Webinar #5:
Leading Through Technology, Innovation, and Change Management
Leading Through Technology, Innovation, and Change Management

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Research Interests:
Big Data Analytics, Digital Economy, Sustainability, Socioeconomic, Behavioral, and Psychological Impacts of Artificial Intelligence, & Future of Work
Hospitality and Tourism amid COVID-19
Unemployment Rates 2020
February - May

- Tourism and Hospitality
- Manufacturing
- Healthcare

Hospitality and Tourism amid COVID-19

- **Were you forced to lay off or furlough workers due to COVID-19?**
  - No: 16%
  - Yes: 84%

- **Have you been able to bring back any furloughed or laid off workers?**
  - No: 37%
  - Yes: 63%

2/3 of hotels are operating at less than 50% of pre-COVID staffing levels.

Source: American Hotel & Lodging Association Survey (May 12-14, 2020)
## Hospitality and Tourism amid COVID-19

### When do you expect to be back to pre-COVID-19 staffing levels?

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>By June 30, 20%</td>
<td>20%</td>
</tr>
<tr>
<td>By August 31, 28%</td>
<td></td>
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<tr>
<td>By December 31, 14%</td>
<td></td>
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<tr>
<td>Later</td>
<td>38%</td>
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**Bottom Line:** Hotels were one of the first industries impacted and will be the last to recover.

Source: American Hotel & Lodging Association Survey (May 12-14, 2020)
Hospitality and Tourism amid COVID-19

Source: Visit Florida and STR
Hospitality and Tourism amid COVID-19

Year-over-Year Change in Hotel Revenue

Source: Visit Florida and STR
Hospitality and Tourism Industry in the News

Florida loses 400,000 jobs as COVID-19 outbreak hits tourism industry hard

Desperate workers rush to delivery app jobs to find low pay and punishing rules

Robots are taking over during COVID-19 (and there's no going back)

COVID-19 expected to accelerate warehouse automation

Young workers likely to be hard hit as COVID-19 strikes a blow to restaurants and other service sector jobs

AI-POWERED FACE MASK DETECTION TOOL

Accelerating analytics to navigate COVID-19 and the next normal

Building automation key to restoring guest confidence

by Robert Hemmerdinger, Delta Controls | May 29, 2020 10:46am

Automation in the hospitality sector - the time to act is now
Roadmap

Businesses’ Adaptation Strategies

Technological Trends

Personal Adaptation Strategies
Entertainment Industry amid COVID-19

Universal Orlando
Entertainment Industry amid COVID-19

Universal Orlando
Entertainment Industry amid COVID-19

One World Concert

Olympic Day Workout

Source: allears.net
The world’s first VR conference “V²EC” held on March 19, 2020.
Hotels amid COVID-19

Adjustment in procedure
Hotels amid COVID-19

New Safe Operational Department

Handheld spraying machine for disinfecting rooms in L.A.

Source: swissapproval.ch
Hotels amid COVID-19

UV light station for sanitization

A Genie robot serves 130 to 150 meals a day at L’hotel Island South, HK.

Source: scmp.com
Restaurants amid COVID-19

Source: restaurants.org
Restaurants amid COVID-19

Inn at Little Washington

Source: thedrinksbusiness.com
Restaurants amid COVID-19

Source: euronews.com
Restaurants amid COVID-19

Source: allears.net
Restaurants amid COVID-19

Food Delivery Apps

Source: allears.net
Restaurants amid COVID-19

Challenges:

Third-party apps charge about 30% and above of revenues.

Source: facebook.com
Restaurants amid COVID-19

Challenges:

69% of small businesses rely on in-house employees to manage and maintain their websites, but only 23% of those employees manage the company website full-time.

37% of businesses do not have a website.

Lack of knowledge or time to maintain websites for small restaurants

Source: allears.net
Restaurants amid COVID-19

Successful story: Glasserie NYC

- Using email listing to contact guests.
- Almost all online orders are done from their website.
- Restaurant servers deliver food.
Restaurants amid COVID-19

A new hybrid restaurant-grocer model
Roadmap

Businesses’ Adaptation Strategies

Technological Trends

Personal Adaptation Strategies
COVID-19 accelerates automation.

A robotic dog patrols a park to monitor adherence to social distancing rules in Singapore.

Source: NYTimes
COVID-19 accelerates automation.

A UV-C light robots disinfect a 4,000-square-foot space in the food bank's warehouse in half an hour.

Source: businessinsider
New interior and exterior design

A technology-enabled new space design for hotels, restaurants, and hospitals

Source: Spatiometrics.com; mit.edu
XR Experience for Entertainment and Marketing

XR Golf Practice

Source: allears.net
XR Experience for Entertainment and Marketing

VisitOrlando Virtual Experience

Source: Spatiometrics.com; mit.edu
App-based communication and transactions

You can use the Four Seasons App to:

- Easily manage and plan your trips with Four Seasons
- Discover our many destinations across the globe
- Book and track your activities with our new itinerary feature
- Set your room preferences on your profile for the sleep of your dreams
- Chat with the hotel team through in-app messaging
- Browse the menus of our on-property restaurants and meet the Executive Chef
- Perfect your stay by ordering in-room dining, making spa appointments and more
Roadmap

Businesses’ Adaptation Strategies

Technological Trends

Personal Adaptation Strategies
Personal Adaptation Strategies

Invest in micro-credentials and diversified skills.

Greater demand on data analytics skills and technology-related skills.

Sharpen soft skills and the ability to interpret data and make decisions.

Identify viable paths for gradual transition to jobs that are less likely to be automated.
HMG 6449: Smart Travel and Tourism

Fall 2020 (Web)

Instructor: Arthur Huang, Ph.D.

Content: Innovation and technological trends in the travel and tourism industry post COVID-19; work reorganization and future of work.
Questions?

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Additional Reskill resources:

Degree programs

https://hospitality.ucf.edu/degree-programs/

Graduate certificates:

- Hospitality and Tourism Technologies Graduate Certificate
- Destination Marketing & Management Graduate Certificate
- Event Management Graduate Certificate

Webinar #6:

Financial Implications of Crisis: Understanding the Impact

Presented by:

Dr. Murat Kizildag
Assoc. Professor, UCF Rosen College

Dr. Jorge Ridderstaat
Asst. Professor, UCF Rosen College

Friday, July 24, 2020 | 11:00 a.m. EST