

Service Marketing in the age of Artificial Intelligence a case study of the United Arab Emirates

التسويق الخدمي في عصر الذكاء الاصطناعي
دراسة حالة دولة الإمارات العربية المتحدة

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Abstract

The services sector is undergoing rapid transformation as a result of technological developments, making it a key factor in competition between organisations and in meeting customer expectations. Despite the significant opportunities, organisations face challenges such as the difficulty of highlighting the value of intangible services. This study therefore examines the extent to which Artificial Intelligence contributes to supporting and achieving the objectives of service organisations by studying the Aviation Sector in the United Arab Emirates, which has adopted a clear strategy to implement its Smart Travel Project This was achieved by launching the Artificial Intelligence Strategy 2031 to drive the economy forward and facilitate travel for individuals

Keywords: Service Marketing; Artificial Intelligence; United Arab Emirates.

المخلص

يشهد قطاع الخدمات تحولات سريعة بفعل التطورات التكنولوجية، ما جعلها عاملاً رئيسياً لتنافس المؤسسات وتلبية تطلعات العملاء. ورغم الفرص الكبيرة، تواجه المؤسسات تحديات مثل صعوبة إبراز قيمة الخدمات غير الملموسة، لذا جاءت هذه الدراسة للبحث في مدى مساهمة الذكاء الاصطناعي في دعم وتحقيق أهداف المؤسسة الخدمية وهذا من خلال دراسة قطاع الطيران في دولة الإمارات العربية المتحدة كون هذه الأخيرة قامت بتبني استراتيجية واضحة المعالم لتجسيد مشروع السفر الذكي، وهذا عبر إطلاق استراتيجية الذكاء الاصطناعي لسنة 2031 من أجل الدفع بعجلة الاقتصاد نحو الأمام وتسهيل عملية السفر للأفراد.

الكلمات المفتاحية: تسويق الخدمات؛ الذكاء الاصطناعي؛ الإمارات العربية المتحدة.

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Introduction

Artificial Intelligence has become very common in the marketing industry, with its applications helping service organisations to better understand their customers, especially with the rapid technological changes the world is witnessing, which have become an inevitable necessity.

On the other hand, Artificial Intelligence contributes to opening up broad horizons for service organisations to improve their marketing performance, especially at the level of Marketing Activities, where the latter have become competitive in using Artificial Intelligence as a mechanism to enhance and activate Marketing Activities to reduce costs and create a Competitive Advantage that enables them to face competition.

Therefore, service organisations must understand the importance and application of Artificial Intelligence to facilitate marketing operations. This raises the following question:

How can Artificial Intelligence Technologies, used at Dubai International Airport, enhance the effectiveness of Service Marketing for travellers by improving the Customer Experience and speeding up operational processes, thereby raising Customer Satisfaction and strengthening the airport's position in the global air transport services market?

This main question leads to the following sub-questions:

1. What do we mean by artificial intelligence, and to what extent are organisations adopting this approach?
2. To what extent does the marketing of services rely on artificial intelligence?
3. Has the United Arab Emirates succeeded in integrating artificial intelligence with the marketing of air transport services and in achieving its stated objectives?

The study aims to:

- To illustrate the extent to which service organisations are adopting artificial intelligence.
- Clarification of the most important AI tools used in services marketing
- An overview of the current situation at Dubai Airport through the integration of artificial intelligence with service marketing

In pursuit of achieving the objectives of this study, the research has been divided into three main sections: the first section, which provides an explanation of the basic concepts related to artificial intelligence; the second part addresses the marketing of services integrated with artificial intelligence, whilst the third part presents a case study of the United Arab Emirates, which has integrated artificial intelligence into the marketing of air transport services at all its airports

1. Artificial Intelligence Marketing.

Artificial intelligence is one of the most prominent topics gaining significant importance in the world of research and attracting widespread interest from all sections of society; it has therefore been integrated into service marketing to capitalise on its various benefits.

1.1 The concept of Artificial Intelligence:

Artificial Intelligence is defined as how to direct a computer to perform tasks better than humans. Artificial Intelligence practices are based on the use of a set of Artificial Intelligence Technologies and Algorithms that enable the performance of new, routine and emergency tasks with levels of intelligence that are close to those of the human mind (Saad bin nacer AL AZAM & Faiz bin aouad al dhafra, 2023, p. 352)«. In addition, it has a tremendous and superior ability for Data Analysis of vast amounts of diverse data and the ability to convert it into accurate information that contributes to Decision-Making. (Ouafaa abe assamia & amara saoude, 2023, p. 567)

The American Association for Artificial Intelligence (AAAI) has also defined it as a branch of computer science that focuses on creating machines that can perform tasks that require human intelligence. (Khafouche souhila, 2024, p. 64)

From the above, it can be said that Artificial Intelligence:

- A man-made object with a high capacity for abstract thinking to analyse relationships and store vast amounts of information for later use;
- A modern technology based on Algorithms that is easy for individuals to use;
- A branch of Computer Science that aims to create intelligent machines;
- Accomplishing any task in the smartest way, in the fastest time, and with the most accurate result.

