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
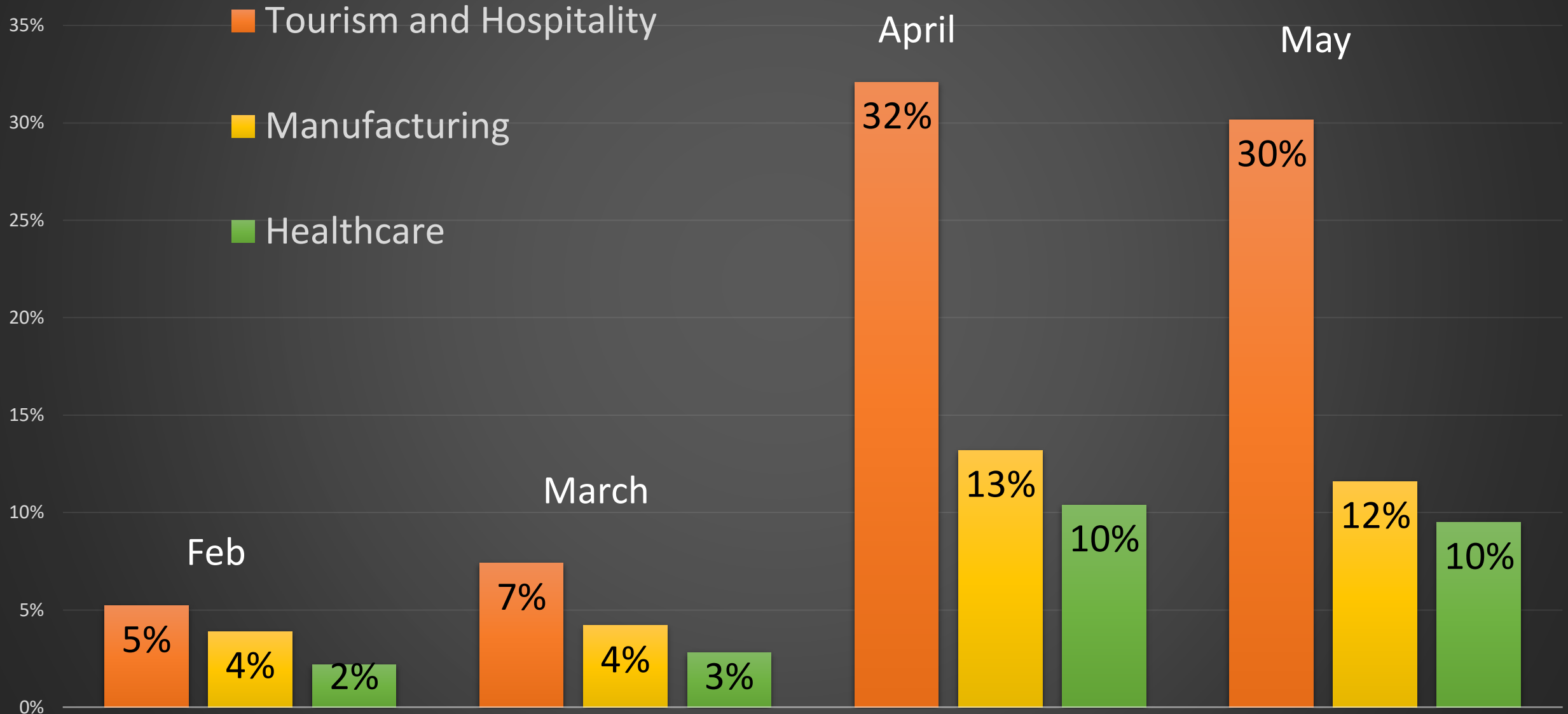
Hospitality and Tourism amid COVID-19
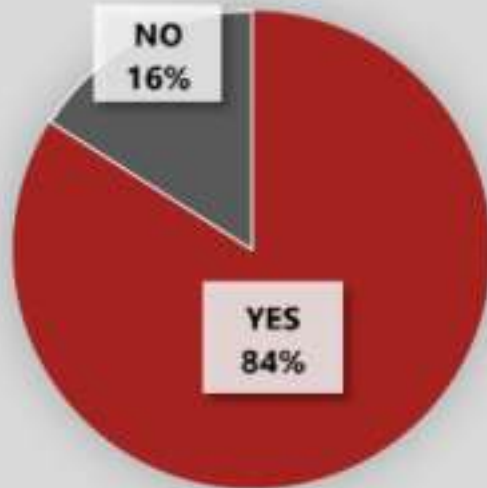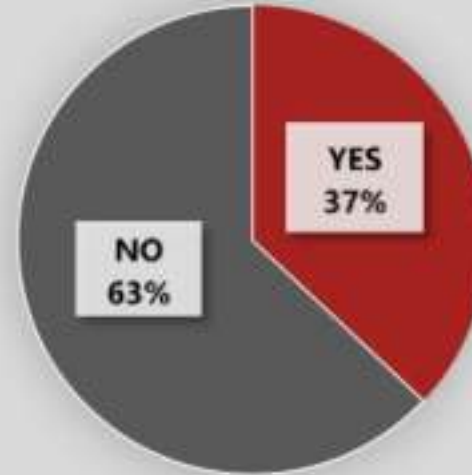
Unemployment Rates 2020
February - May

