

# A Recipe for the Future: Innovation and Adaptation amid the Post COVID-19 Recovery

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## **Research Interests:**

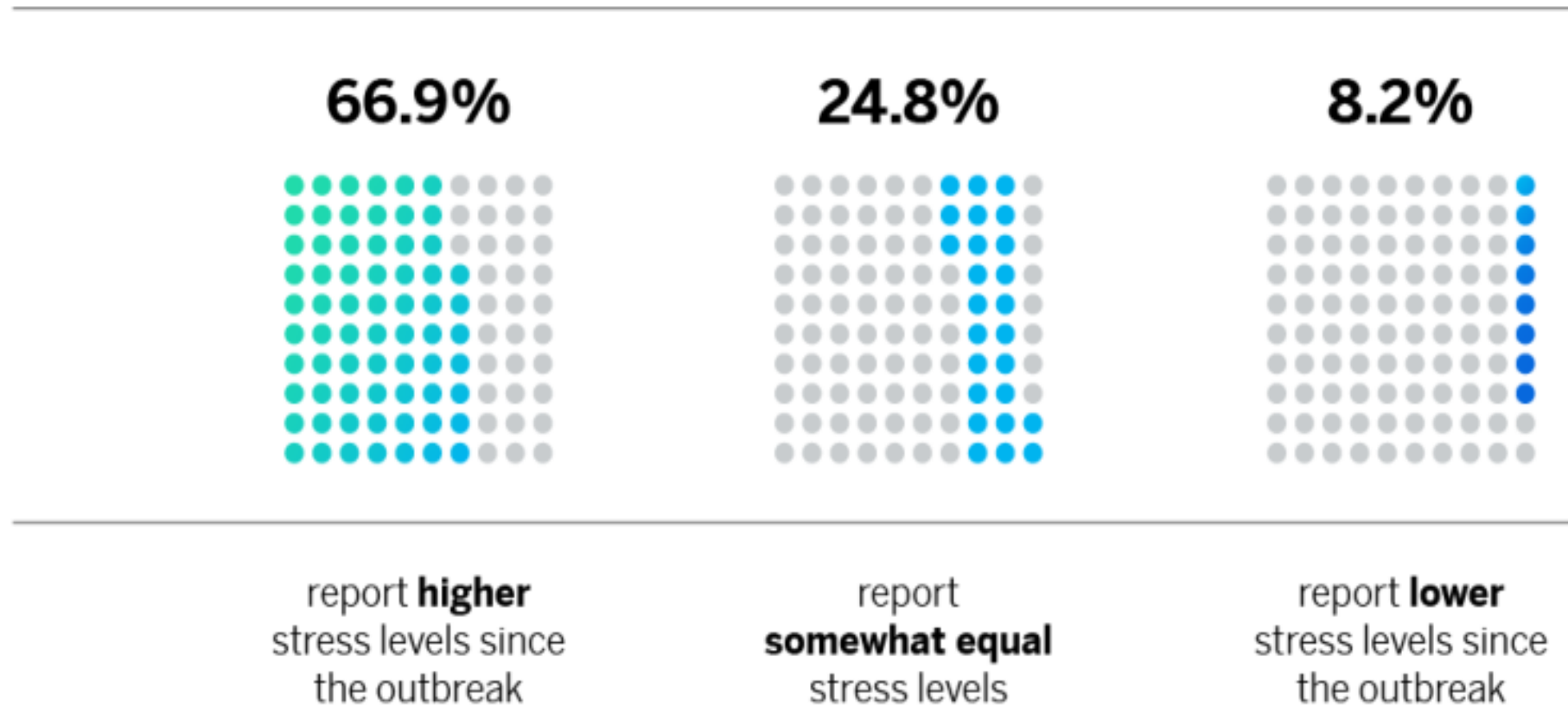
Big data Analytics, Digital Economy, Sustainability, Social, Economic, Behavioral, and Psychological Impacts of Artificial Intelligence, & Future of Work