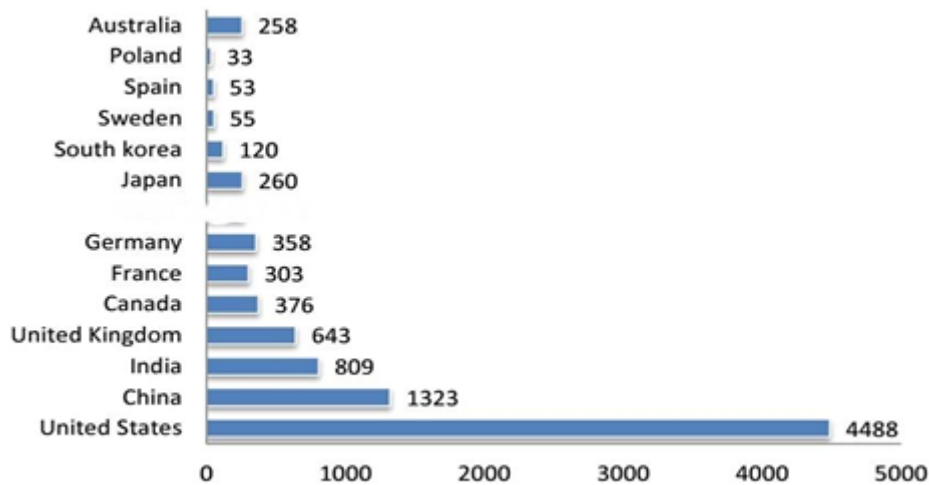
1.2 Characteristics of Artificial Intelligence:

Through its applications, Artificial Intelligence has entered limitless fields and therefore has the following distinctive characteristics: (Saidi sabira & Felag saliha, 2021, p. 274)

- Use of Artificial Intelligence in solving problems;
- Ability to think, learn, perceive, acquire and apply knowledge, and use and employ past experiences in new situations;
- The ability to use trial and error to discover different things and respond quickly to new situations and circumstances;
- The ability to deal with difficult and complex situations and ambiguous circumstances, even in the absence of information.

1.3 Analysis of the Market Size for Artificial Intelligence:

The global artificial intelligence market is experiencing rapid growth, driven by the increasing reliance on Artificial Intelligence Technologies across various industries. Factors such as the proliferation of Big Data, advances in computing power, and growing demand for Automation and Predictive Analytics are fuelling the expansion of the market. Artificial Intelligence is increasingly being integrated into business processes to improve efficiency, enhance Decision-Making, and drive innovation. The development of Artificial Intelligence algorithms and the availability of AI Platforms and AI Tools have lowered the barrier to entry for companies looking to leverage Artificial Intelligence.

Figure 1: Number of Artificial Intelligence organisations

Source: Sana Artabaz, **The impact of using artificial intelligence applications on improving organisational performance**, *Journal of Humanities*, University of Oum El Bouaghi 2022, p. 1260)

The figure above shows that the United States ranks first with 4,488 Artificial Intelligence institutions, according to the Tracxn report for 2021. This is due to the Artificial Intelligence factor, which has made institutions competitive, allowing them to achieve production efficiencies, improve Customer Experience, and enhance products and services with better quality, better delivery times, and greater flexibility. China follows with 1,323 institutions, while Poland ranks last with 33 institutions.

In terms of investment, in 2023, investments in the United States reached \$67.22 billion, which is approximately 9.8 times the investments of China, the second largest investor. While investment fell by 44.2% and 14.1% respectively since 2022, the United States saw a notable increase of 22.1% during the same period.

The global Artificial Intelligence market size was valued at \$92.33 billion in 2023 and is expected to reach \$590.29 billion by 2031, with a Compound Annual Growth Rate of 26.1% during the forecast period from 2024 to 2031. (datavision, 2024)

2. Use Artificial Intelligence in marketing.

Artificial Intelligence Marketing helps to understand what consumers are thinking, understand their needs and desires, predict what they want, and deliver personalised marketing messages at the right time, place and price, with extreme speed and accuracy, without the need for human intervention from the marketing team.

