Analysing Aspects of AI for E-Recruitment in the Tourism Industry of Pakistan

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Abstract

The aim of the research is to investigate the use of artificial intelligence (AI) and prospective application areas for AI tools in the recruiting applicant procedures in the tourist industry of Pakistan. In this study, the author selected research papers, articles from magazines, and reputable websites with related topics and analysed them for systematic review. Previously, no study is done in the context of Analysing Aspects of AI for E-Recruitment in the Tourism Industry of Pakistan. The Tourism industry that stands to benefit the most from artificial intelligence's (AI) probable upheaval is the tourism and travel one. Organizations in the tourism sector have started to pay particular attention to the recruiting and selection procedures as applicants are their most valuable resource in a market where human resources are so fiercely competitive. As it concentrates on bringing in new employees, recruitment is important. To find promising AI-application areas supporting the recruitment and selection process, a thorough methodical examination of the literature was conducted. The data from Findings demonstrates that some workers were hired through advertising, even if the majority were picked from a pool of rivals or through job forums. This paper advances the theoretical understanding of the expansion of AI in the human resources division of the tourist sector for hiring workers. The result has shown that e-recruitment has a big impact on Pakistan's HR Department of tourism industry.

Keywords: AI, Recruitment, Tourism Sector,

1. Introduction

The tourist sector has experienced phenomenal development in Pakistan and riches in the twenty-first century. The use of artificial intelligence (AI) to obtain a competitive edge in a congested market has had a significant influence on the tourist and hospitality sectors. The tourist industry has been impacted, and artificial intelligence-based technology has changed

many industrial environments. The idea of artificial intelligence is potent and relatively fresh. The use of AI technology may provide for companies working in the tourist sector (Yawalkar, 2019) in Pakistan.

The employment sector aids firms in overcoming the difficulties of recruiting in the modern day by utilizing AI. Professionals have embraced one of the 2018 workplace trends that involve the use of artificial intelligence (AI) the most. Using AI in the tourism sector of Pakistan, recruiters can sift through vast amounts of data to locate qualified applicants. In order to determine a candidate's values, beliefs, and attitudes, AI may look into social media data. Recruiters may be able to understand a candidate's personality and suitability more effectively with AI than they could from a traditional CV (Kshetri, 2021).Because AI is impartial, it evaluates resumes fairly by assigning each applicant the same weight. In order to compete in the global market, organisations are working really hard to locate intelligent individuals with several degrees in their field. This post seeks to provide more information in order to better understand the use of AI in recruitment and how it affects three important processes screening, discrimination against individuals, and selecting the best applicant. Recruiters now have more 4e time to be imaginative and may concentrate on strategic concerns as AI takes care of time-consuming and repetitive duties. Now that they have more time, recruiters may prepare carefully(GASSER, POIARES PESSOA MADURO, & WATCHER, 2021).

Even though AI is very good at finding talent, human talent consultants are still needed for tasks like developing rapport, determining cultural fit, and negotiating. (Bagheri Rad, Valmohammadi, & Shayan, 2020) .The employment process is speeding up thanks to AI. AI is helping to improve relationships between people and machines. In order to perceive, scrutinise, and evaluate candidates for the proper blend of empathy and emotions, recruiters still need to have empathy and emotions. To eliminate unconscious bias, the required characteristics must be incorporated into AI systems. Recruiters need to be able to understand the programmes and results and apply them successfully. The trend for contemporary recruiters is to portray the company as the ideal workplace, one that fosters creativity and innovation (Pádár, 2013) . Artificial intelligence (AI) might speed up the recruiting process. AI-powered bots are used to get in touch with applicants when they submit their applications, respond to their questions, and stay in touch with them throughout the recruiting process (Rodney, Valaskova, & Durana, 2019)

