

An innovative service with hospitality robots



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AN INNOVATIVE SERVICE WITH HOSPITALITY ROBOTS



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Condition: New. Publisher/Verlag: LAP Lambert Academic Publishing | The growth in tourism has led to a rapid expansion of the local hotel industry, which is searching for innovative new sources of competitive advantage. A comprehensive business strategy to support competitive advantage is sustainable formulated across a range of knowledge domains, including marketing, operation process, supply chain, finance, human resource, and information technology. The paper begins by describing innovative services with robots in the hospitality industry and the evolution of hospitality service robots. It then describes the mixed-methods approach used in this study which involves an expert panel and semi-structured interviews with a qualitative method and a ranking survey with a quantitative method. The results are analyzed using the SMART SWOT ranking technique. Few studies have investigated robotics service for hotels using the six-dimensional service innovation model. This model helps identify six factors and implies that this new service concept can position hotels to better compete by using IT and relationship marketing strategies. | Format: Paperback | Language/Sprache: english | 52 pp.



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