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The Role Of Artificial Intelligence Applications In Enhancing Experiential Marketing Practices:An analytical study of the opinions of a sample of employees of luxury hotels / Baghdad

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Abstract : The Current Research Aims To Determine The Relationship Between Artificial Intelligence Applications And Experiential Marketing Practices By Analyzing The Opinions Of A Sample Of (120) Employees Working In Luxury Hotels In Baghdad. The Research Stems From A Fundamental Problem: The Weak Use Of Artificial Intelligence Applications By The Surveyed Sample, Which Is Reflected In Their Experiential Marketing Practices. In Light Of This Problem, A Set Of Hypotheses Was Formulated. To Prove The Hypotheses And Address The Problem, A Questionnaire Was Used As The Primary Tool For Collecting Information And Data, And The Statistical Software (SPSS.Var23a Number Of Results Were Reached, The Most Important Of Which Is That There Is A Statistically Significant Relationship Between Artificial Intelligence Applications And Experiential Marketing Practices Of The Sample Studied.

Keywords: Artificial Intelligence, Experiential Marketing, Luxury Hotels.

Introduction: In today's booming 21st-century market, where consumers are bombarded with endless choices, brands are constantly striving to differentiate themselves and build strong relationships with their target audiences. Traditional marketing approaches that focus solely on product features and benefits are no longer sufficient to capture the attention and loyalty of today's customers. There is a growing awareness of the need to shift towards a more experiential approach that goes beyond simply selling products and aims to create immersive brand experiences that leave a lasting impression on customers.

The rise of experiential marketing can be attributed to several factors, including the changing nature of consumer behavior. In an era of shrinking attention spans and increasing skepticism towards traditional advertising, consumers are seeking valuable and authentic experiences. Experiential marketing, with its focus on engagement and interaction, is well-positioned to meet these evolving consumer expectations. Furthermore, technological advancements have provided marketers with new tools and applications to create immersive brand experiences. From virtual and augmented reality to social media, live streaming, and artificial intelligence (AI) applications, a world of possibilities exists for engaging with consumers in innovative and interactive ways.

AI applications have been widely used in the service sector to enhance customer experience and gain a competitive edge. AI applications can help marketers gain a deeper understanding of their target market, build stronger customer relationships, and improve targeting capabilities.

2. Study problem:

The chaos created by marketers as a result of their use of many marketing strategies in a competitive market, as well as the abundance and multiplicity of brands, has led to a state of lack of focus and attention among customers. Consequently, it becomes more difficult to attract their attention, awareness, and loyalty to the company's brand. Therefore, companies seek to communicate with customers through real marketing activities and events that focus on the customer. Experiential marketing aims to build close ties between the customer and the brand by involving them in an unforgettable experience.

The integration of artificial intelligence in marketing has recently revolutionized the field, offering new horizons for innovation and effectiveness. The importance of artificial intelligence in marketing is evident, as it enables the management of customer relationships, the making of effective decisions, the creation of new and customized products, and the improvement of the customer experience.

When the researcher conducted a field visit to the company under study, which is considered a field for future application, it became clear that there was a weakness in understanding modern marketing concepts (artificial intelligence applications, experiential marketing) and a lack of practical application of them in performing the company's marketing tasks and functions. Based on this, the research problem can be summarized in the following two questions:

A. Is there a significant correlation between the use of artificial intelligence applications and experiential marketing practices in the company under study?

B. Is there a significant effect betweenThe use of artificial intelligence applications and experiential marketing practices in the company under study.

3.The importance of the study

The research derives its importance from providing clear perceptions to the employees of the company under study regarding the concept and importance of using artificial intelligence applications in the workplace, and the role of these applications in providing an enjoyable and immersive experience for customers. The importance of the research can be summarized as follows:

A.Highlighting the use of Artificial intelligence applications In promoting experiential marketing practices in the company under study.

B.To enhance the understanding of researchers and those concerned with modern developments in marketing concepts, as well as in systems and machines that mimic human minds.