2.1 Definition of Artificial Intelligence Marketing:

Artificial Intelligence Marketing is the process of using the capabilities of Artificial Intelligence, such as data collection, Data Analysis and Natural Language Processing

(NLP) and Machine Learning (ML) to provide customer insights and automate important marketing decisions. Artificial Intelligence Technologies are being used more widely than ever before to create content, improve Customer Experience, and deliver more accurate results. (Mesh Flinders, 2023)

It is also defined as: the use of Artificial Intelligence Technologies to improve marketing strategies and enhance the Customer Experience. This type of marketing relies on the use of tools and technologies such as Machine Learning, Big Data Analysis, and Natural Language Processing to provide more accurate and effective marketing solutions. (Sara Hassan, 2025)

Artificial Intelligence can also be used for Customer Behavior Analysis, allowing for message personalization and offer customization based on each customer's preferences. It also helps improve Ad Targeting and predict future trends, saving time and resources, and thereby enhancing the competitiveness of companies by increasing efficiency and achieving better results in Marketing Campaigns.

We note that before choosing an AI Tool, organisations should explore the different types of Artificial Intelligence Marketing applications available and consider how to use them effectively.

2.2 The importance of Artificial Intelligence in the marketing sector.

The Artificial Intelligence market in marketing is experiencing rapid growth, driven by advances in Artificial Intelligence technologies such as Machine Learning, Natural Language Processing, Computer Vision, and Predictive Analytics. Companies are increasingly leveraging Artificial Intelligence to enhance customer engagement, improve Marketing Strategies, and optimise overall efficiency. AI Tools enable the creation of personalised content, automated customer interactions, and data-driven Decision-Making, helping companies gain a Competitive Advantage.

Recent advances in Artificial Intelligence have radically transformed the marketing landscape. Generative Artificial Intelligence, chatbots, and AI Platforms are revolutionising customer engagement by providing real-time insights and highly personalised recommendations. AI also enhances search advertising, social media marketing, and Dynamic Pricing Strategies, allowing companies to tailor their approaches based on consumer behaviour and preferences. (Chintalapati, S., & Pandey, S. K, 2022, p. 38)

2.3 The scale of Artificial Intelligence in the marketing sector

The market is seeing strong adoption across various sectors, including retail, banking, media, and consumer goods. North America leads the adoption of Artificial Intelligence Marketing thanks to the presence of leading technology companies, while the Asia-Pacific region stands out as a high-growth area due to increasing Digital Transformation.

As Artificial Intelligence continues to evolve, it will drive innovation, efficiency, and effectiveness in Marketing Strategies around the world. (Mahabub Basha , 2023, p. 997)

According to a report by Facts & Factors, the global Artificial Intelligence Marketing Market Size is estimated to be worth US\$31.28 billion in 2024, and is expected to reach US\$193.28 billion by 2032, with a Compound Annual Growth Rate of 28.13% during the forecast period from 2025 to 2032. In addition to market insights such as Market Value, growth rate, market segments, geographical coverage, market players and market scenario. (fnfresearch, 2024)

The global artificial intelligence in marketing market size was estimated at USD 20.44 billion in 2024 and is projected to reach USD 82.23 billion by 2030, growing at a CAGR of 25.0% from 2025 to 2030. The growing adoption of machine learning and artificial intelligence to offer increased acceptance of social networking platforms, individualized consumer experiences, and the rise of online shopping are the primary factors driving artificial intelligence in the marketing market expansion.

- **Key Market Trends & Insights**

North America artificial intelligence in marketing market dominates the market, with highest revenue share 32.4% in 2024.

The U.S. military is rapidly integrating artificial intelligence (AI) into its operations to maintain a strategic edge over adversaries like China.

By component, the services segment dominates the market, with a revenue share of 59.3% in 2024.

By application, the content curation segment dominates the market, with a highest revenue share in 2024.

By end user, the media & entertainment segment dominates the market, with a significant revenue share in 2024.

