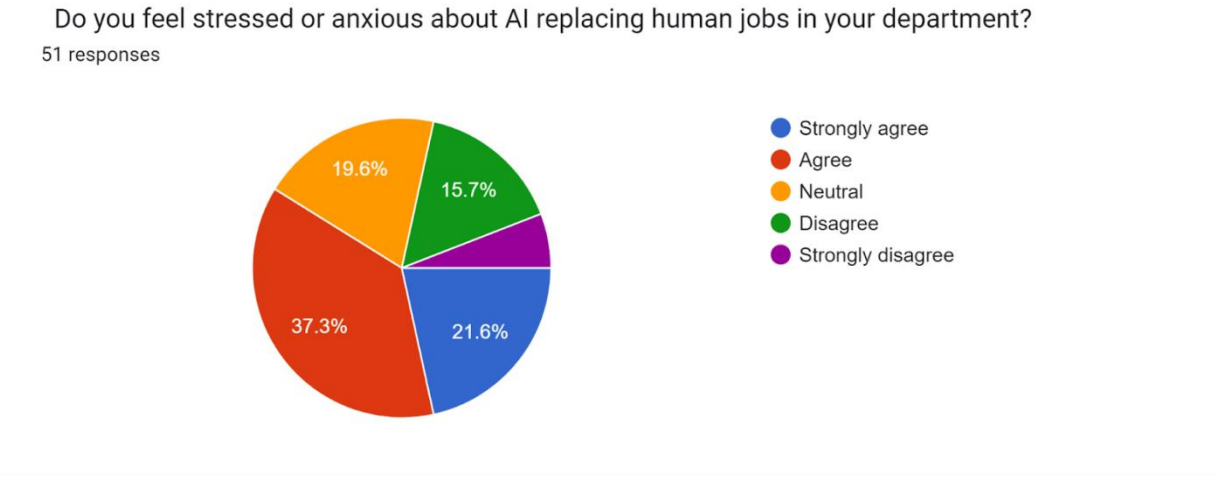
Result 14: A majority of 41.2% of respondents agreed that AI-based systems limit their control over work processes, indicating a concern that automation may reduce their decision-making autonomy.

Question 15: Do AI systems increase your workload by requiring more monitoring and oversight?



Result 15: A significant portion of 51% respondents agreed that AI systems have increased their workload by requiring additional monitoring and oversight. This indicates that, despite AI's role in automation, it may also introduce a need for human supervision, possibly leading to more responsibility.

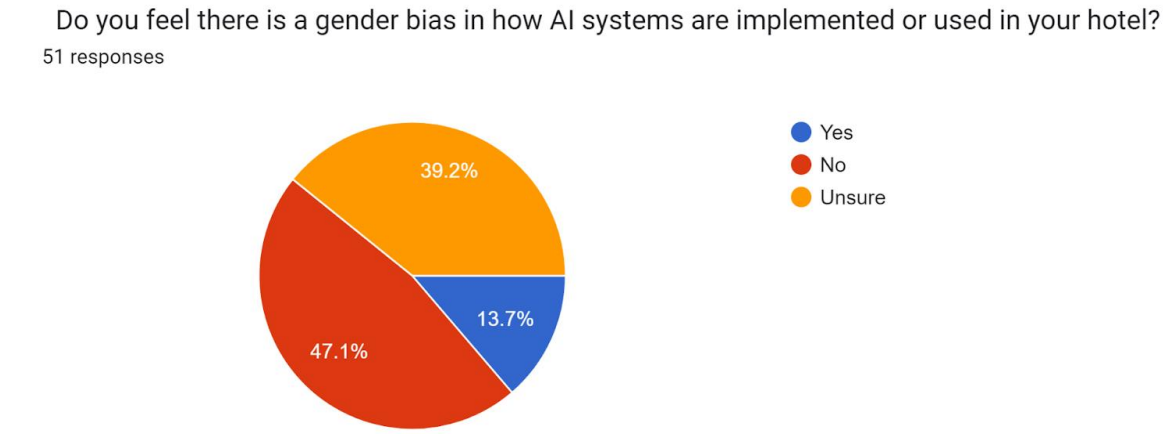
Question 16: Do you feel stressed or anxious about AI replacing human jobs in your department?



Result 16: A vast majority of 58.9 % of respondents agreed that they feel stressed or anxious about AI replacing human jobs, reflecting a concern over job security due to automation.