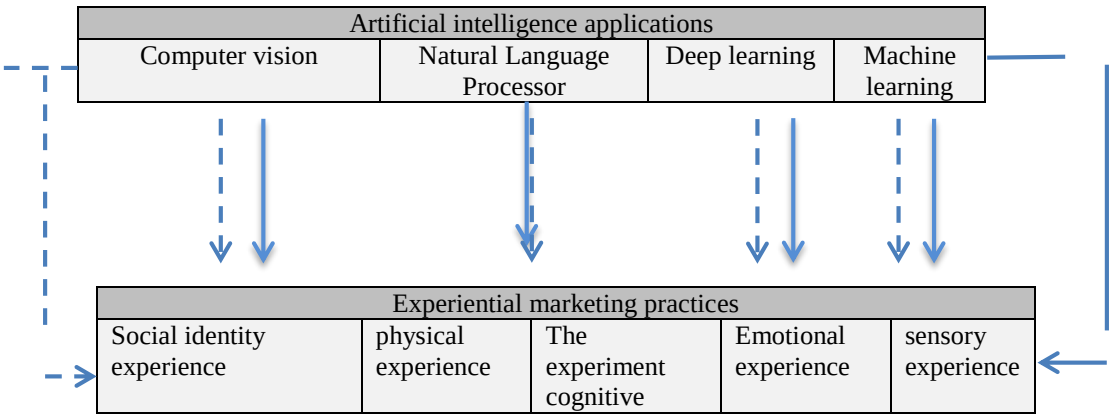
4.Study Objective:

The research objectives, formulated based on the research questions and goals, are as follows:

1. Determining the nature of the correlation relationships between Artificial intelligence applications Experimental marketing in its various dimensions.

2.Defining the nature of relationships The effect Between artificial intelligence applications and experimental marketing in its various dimensions.

5.Study model: Using the studied literature as a guide, the study model depicted in Figure 1 below was developed:



6. Study hypothesis

The research is based on the following hypotheses:

The first main hypothesis A statistically significant correlation exists between the AI applications variable and the experiential marketing variable in the studied hotels. The following sub-hypotheses arise from this:

A.There is a statistically significant correlation between Machine learning dimension The experimental marketing variable in the hotels under study.

B.There is a statistically significant correlation between the learning dimension deep And the experimental marketing variable in the hotels studied.

C.There is a statistically significant correlation between the dimension Natural Language Processor And the experimental marketing variable in the hotels studied.
D.There is a statistically significant correlation between the dimension Computer vision And the experimental marketing variable in the hotels studied.
The second main hypothesis There is a significant effect of the artificial intelligence applications variable on the experimental marketing variable in Hotels The researched data. The following sub-hypotheses emerge from it:
A.There is a significant effect between the machine learning variable The experimental marketing variable in the hotels under study.
B.There is a significant effect between the variables Learning deep And the experimental marketing variable in the hotels studied.
C.There is a significant effect between the natural language processing variable And the experimental marketing variable in hotels.
D.There is a significant effect between the computer vision variable And the experimental marketing variable in the hotels studied.

7. Study methodology and data collection methods

A. Study methodology
This study is classified as a descriptive study since it focuses on explaining a scientific problem, determining its origins, and then establishing precise scientific findings that help determine suitable solutions. In order to accurately and locally describe the current state of the phenomenon under study, as well as to represent the entirety of the systematic scientific steps that describe the problem or phenomenon and then analyze it to extract the most significant findings, we have determined that the descriptive analytical method is the best approach for our research.
B. : Methods of collecting information and data
In order to obtain the necessary information and data to complete the research and arrive at accurate answers to the research problem and objectives, the following methods were used:
1.The theoretical framework: This is represented by all scientific references, including books, articles, and theses, related to the research variables.
2.Field framework: The questionnaire form was used to collect information and data, which was distributed to the hotel staff being researched, and which included the research variables.
C. : Scope of the research
1.Spatial boundaries / The research was conducted in premium hotels in Baghdad Governorate.
2.Human boundaries / A sample of (120) hotel employees.

