

Exploring customers' attitudes to the adoption of robots in tourism and hospitality

762

Mohamed Abou-Shouk

College of Arts, Humanities, and Social Sciences, University of Sharjah, Sharjah, United Arab Emirates and Faculty of Tourism and Hotels, Fayoum University, Fayoum, Egypt, and

Hesham Ezzat Gad and Ayman Abdelhakim

Faculty of Tourism and Hotels, Fayoum University, Fayoum, Egypt

Received 12 September 2020
Revised 8 January 2021
20 February 2021
16 June 2021
3 July 2021
26 July 2021
16 September 2021
Accepted 17 September 2021

Abstract

Purpose – This study aims to explore the factors affecting customers' attitudes to the adoption of robots in hotels and travel agencies.

Design/methodology/approach – Structural equation modelling was used to test the extended technology acceptance model based on data collected from 570 customers of hotels and travel agencies.

Findings – The findings revealed that hotel customers have more positive attitudes to service robots than their peers in travel agencies.

Originality/value – This research contributes to the literature on robots in tourism and responds to the call to investigate customers' attitudes to the adoption of robots in developing countries.

Keywords Robots, Egypt, Hotels, Customer attitudes, Adoption, Travel agencies

Paper type Research paper

摘要

探究消费者对旅游和酒店业采用机器人的态度

研究目的 – 本研究旨在探索影响酒店旅游服务中使用机器人消费者态度的因素

研究设计/方法/途径 – 基于570个酒店和旅行社消费者的数据,运用结构方程来检测TAM延伸模型

研究发现 – 研究结果显示酒店消费者比旅行社消费者对服务机器人有更加积极的态度

研究原创性/价值 – 本研究对以发展中国家为研究背景,关于消费者对服务机器人的态度的旅游文献做出了贡献

关键词 机器人,采用,消费者态度,酒店,旅行社,埃及

文章类型: 研究型论文

Introduction

The main use of technologies, including robotics, is to serve and facilitate human social life (Severinson-Eklundh *et al.*, 2003). According to Breazeal *et al.* (2016), social robots interact interpersonally with people to achieve positive outcomes in various aspects of life. The sales of service robots in service industries, including tourism and hospitality, will probably increase in the foreseeable future (Belanche *et al.*, 2020). They are used and studied in such sectors of tourism and hospitality as restaurants (Fusté-Forné, 2021), hotels (Choi *et al.*, 2020; Vatan and Dogan, 2021; Luo *et al.*, 2021) and travel agencies (Ivanov and Webster, 2019). Consequently, by 2030 they are predicted to constitute around 25% of the workforce in the hotel industry (Bowen and Morosan, 2018).