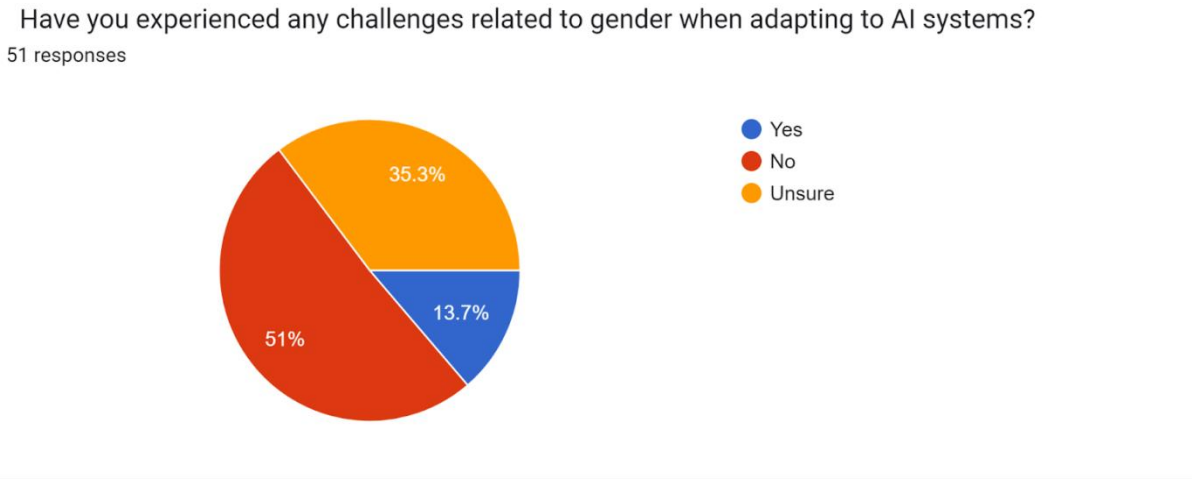
Section D: Gender-Specific Challenges and Biases

Question 17: Do you feel there is a gender bias in how AI systems are implemented or used in your hotel?



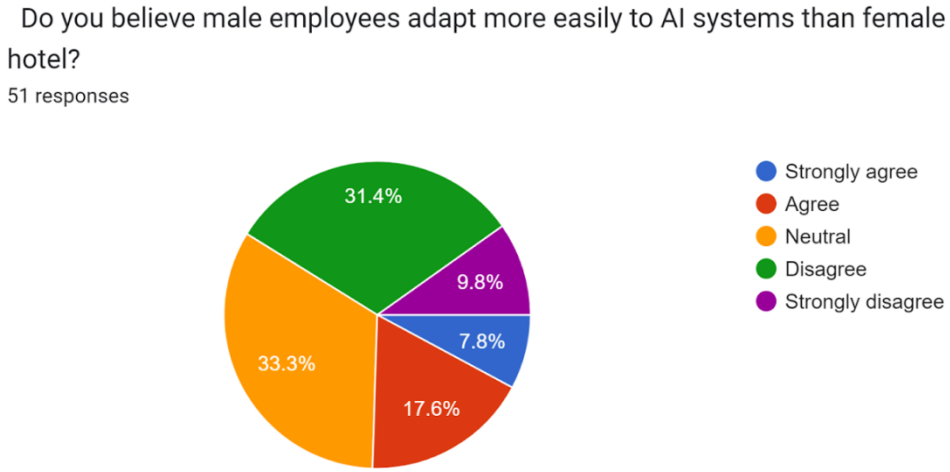
Result 17: A significant proportion (47.1%) were unsure about the presence of gender bias in AI implementation, while 39.2% did not perceive any bias. This suggests that any potential gender-related issues may not be widely recognized or addressed.

Question 18: Have you experienced any challenges related to gender when adapting to AI systems?