8. Literature review

A. The Concept Of Artificial Intelligence
artificial intelligence(AI) is a term that has evolved significantly over the years, and it exists in various fields .several More than he realizes A Most people. For example, something as simple as spell checking in word processing programs, The autocorrect function on mobile phones, or search engines that pull bits of information and search results from the internet to present to the user Which is considered a form of artificial intelligence Although many may not see it that way, it is an early example of how artificial intelligence can be integrated into everyday digital tools.(Jouwsma,2025:2;Pallathadka,2023:2613)).
There is no single, universally agreed-upon definition of artificial intelligence, but the Oxford English Dictionary defines it as the ability of computers, or other machines, to exhibit intelligent behavior. This means that AI systems appear to think, learn, and behave like humans, and in some cases, even surpass their capabilities. AI systems can analyze massive amounts of data, solve complex problems, make decisions, and perform creative tasks.(Ghosh & Thirugnanam, 2021: 41)
And he knew artificial intelligence That he Developing machines or systems capable of performing tasks that typically require human intelligence These tasks range from simple activities like scheduling meetings to more complex functions such as speech recognition, prediction, and diagnosing medical conditions. At its core, artificial intelligence involves algorithms that mimic human cognitive processes and often improve over time through learning.(Janssen, 2023:13)
And he sees him (Varsik & Vosberg, 2024:27that he A machine-based system that infers from the inputs it receives, for explicit or implicit purposes, how to generate outputs such as predictions, content, recommendations, or decisions

that can affect physical or virtual environments .So I consider it A set of sciences, theories, and technologies that aim to reproduce human cognitive abilities using a machine..

He confirmed ((Kotler, et.al, 2017:393Artificial intelligence refers to the ability of computers to mimic cognitive skills, enabling marketers to offer personalized and customized marketing strategies for each customer. (As for...)Ertel, 2024:4He pointed to it It is the ability of a computer or computer-controlled robot to perform various tasks in a manner similar to intelligent beings. And he agreed with him (Kumar, et al., 2020:6571)on that it Using algorithms to process data and make decisions in ways that mimic human capabilities.

And he knew (Saha, 2025:3that he A computational concept that helps machines think and solve complex problems, just as we humans do with our intelligence. For example, we accomplish a task, we make mistakes and we learn from them (at least the wise ones among us do!).While he looked at him (Nandi, et al., 2025:198that heA branch of computer science concerned with machine intelligence, where an intelligent agent is a system that takes actions to enhance its chances of success. It is the study of the ideas that enable computers to do things that make people appear intelligent .It was also known as (Chander, 2024:113that he A simulation of human intelligence demonstrated by machines .He pointed out (7:Watch, 2020to artificial intelligence that Software systems (and possibly hardware as well) designed by humans ,It works when achieving a complex goal, in the physical or digital dimension, through an understanding of its environment. Via Collecting data, interpreting the collected data, whether structured or unstructured, inferring knowledge, or processing information derived from this data, and determining the best actions to achieve the specified goal.

B. Types of artificial intelligence

Artificial intelligence is a versatile technology with diverse applications. Therefore, there are different ways to classify artificial intelligence systems, but they are usually divided into three categories: either in terms of how they learn, their capabilities, or their functions.

To classify artificial intelligence systems based on their learning method This includes machine learning and deep learning, with different techniques for training these systems, including supervised learning, unsupervised learning, and reinforcement learning.

The second useful method for grouping or classifying an AI system relies on its capabilities, meaning that the AI system provides either narrow AI or broad AI.(ANI), or artificial general intelligence (AGI), or artificial superintelligence (ASI). This classification used to include AI solutions either as an expert system or as predictive AI, but now also includes a relatively new field of AI functions called generative AI (Abe, 2025:50).

C.Fields or categories of artificial intelligence

Areas of artificial intelligence include sub-fields such as computer vision, natural language processing, deep learning, and machine learning. Understanding these components, sometimes referred to as subdomains, is essential when applying artificial intelligence.(Mcdermid,2021:1; Bharadiya,2023:67;Boateg,2024:6))

1.Machine learning: The computer automatically acquires knowledge by evaluating data and learning from it to improve its performance in tasks that are often not intended for it. Rather, it learns through experience. During this process, artificial intelligence looks for data trends to gain insights and improve upon them for the future. Machine learning has multiple applications, such as image and speech recognition. It has the ability to identify and classify objects in images.

