The International Hospitality Industry: From Guest Experience and Personal Touch to Artificial Intelligence and Service Automation

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Introduction

- The hospitality industry has always been regarded as one of the most people-focused businesses in the world.

- Customer service and more specifically, the personal interaction between employees and guests is what essentially defines hospitality as an industry which is 'all about the people' (see Clarke & Chen, 2007)

Introduction (Cont.)

- The nature of hospitality, however, has considerably changed during the past few decades with the emergence of new technologies, integration of artificial intelligence and widespread popularity of service automation.

- As a result, innovation has become a crucial aspect of hospitality business and hospitality companies rely on new, technologically advanced products to attract and retain their customers.

Learning Objectives

At the end of the session you should be able to:

- Define the hospitality industry and discuss its evolution within the global business environment
- Understand the components of the hospitality industry
- Understand the nature of the hospitality products
- Analyse the emergence of innovative technologies and their impact
- Differentiate between service experience, service concept and guest services

Robots have arrived!!

Adoption of Robots and Service Automation in Tourism & Hospitality

- **Hotels**

	Current use	Potential use
Service automation	✓ Self-service check-in kiosks ✓ Self-service mobile check-in ✓ Mobile service requests	✓ Full service automation
Robots	✓ Front desk robots ✓ Concierge robots ✓ Delivery robots ✓ Vacuum cleaning robots ✓ Porter robots ✓ Room assistant robots	✓ Housekeeping robots, e.g., cleaning, doing laundry, etc.

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Adoption of Robots and Service Automation in Tourism & Hospitality

- ## Hen-na Hotel (Japan)

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- **Restaurants**

	Current use	Potential use
Service automation	✓ Table-side ordering, entertainment, and payment ✓ Conveyor restaurants ✓ Roller-coaster restaurants ✓ 3D food printing	✓ Full service automation
Robots	✓ Robot chefs ✓ Robot servers ✓ Robot bartenders ✓ Robot baristas	✓ Dishwashing robot ✓ Ordering companion

Adoption of Robots and Service Automation in Tourism & Hospitality
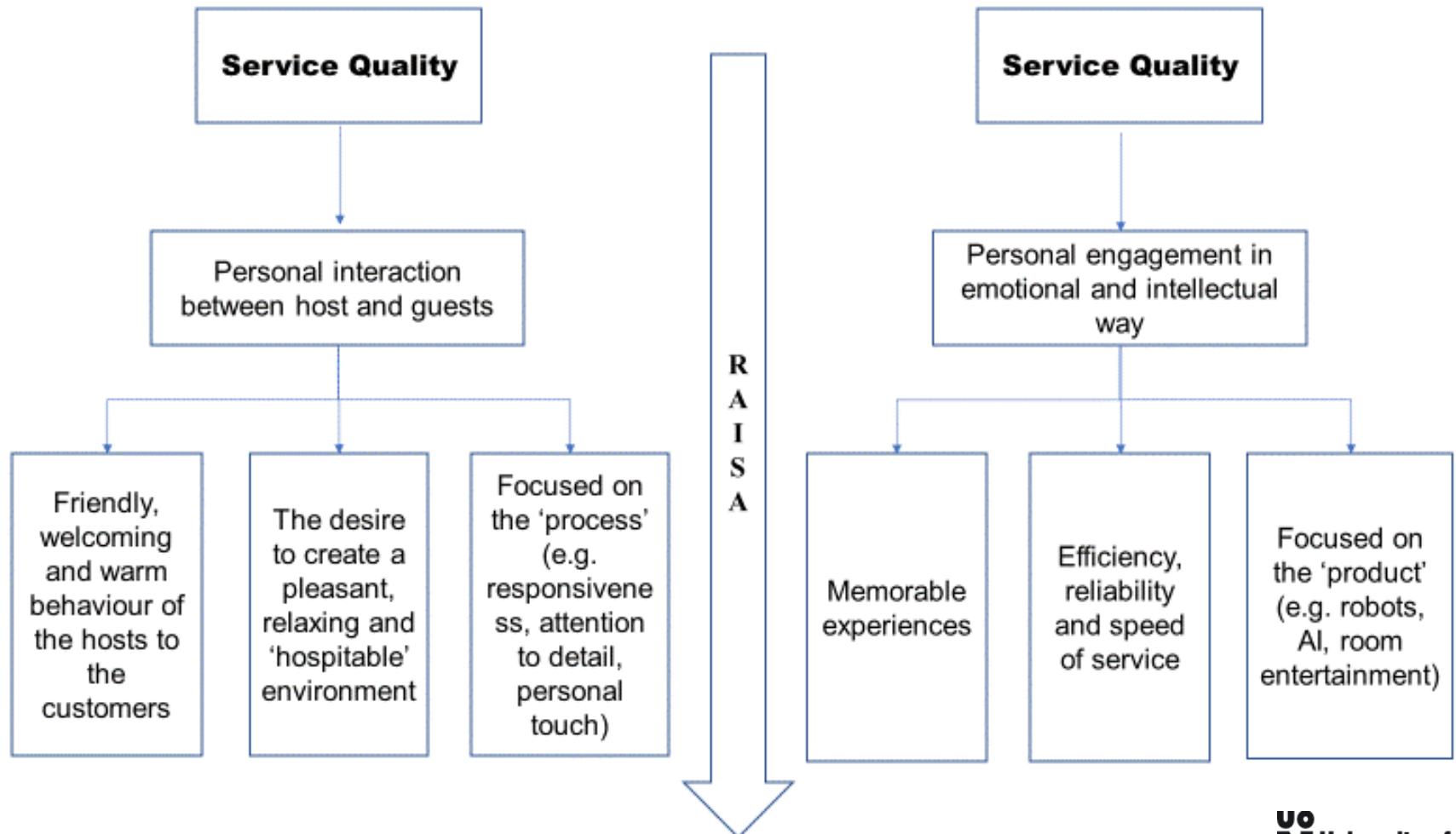
- **Airports**

Adoption of Robots and Service Automation in Tourism & Hospitality

- **Residence INN (Los Angeles)**

Impacts of RAISA on service quality

Do we need robots??

+ YES, WE DO!!!

+ They are 'product innovations' - they attract customers and often serve as 'attractions'

+ They could help us do our job – save time for elementary operations so we can focus on customer service

+ They are cost-efficient

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Robot Teachers?

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Are they going to replace us??

+ **NO!!**

+ Robots can deliver good customer service but not able to provide 'guest experience'

+ Robots are needed to show OUR value – our skills, qualities, ability to pay attention to the last detail

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Questions & Answers

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References

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