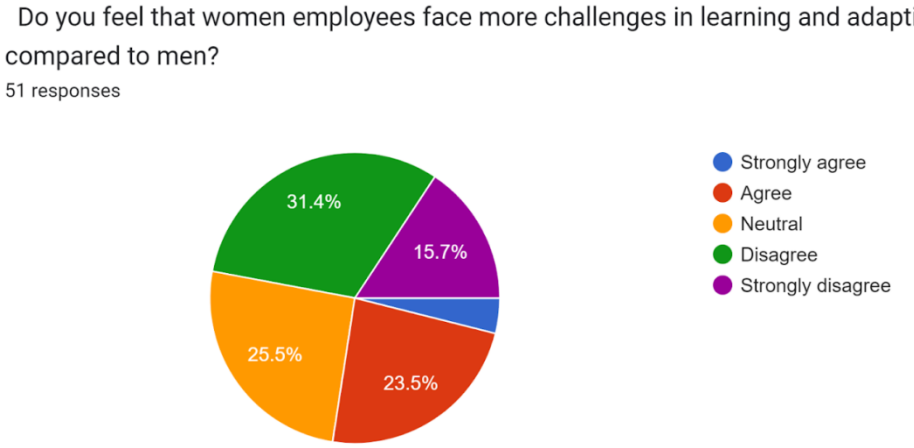
Result 18: A significant portion of respondents (51%) did not feel that gender-related challenges impacted their ability to adapt to AI systems. Another 35.3% respondents were unsure if gender played a role in adapting to AI systems, indicating uncertainty or lack of awareness regarding gender-specific biases or challenges.This suggests that many women in the hotel industry in Delhi feel they are on an equal footing when it comes to technology adaptation.

Question 19: Do you believe male employees adapt more easily to AI systems than female employees in your hotel?



Result 19: Many participants (31.4%) disagree with this belief, indicating that they do not perceive a significant difference in adaptability between male and female employees.While 33.3% of the respondents remained neutral, reflecting uncertainty or a lack of strong opinion on gender adaptability regarding AI systems.

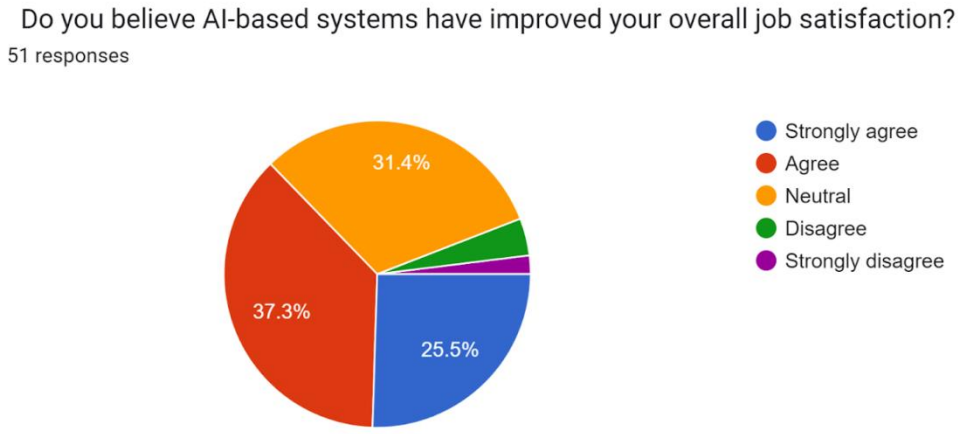
Question 20: Do you feel that women employees face more challenges in learning and adapting to AI systems compared to men?



Result 20: Many participants (31.4%) disagree with this notion, reinforcing the idea that they do not perceive significant barriers for women in learning and adapting to AI systems. A significant portion of respondents(25.5%) remained neutral, suggesting uncertainty or a lack of clear opinion regarding gender-related challenges in adapting to AI.

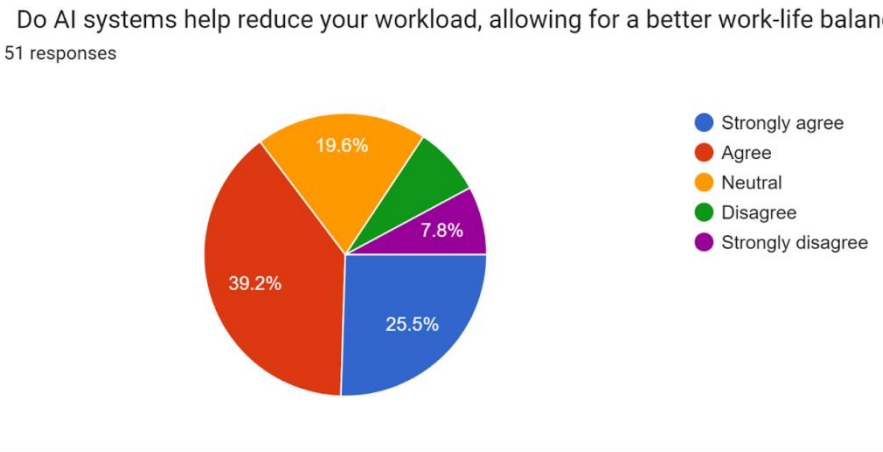
Section E: Impact on Job Satisfaction and Work-Life Balance

Question 21: Do you believe AI-based systems have improved your overall job satisfaction?