July 29, 2020

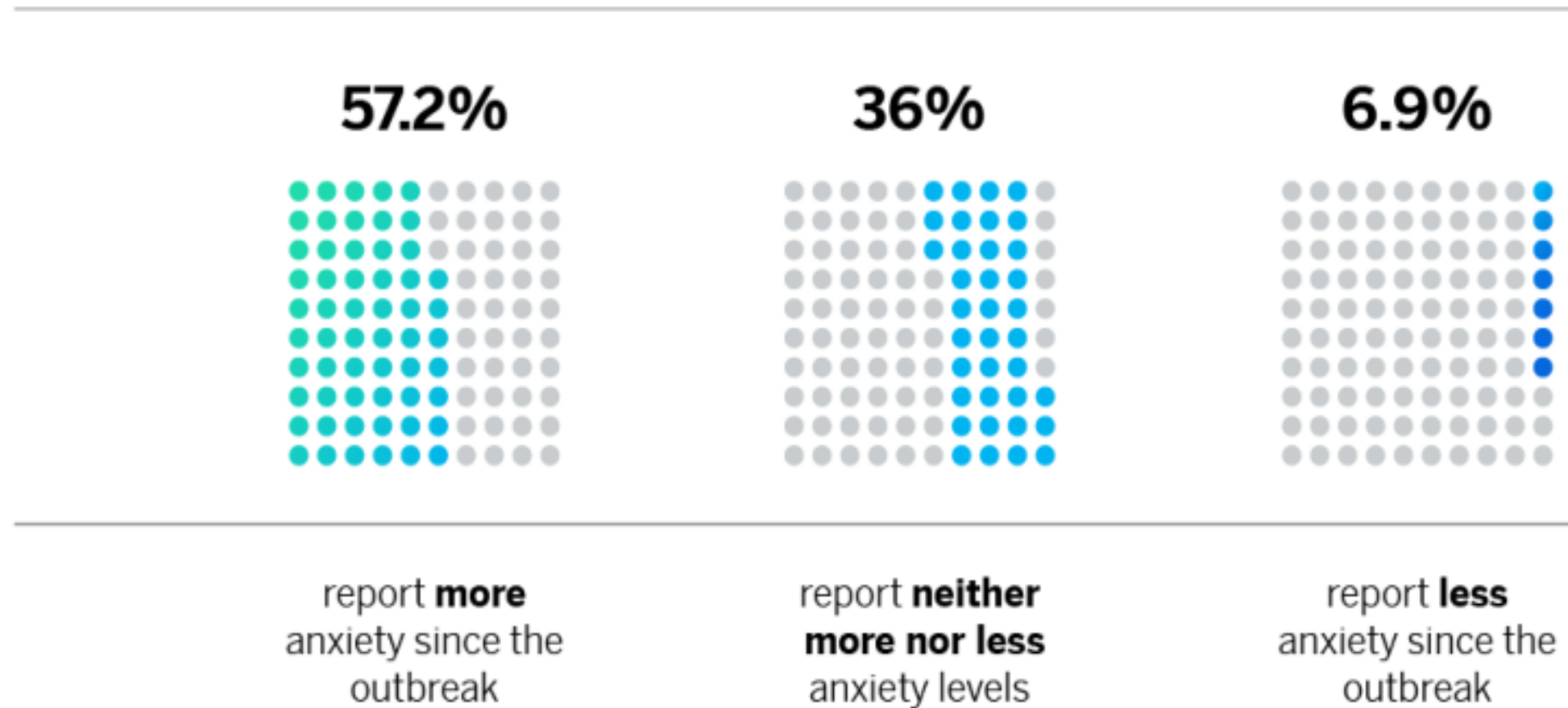
# Mental Health and COVID-19

## Level of **stress** since the coronavirus outbreak



# Mental Health and COVID-19

## Level of **anxiety** since the coronavirus outbreak



# COVID-19 hard hit the hospitality tourism industry





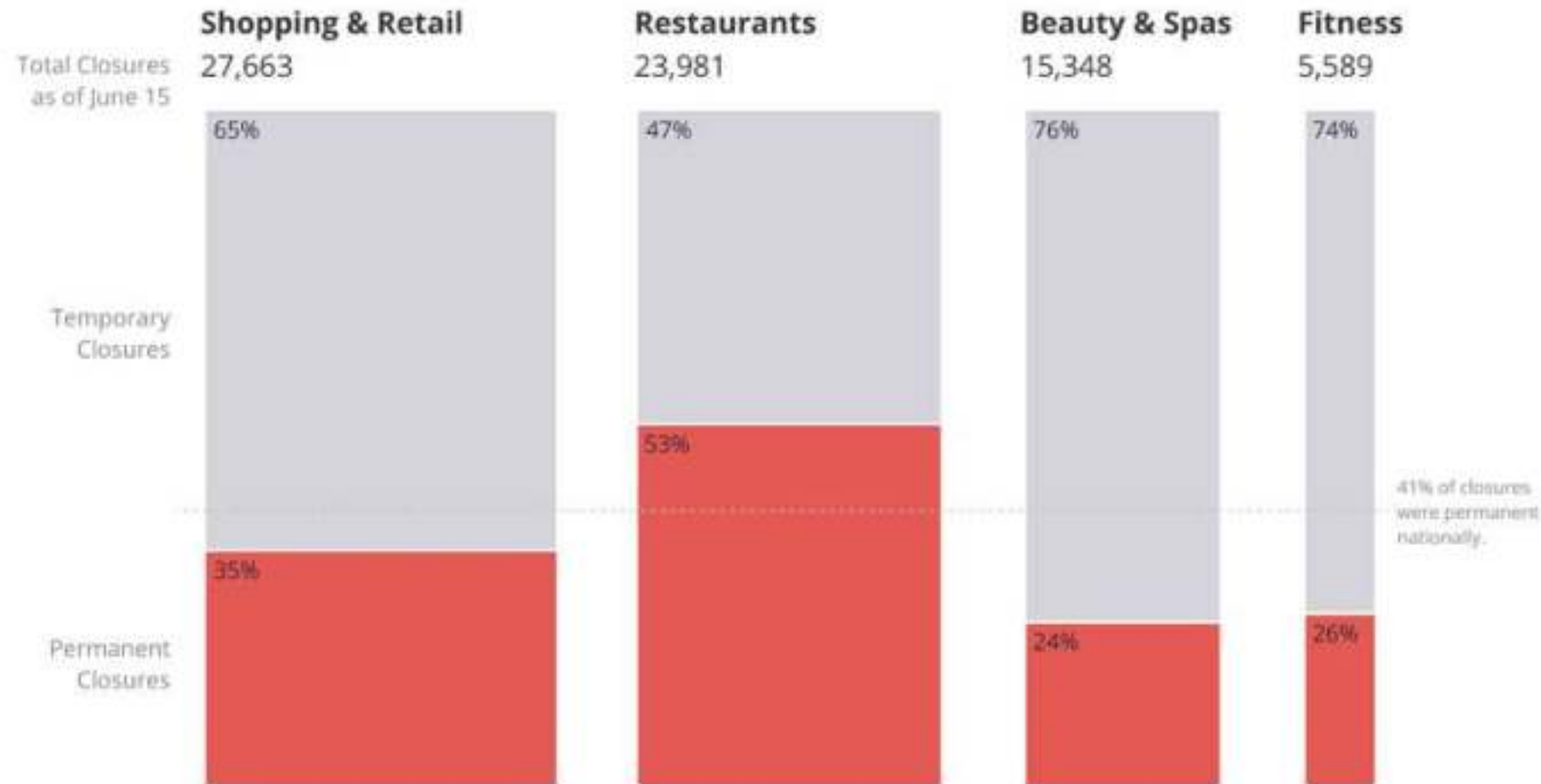