2. Deep learning : It is a type of machine learning that evolves with data processing. This element utilizes neural networks, which are analogous to neurons in the human brain. By using neural networks to find connections between data, make informed guesses based on available knowledge, and attempt to determine the best conclusion, this element seeks to mimic the workings of the human brain. Examples of deep learning used in the real world include virtual assistants like Siri and Alexa. Neural networks are a component of artificial intelligence. To find patterns and provide context to ambiguous data, this method repeatedly analyzes the data. As mentioned earlier, neural networks are also similar to neurons in the human brain.

3. processor natural language: fundamental element of artificial intelligence, as it interacts with humans in every way. Natural language processing enables computers to recognize, analyze, and understand spoken and written human language. Most people use natural language processing daily. Examples include spell checkers, interpreters, and chatbots.

4.Computer vision: It is the process of recognizing and understanding data presented in a visual format, such as an image or video .It has the ability to identify and classify specific objects within an image. Self-driving cars use

computer vision to recognize and detect objects in their environment. Facial recognition is another aspect of computer vision.

A. The concept of experiential marketing

Traditional marketing has undergone a remarkable evolution with the emergence of a new marketing approach. Experiential marketing, also known as interactive marketing, direct marketing, or participatory marketing, views consumers as rational decision-makers concerned with functional benefits and advantages, while experiential marketers view consumers as rational and emotional individuals striving to achieve enjoyable experiences .Datta, 2017:27)

Experiential marketing is an interesting and evolving topic in recent years. Its presence is growing, and it has developed significantly as a strategic approach to engaging consumers by creating immersive, diverse, and memorable experiences.(2024:6 Rizzo)

Experiential marketing is defined as marketing initiatives that provideconsumers With information Enough To take resolution Purchase from during Give them Experiences tangible In-depth, to speak This is amazing The experiment "When a company deliberately uses services as a stage, and goods as tools, to engage individual customers in a way that creates a memorable event."(Alberg, 2014:18)

Experiential marketing is the process of identifying and fulfilling profitable consumer needs and aspirations by engaging them through two-way communication that reflects the brand's personality and adds value to the target audience or customer. and ((Subawa et al., 2020:14.

A Experiential marketing is "a marketing tactic designed by a company to showcase the entire physical environment and operational processes" so that its customers can experience it in a personal and memorable way.(2022:4 (Belhaj

Experiential marketing is an interactive approach to communicating brand values by creating a marketing event in which consumers actively participate at a behavioral level. This active participation leads to a positive brand association.) Vaajoensuu, 2018:6It was defined by (5 LLoka, 2024:)It is a strategic marketing approach that aims to connect consumers with brands through direct experiences that evoke emotions, enhance interaction, and stimulate desired behaviors.While he knew (Fatoki, et al., 2021:58that heThis involves creating a market offering by a companywhatIt aims to engage consumers, and even does engage them, in enjoyable ways..

B. The importance of experiential marketing

According to a survey conducted by Jack Morton International, 75% of marketers in the US, UK, Europe, China, and Australia confirmed their intention to increase their spending on experiential marketing.The importance of experiential marketing can be demonstrated through the points below:Datta, 2016:28)

Building relationships • Increased awareness Increased loyalty Strengthening the connection Creating memories Encouraging interaction and product experience • Stimulating positive promotion • Purchase incentives Changing the opinions of dissatisfied customers • Increased marketing return on investment Preference guidance

C. Dimensions of Experiential Marketing

Through numerous books and articles, he developed Schmitt, 1999 Experience management concept customer(CEM) as a means of managing the entire experience he goes through customer Strategically, this approach involves a company or product. It also divides different types of experiential marketing into five dimensions.: (2014:19 Alberg)

1.sensory experiences: It is defined as experiences that "stimulate the senses with the aim of creating sensory experiences through sight, hearing, touch, taste, and smell." Thus, the message that the company sends is shaped in the minds of customers Using their senses.

2.Emotional experiences It refers to the method Addressing These products to feelings customer and his inner emotions with the aim of creating emotional experiences ,In other words, by participating in the experience, one feels customer Brand, and When feelings are strong and positive, it improves overall relationship management between the two parties. Customer And the seller.

3.Cognitive (intellectual) experiences: Thinking experiments aim to create cognitive and problem-solving experiences in a way that makes customers interact with the brand in a creative way.

4.. Physical (practical) experiments: Physical experiences allow For customers Alternative ways of doing things, Through practical experience, "develops customers A sense of the products and services offered, an impact, and a relationship with them..