- **Market Size & Forecast**

2024 Market Size: USD 20.44 Billion

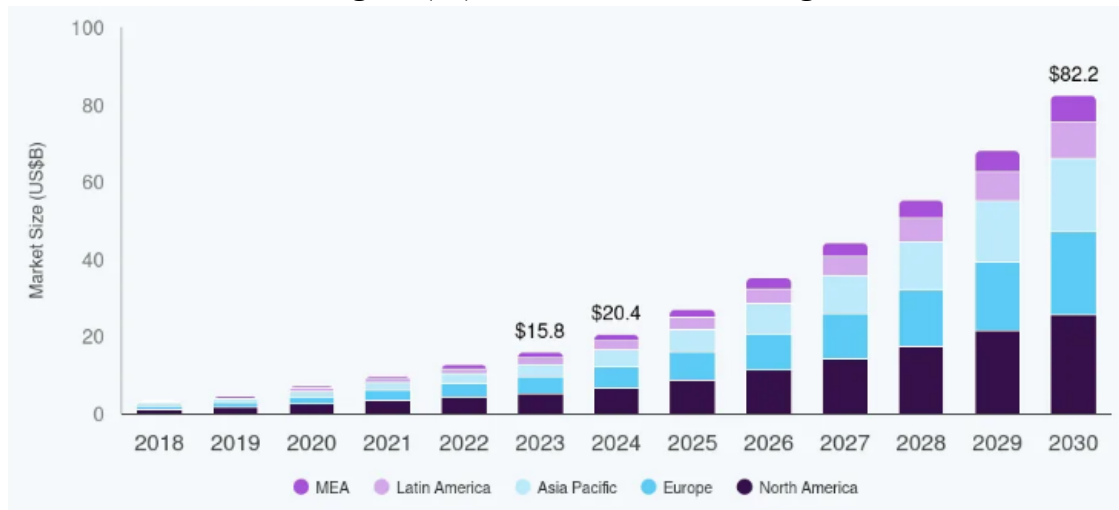
2030 Projected Market Size: USD 82.23 Billion

CAGR (2025-2030): 25.0%

North America: Largest market in 2024

Asia Pacific: Fastest growing market

For instance, Google Responsive Search Ads is a text ad format available in Google Ads, an online advertising platform developed by Google that enables advertisers to generate multiple headlines and descriptions for a single advertisement. Using the Google advertisement feature, entrepreneurs can start their ads by tailoring them to a geographic range, budgetary needs, and other factors.

Figure (03): Global AI in marketing

Source: GVR, <https://www.grandviewresearch.com>

2.4 Elements of Artificial Intelligence Marketing:

Marketing practices using Artificial Intelligence depend on the availability of several elements, including: (Ouafaa abe assamia & amara saoude, 2023, p. 568)

- a. **Big Data collection:** Artificial Intelligence Marketing practices rely on the idea of sifting through and analysing vast amounts of customer data and using it to predict their next steps and improve their purchasing journey. By using Big Data, marketers can enhance their advertising campaigns with minimal effort and time, directing the right ad to the right person through the right channel, in a way that makes the purchasing process more enjoyable, faster, and less effort and cost for them.
- b. **Machine Learning and Automation:** Machine Learning platforms are useful when marketers try to understand that huge repository of data, which is difficult to handle by human workers. Here, Artificial Intelligence algorithms are relied upon for rapid analysis and conversion of that vast amount of Big Data and diverse data into information and conclusions that help marketers build their marketing plans and contribute to Decision-Making with greater speed and efficiency than human capabilities.
- c. **Chatbots:** These are an alternative for performing customer service tasks, where robots (voice assistance service) understand spoken phrases and words and respond automatically and quickly to the most common questions asked by customers on social media pages, such as those related to price, quantities, etc. This ensures customer loyalty and provides assistance and answers to customer questions after official working hours and throughout the week.

2.5 The effects of Artificial Intelligence on the elements of the Marketing Mix:

In the age of Artificial Intelligence, the Marketing Mix is undergoing a major transformation and improvement in terms of Marketing Strategies and customer

interactions, with Artificial Intelligence bringing about a qualitative shift in the elements of the traditional Marketing Mix and transforming them into other elements.

Artificial Intelligence has become a powerful and essential tool that is used in all fields, including marketing, where the process of integrating Artificial Intelligence with marketing has led to the emergence of a new concept of marketing, which is considered the latest development in the world of marketing, namely ‘Artificial Intelligence Marketing (AIM)’. Or, as marketing pioneer Philip Kotler called it, ‘Marketing 5.0,’ which he defined as "the application of intelligent technologies that mimic the abilities of marketers to create, promote, deliver, and enhance value throughout the Customer Journey with the aim of generating a new, attractive and frictionless Customer Experience. (Huang, M. H., & Rust, R. T., 2021, pp. 209-223)

We note that this type of marketing focuses primarily on ‘Customer Convenience’ and places it at the heart of the marketing process by using smart technology to understand customer needs more deeply in order to deliver personalised experiences that meet those needs, ensuring smarter and more effective marketing results. In addition, there are several differences between it and traditional marketing, the most important of which are outlined in the following table:

Table 1: Comparison between traditional marketing and Artificial Intelligence Marketing.

