

Research Recovery & Reskill

WEBINAR SERIES



Rosen College of
Hospitality Management

UNIVERSITY OF CENTRAL FLORIDA

Webinar #2

As a follow-up, you will learn more about the how travel and tourism will be dramatically changed. Safety and health will be deciding factors for many. Research and predictive analytics will be fluid. Our experts continue to break it down in this second part of 2 part webinar.

Date and Time: Friday, May 29, 2020, 2:00 PM EST (US and Canada)

Presented by:

Dr. Robertico Croes

Associate Dean
UCF Rosen College

© Croes, R. (2020) *Anticipated travel and tourism trends as a result of COVID-19 (Part 2):Thinking up New Things* [Webinar]. UCF- Rosen College of Hospitality Management. <https://hospitality.ucf.edu/research-recovery-and-reskill/>

Dr. Manuel Rivera

Assistant Dean
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Rivera, M. & (2020) *Anticipated travel and tourism trends as a result of COVID-19 (Part 2):We Eat to Live; We Live to Eat:Covid-19 and Restaurants* [Webinar]. UCF- Rosen College of Hospitality Management. <https://hospitality.ucf.edu/research-recovery-and-reskill/>



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Thinking up New Things

Part 1



Dr. Robertico Croes

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Leadership

In a crisis, beware of the danger, but recognize the opportunity.

John F. Kennedy



Shocks are Eternal Occurrences

Virus

Hurricanes



Four Hospitality Essentials

- ▶ Hospitality is mobility.
- ▶ Hospitality is time-bound.
- ▶ Hospitality is willingness, ability and fairness.
- ▶ Hospitality is interdependence.



Hospitality is Mobility

- ▶ What happens when you halt mobility?
- ▶ Uneven distribution of consequences
- ▶ Huge losses



Hospitality is Time-Bound

DEMAND,

DEMAND,

DEMAND!!!



Hospitality is Willingness, Ability and Fairness

- Willingness to pay
- Ability to engage (=time)
- Fairness (=empathy, emotions)



Hospitality is Interdependence

All our actions are interlocked.



The Relevance of Research

- There is a desire to travel: Our recent poll of nearly 1,800 respondents showed that 36% plan to travel domestically within the next 12 months.
- Of those who intend to travel domestically within the next 3 months, the top 3 destinations are Florida, California, and Alabama.



The Relevance of Research

- 42% of travelers will consider taking precautions (e.g., mask, gloves, and sanitizing alcohol) when traveling to a destination in the US in the next 12 months.
- Marketing sharp focus and collective approach (professional association and CVB; closer to home, repeaters, new guests).



Thank you!

We should never waste a good crisis.

Winston Churchill

*“creativity is
intelligence
having **FUN**”*

- ALBERT EINSTEIN





We Eat to Live; We Live to Eat: Covid-19 and Restaurants Part 2



Dr. Manuel Rivera

Assistant Dean
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Trends in the way we eat....

RESEARCH

Pre:

- 50/50
- FAFH vs FAH
- QSR & FSR
 - Almost 7 fold increase
- The money vs. convenience ratio is changing

During:

- Consumption habits during pandemic:
 - 30%: Got food from a restaurant
 - 27%: Thought about it
 - 43%: Didn't even consider it
- 60% are at least thinking about getting food from a restaurant, only 30% went on to do so.

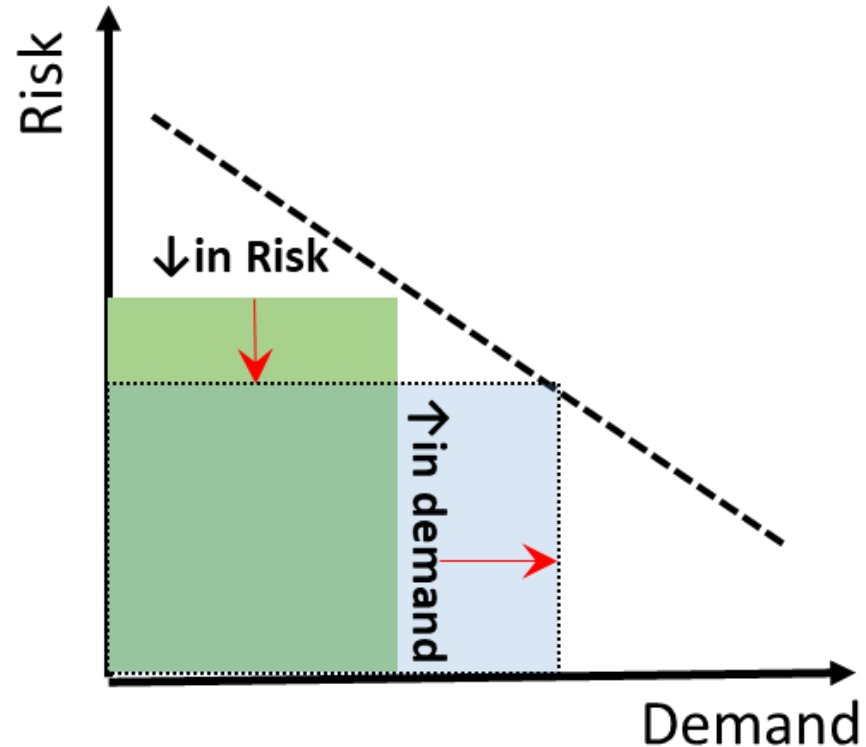
Post:

- As many safety features as possible
- Social distancing between tables
- Hand sanitizer easily available
- Information on safety and sanitization process displayed
- Outdoor seating available

Trends in the way we eat....