5.Social identity experiences: Social identity experiences contain elements of all of the above. However, while associated marketing encompasses aspects of marketing sense, feeling, thought, and action, it transcends an

individual's personal feelings by associating with something external to their own, thus creating a sense of...By improving oneself.

9. Data analysis

A. : Results of the descriptive analysis of the artificial intelligence variable:

She explained Analysis results statistician Indicators(Frequency distribution, arithmetic mean, standard deviation, response rate, and coefficient of variation) A Towards intelligence artificial This indicates a good level of agreement. Its amount (0.77), while it reached Percentage of neutrals(2.40The percentage of disagreement was ((3.59,This all came in the middle of my account Its total amount ((3.56andby standard deviation His capacity (0.73).The response rate was (0.73That's a good percentage, and With coefficient Difference ((21The table ((1Describes and diagnoses Artificial intelligence variable In more detail.

Table (1) Description and diagnosis of the artificial intelligence variable

Table (1) Description and diagnosis of the artificial intelligence variable

code	Response alternatives										Mean	S. D	Response rate	Coefficient of variation
	I strongly disagree		I disagree		neutral		I agree		I strongly agree					
Machine learning	number	%	number	%	number	%	number	%	number	%				
X1	2	1.67	1	0.38	10	8.33	39	32.50	68	56.67	3.117	629	81. 106	20
X2	3	2.50	1	0.38	11	9.17	45	37.50	60	50.00	3.892	819	74.45	21
X3	1	0.38	2	1.67	10	8.33	43	35.83	64	53.33	3.997	623	77.402	15.59
X4	3	2.50	1	0.38	6	5.00	43	35.83	67	55.83	3.106	839	71.048	27
X5	4	3.33	2	1.67	5	4.17	40	33.33	69	57.50	3.578	806	73.687	23
Machine learning	4.0				8.4			0.86			3.54	0.74	75.54	21
Deep learning	number	%	number	%	number	%	number	%	number	%	Mean	S. D	Response rate	Coefficient of variation
X6	2	1.67	1	0.38	32	26.67	48	40	37	30.83	3.192	427	71.824	13
X7	3	2.50	1	0.38	35	29	60	50	21	17.50	3.823	695	72.244	18
X8	1	0.38	2	1.67	37	30.83	53	44.17	27	22.50	3.951	932	70.658	24
X9	1	0.38	3	2.50	38	31.67	51	42.50	27	22.50	3.714	849	73.182	23
X10	1	0.38	1	0.38	30	25	64	53.33	24	20	3.803	558	70.696	15
Deep learning	3.20				0.34			0.77			3.70	0.69	71.72	19
Language processor	number	%	number	%	number	%	number	%	number	%	Mean	S. D	Response rate	Coefficient of variation
X11	1	0.38	1	0.38	41	34.17	50	41.67	27	22.50	3.112	447	73.150	14
X12	3	2.50	1	0.38	39	32.50	51	42.50	26	21.67	3.723	692	72.114	19

X13	1	0.38	3	2.50	39	32.50	53	44.17	24	20	3. 151	937	70.616	30	
X14	1	0.38	1	0.38	36	30	54	54	28	23.33	3.514	844	74.201	24	
X15	1	0.38	1	0.38	40	33.33	43	35.83	35	29.17	3.833	528	71.764	14	
Language processor			2.80			0.39			0.78		3.47	0.69	72.37	20	
Computer vision	**number**	**%**	**number**	**%**	**number**	**%**	**number**	**%**	**number**	**%**	**Mean**	**S. D**	**Response rate**	**Coefficient of variation**	
X16			2	1.67	45	37.50	45	37.50	28	23.33	3.462	756	71.254	22	
X16			2	1.67	46	38.33	48	40	24	20	3.933	609	76.222	15	
X18	2	1.67	1	0.38	47	39.17	41	34.17	39	32.50	3.725	941	74.922	25	
X19	1	0.38	2	1.67	41	34.17	43	35.83	34	28.33	3.258	818	71.744	25	
Computer vision			8.33		0.45				0.66		3.60	0.78	73.54	22	
artificial intelligence			3.59		2.40				0.77		3.56	0.73	73.29	21	

B. Results of the descriptive analysis of the variable Experimental marketing:

She explained Analysis results statistician Indicators(Frequency distribution, arithmetic mean, standard deviation, response rate, and coefficient of variation) A Towards intelligence artificial This indicates a good level of agreement .Its amount (0.73), while it reached Percentage of neutrals(0.38The percentage of disagreement was ((5.60,This all came in the middle of my account Its total amount ((3.43andby standard deviation His capacity (0.53).The response rate was (71.85That's a good percentage, and With coefficient Difference ((24The table ((2Describes and diagnoses variable Experimental marketing, and in more detail.