Aspects of Comparison	Traditional Marketing	Artificial Intelligence Marketing
Focus	Product or service	Customer convenience
Target Segment	Broad, not precisely defined	Highly targeted and precise
Objective	Profit maximization	Building long-term customer relationships
Cost	Relatively high budget	High initially, but lower cost in the long term
Interaction	One-way communication from marketer to customer	Two-way interactive communication between marketers and customers
Speed of Implementation	Requires longer time	Faster due to automation and instant analytics
Measurement and Result Tracking	Difficult	Easy and fast thanks to advanced algorithms
Marketing Timing	Limited to specific times	Can be conducted at any time
Communication Channels	Traditional channels	Digital channels such as websites and social media

Degree of Personalization	Limited ability to meet individual customer needs individually	Very high; a personalized marketing mix can be designed to meet each customer's needs
Flexibility	Less flexible and slower to adapt to market changes	More flexible and faster to adapt to market changes
Degree of Sustainability Interest	Less focus on sustainability	Greater focus on sustainability

Source: Prepared by the researcher.

Artificial intelligence has added advantages to the world of marketing, as the results of a study conducted by Smart Insight showed that about 55% of companies seek to adopt Artificial Intelligence in their electronic Marketing Strategies, as a result of its impact on enhancing the performance of Marketing Campaigns. It also improves the e-shopping experience through advanced applications (Mather B, 2019), which organisations are keen to implement through Artificial Intelligence, which has brought about a qualitative shift in transforming the elements of the traditional Marketing Mix into elements that differ in their study and analysis. The above has been summarised in Table No. (2).

Table 2: Changes brought about by Artificial Intelligence to the Marketing Mix.

Elements of the Classical Marketing Mix	Transformation	Elements of the Smart (Innovative) Marketing Mix
Product	→	Consumer
Price	→	Cost
Place	→	Consumer Convenience
Promotion	→	Communications

Source: Rabia Bouzidi, Marketing Strategies and Artificial Intelligence, The International Journal of Social Communication, 2024, P 323

- **Product:** Artificial Intelligence enables the development of new and innovative products according to customer needs and desires. Through its Artificial Intelligence Technologies, marketers can identify the products that customers are most interested in and attracted to.
- **Price:** Demand- and supply-based pricing is critical to a product's success. Therefore, it is important to find a balanced pricing model that is determined by the prices consumers are willing to pay and the prices that may be appropriate for automatic price changes based on supply and demand data and competitor data. such as Dynamic Pricing when booking airline tickets and hotels.

- **Promotion:** Through Artificial Intelligence applications, companies have the opportunity to improve their advertising by conducting Data Analysis on purchasing behaviour and actual customer needs, thereby developing more realistic advertising content that is tailored to the customer and linked to what they are looking for.
- **Distribution:** Making products easily available to customers and facilitating more flexible access to them depends on many supply chain links. Therefore, improving them through Artificial Intelligence Technologies and applications is based on Data Analysis related to distribution, inventory, and transportation to improve Supply Chain efficiency. Choosing the optimal Distribution Channels through Artificial Intelligence helps to geographic data and targeting to identify the optimal channels for placing products and reaching target customers.

3. The United Arab Emirates' strategy for adopting Artificial Intelligence in the Air Transport Sector.

The United Arab Emirates has worked to employ Artificial Intelligence Technologies, given its full awareness of their positive impact on the development of service delivery methods. The UAE is one of the first countries to adopt work in this field. Starting in 2017, the government has strived to accelerate the adoption of Artificial Intelligence as the first major project within the UAE Centennial 2071 through strategic partnerships with the public and private sectors.

In October 2017, the UAE government launched the UAE Artificial Intelligence Strategy, which represents a new phase following the smart government initiative, through which it seeks to make the UAE the best in all fields. This strategy is the first of its kind in the region and the world, and aims to:

- Achieve the UAE Centennial 2071 goals and modify the implementation of development programmes and projects to achieve the future;
- Rely on Artificial Intelligence in services and Data Analysis at a rate of 100% by 2031;
- Improving government performance, accelerating delivery and creating innovative work environments;
- Making the UAE government the first in the world to make artificial intelligence investment;
- Creating a new and promising market in the region with high economic value;
- Supporting private sector initiatives and increasing productivity;
- Building a strong foundation in Research and Development;
- Investment in Artificial Intelligence Technologies in the workplace efficiently and effectively;
- Optimising the use of all resources.