# Impact on the whole food supply chain



# A Big data perspective

## Restaurants and Retail have been Hit Hardest

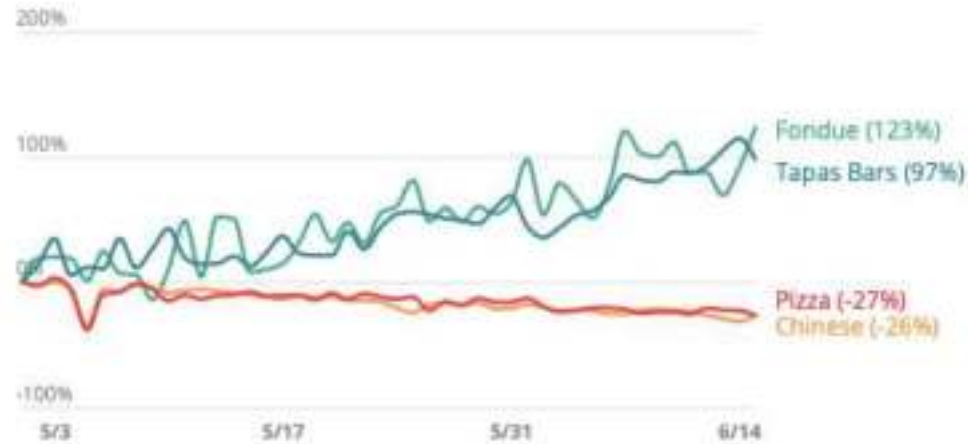
Number of businesses marked temporarily or permanently closed on Yelp that were open on March 1