AI seeks to imitate and the field of artificial intelligence (AI) in tourism sector of Pakistan aims to reduce and improve human physical and mental labour via the development of computationally intelligent behavioural models, thinking, learning, and computer system decision-making during recruiting.(Dominique-Ferreira, Rodrigues, & Braga, 2022). Additionally, it deals with difficult problems that are often best addressed by human skill. In today's employment markets, employers can use automation to sift through a vast number of applications to locate the finest candidates. In fact, one of the most well-liked applications of AI recruitment solutions at the present is this one. Just to mention a few of this software, there are Text kernel and SAP's Resume Matcher. Tens of thousands of resumes might be instantaneously scanned using Text kernel. The candidates are graded in line with their job descriptions using Resume Matcher, which compares the applicants with the job description and the Wikipedia job listings.(Johnson, Stone, & Lukaszewski, 2020)

Although there is some disagreement over the benefits and actual uses of AI in recruiting in tourism department, there is broad agreement regarding the technology's potential. For instance, if AI duplicates human-based decision-making based on the data it scans, it would continue to emphasise patterns in hiring and selecting candidates, and it would reproduce previous judgements. When using AI-based recruitment techniques, human decision-making must be taken into account. (FraiJ & László, 2021) .Even though eliminating human mistake is one of artificial intelligence's (AI) stated aims, an algorithm is only as good as the data it was trained on. The issues with discrimination and AI may have been better understood by IT organisations in 2020.

Technology firms must therefore either address AI bias internally or outsource the issue. In any event, it's anticipated that increasing legislation and public indignation over AI bias will put pressure on tech companies to change their AI approach in order to remain competitive and compliant. No matter how racism is handled, there is still a problem with AI. It's important for businesses to focus on learning from past errors like Amazon's use of AI bias in hiring. We could learn some very significant lessons from history. Give them the opportunity to look for a solution to eradicate prejudices and maybe even encourage more diversity. AI has made it possible for recruiters to reach out to candidates and entice them more successfully (Nawaz, 2020).AI may assist hiring managers in locating the finest candidates by being included into business strategy.

Additionally, utilising AI, recruiters may quickly decide whether personas are suitable for the position being sought after. Boring and repetitive tasks will no longer be required since AI can do them. Employers may emphasise cutting-edge and strategic problems more using this tactic.AI was developed with the goal of eradicating bias from the recruiting procedure. A variety of fundamental forms of bias, including name, age, gender, colour, and religion, may be objectively disregarded with the help of AI systems. According to a study (Upadhyay & Khandelwal, 2018) .two significant barriers to the adoption of AI in HRM in enterprises are a lack of expertise and aversion to change. The most recent data for this method will be utilised to evaluate how the literature has addressed AI's engagement in the HRM recruitment process.

1.1. Objective of the study:

This study aims to examine the impact of artificial intelligence on e-recruiting procedures in tourism sector of Pakistan. In order to make it easier for readers to access a source that contains a wealth of knowledge and studies surrounding the use of AI in the recruitment process of tourism sector of Pakistan, the researchers found that a sizable number of papers and articles that have been published, particularly online, should be gathered and organised. Recognising the importance and applicability of AI in the employment process was also essential.

2. Literature of the study:

AI can be used by businesses to lower labour costs (FraiJ & László, 2021) as well as to enhance recruiters' hard and soft skills (Shaikh, Phulkar, Bhute, Shaikh, & Bhapkar, 2021) speed and task efficiency (Niehueser & Boak, 2020) and relationships with candidates (Shamsi, 2023).All of these benefits support the objective evaluation of talent (Rebecca Greenfield and Riley Gryphon, 2018). When the hiring process is complete, a significant barrier is the enormous amount of resumes and applications that recruiters from all over the world must first sift through before moving on to the selection step.(FraiJ & László, 2021) investigated the challenges that recruiters may have when dealing with a large number of applications that must be reviewed and evaluated. He claimed that chatbots and artificial intelligence should be used to manage these applications, allowing each candidate to speak directly with the company's interactive system. The three major difficulties that would be addressed were screening, human bias, and best-fit candidate.

