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ACADEMIC WEEKLY DIGEST

#HOSPITALITYatSurrey



ROBOTS IN HOSPITALITY

HOW THEY TRANSFORM OPERATIONS AND MANAGEMENT

Service robots continue to permeate the hospitality industry and the trend is expected to accelerate further due to the COVID-19 pandemic. In this digest, we share the work of researchers within the department on the integration of service robots in hospitality and its management implications, including how adopting service robots will redefine leadership in hotel management. As we delve into this exciting topic even further, expect more discussions on robotics and artificial intelligence in our future digests.

Have a great week!

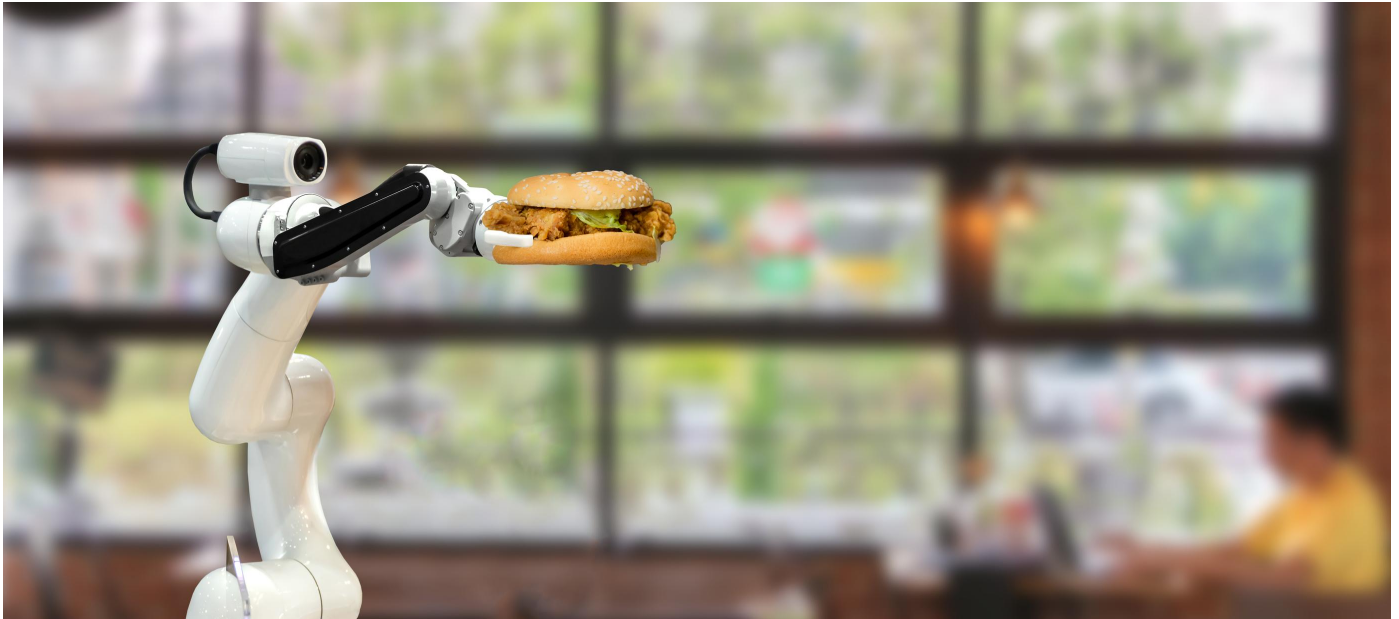
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What's in this issue:

**APPLICATIONS &
IMPLICATIONS OF
SERVICE ROBOTS
IN HOSPITALITY**

**HOW SERVICE
ROBOTS
REDEFINE
LEADERSHIP**



Applications & Implications of Service Robots in Hospitality

AARNI TUOMI
PROF IIS TUSSYADIAH

The researchers looked at 28 hospitality service robot use cases across US and Japan. They found that service robots either support or substitute employees in service encounters. Robots also offer hospitality businesses a novel point of differentiation, but only if properly integrated as part of wider marketing efforts. The findings suggest management to strike a balance between operational efficiency and customer expectations, and to display ethical leadership to address socioeconomic implications of automation due to service robots.

How Service Robots Redefine Leadership

DR TRACY XU
MARK ASHTON

The researchers conducted a three-stage Delphi study with hotel industry human resource experts to find key trends and challenges brought about by service robots. They found that integrating service robots requires leaders of the future to carefully consider the balance between the roles of robots and human employees in the guest experience and to nurture a work environment that embraces open-mindedness and change.

Tuomi, A., Tussyadiah, I., Stienmetz, J. (2020). Applications and Implications of Service Robots in Hospitality, *Cornell Hospitality Quarterly*.
Link: bit.ly/3aN7v7H

Xu, S., Stienmetz, J., Ashton, M. (2020). How Will Service Robots Redefine Leadership in Hotel Management? A Delphi Approach, *International Journal of Contemporary Hospitality Management*.
Link: bit.ly/2YfgeKJ