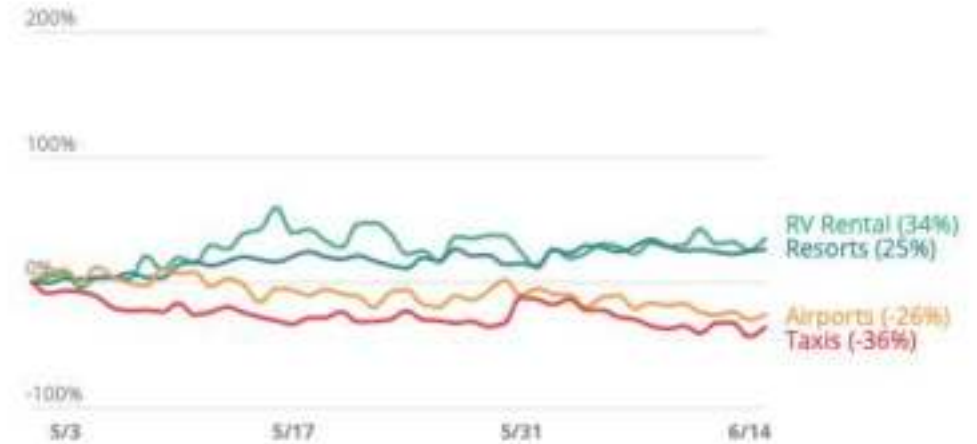
# How Business Categories are Faring

Change in share of relative consumer interest on Yelp for select business types

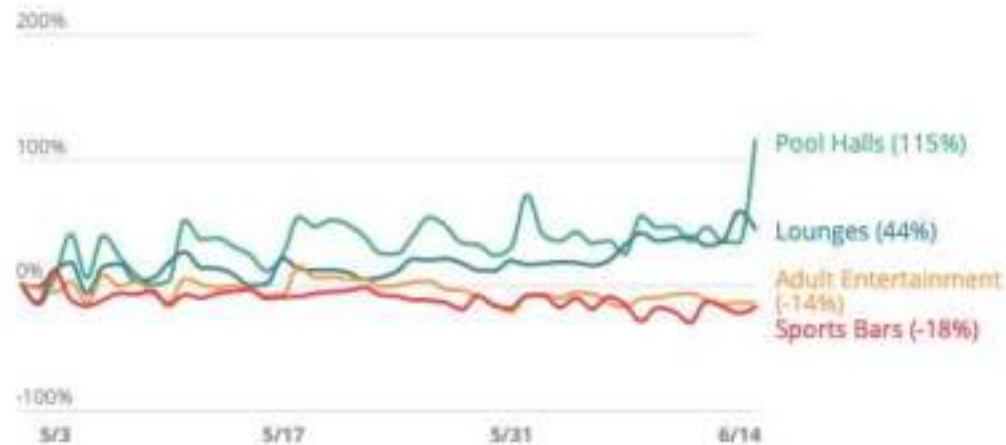
## Restaurants



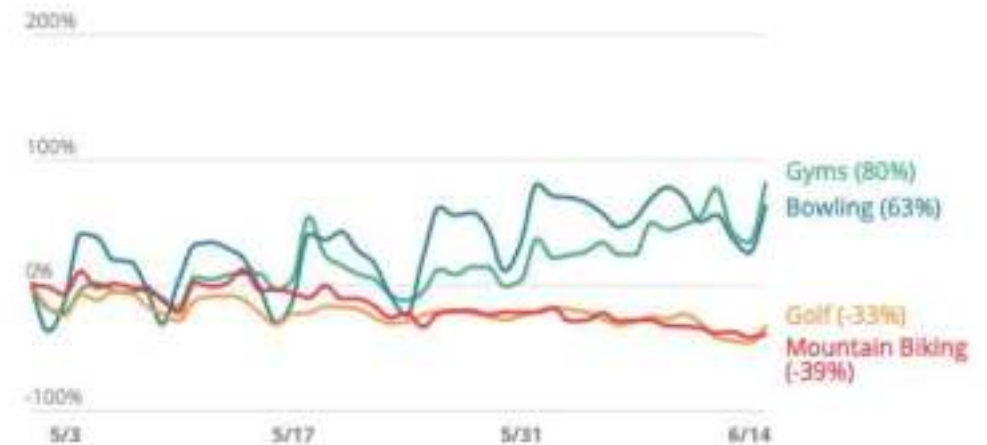