This strategy targeted the following sectors:

- Transportation: by reducing accidents and operating costs
- Health: by reducing chronic and serious diseases
- Space: by conducting accurate experiments and reducing costly errors
- Renewable energy: through smart facility management and consumption
- Water: through accurate analysis and studies to conserve resources
- Technology sector: by increasing production and assisting in public spending
- Education: by reducing costs and increasing the desire to learn
- Environment sector: by increasing afforestation and planting suitable plants
- Traffic sector: by developing preventive mechanisms such as accident and traffic congestion prediction.

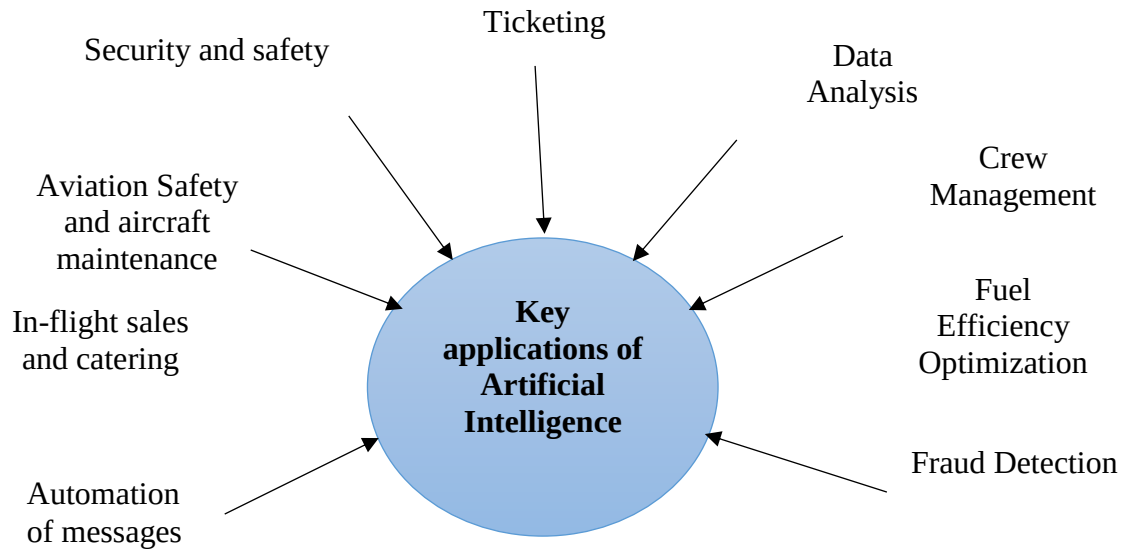
3.1 Artificial Intelligence redraws aviation maps: a revolution in the world of aviation

The Aviation Sector is undergoing a qualitative shift thanks to rapid technological developments, foremost among which is the integration of Artificial Intelligence. Artificial Intelligence has become an integral part of various aspects of the aviation industry, from Flight Planning, Crew Management and Maintenance to improving the customer service experience. This growing trend towards the adoption of Artificial Intelligence reflects the tremendous growth in Market Size, with estimates indicating that the value of the Artificial Intelligence market in the global Aviation Sector, which reached US\$728.05 million in 2022, will reach US\$23 billion by 2031.

a. Basic applications of Artificial Intelligence in air transport services.

Artificial Intelligence has a significant impact on the UAE Aviation Sector in general and Air Navigation in particular, as it helps to improve efficiency, reduce costs and enhance safety. Figure 2 illustrates some of the applications in which the sector benefits from Artificial Intelligence.

These applications can be illustrated in the figure below.

Figure 4: Applications of Artificial Intelligence in aviation.

Source: Yinokram and Kshenkarv, *An overview of artificial intelligence*, In Arabic, 2021

- **Predictive Maintenance:** Using Artificial Intelligence for Data Analysis of sensor data on aircraft and predicting malfunctions before they occur. Identifying the need for maintenance before serious malfunctions occur, reducing unexpected delays.
- **Passenger flow management:** Analysing passenger behaviour to speed up security procedures, check-in, and improve the travel experience through the biometric (Smart Travel) project, which uses Facial Recognition to speed up boarding procedures, reducing waiting times.
- **Fuel consumption optimisation:** Use AI algorithms to analyse and adjust flight paths to reduce fuel consumption and provide recommendations to pilots on the best altitudes and routes to save fuel.
- **Chatbot customer service:** Use Artificial Intelligence-powered chatbots to respond to passenger enquiries and bookings, as well as help passengers confirm their bookings and provide flight updates.
- **Improving baggage services and reducing baggage loss:** Improving baggage tracking using Artificial Intelligence to prevent baggage loss and ensure safe arrival. Dubai International Airport uses Artificial Intelligence systems to monitor baggage movement and significantly reduce baggage loss.
- **Air Traffic Management:** Improve aircraft flow management in airspace and reduce congestion using AI for Data Analysis of air traffic data and prediction of aircraft movement, helping to improve air traffic flow and reduce delays.
- **Collision Avoidance Systems:** Assist aircraft in detecting potential hazards in the air and perform automatic Decision-Making to avoid accidents.

