

26 - 28 June 2026

Edinburgh, Scotland , United Kingdom

AI in HR Management practices of the French Hospitality Sector (Case Study)

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Abstract

Artificial intelligence has become a prominent focus in academic research due to its wide-ranging implications. According to Antoine Bujold and colleagues (2023), AI plays a significant role in management, specifically, in the evolution of the HR management functions (Mounia & Zakia, 2024).

It is notable that France has been ranked as one of the top tourist destinations in the world (UNWTO, 2025; Atout France, 2024). French organizations (Calvino & Fontanelli, 2025) as well as hospitality enterprises are actively leveraging AI for Human resource management (Hamza & Bouaddi, 2024). Therefore, it is beneficial to explore their experience and the steps they have undertaken. According to the Oxford Insights AI Readiness Index 2024 (which assesses government readiness to implement AI in public services) France ranks as the top country globally, while Georgia is 81st.

The following research aims to explore the experience of French hospitality industry representatives regarding the steps and challenges they overcame while integrating AI into their practices, and to evaluate their work efficiency after integrating AI into HR management practices in France. The study applied a qualitative research method. The sample consists of representatives of French hospitality organizations. The findings can have practical implications for the industry across various countries.

Keywords: AI; Hospitality Industry; HR Management