## Hotels & Travel



## Nightlife

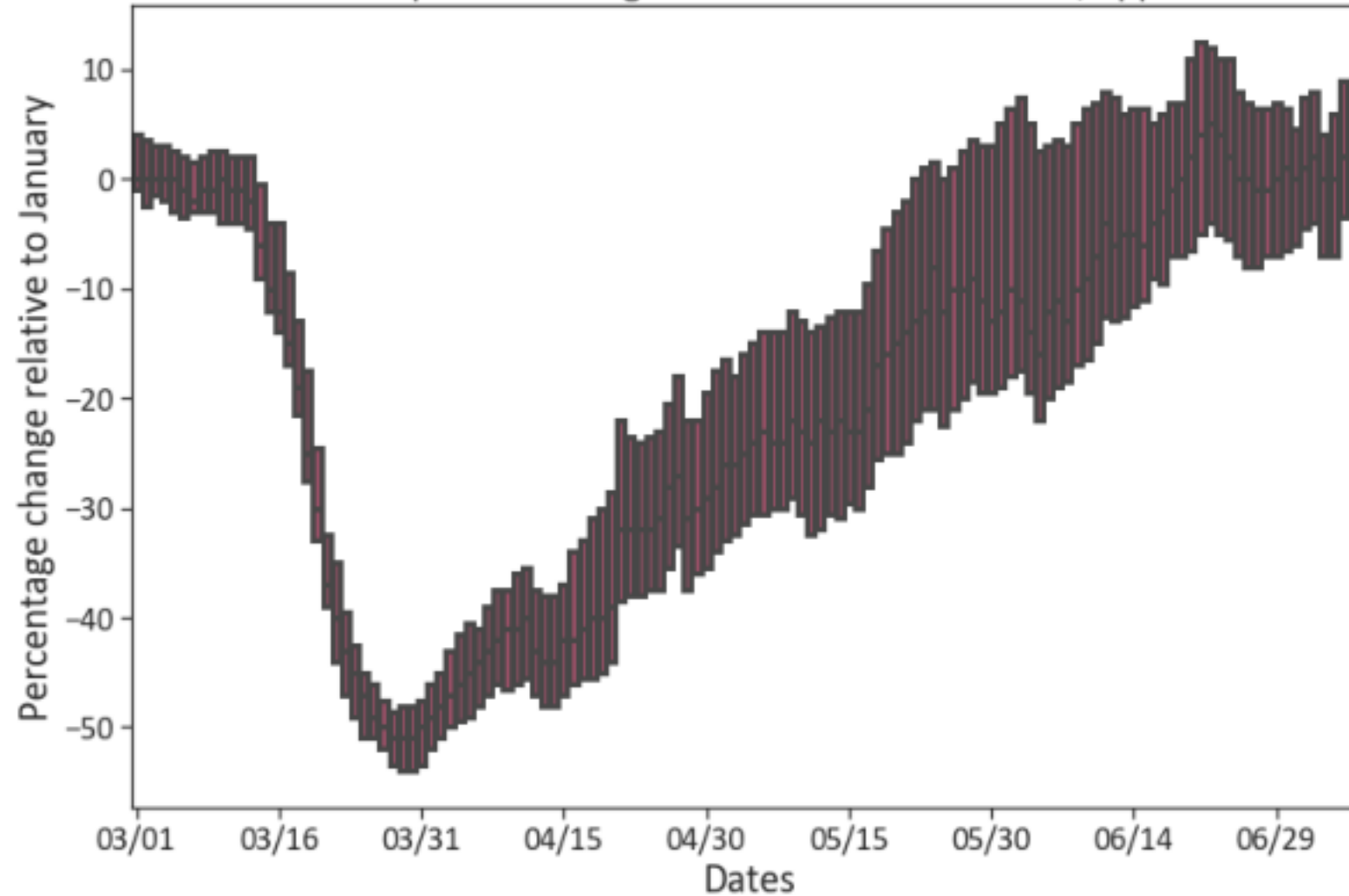


## Active Life



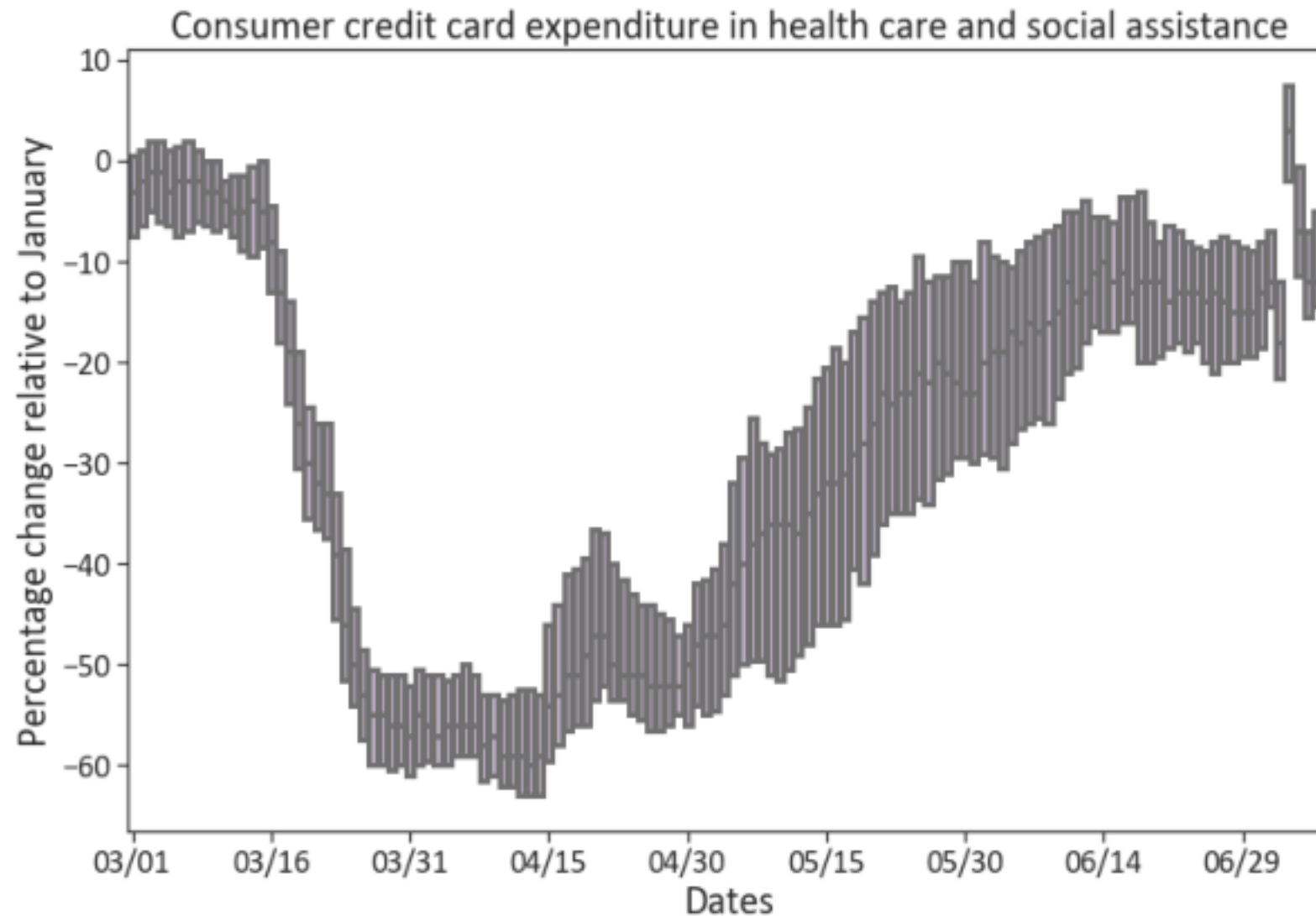
# A Big data perspective

Consumer credit card expenditure in general merchandise stores, apparel and accessories