- **Weather Forecasting:** Perform Data Analysis on weather data to predict weather conditions that may affect flight and forecast weather disturbances, helping pilots adjust their routes.
- **Autonomous Navigation:** Developing Artificial Intelligence systems that allow aircraft to fly autonomously in certain conditions.
- **Smart Airports:** Improving the management of aircraft and vehicle flow within airports using Artificial Intelligence systems, helping to reduce waiting times and increase operational efficiency.

b. The objective of this Artificial Intelligence Marketing approach:

- Highlight the tangible benefits that travellers gain from the use of Artificial Intelligence.
- Use appealing and persuasive language that addresses the needs and aspirations of travellers.
- Highlight the role of the service provider.
- Create a positive impression of the use of technology in airports.

c. Challenges and risks of Artificial Intelligence in aviation

The adoption of Artificial Intelligence in aviation offers many benefits, but it also poses a number of challenges, which can be summarised as follows:

- **Technical Barriers:** Integrating Artificial Intelligence into aviation systems is not easy, as there are technical challenges that must be overcome. It can be difficult to ensure that it works well with different hardware and software in different aircraft models and manufacturers.
- **Ethical Considerations:** Determining the extent of Artificial Intelligence's autonomy in Decision-Making, especially in critical situations, raises ethical questions that need careful consideration.
- **Workforce challenges:** Artificial Intelligence requires a skilled workforce for development, maintenance, and operation. Filling the Skills Gap by training aviation specialists is a significant undertaking. The shift to Artificial Intelligence may raise concerns for some about Job Security. Addressing these concerns and offering retraining options is critical to a smooth transition.
- **Regulatory Challenges:** The aviation industry has strict rules, and introducing Artificial Intelligence means complying with those rules. Adapting regulations to deal with the new challenges posed by Artificial Intelligence in the aviation industry may be difficult.

3.2 Growth of the Artificial Intelligence-powered Air Transport Sector.

The number of passengers travelling through Dubai International Airport during the first nine months of this year rose to 70.1 million, an increase of 2.1% compared to the same period last year.

The number of passengers passing through the airport during the twelve months ending in September reached a record 93.8 million, while the airport received 24.2 million passengers during the third quarter of this year.

Table No. (02): Number of passengers travelling through Dubai International Airport (2024-2025)

Period	2024	2025	Change
First Quarter	23.0	23.4	+ 1.7 %
Second Quarter	21.9	22.5	+ 2.7 %
Third Quarter	23.7	24.2	+ 1.9 %
First Half	68.6	70.1	+ 2.1 %

Source: Arkame, 2025

Table No. (02): Development of passenger numbers at Dubai International Airport since 2016

Period	Number of Visitors (Million Passengers)	Annual Change
2016	83.6	--
2017	88.2	+ 5.5 %
2018	89.3	+ 1.2 %
2019	87.92	(1.5 %)
2020*	26.3	(70.1 %)
2021*	29.1	+ 10.6 %
2022	66.0	+ 126.8 %
2023	87.0	+ 31.8 %
2024	92.3	+ 6.1 %
2025**	70.1	--

***Quarantine due to the coronavirus pandemic**

****Number of travellers during the first nine months of 2025.**

Source: Arkame, 2025

Total passenger traffic through Dubai International Airport is expected to reach 96 million by the end of this year, enabling the airport to reach the 100 million passenger milestone.

3.3 The role of Artificial Intelligence in promoting Smart Travel

Dubai Airports is keen to attract the latest technological innovations with the aim of promoting the idea of Smart Travel among passengers travelling through the airport, which is considered the largest airport in the world in terms of international passenger numbers. Dubai Airports spends millions of dollars annually to acquire innovative

technologies, systems and solutions that facilitate travel for passengers and speed up travel procedures.

Dubai Airports has announced the use of cutting-edge technology, the first of its kind, to enhance the passenger experience at Dubai International Airport. Dubai Airports' move is part of the DXB Plus programme, which is designed to increase the airport's capacity to 118 million passengers by 2023 without the need for additional facilities or buildings.