Table (2Description and diagnosis of the variable Experimental marketing

Table (2Description and diagnosis of the variable

Experimental marketing

code	**Response alternatives**										**Mean**	**S. D**	**Response rate**	**Coefficient of variation**
	I strongly disagree		**I disagree**		**neutral**		**I agree**		**I strongly agree**					
sensory experience	**number**	**%**	**number**	**%**	**number**	**%**	**number**	**%**	**number**	**%**				
X1	3	2.50	4	3.33	35	29.17	35	29.17	43	35.83	3.117	529	71. 116	22
X2	3	2.50	3	2.50	35	29.17	40	33.33	39	32.50	3.892	659	72.45	22
X3	2	1.67	3	2.50	39	32.50	40	33.33	36	30.00	3.997	641	73.402	28
X4	1	0.83	3	2.50	34	28.33	47	39.16	35	29.17	3.106	536	71. 148	27
sensory experience		5.50			0.3			0.79			3.53	0.59	72.03	25
Emotional experience	**number**	**%**	**number**	**%**	**number**	**%**	**number**	**%**	**number**	**%**	**Mean**	**S. D**	**Response rate**	**Coefficient of variation**
X5	2	1.67	5	4.17	41	34.17	35	29.17	37	30.83	3.112	527	71.124	19
X6	2	1.67	4	3.33	40	33.33	40	33.33	34	28.33	3.823	595	72.200	23

X7	3	2.50	2	1.67	41	34.17	34	28.33	40	33.33	3.551	832	70.358	24
X8	1	0.83	3	2.50	38	31.67	39	32.50	39	32.50	3.704	749	71. 182	27
Emotional experience		5.25				0.40				0.75	3.55	0.68	71.26	23
cognitive experience	**number**	**%**	**number**	**%**	**number**	**%**	**number**	**%**	**number**	**%**	**Mean**	**S. D**	**Response rate**	**Coefficient of variation**
X9	2	1.67	5	4.17	39	32.50	38	31.67	40	33.33	3.142	457	72.350	24
X10	3	2.50	7	5.38	37	30.83	40	33.33	33	27.50	3.523	612	74.014	22
X11	2	1.67	4	3.33	33	27.50	41	34.17	40	33.33	3. 181	637	71.516	29
X12	3	2.50	5	4.17	36	30.00	36	30.00	40	33.33	3.314	843	73.231	27
cognitive experience		7.75				0.36				0.77	3.29	0.64	72.78	26
physical experience	**number**	**%**	**number**	**%**	**number**	**%**	**number**	**%**	**number**	**%**	**Mean**	**S. D**	**Response rate**	**Coefficient of variation**
X13	1	0.83	4	3.33	40	33.33	35	29.17	40	33.33	3.062	726	70.214	23
X14	1	0.83	4	3.33	33	27.50	41	34.17	41	34.17	3.133	639	72.223	20
X15	1	0.83	2	1.67	39	32.50	39	32.50	39	32.50	3.225	961	70.932	24
X16	1	0.83	3	2.50	37	30.83	40	33.33	40	33.33	3.251	618	71.734	25
physical experience		4.25				0.38				0.79	3.17	0.74	71.28	23
Social identity experience	number	number	%	%	number	%			%		% Mean	**S. D**	**Response rate**	**Coefficient of variation**
X17	3	2.50	3	2.50	34	28.33	42	35.00	38	31.67	3.463	656	72.208	22
X18	2	1.67	4	3.33	40	33.33	38	31.67	36	30.00	3.930	629	70.212	20
X19	2	1.67	4	3.33	44	36.67	41	34.17	27	22.50	3.745	741	72.522	24
X20	1	0.83	2	1.67	41	34.17	36	30.00	40	33.33	3.358	518	72.714	25
Social identity experience		5.25				0.40		0.75			3.63	0.64	71.92	23
Experimental marketing		5.60				0.38		0.73			3.43	0.53	71.85	24