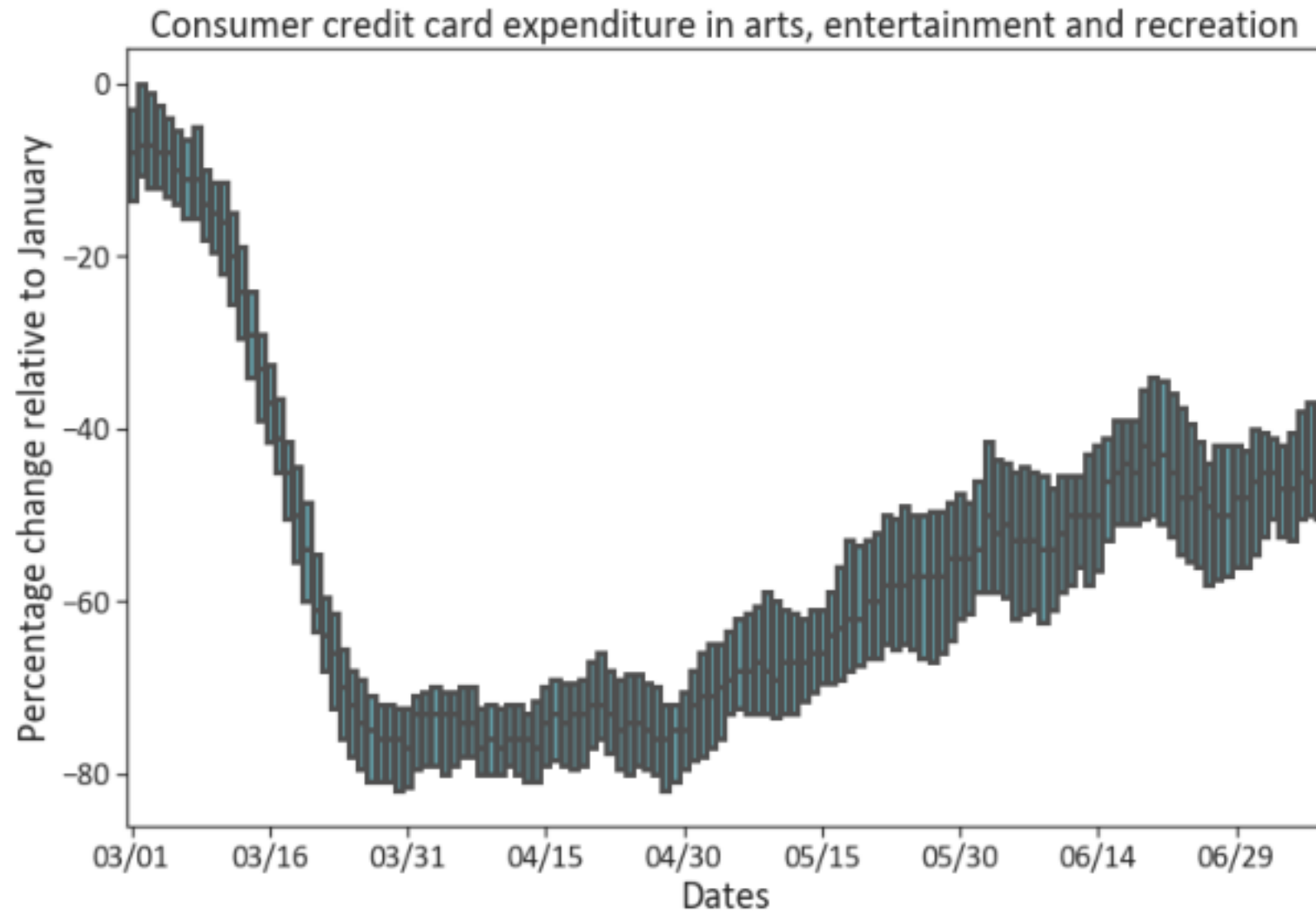




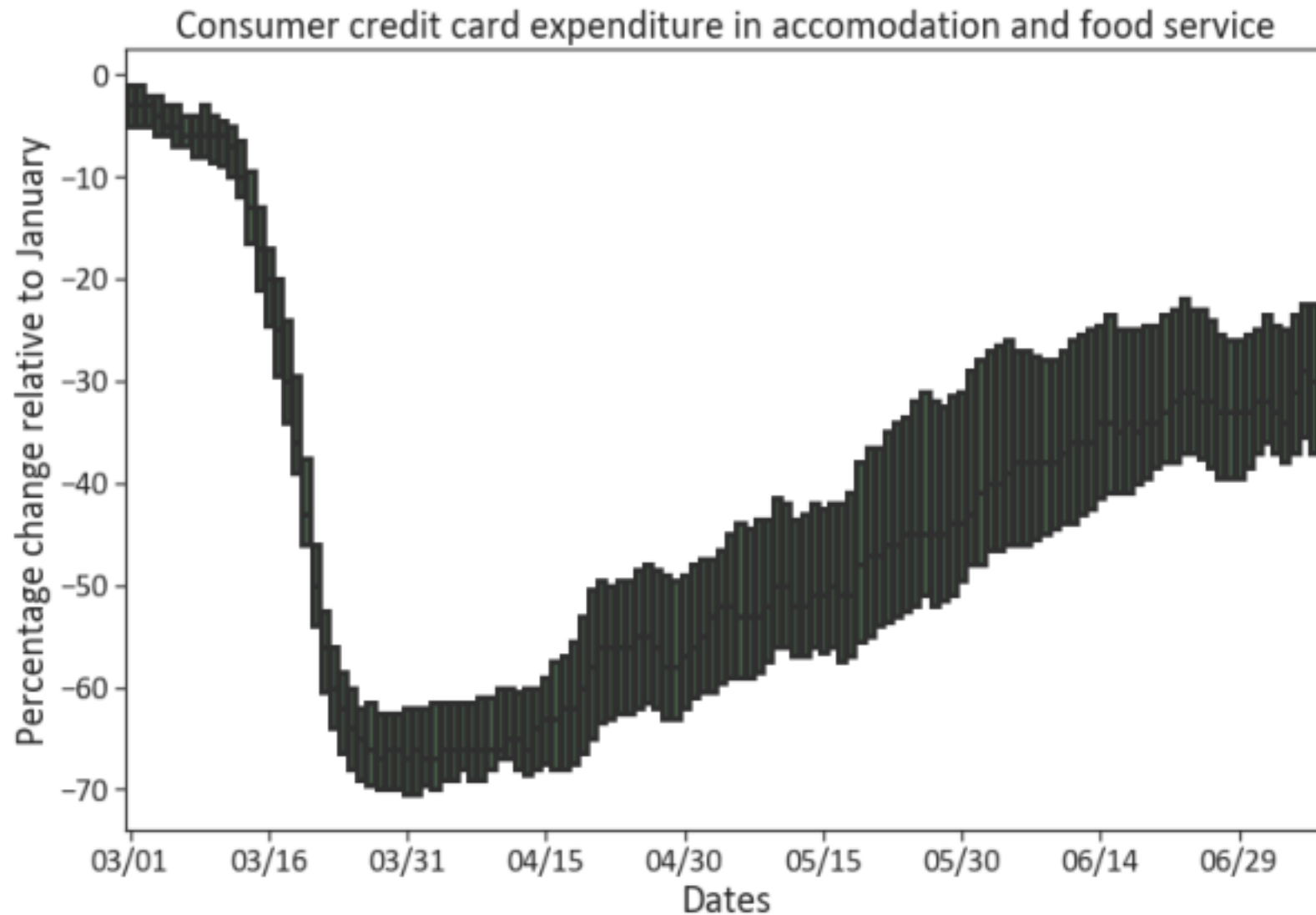
# A Big data perspective