The General Directorate of Residency and Foreigners Affairs in Dubai launched the pilot phase of the 'Smart Corridor' project at Dubai International Airport, Terminal 3, First Class and Business Class entrance.

It has made an investment of around AED 85 million in installing more than 200 cameras equipped with Facial Recognition (biometric) technology in Terminal 3 at Dubai International Airport, this allows customers to pass through various airport checkpoints, from the Check-in Process and passport control to Boarding Gates and airport lounges, using only their facial features, without the need to present their passport or boarding pass, with quick and easy registration steps via the Emirates app.

The Smart Corridor is the first of its kind in the world, based on the use of Artificial Intelligence Technologies to facilitate and speed up the process of passing through the passport control area at Dubai Airport, without the need to use any travel documents, such as passports, identity cards and others, or boarding passes, as is the case with Smart Gates.

The project aims to continue providing the best services in the field of air ports, especially in light of the expected growth in the number of passengers travelling through Dubai International Airport. It also aims to contribute to the development of a system that reduces the time it takes for passengers to pass through Dubai International Airport in a fast and innovative way, ensuring passenger satisfaction and creating a unique travel experience. (Elbayane, 2018)

a. Steps for using the Smart Corridor.

Step 1: Registration

Customers can register for the service via the Emirates app or at the airport Check-in Process desks. Passengers must be 18 years of age or older, and each person must register individually. Registration via the app takes only a few minutes, and customers must be members of the Emirates Skywards Loyalty Program. Customers are required to scan their passport, take a selfie to match their Skywards profile, and consent to Emirates using their Biometric Data registered with the General Directorate of Residency and Foreigners Affairs.

Step 2: Check-in Process using Biometrics.

After registration, travellers can use Facial Recognition technology at self-service kiosks or check-in desks when travelling from Dubai, as well as in the transfer area when connecting to another Emirates flight.

Step 3: Fast-track through Smart Gates.

Registered travellers can bypass passport queues through Smart Gates in Terminal 3 operated by the General Directorate of Residency and Foreigners Affairs in Dubai. All they need to do is pause for a few seconds in front of the camera for a quick photo, then proceed directly to the security checkpoint or baggage claim area. The service is available to UAE citizens and residents, GCC nationals and visitors who are eligible for a visa on arrival through the Smart Gates.

Step 4: Easy access to Emirates lounges.

Emirates customers who are eligible to enter the Emirates lounges in Concourse B can simply enter through Facial Recognition at five dedicated gates. All they have to do is go to the gate and look at the camera, and the entrance will open automatically, without the need to show their boarding pass.

Step 5: Fast boarding.

Passengers registered for the service no longer need to present their boarding pass, as they can board using facial recognition at Boarding Gates equipped with biometric technology in Concourses A, B and C, with plans to expand the service soon.

If the passenger has previously visited Dubai or is a resident and has a biometric file with the General Directorate of Residency and Foreigners Affairs, Emirates can match their image with the existing file after completing registration. If there is no previous file, Emirates will create a temporary biometric file to record consent to use the service. Once the person enters Dubai, the temporary file will be converted to a permanent file in the General Directorate of Residency and Foreigners Affairs Database, to be used automatically for future flights via Dubai.

b. Challenges that such a Smart Corridor may face. Although the UAE has made a quantum leap in the field of Artificial Intelligence integrated into Service Marketing, there are a number of challenges, which we summarise in the following points:

- **Privacy:** Collecting Biometric Data, verifying identity and linking it to government systems raises legal and ethical concerns.
- **Coverage:** Currently, the corridor is only in Terminal 3 and is limited to business class, but there are plans to expand.
- **Exceptional cases:** Patients, the elderly, people with special conditions, or those whom the system cannot process biometrically.
- **Reliance on technology:** Any malfunction in the system may expose the process to mass delays or temporary stoppages.

Conclusion

Artificial Intelligence Marketing is one of the latest technological developments in the world of marketing, with AI applications becoming a powerful tool that companies and marketers cannot ignore or do without when formulating Marketing Strategies. Artificial Intelligence has revolutionised aviation, changing operations, enhancing passenger experiences and improving safety. It can be said that integrating Artificial Intelligence into aviation is no longer an option but a necessity. In light of this, the following points have been drawn:

- Artificial Intelligence in marketing can give an organisation a Competitive Advantage by accurately predicting future trends and consumer behaviour.
- The adoption of Artificial Intelligence in marketing will allow for increased sales, enhanced customer retention, and more effective new product launches.
- Artificial Intelligence allows for Automation of many Marketing Activities within the airport, which increases productivity and saves time and money.

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