Source: US Bureau of Labor Statistics

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?

YES 37%

NO 63%

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

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Hospitality and Tourism amid COVID-19

WHEN DO YOU EXPECT TO BE BACK TO PRE-COVID-19 STAFFING LEVELS?

By June 30 20%	By August 31 28%	By December 31 14%	Later 38%

BOTTOM LINE: Hotels were one of first industries impacted and will be the last to recover.

Hospitality and Tourism amid COVID-19

Hospitality and Tourism amid COVID-19

Year-over-Year Change in Hotel Revenue

For the week beginning:

- Dec 29: $67.2M
- Jan 5: $11.9M
- Jan 12: $34.5M
- Jan 19: $28.1M
- Jan 26: $91.4M
- Feb 2: $50.1M
- Feb 9: $24.0M
- Feb 16: $34.7M
- Feb 23: $33.9M
- Mar 1: -$35.1M
- Mar 8: -$144.0M
- Mar 15: -$333.6M
- Mar 22: -$416.1M
- Mar 29: -$365.4M
- Apr 5: -$343.2M
- Apr 12: -$346.9M
- Apr 19: -$330.8M
- Apr 26: -$290.2M
- May 3: -$265.3M
- May 10: -$219.9M
- May 17: -$222.5M
- May 24: -$170.7M
- May 31: -$181.2M
- Jun 7: -$175.5M
- Jun 14: -$163.6M
- Jun 21: -$153.1M

Hospitality and Tourism Industry in the News

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

AI-POWERED FACE MASK DETECTION TOOL

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

Accelerating analytics to navigate COVID-19 and the next normal

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

COVID-19 expected to accelerate warehouse automation

Building automation key to restoring guest confidence

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

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

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

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Roadmap

Businesses' Adaptation Strategies

Technological Trends
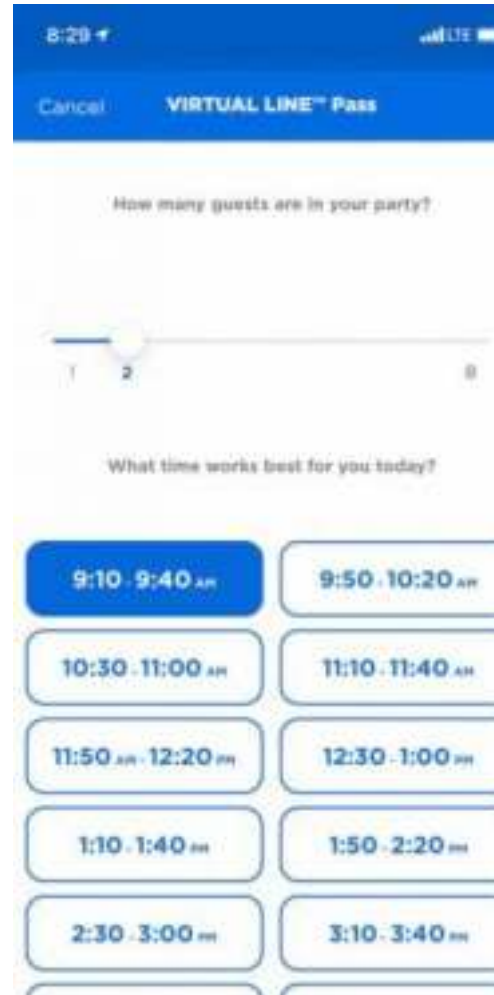
Personal Adaptation Strategies

