# Data loss concerns shape the future of generative AI in the hotel and travel industry



Data loss concerns are set to notably influence the use of generative AI (GenAI) technologies among developers in the hotel and travel industry by the year 2025, according to predictions from GlobalData, a leading data and analytics company. As businesses express growing anxiety about the potential loss of proprietary information, many are expected to implement restrictions on GenAI applications, with significant implications for the creation and reformatting of applications.

Speaking to Hotel News Resource, Charlotte Dunlap, Research Director for Enterprise Technology and Services at GlobalData, highlighted the pressing need for the industry to establish more robust practices regarding the use of private data among hyperscalers. This need stems from a widespread reliance on prompt engineering methods employed by developer teams to craft, test, and refine application coding processes. In a landscape sensitive to data integrity, the reliance on such technologies may face challenges if not handled with care.

In addition to these concerns, the ongoing evolution of AI is anticipated to present substantial upskilling opportunities for IT professionals, particularly those interested in agentic AI—an area encompassing AI agent tools. The upswing in demand for these skills is likely to attract interest from DevOps professionals and high-tech workers aiming to deepen their understanding of advanced AI technologies.

As companies strive to navigate this transition, those that are forward-thinking are expected to champion upskilling initiatives through mentoring and training programmes. Many of these educational resources are being facilitated by prominent cloud service providers such as Google and Amazon, which are already taking steps to cultivate a workforce adept in the latest technological advancements.

Open-source software (OSS) technologies are also poised to play a vital role in driving innovation within cloud-native development. These tools are likely to help alleviate complexities encountered during app modernisation efforts, especially those involving GenAI solutions. Notable projects that exemplify this trend include k8sGPT, which is focused on streamlining Kubernetes troubleshooting through AI, and LocalAI, a platform that empowers developers to run AI models locally to enhance data privacy while minimising reliance on external cloud services.

GlobalData predicts that organisations embracing a cloud-based IT portfolio will find this approach offers the greatest potential for a centralised interface dedicated to development and automation platform services. This strategic shift aligns with the pressing needs of companies actively pursuing digital transformation. Such changes are likely to be particularly transformative for the hotel and travel industry, where the effective use of secure and innovative technology solutions is essential for enhancing customer experience and operational efficacy.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.hitec.org/news/4120352/details> - This link supports the prediction of the growing impact of AI in the hospitality sector, including the increase in global gross hotel bookings and the role of AI in enhancing customer experience and operational efficiency.
2. <https://www.pymnts.com/tracker_posts/at-your-service-generative-ai-arrives-in-travel-and-hospitality/> - This link corroborates the use of generative AI in the travel and hospitality sectors, particularly in customer-facing roles and the need to balance its benefits with its limitations.
3. <https://www.hotelnewsresource.com/article131851.html> - This link highlights the specific use cases of AI in hospitality, such as automation, guest review analysis, and predictive guest needs, which aligns with the evolving role of AI in the industry.
4. <https://www.pymnts.com/tracker_posts/at-your-service-generative-ai-arrives-in-travel-and-hospitality/> - This link further explains the role of generative AI in customer service, personalized marketing, and operational efficiency within the travel and hospitality sectors.
5. <https://www.hitec.org/news/4120352/details> - This link provides context on the market predictions for AI, including the expected revenue and the widespread adoption of AI technologies by airlines and hotels.
6. <https://www.hotelnewsresource.com/article131851.html> - This link supports the idea that forward-thinking companies are investing in AI to understand and anticipate guest needs, leading to superior and personalized services.
7. <https://www.pymnts.com/tracker_posts/at-your-service-generative-ai-arrives-in-travel-and-hospitality/> - This link discusses the potential challenges and limitations of using generative AI, such as the need to evaluate its strengths and weaknesses carefully to ensure it is deployed effectively.
8. <https://www.hitec.org/news/4120352/details> - This link mentions the role of cloud service providers and innovation partners in developing and implementing AI technologies, which aligns with the upskilling opportunities for IT professionals.
9. <https://www.pymnts.com/tracker_posts/at-your-service-generative-ai-arrives-in-travel-and-hospitality/> - This link highlights the importance of secure and innovative technology solutions in enhancing customer experience and operational efficacy in the hotel and travel industry.
10. <https://www.hotelnewsresource.com/article131851.html> - This link explains how AI can streamline operations and automate routine tasks, freeing up staff to focus on creating better guest experiences, which is crucial for digital transformation.
11. <https://news.google.com/rss/articles/CBMiYkFVX3lxTFBsRVhwalVKY3U2aUsxcFRVc1VyOXh0N2ZrWnBmc0x5U2hVeFRaVE5sZUg3dk02MXNXTHFzcmpmTXhxQkdDMWpicHpjVUl0Vk1lY2dvbWZXYkpsazlqNENoNjNn?oc=5&hl=en-US&gl=US&ceid=US:en> - Please view link - unable to able to access data