

Master-Thesis Engineering, Fachgebiet Business Engineering and Production

## “Supporting the needs of the hospitality community with AI-based appreciation”



### Project

For the hospitality industry, “Appreci8” is the platform solution for better guest experience, happy staff and successful businesses. “Appreci8” is an AI-driven platform that builds thriving communities by fostering appreciation.

This master thesis contributes with a theoretical and empirical approach to the vision, mission and solution of “Appreci8” by identifying the current needs of the hospitality community and by researching how AI-based appreciation can support these needs.

### Results

Appreciation with all the aspects it entails has proved its potential to identify needs in the hospitality industry and work as a basis for the development of AI-based solutions.

Appreciation can work as a fundament to describe a business’s culture and the personalities of employees. AI can stimulate appreciation by recognising the patterns of a business culture and a personality and enable a better matching between businesses and future candidates.

Appreciation can work as a fundament to describe factors that are essential for employee satisfaction. AI can stimulate appreciation by assessing the relevance of those factors, making personalised turnover predictions and prescribing actions.

Appreciation can work as a fundament to describe an employee’s soft skills. AI can stimulate appreciation by recognising the patterns of the soft skills, provide employees with personalised recommendations for further development and help businesses promote their internal workforce.

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