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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

MICE Industry Goes Digital

The world's first VR conference "V²EC" held on March 19, 2020,

Hotels amid COVID-19

Adjustment in procedure

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Hotels amid COVID-19

New Safe Operational Department

Handheld spraying machine for disinfecting rooms in L.A.

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.

Restaurants amid COVID-19

BE HEALTHY, BE CLEAN

- Employees - Stay home or leave work if sick; consult doctor if sick, and contact supervisor
- Employers - Instruct sick employees to stay home and send home immediately if sick
- Employers - Pre-screen employees exposed to COVID-19 for temperature and other symptoms

- Wash your hands often with soap and water for at least 20 seconds
- If soap and water are not available, use a 60% alcohol-based hand sanitizer per CDC
- Avoid touching your eyes, nose, and mouth with unwashed hands
- Wear mask/face covering per CDC & FDA

- Never touch Ready-to-Eat foods with bare hands
- Use single service gloves, deli tissue, or suitable utensils
- Wrap food containers to prevent cross contamination
- Follow 4 steps to food safety Clean, Separate, Cook, and Chill

CLEAN & DISINFECT

- Train employees on cleaning and disinfecting procedures, and protective measures, per CDC and FDA
- Have and use cleaning products and supplies
- Follow protective measures

- Disinfect high-touch surfaces frequently
- Use EPA-registered disinfectant
- Ensure food containers and utensils are cleaned and sanitized

- Prepare and use sanitizers according to label instructions
- Offer sanitizers and wipes to customers to clean grocery cart/basket handles, or utilize store personnel to conduct cleaning/sanitizing

SOCIAL DISTANCE

- Help educate employees and customers on importance of social distancing:
  - Signs
  - Audio messages
  - Consider using every other check-out lane to aid in distancing

- Avoid displays that may result in customer gatherings; discontinue self-serve buffets and salad bars; discourage employee gatherings
- Place floor markings and signs to encourage social distancing

- Shorten customer time in store by encouraging them to:
  - Use shopping lists
  - Order ahead of time, if offered
- Set up designated pick-up areas inside or outside retail establishments

PICK-UP & DELIVERY

- If offering delivery options:
  - Ensure coolers and transport containers are cleaned and sanitized
  - Maintain time and temperature controls
  - Avoid cross contamination; for example, wrap food during transport

- Encourage customers to use "no touch" deliveries
- Notify customers as the delivery is arriving by text message or phone call

