

## **Leveraging Artificial Intelligence (AI) and Big Data for Personalised Marketing in the Hotel Industry in Nigeria**

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### **Abstract:**

This paper seeks to explore how hotels as a sub-sector in the tourism industry can leverage AI and big data to enhance personalised marketing in Nigeria. It also seeks to examine the challenges to the implementation of AI technologies in the hotels in Nigeria. AI and big data represent one of the remarkable disruptive innovations in the 21st century. The integration of AI and big data in tourism marketing strategies can reengineer the internal procedures and processes of organisations as they enable data and content as catalysts of personalised marketing, competitive advantage, customization and customer satisfaction. AI and big data can revolutionise customer processes and services through the use of predictive and smart customer care and integrating augmented and predictive product design. The integration of AI and big data into tourism marketing strategies can facilitate smart tourism, smart destination systems, personalisation and smart recommendation which enhance positive customer experience. The use of AI and big data in tourism marketing strategies can help organisations to thoroughly analyse customer data which can be used in customer segmentation based on purchasing patterns, preferences, reviews and demographics. Hence, ensuring that hotels target customers, improve on product and service quality, customer engagement and brand loyalty. This paper adopts the qualitative research method. The study also adopts the thematic method of analysis. The sample size of the study consists of 15 hotels in Nigeria chosen using purposive non-probability sampling technique. The paper concludes that while most hotels in developing contexts such as Nigeria are yet to integrate AI and big data in their marketing strategies, AI and big data remains crucial technologies that can transform marketing strategies in the tourism industry.

### **Keywords:**

Artificial Intelligence, Big Data, Marketing, Personalisation, Hotels.