Abstract:

The transformation of sophistication and artificial intelligence techniques has become one of the most growing and widespread concepts around the world at the present time, especially in light of the successive developments in the field of information and communication technology, which has become an effective part affecting the tourism and hospitality industry. And that is by relying on electronic platforms, virtual tourism, artificial intelligence techniques. Therefore, the research aimed to identify the impact of artificial intelligence technology on human resource management in Egyptian tourism companies. Human resources in tourism companies in Greater Cairo. The sample size was 255 workers who were selected by random sampling method. The data was analyzed using the SPSS (19) statistical program to test the study hypotheses. The most important results of the study were the existence of a statistically significant relationship between the application of artificial intelligence techniques and its positive role on the Human Resources Management, and the study made several recommendations, including spreading the culture of technology, especially digital transformation and artificial intelligence techniques, to make the most of the enormous potential of these applications, especially in the tourism and hospitality sectors.

Keywords: digital transformation - artificial intelligence - tourism companies - human resource management