- Establish designated pick-up zones for customers
- Offer curb-side pick-up
- Practice social distancing by offering to place orders in vehicle trunks
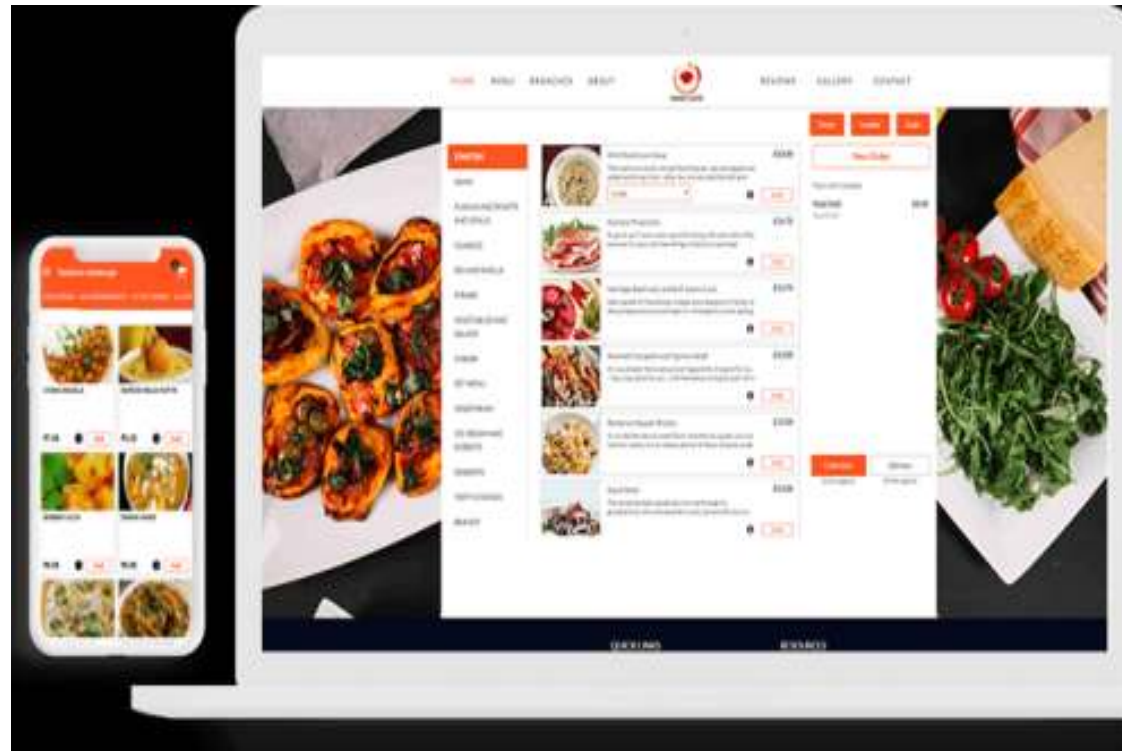
Restaurants amid COVID-19
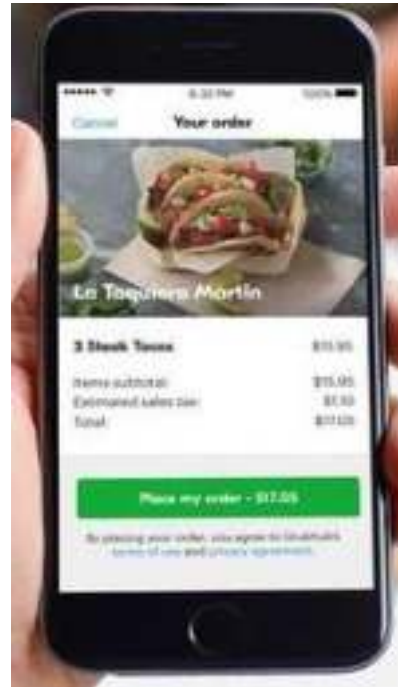

Inn at Little Washington

Restaurants amid COVID-19

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Food Delivery Apps

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Restaurants amid COVID-19

Challenges:

GRUBHUB

Summary of March Deposits

46 Prepaid Order		**$1,042.63**
Commission		−$206.51
Delivery Commission		−$94.99
Processing Fee		−$38.52
Promotions		−$231.00
7 Order Adjustment		**−$131.19**
Commission		$9.75
Delivery Commission		$4.88
Processing Fee		$1.49
Promotions		$20.00
Pay me now fee		−$0.00
46 Orders in March	**$0.00**	**$376.54**
42 Grubhub delivery 4 Grubhub pickup	paid directly by your customers	distributed to you from Grubhub
Including 4 orders from Yelp, a Grubhub partner		Includes $5.71 in taxes sent directly to you

Your March Statement

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

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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.