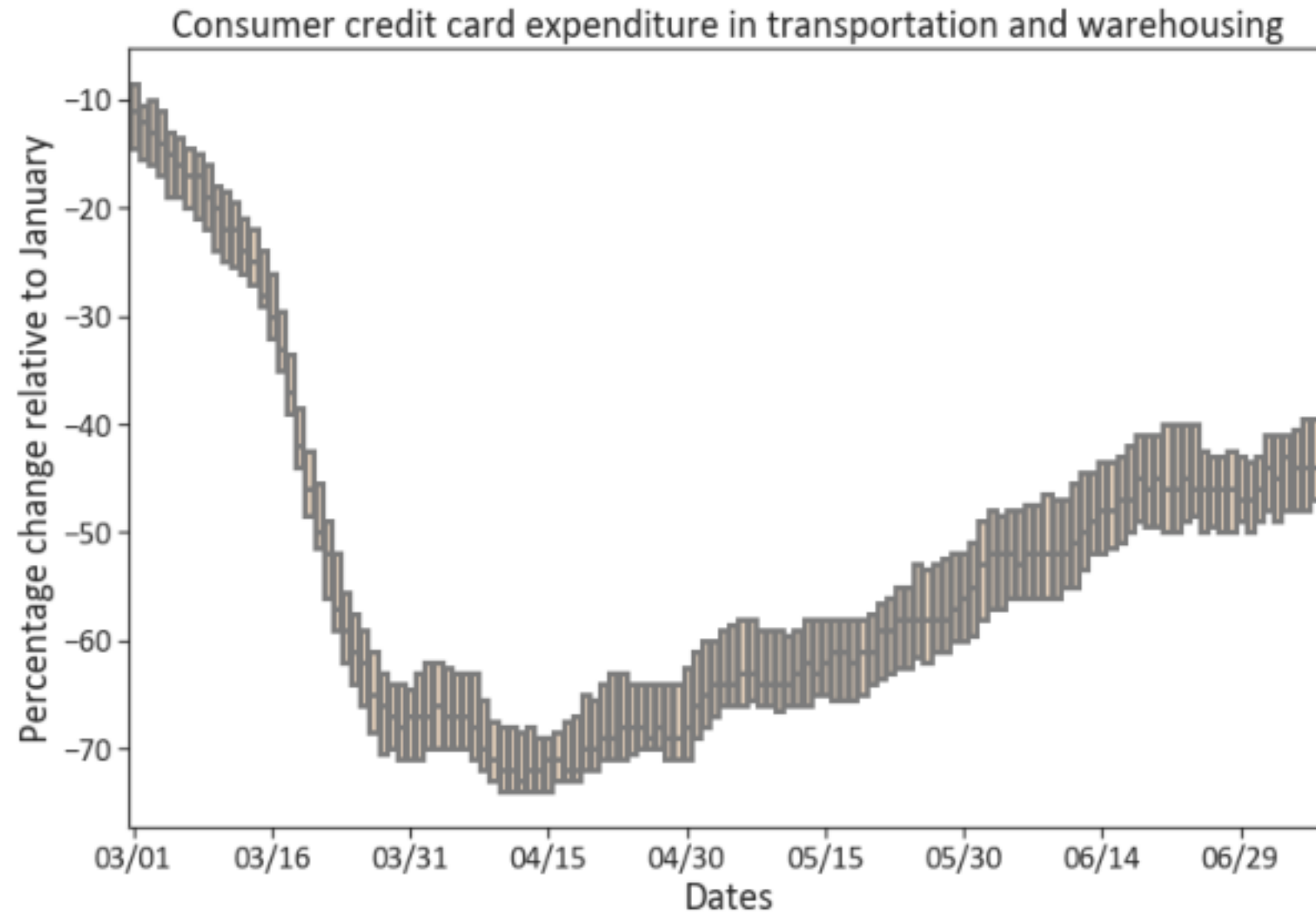
# A Big data perspective



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