

2021 年運動休閒與餐旅管理國際學術線上研討會 專題演講 提問 Q&A
2021 International E-Conference of Sport, Leisure and Hospitality Management
Keynote Speech Q&A

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演講題目 - 科技對觀光餐旅業之影響：在 COVID-19 之前與之後

Keynote Speaker - Dr. Seongseop (Sam) Kim

Topic-Effects of Technology on Tourism and Hospitality: Before and after COVID-19

AI, Robots and Hospitality

1. In the future, robot and AI may take a big part of our life. They can bring many conveniences for us. Meanwhile, if we use too much robot and AI in hospitality industry, it may lose the "hospitality". I would like to ask: how can we balance that in our industry?

⇒ Business owners will adopt technology more and continuously because it is a cheaper way in light of cost reduction. Therefore, we cannot avoid this trends. However, machine cannot replace human services in offering hospitality, kindness, or politeness. Therefore, convenience (e.g., Apps, IT programs, cooking robot) and hospitality (human services: delivery and empathic explanation, caring, ..) should be together stressed.

2. Wondering if the value of service will be decreased in service sectors where emotions are big part of the experience, not simple getting the service/product.

⇒ Emotion is crucially important in hospitality industry. Therefore, human service will continuously contribute to enhancing service quality. Human employees should learn both technology and human service skills.

3. During the COVID19, we have conducted many technologies, AI, self-service technology into hotel. I also did a small survey about Self-service kiosk in Taiwan's hotel. I would like to ask if you have any suggestion about what External variables should I conduct into the TAM model (Davis, 1989)?

=> TAM: it was developed such a long time ago! It has been modified with new technology development. Previous TAM did not expect advent of AI or big data, ..

Some items and domains (e.g., consumption value from contactless service) may reflect new technological trends or industrial change.

AI, Robots and Workforce

4. How should unskilled employees be trained to stay valuable and not be replaced by robots in the future? Do companies have the social responsibility to reskill their workers?

=> Any company should provide retraining program to educate adoption of new technology. Therefore those who cannot catch new technology will be perished (fired).

5. What kinds of content would include in the orientation or training program of new employees to work with robots? If human employees are being replaced by robots, how to prevent from unexpected layoffs?

=> Human employees should learn advanced skills or knowledge which robot or AI cannot invade or interfere in. For example, learn web development, computer language coding, graphics, IT handling skills, ...

Virtual Reality

6. Do you think there will be a day where VR and VR tourism will be so real that people no longer need or wish to personally go to these places? If people have the option of just experiencing a place online, how can these tourist destinations create more value to still attract visitors to come physically?

⇒ Tourism means experience. Experiential quality is important. VR will be used to attract tourists or customers to hospitality businesses or destinations. More advanced VR technology will be developed. We should run after the technology advancement.

Big Data Analytics

7. It seems that as a research method, big data analytics possess the advantages of both quantitative research and qualitative research (in terms of the volume and veracity). As technology develops rapidly, do you think big data analytics will be the major research method? Or, are there any disadvantages of big data analytics?

⇒ Big data analytics: it is a trend to adopt data mining, machine learning, prediction, ... Disadvantage: how to clean and filter data according to our purpose, which were already intermingled. For example, survey data: they will be collected by our research purpose. However, big data already exist, not collected by our research purpose. That is, big data are secondary data. Therefore, there is need to understand characteristics of data firstly.

Online Food Delivery

8. Here is a question I want to ask Professor Sam: As you mention that drones maybe being normal in Food Delivery. Do you think that is it any possible that will replace the job of OFD (online food delivery)?

=> NO. Drones will be used to places where food delivery cannot be accessed. A lot of drones in the sky will be also problematic and thus regulations will be imposed. Food delivery will not be vanished. No worries!