2.1. Screening

(Ibrahim & Hassan, 2019) evaluated the use of artificial intelligence to improve HRM screening. Natural Language Processing is the act of transforming text into organised and easily consumable data that enables a computer to comprehend language efficiently. Natural Language Generation is the converse of NLP in that it allows a computer to construct a language and organise facts into text. Both of these tools have huge promise for attracting talent. As a result, human acts and effects may improve AI. However, interacting with people requires a thorough understanding of human written and spoken communication patterns, which is why AI must incorporate natural language processing. Its claimed that AI could map a person's emotional state by analysing the linguistics used in the text, there is a risk that the decisions will be untrustworthy if AI is not equipped with accurate methods to support a comprehension of humans' written and verbal patterns. The digital era has immensely benefitted EHRM. It did, however, get vast volumes of data, which are presently being manually evaluated. Basic job advertisements, for instance, may generate tens of thousands of responses, many of which may be inappropriate, yet all of them must be evaluated in order to find targeted talent. The opportunity to save money while receiving near-perfect real-time outcomes is the most compelling justification for implementing AI in the recruiting process. This might suggest that fast screening benefits both candidates and companies by assisting HR in better understanding the individual. The AI would have finished the validation and authentication of criteria before to the final screening step (Kim, 2018)

2.2. Human Bias

Gender, colour, and age are just a few of the many traits that might be impacted by bias. AI can be programmed to ignore a candidate's history. 2015 saw Google start using Droid, a technique for internal hiring that provides interviewers with more accurate questions based on the position for which the candidate is applying while ignoring the applicant's background. Data and predictive analytics are used in the International Journal of Engineering and Management Sciences (Ganta, 2014; Nábrádi et al., 2021) to anticipate an applicant's success possibilities. Artificial intelligence (AI) technology may automate the screening process, which can assist reduce prejudice caused by human behaviour (Gopi Krishnan, Raju, Bijith Lal, & Ambily, 2022) .In other words, AI may be programmed to ignore a candidate's past. Recruiters may struggle to perceive candidates' present talents because of hidden biases, which artificial intelligence (AI) can assist them overcome. Large businesses are using AI to circumvent hiring issues brought on by prejudice. With the aid of artificial intelligence (AI), these companies

carried out online "blind auditions," allowing hiring managers to go beyond résumé keywords and more thoroughly evaluate prospects (Norris, 2013) .Even if they are quite good at addressing problems, AIs are still only tools. If a tool is not correctly calibrated, it is improbable. That the expected outcomes.

2.3. Best Fit Candidate

Once a corporation has compiled a list of possible applicants, it may deploy automated technology to screen resumes, allowing staff to narrow the list. Some programmes employ keyword analysis to identify top candidates based on CV content. Other applicants analyse which candidates are the most promising based on real performance using a variety of assessments and questions. The two methodologies, according to skill-based assessment, are more accurate and have a better success rate in establishing the correct person-to-work match. Before determining the best match inside the system, this technique will handle readability ratings and other essential elements of the source texts. The most prevalent reason people fail in their professions is that they do not fit in with the cultures of their workplaces(Wilfred, 2018).

AI has the potential to tackle this problem. Significant firms now use algorithms to match available employment opportunities on a company's job board to desired vacancies. Candidates' suitability in a LinkedIn job post is decided by researching into their profiles and work experience. LinkedIn does something similar. Knowing that some job descriptions will fit like a model, this AI will be more accurate in predicting if specific workplace participants or candidates would satisfy the job description. The human element, on the other hand, will continue to be an important part of the process. (Madia, 2011). The remote working culture has grown in popularity in recent years, and businesses are always on the lookout for capable individuals to assist them reach their objectives. Artificial intelligence techniques are becoming more beneficial, especially when it comes to employing remote labour. Although it may be difficult to believe, AI may be capable of determining whether a candidate's honesty and principles are suitable for the post. The organisation can choose trustworthy applicants and properly assign staff. Indeed, AI talents have shown to be quite useful for on-demand companies such as Uber, Zomato, and others (Hosain, Manzurul Arefin, & Hossin, 2020).

