

Harnessing AI 🤖 Innovation 💡 Tools for Restaurant Marketing in Asia

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Abstract

With the advent of AI transforming the world's lifestyle, the restaurant industry in Asia cannot lag behind. The restaurant sector is undergoing a transformation driven by artificial intelligence (AI), which is enhancing operational effectiveness, increasing customer satisfaction, and fueling expansion. Nowadays, it is difficult to watch the news, listen to a podcast, or use social media without encountering mentions of artificial intelligence. Every day, artificial intelligence is becoming increasingly widespread in various sectors, including digital media, career recruitment, healthcare, and finance. Professionals in the hospitality industry are increasingly joining this group and using both free and commercial services to optimize their operations. The study aims to demonstrate how Asian restaurant businesses—especially small and medium-sized eateries—can significantly enhance their online presence, customer engagement, and brand visibility without exorbitant marketing expenditures, ultimately maximizing the return on investment through the strategic use of AI resources.

Keywords

Restaurant Marketing, Artificial Intelligence (AI), Innovation, Hospitality Industry, Asia.