RESEARCH

- Competing less with each other and more with a common, colossal target.
- Price is **NOT** king
- Must add risk to the equation:
 - The true monetary is Price + Risk
 - What is the secondary effect of prices?
 - Unintended consequences



How Can We Reduce Risk?

RESEARCH

- **Consumer perceived risk:**
 - Intrinsic Factors: personal health
 - Extrinsic Factors: service provider
- **The key is to build trust!**
 - Ensure safety (employees and customers)



Playbook for Reopening?

From the Supply Side:

- Food safety
- Employee training
- Labor shortage/turnover
- Employees health and hygiene
- Social distancing regulations
- Supply Chain (Procurement)
- Delivery/Online Ordering
 - Partnerships
- Capacity Management
- Rent concessions/Fixed Costs
- Technology/Contactless
- Forecasting
- Menu innovation-Value

Playbook for Reopening?

From the Demand Side:

- Manage/track traffic
- Track incremental costs
 - Sanitation
 - Packaging
- Labor cost
- Table mix/meal duration
- Menu mix
- Reservation system
- Delivery/takeout
- Technology adoption
- Identify breakeven levels
- Assess all capital investments
- Innovative pricing
- Catering opportunities

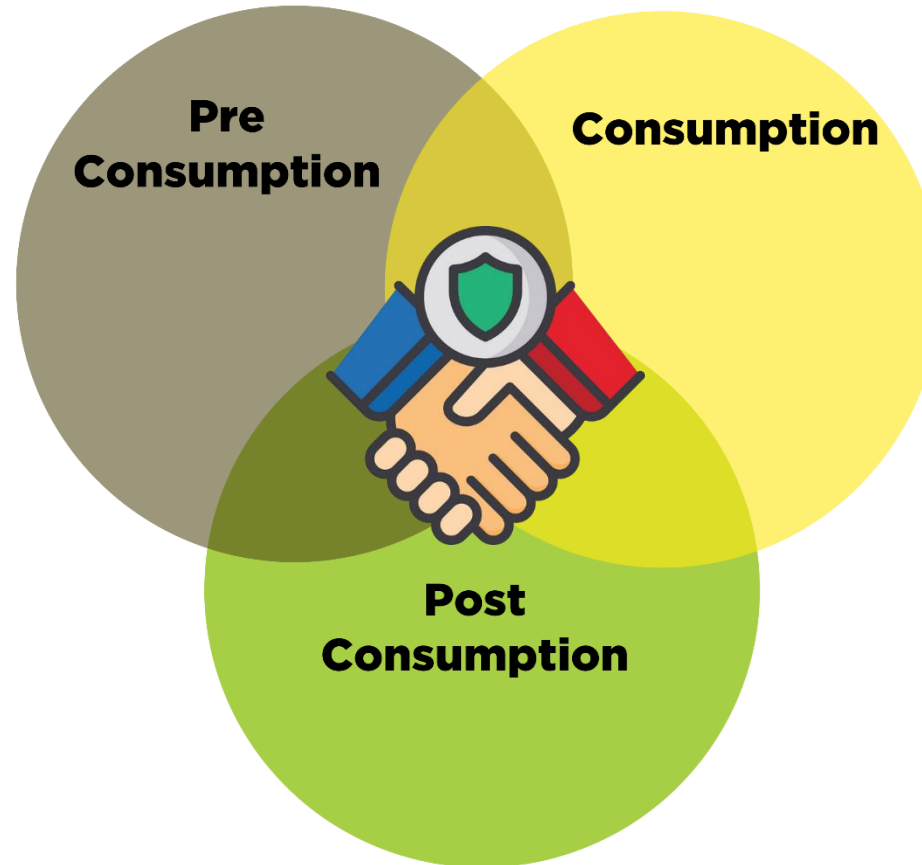
Reskilling in Real Time

RESKILL

- Safety First
- Financial analysis
- Employee relations
- Communication skills
- Digital Marketing/Social Media
- Data driven decision making
- Cost controls

Trust at every contact point

RESKILL



To move forward...

RESKILL

“The ability to establish, grow, extend,
and restore trust is *the* key
professional and personal competency
of our time.”

STEPHEN M.R. COVEY

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Questions?



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