3. Methodology

A study that employs a variety of methodologies based on qualitative research articles, publications, and texts. A set of qualitative data was available. This review strives to present an in-depth evaluation of the available research on AI in the area of electronic recruitment, and its repercussions for electronic hiring around the globe. Systematic evaluations are a method of collecting and critically analysing research and themes resulting from chosen studies that are pertinent to the study's inquiries posed in order to build an adequate basis for expanding **theories and knowledge advancement on a particular subject** (Paul & Criado, 2020; Rehman & Jan, 2022).Because this is a relatively recent topic that has attracted focus, we picked research from the preceding decade that dealt with the utilisation of AI or sophisticated technological advances to the area of worldwide recruiting.

3.1. Research Philosophy

Positivism, critical realism, interpretivism, postmodernism, and pragmatism are the five research philosophies that are available (Saunders, Lewis, Thornhill, & Bristow, 2019).The interpretivist technique was determined to be the most effective approach for this study because it aims to understand how businesses and people interact during the recruiting process in tourisms sector of Pakistan and are impacted by the use of technology.

3.2. Research Approach

The three most significant types of research methodology are deductive, inductive, and abductive (Thompson, 2022).The main difference between deductive and inductive approaches is whether the investigation is founded on theory or data. The third method, known as abductive (G. Paul, 1993), was created by combining the deductive and inductive processes. A hypothesis that is often based on academic literature is developed at the start of a research project when a deductive approach is used. The researcher next creates a study plan to put the idea to the test using academic literature as a reference. Investigators use an inductive approach to gather data in order to investigate a phenomenon before formulating and building a hypothesis (Tomos[1] et al., 2015). According (Ketokivi & Choi, 2014) the third strategy, known as abductive, enables researchers to first identify themes and explain patterns before either developing a new theory or revising an existing theory, which is then evaluated in light of the evidence assembled. An inductive technique was found to be the best choice for this study based on the descriptions of the three research strategies mentioned previously. This is because, when comparing the

different research approaches, the inductive approach is the most appropriate given the study's goal of determining how technology effects the recruitment of human qualities and how this affects organisational performance. Thanks to the inductive approach, the authors were able to acquire information early on regarding how AI affects HRM and recruiting, which they were then able to compare and support with the aid of prior theory.

4.Data collection

In a systematic study, research papers, articles from magazines, and reputable websites with related topics were all looked at. The selected publications were mined for pertinent data (Tranfield, Denyer, & Smart, 2003).We were capable of to determine a number of interventional variables that influence the use of AI in the field of HRM and organisational settings as well as a few common categories of articles on the micro-foundation of AI influence on recruitment leading to results at the individual, group, and organizational level.

4.1. Empirical Data and Their Findings:

4.1. incorporating AI into the hiring process

Diverse teams produce more, are more imaginative, and are more engaged. AI integration should focus new employee diversity. Candidates should be empowered by AI helpers, and results should be delivered fast. While integrating into the job process, it is vital to consider recruitment time. In other words, artificial intelligence should improve employment efficiency and cost-effectiveness. Artificial intelligence should help in the identification of talent more quickly. AI should also aid in improving recruiting quality and locating and attracting top talent. When implementing AI, the quality of the experience should be considered as well. For both recruiters and prospects, the AI-powered system should be current, secure, and simple to use (FraiJ & László, 2021).The system should offer a great user experience. Previously, recruiting managers had to pick between hiring quality and hiring speed (or vice versa). The odds of selecting the best applicant increase with each round of interviews, but this may cause the recruiting process to be delayed by several weeks. Using AI, it is possible to recruit quickly while retaining quality(Albert, 2019).