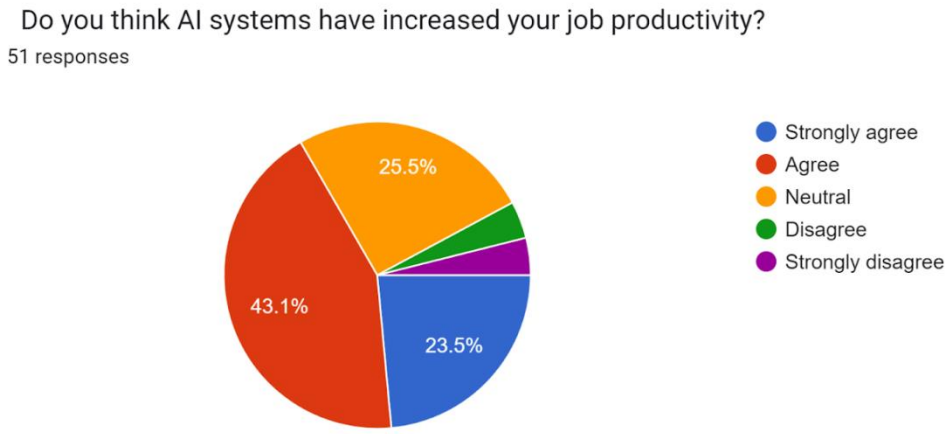
Result 21: 37.3% of respondents agreed that AI-based systems have improved their overall job satisfaction. These employees felt that AI has streamlined routine tasks, allowing them to focus on more creative and decision-making aspects of their roles.31.4% of respondents remained neutral, indicating that AI has not significantly impacted their job satisfaction, but neither has it worsened their work experience.

Question 22: Do AI systems help reduce your workload, allowing for a better work-life balance?



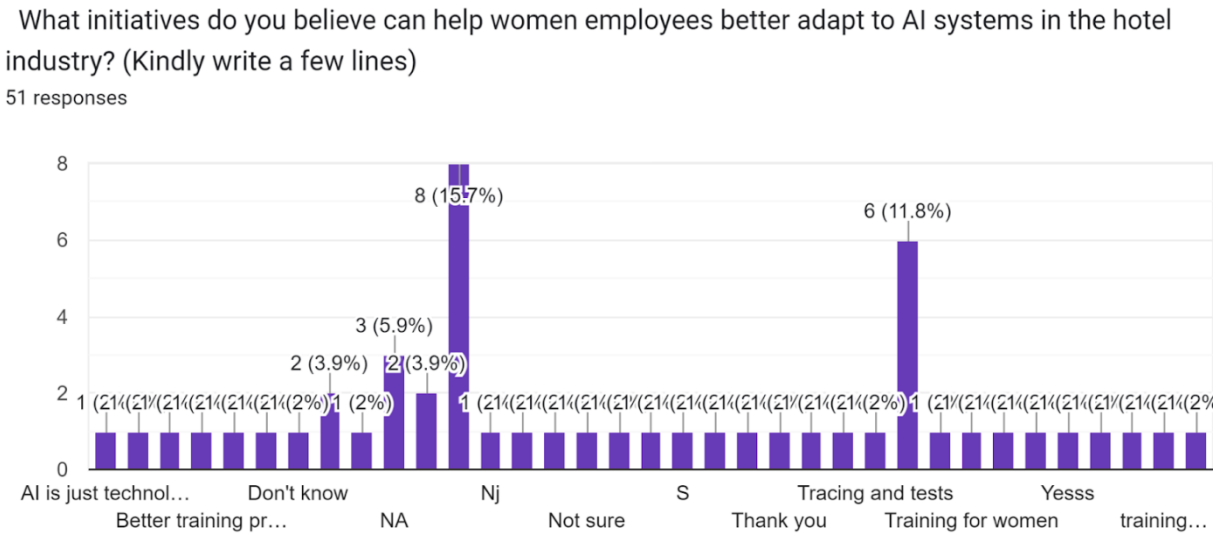
Result 22: Around 39.2% of respondents felt AI had a neutral impact on their work-life balance, while 25.5% believed it had a positive effect, allowing them to better manage their workload.

