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ACADEMIC WEEKLY DIGEST

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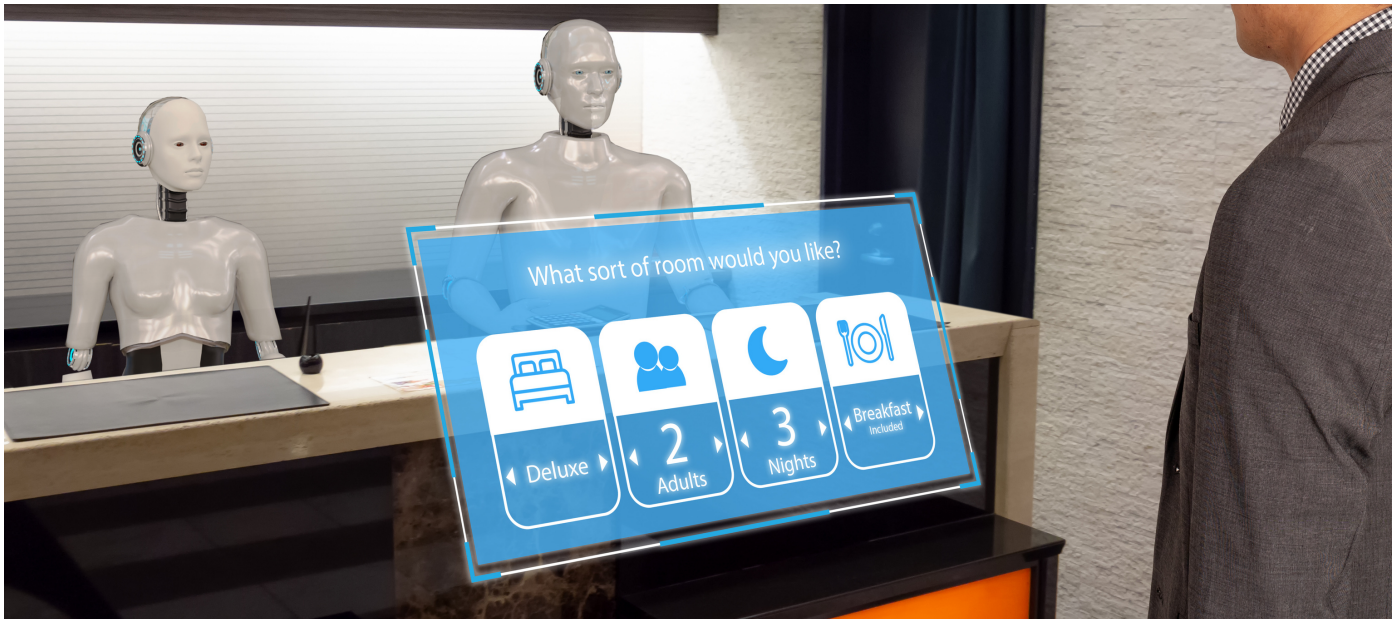
CAN TECH HELP BOOST RECOVERY POST COVID?

USING TECH TO REDUCE PERCEIVED HEALTH RISK IN HOTELS

As the hotel industry endeavours to recover from the crisis brought by the COVID-19 pandemic, providers turn to technology innovation as an essential risk-reduction strategy to attract customers. **Dr Hakseung Shin**, a new member in the Department, studied the impact of technology innovation for social distancing and deep cleaning in hotels on perceived health risk and hotel booking intention. Have a great week!

What's in this issue:

**USING TECH
INNOVATION TO
REDUCE
PERCEIVED
HEALTH RISK**



Using Tech Innovation to Reduce Perceived Health Risk

DR HAKSEUNG SHIN

This research focuses on the effectiveness of using technology innovation in attracting customers to book hotels. The aim was to examine whether the use of technology, including kiosk and mobile check-in system as well as robot and ultraviolet (UV) light cleaning system, will have an impact on perceived health risk and hotel booking intention. Three experimental studies were conducted using online consumer samples.

This research shows that technology can be a critical means for hotel risk management to alleviate customers' perceived health risks.

The findings emphasise the importance of reducing guests' interaction with employees and other guests using technology, such as contactless check-in and check-out, digital key, face recognition, and cleaning robot. The same goes for advanced cleaning technologies (electrostatic sprayers, ultraviolet light, germ-zapping robots, advanced HVAC), which were found effective in reducing actual and perceived health risk.

Although adopting new technologies will incur extra costs for hotel owners, this research shows that investing in such technologies will bring benefit in the long run, even after the pandemic.

FURTHER READING

Shin, H., & Kang, J. (2020). Reducing perceived health risk to attract hotel customers in the COVID-19 pandemic era: Focused on technology innovation for social distancing and cleanliness. *International Journal of Hospitality Management*, 91, 102664
Link: bit.ly/33mOk0W