4.2. Adoption of AI and its strategic implications

In the UK Recruitment Trends Report, (Do & Ohlsson, 2018) found a substantial variation in how agencies see the impact of automation, with 40% indicating improved efficiency and 38%

suggesting increased engagement. Recruitment firms must choose between a high-volume and a high-touch business strategy. According to respondents, 41% think automation would lead to job losses, 30% think employment will increase, and 29% are unsure. The three key KPIs that AI is impacting are revenue, profitability, and candidate acquisition, and this is altering the competitive landscape of the recruiting sector.

AI will likely disrupt the hiring industry since it changes the strategic emphasis of recruitment businesses. The recruitment industry may be able to increase profitability by controlling client talent acquisition expenditures through the use of AI. AI is being used by recruiting firms to handle more applications and serve more clients who already have staff. High touch is a recruitment business approach that focuses on enhancing candidate engagement by responding to each applicant's enquiries individually. Recruiting organisations have traditionally focused on high-volume or high-contact business models. Thanks to AI-powered automation, recruiting businesses can now pursue both a high volume and a high touch approach at the same time, resulting in long-term engagement with applicants(Pan, Froese, Liu, Hu, & Ye, 2022).

4.3. AI Uses

AI enables real-time and personalised communication, resulting in increased candidate acquisition efficiency in tourism sector. Prospects are unsatisfied when they do not receive a response from recruiters, who might take up to a week to begin examining applicants. Artificial intelligence is utilised to notify rejected candidates so that they can continue their employment search. Within 24 hours of receiving an application, AI recruitment software examines and scores resumes for talents, experience, and other criteria, and responds with a favourable or negative answer. AI remarks on rejected candidates' deficiencies in credentials or talents, assisting them in progressing by providing a high-touch pleasant experience. AI-powered systems may groom candidates by assigning tasks linked to current and future duties. Candidates connect with AI assistants via the web, smartphone applications, and social media. AI assistants may be able to link potential prospects with recruiters and intelligently suggest next actions. Candidates can contact the AI assistant, which is powered by AI and natural language processing.

While AI assistants handle application sourcing, candidate screening, scheduling coordination, communication, and engagement, recruiters can focus on what they do best. Chatbots powered by AI are digital assistants that enable direct and quick engagement with candidates.

Candidates may engage with these AI-powered assistants through text messages, emails, or a discussion box. In order to enhance the recruiting process, the AI assistant provides the recruiter with feedback on the candidate experience. Unintentional bias is avoided via intelligent programming in AI. AI-powered systems may ignore the main causes of discrimination, such as names, schools attended, gender, age, and race. The scarcity of competent people is one of the main problems confronting the recruiting industry (Nawaz, 2020)

The Internet of Things (IoT), big data analysis, cloud computing, and lately accepted artificial intelligence (AI) have all aided in Industry 4.0's digital transformation of hiring and other HR procedures. According to Liu et al. (2018), applications of artificial intelligence (AI) are software and/or hardware systems that have the ability to reason like humans and draw valid conclusions from evidence. Although HRM adoption is still in its early phases, organisations are already using AI-enabled solutions such as speech, face, and issue-solving recognition. AI drastically alters the relationship between employers and job seekers. Businesses and candidates may now connect in novel and improved ways thanks to AI technology like chatbots.

Other AI-infused technologies may help to automate the hiring process by planning interviews, reviewing references, and evaluating prospects. Currently, just 10% of organisations employ AI in high-level contexts, and by 2020, 36% of enterprises are expected to fully implement AI (Oswal, Khaleeli, & Alarmoti, 2020) Academics will explain a handful of the applications of AI that are being used by large organisations. Version 4.4.1 of the website fetcher.ai More than 500 recruitment teams globally, including those at Sony Music, employ this AI technology during the hiring process. Fetcher uses an AI application and database of applicant details to examine the provided data, recognising the variety of each applicant's data, and swiftly discover qualified applicants.