Question 23: Do you think AI systems have increased your job productivity?



Result 23:A majority (48%) believed AI had a positive impact on job productivity, reflecting that AI can support efficiency when properly implemented.

Question 24:What initiatives do you believe can help women employees better adapt to AI systems in the hotel industry?



Result 24: The majority of the respondents suggested initiatives such as better AI training programs, mentorship, and inclusive workplace policies to help women adapt to AI systems. Many emphasized the importance of targeted training programs that address the specific needs of female employees, promoting collaboration between AI and human roles for a more harmonious integration of technology.

RESULTS

1. **Objective 1:Role of AI in Enhancing or Hindering Work-Life Balance**: AI has shown to be a double-edged sword in the hotel industry. While automating routine tasks, AI enhances operational efficiency and reduces workload, enabling better work-life balance. However, concerns related to job security and the displacement of lower-level roles remain prevalent among women employees.
2. **Objective 2:Challenges in Adapting to AI-Based Systems**: Women employees face significant challenges in adapting to AI systems due to limited access to training and skill development. Additionally, long working hours and irregular shifts in the hotel industry exacerbate work-life imbalance. There is also a perception of gender bias in AI technology implementation, contributing to job insecurity.
3. **Objective 3:AI-Driven Initiatives and Strategies**: AI-driven tools can be leveraged to promote flexible work arrangements, reduce work-related stress, and enhance productivity. Hotels that integrate inclusive AI strategies, such as gender-sensitive training programs and mentorship opportunities, are better positioned to improve the work-life balance of women employees. Recommendations include focusing on upskilling women in AI-related roles and fostering career growth through leadership initiatives as mentioned below.

SUGGESTIONS AND RECOMMENDATIONS

1. ***AI-Powered Education Initiatives****:* Training programs with an AI focus that are suited to the demands of female employees should be introduced by hotels. Upskilling and reskilling opportunities should be prioritized in these initiatives in order to allay fears about job displacement and provide women with the tools they need to properly manage AI-based systems.
2. ***Flexible Work Arrangements:*** AI can help advance flexible work arrangements, such as remote work or customizable shifts, which will help women who are balancing personal and professional obligations have a better work-life balance.
3. ***Gender Inclusion in AI Rules:*** Accommodations need to make sure that their AI rules take into account the unique issues that women encounter, including as safety hazards associated with late shifts and a dearth of female leadership roles. AI can be utilized to lessen these difficulties and streamline operations.
4. ***Support Systems for Career Advancement****:* Women can benefit from mentorship and leadership development programs provided by AI technology, which can help close the gap between operational and leadership jobs.
5. ***Frequent Evaluation of AI Impact:*** Using employee feedback and performance measures, organizations should routinely evaluate how AI is affecting work-life balance, productivity, and job security. These evaluations will aid in optimizing the use of AI to guarantee favorable results for every employee.

CONCLUSION

This study clarifies the dual effects of artificial intelligence (AI) on women workers' work-life balance in Delhi's hotel sector. While AI improves operational efficiency by providing flexible work arrangements and automating repetitive jobs, it also poses issues with job security. especially for women in lower-level professions who are more vulnerable to automation. The report emphasizes how women's limited access to training and the industry's tough work environment—which includes long hours and inconsistent shifts—make it difficult for them to adapt to AI systems.Notwithstanding these obstacles, AI has the potential to enhance work-life balance in the context of inclusive, gender-sensitive policy implementation. Hotels need to make training program investments, encourage flexible work schedules, and provide career trajectories for women in AI-driven systems if they are to fully tap into this potential. By tackling these issues, the hotel sector may use AI to improve female employees' personal wellbeing and productivity, fostering a more inclusive and balanced work environment.

The integration of AI in the hotel business presents both potential and risks, according to the study's conclusion, and its successful adoption depends on addressing the unique demands and concerns of female employees through deliberate, inclusive tactics.

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