C. Testing research hypotheses:

1. Main correlation hypothesis

This paragraph includes identifying the nature relationship Link between variable intelligence artificial and Experimental marketing and macro-level, To make sure From the hypothesis Link Which states that there is a correlation between intelligence artificial and marketing Experimental The value of the coefficient reached Link (0.604**)At the level moral (0.05) of which This indicates the need for the research sample to pay attention to artificial intelligence applications, which will be reflected in improving experiential marketing practices. Therefore, the hypothesis is accepted .President There is a statistically significant correlation between the artificial intelligence applications variable and the experiential marketing variable in the company under study

(Table 3 shows the results).Testing the correlation hypothesis

table(2)Results of the correlation test between artificial intelligence applications and experiential marketing

Intelligence artificial	relationship Link	
0.604**	Pearson Correlation	
0.05	Sig. (2-tailed)	**Marketing Experimental**
120	N	

Source: Prepared by the researcher based on the outputs of the program SPSS var23

1.Testing the main effect hypothesis:

It explains Table data(3ImpactmoralFor artificial intelligence applications in Marketing Experimental ,When it reached value (F) Calculated, (15.43) which She was Greater than its tabulated value adult(4.14) at a significance level of (0.05)And with a degree of freedom (1.118We can conclude Regarding the levels and strength of intelligence's influence Artificial in practices Marketing Experimental ,Please The value of the coefficient of determination is embodied in the above.(R^2)By amount (0.691), and the results of (T) can be explained .By following up on transactions(β)Which was worth ((0.651The value cameT)Calculated in terms of ((16.91It is greater than its tabulated value, which is (1.55Therefore, the hypothesis of influence, which states that there is a significant effect of artificial intelligence applications on experiential marketing practices, can be accepted. and the table((3) Explains the results Hypothesis testing The impact of intelligence artificial In marketing Experimental.

Table (3) Results of the correlation test between artificial intelligence applications and experiential marketing

Coefficients[a]							
Model	Unstandardized Coefficients		Standardized Coefficients	R Square	F	T	**Sig.**
artificial intelligence	B	Std. Error	Beta				
	0.651	0.54	0.215	0.691	15.43	16.91	**o.o5**
Experimental marketing a. Dependent Variable:							

Source: Prepared by the researcher based on the outputs of the program SPSS var23

10. Conclusions and Recommendations

A. Conclusions

1.The results indicate that the use of artificial intelligence applications has improved the ability of hotels to provide experiences that have increased guest well-being and engagement.

2.The results showed that natural language processing technology is used less than other technologies, which affected the ability of hotels to respond to multilingual or multi-dialectal guest inquiries related to service.

3.The hotel management is very keen to use machine learning modeling techniques to improve its ability to customize offers and programs that match the desires and needs of guests.

4.The hotel management adopts a distinctive culture that demonstrates respect and appreciation for the values and cultures of guests through the service provided or through the way service providers deal with them.

5.The hotel management's attention to interior design and physical facilities provides a comfortable and convenient environment that enhances the guest experience during their stay.

B. / Recommendations

1.Increased investment in the use of artificial intelligence systems to leverage them in the field of customer data analysis to ensure the design and delivery of an experience more in line with guest requirements.

2.Relying on neural networks that mimic human neurons in the field of making advance predictions about guests' feelings and aspirations, which is reflected in providing interactive experiences that enhance immersion and participation and reduce response time and other service-related responses.

3.The possibility of utilizing machine learning technology to evaluate and monitor past experiences in order to identify the strengths and weaknesses of each experience based on the responses and complaints received.

4.Engaging all employees of the marketing and sales department, as well as frontline service delivery staff, in development courses on how to use artificial intelligence applications in experimental marketing to ensure success and excellence in the field of work.
5.Using natural language processing technology to accurately recognize written and spoken guest comments helps hotel management understand different customer experiences and also helps marketers revise the content of advertising messages to be more convincing and attractive.

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