A complete application and screening method is being implemented, including video interviews and live conversations, as well as the most recent communication trend .In addition, McDonald's implemented an AI application to improve its management of human bias-free procedures. In order to provide a prompt, suitable connection, it is a CRM communication platform that combines a chatbot with a video screening method. The aforementioned uses of AI demonstrate how large companies use these tools to locate qualified candidates more quickly and avoid hiring prejudice. All of these services just support individuals in their job

while not totally replacing them. To put it another way, it modifies HRM duties to make them more strategic.

4.4 Benefits and challenges of using AI in recruitment

4.4.1 Benefits of using AI in recruitment

The majority of experts believe that AI may help recruiters by decreasing tedious and administrative tasks. Recruiters now have more time to concentrate on the best applicants. AI in recruiting supports recruiters, notably in the evaluation, rating, and qualifying of job applications, allowing recruiters to begin the recruitment process with the most qualified job seekers by immediately interviewing them. Many experts don't mind if recruiters and job seekers speak with one another via a human or an AI-powered robot. According to five out of eight experts, using AI to speed up the recruiting process makes the process more efficient. It has also been suggested that because AI eliminates human prejudice, it provides all candidates an equal chance of getting hired. AI might be used to detect and differentiate prospective silent job prospects as well as unique employment chances, according to two of the eight specialists. One of the professionals spoke on the impact of AI on business rivalry, saying, "By using AI to gain talent, it is possible to get better insight into the talent than your competitors and thus increase the company's competitiveness.(Albert, 2019)

Two of the experts emphasised the company's genuine need for and benefit from AI adoption. Therefore, it is essential for businesses to comprehend the true advantages AI provides their organisations and to evaluate how using AI to hiring impacts the efficiency of operations. According to g. (Upadhyay & Khandelwal, 2018) .AI will cause several hiring practises to become obsolete. Previously, monotonous activities were undertaken by human recruiters. Since AI systems may now be able to carry out these routine duties, recruiters might now be able to dedicate more time on strategic concerns (Upadhyay & Khandelwal, 2018).The experts who were questioned claimed that the biggest benefit is the removal of tedious and administrative work. According to (Dickson & Nusair, 2010) by using AI in recruiting, recruiters may have access to a larger candidate pool and save paperwork. One of the amazing benefits of AI-based recruiting, according to (Leong, 2018) is application grading, which frees up recruiters' time so they can concentrate on the best talent management prospects. According to the professionals surveyed, using AI would considerably boost recruitment since it might increase job seekers' communication, which is seen as a key component of the process. Since they permit interaction with people across web, social media, and smartphone and tablet

devices, artificial intelligence (AI) technologies are believed to make it easier for recruiters to reach 49 applicants (Upadhyay & Khandelwal, 2018).

4.4.2 Challenges of using AI in recruitment

Since human resources departments are viewed as being out of date, many experts believe it is vital to focus on how new technologies adapt generally. According to one expert, companies must be able to purchase AI in order to reap the full benefits of its use in recruiting. This has the implication that companies must allow themselves plenty of time to invest in new technology. "You must understand how to properly apply artificial intelligence." Making the incorrect decision could lead to failure. The firm might not even have the technical staff to adopt AI if it doesn't genuinely need the speed or quality that AI offers. Determining how effectively AI can comprehend a company's values and if AI sufficiently comprehends the type of job candidates the organisation is seeking is a critical component of adopting AI in the recruiting process. The three specialists who were questioned in this respect addressed the idea of biased machine learning and the Amazon example. Biased machine learning is a concern, just as it was for Amazon in 2015 when the business learned that its new recruitment engine preferred males when evaluating applications for software development vacancies and that this AI recruiting tool had biases against women. According to one of the experts, it may be difficult for AI to discriminate between cultural boundaries because languages vary throughout cultures and nations. One of the most basic challenges of using AI in recruitment was raised throughout the discussion: how to teach people to train computers in a way that minimises biases (Budhwar, Malik, De Silva, & Thevisuthan, 2022).