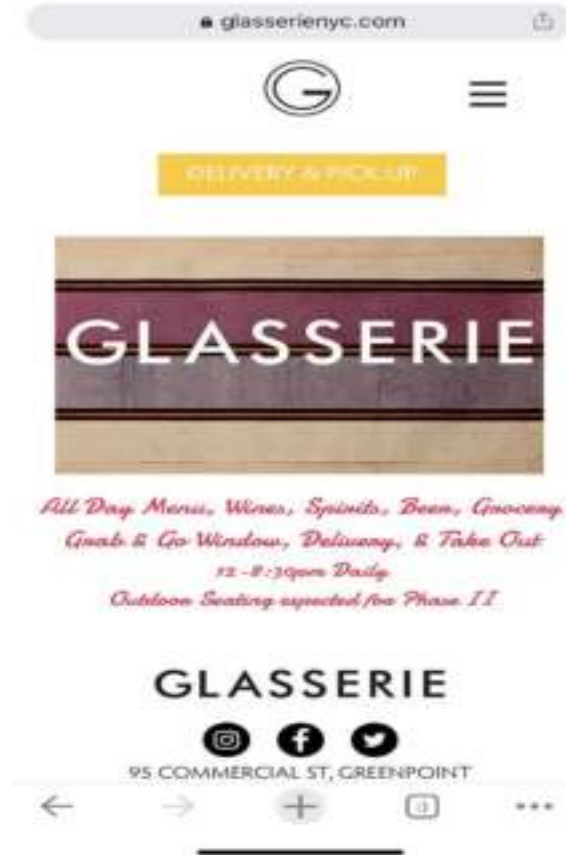Source: Visual Objects 2020 Small Business Survey

37% of businesses do not have a website.

Lack of knowledge or time to maintain websites for small restaurants

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

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COVID-19 accelerates automation.

A robotic dog patrols a park to monitor adherence to social distancing rules in Singapore.
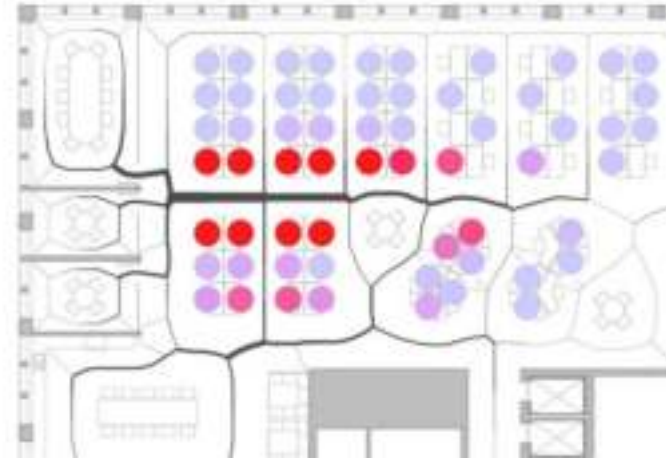
COVID-19 accelerates automation.

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

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New interior and exterior design

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

XR Experience for Entertainment and Marketing

XR Golf Practice

XR Experience for Entertainment and Marketing
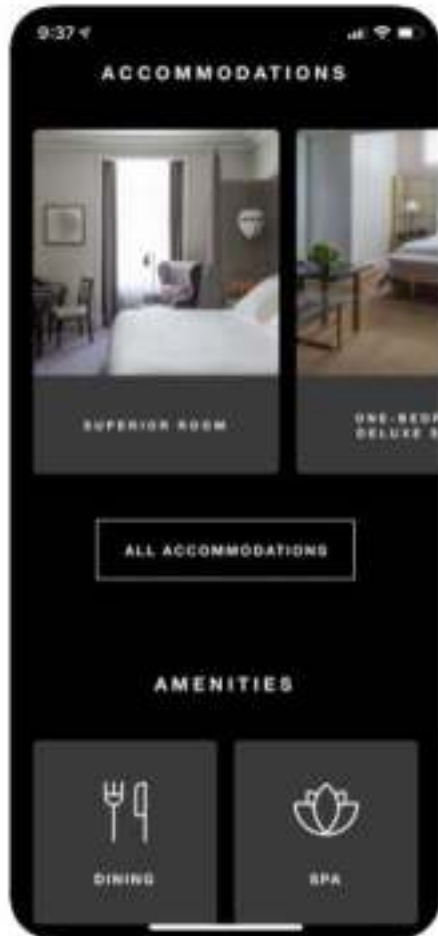

VisitOrlando Virtual Experience

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

Four Seasons App

Roadmap

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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.

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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