Discussion

The data from Findings demonstrates that some workers were hired through advertising, even if the majority were picked from a pool of rivals or through job forums. Although many experts believe that deploying AI improves businesses, according to past study. To be more precise, using AI in the hiring process can aid in dealing with a high volume of applicants by speeding up resume screening (FraiJ & László, 2021). According to some studies, AI will eliminate the requirement to know a relationship or supporter inside the same organisation. If the candidate does not meet the declared criteria, corruption is out of the question. In other words, the algorithm will entirely disregard any attempts to induce bias. According to (Shamsi, 2023) large businesses must now adapt if they want to continue vying for the finest personnel available.

Conclusion

As a result, this study will be a great resource for learning more about the relationship between AI recruiting in tourism sector of Pakistan.AS Tourism is a very impotent sector in any country . So, This study identified advantages, such as hiring quality, candidate screening, time and effort savings, and fair selections. organizations in the tourism sector have started to pay particular attention to the recruiting and selection procedures as applicants are their most valuable resource in a market where human resources are so fiercely competitive. AI software was created in effort to create intelligent, human-like computer systems. Even if AI tools and applications are being used, traditional hiring practises are still in use. The efficacy and efficiency of decision-making are improved by the automation of numerous procedures made possible by technology. The hiring procedure in tourism sector of Pakistan has been improved for greater quality thanks to AI. Now that HR managers have some free time, they may consider HR from a wider perspective. Despite technological advancements, a big problem still exists with how equipped businesses are for these new technologies, including the loss of some administrative jobs. According to the study's findings. The vast majority of the studies that are currently available on the topic were addressed in this analysis, despite the fact that some published papers have severe accessibility restrictions. Furthermore, it was found from the empirical findings of this study that the number of companies applying AI in their recruiting is relatively low. This thesis contributes .The best outcomes and most efficient use of AI are possible outcomes. This study discussed the benefits, challenges and implications to organizational effectiveness and hence companies that are interested in using AI in their recruitment can benefit from this study.

Recommendations

Given the results of this study and the fact that technology adoption is not serving as a mediator between e-recruitment and employees. The HR departments of Tourism sectors of Pakistan may want to take the following recommendations into consideration:

i.   Pakistani Tourism based companies need to exert "coordinated" effort in developing, implementing, and using technological solutions.

ii.   The goal should be to train employees on new systems in tourism sector of Pakistan.

iii.   Websites or online portals used by specific Tourism based companies to publicise open positions should be visually appealing and simple to use. These websites should

be designed with the candidates in mind, providing them with additional conveniences and benefits.

iv.   The organization's human resource databases must be updated often.

v.   All HR staff members need to attend training in order to get the desired results and completely benefit from e-recruitment.

vi.   To determine the total success of your e-recruitment operations, set up a monitoring system to examine

vii.   Track the performance levels of newly hired employees after they begin working for you.

Future Investigation

This study shows that the use of AI in recruiting is still a relatively new issue in tourism sector of Pakistan. Future AI research should be conducted to comprehend the problem better. The Future research may involve travel companies who do not now employ AI but are interested in doing so in the future in order to gain a deeper grasp of the subject. The quantifiable effects that AI-driven hiring decisions have had on the organization's profitability and turnover may likewise be examined using a quantitative method. Examining the viewpoints and experiences of job searchers using AI-based recruiting may be helpful given the problems with AI's lack of confidence. This study has discussed the subject of hiring prejudices and biases of travel and tourism sector of Pakistan. Therefore, it may be investigated in the future to see if prejudice against women and other groups among job candidates can be eliminated by AI.

Gaps/limitation

Few Tourisms based companies are using AI in hiring practises or creating AI recruitment tools because it is still relatively new and underutilised, notably in Pakistan. Since most tourism businesses only utilise a little amount of AI in their hiring practises, it is challenging to compile thorough statistics on the subject. Even while AI has been the focus of much study, only a small number of tourism businesses actively utilise it in their recruiting procedures, making it difficult to assess its genuine use and implications. With additional interviews, this study could become more pertinent in the field of travel and tourism.

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