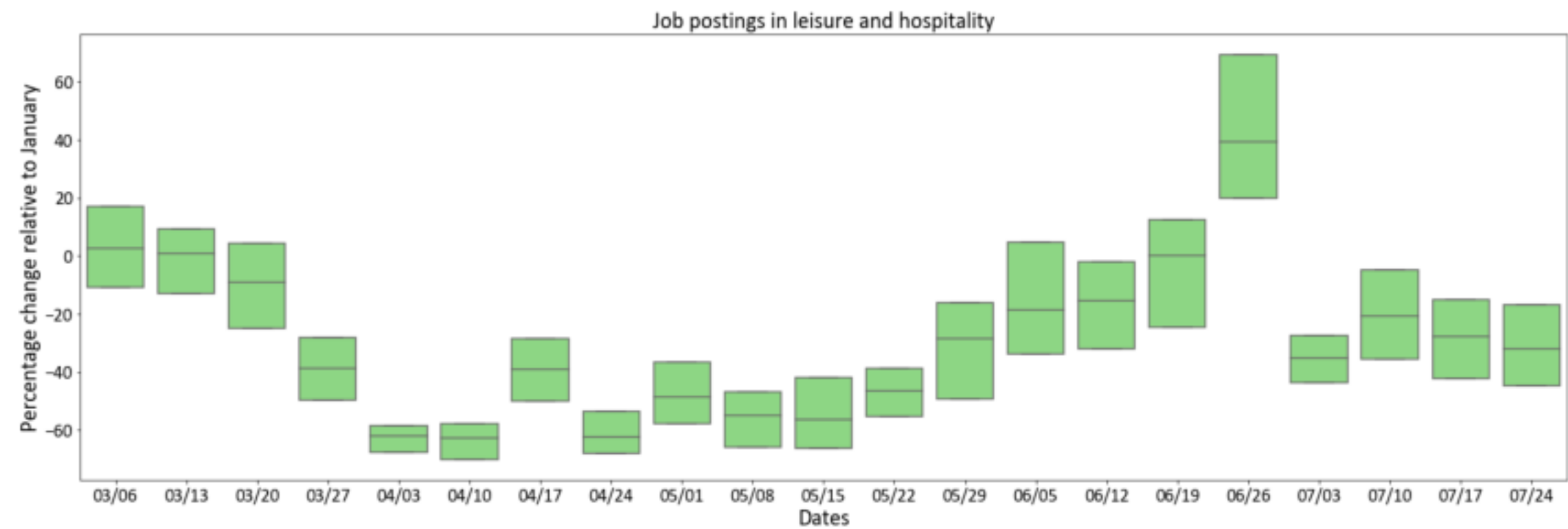


# A Big data perspective





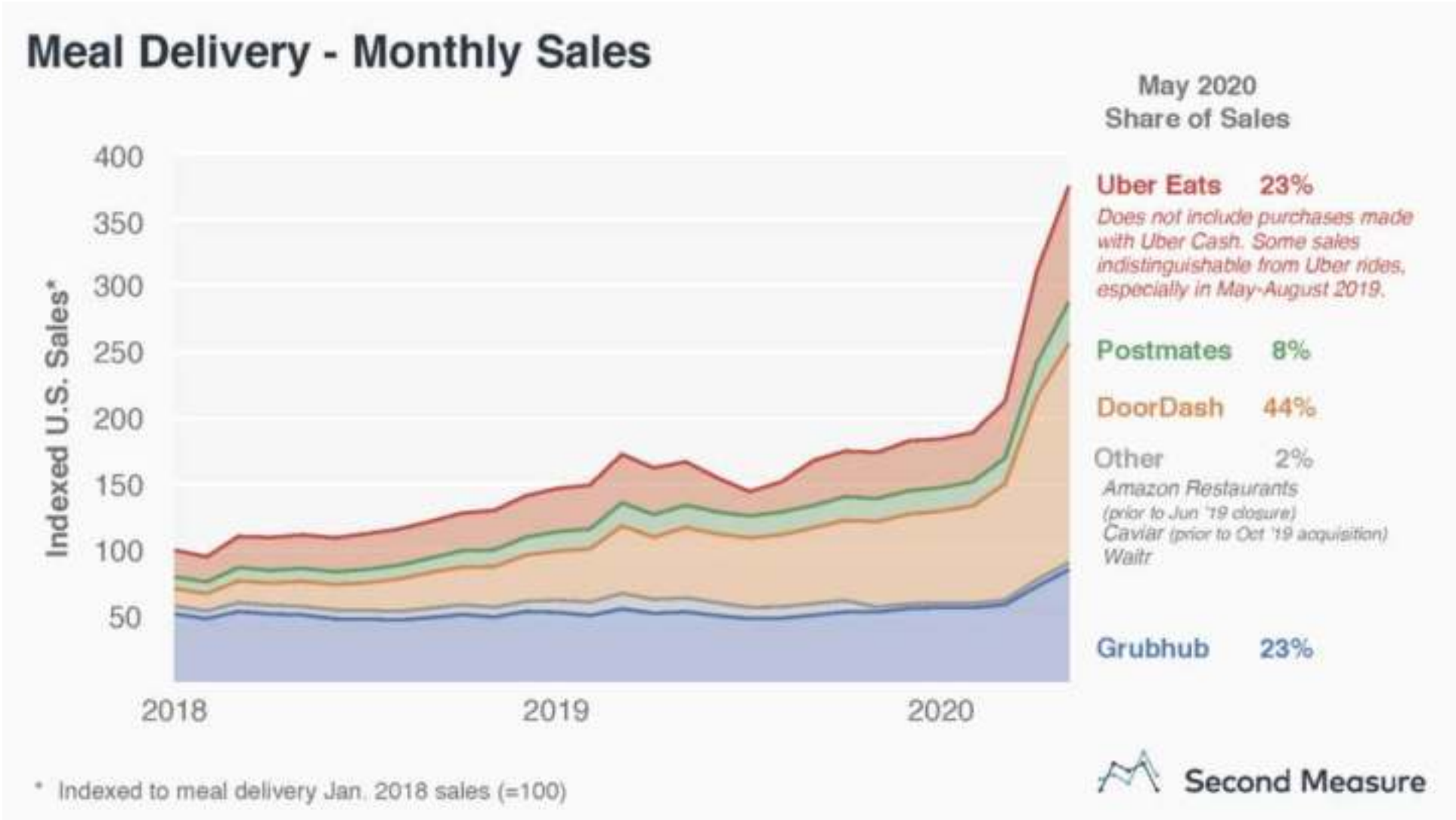
# A Big data perspective



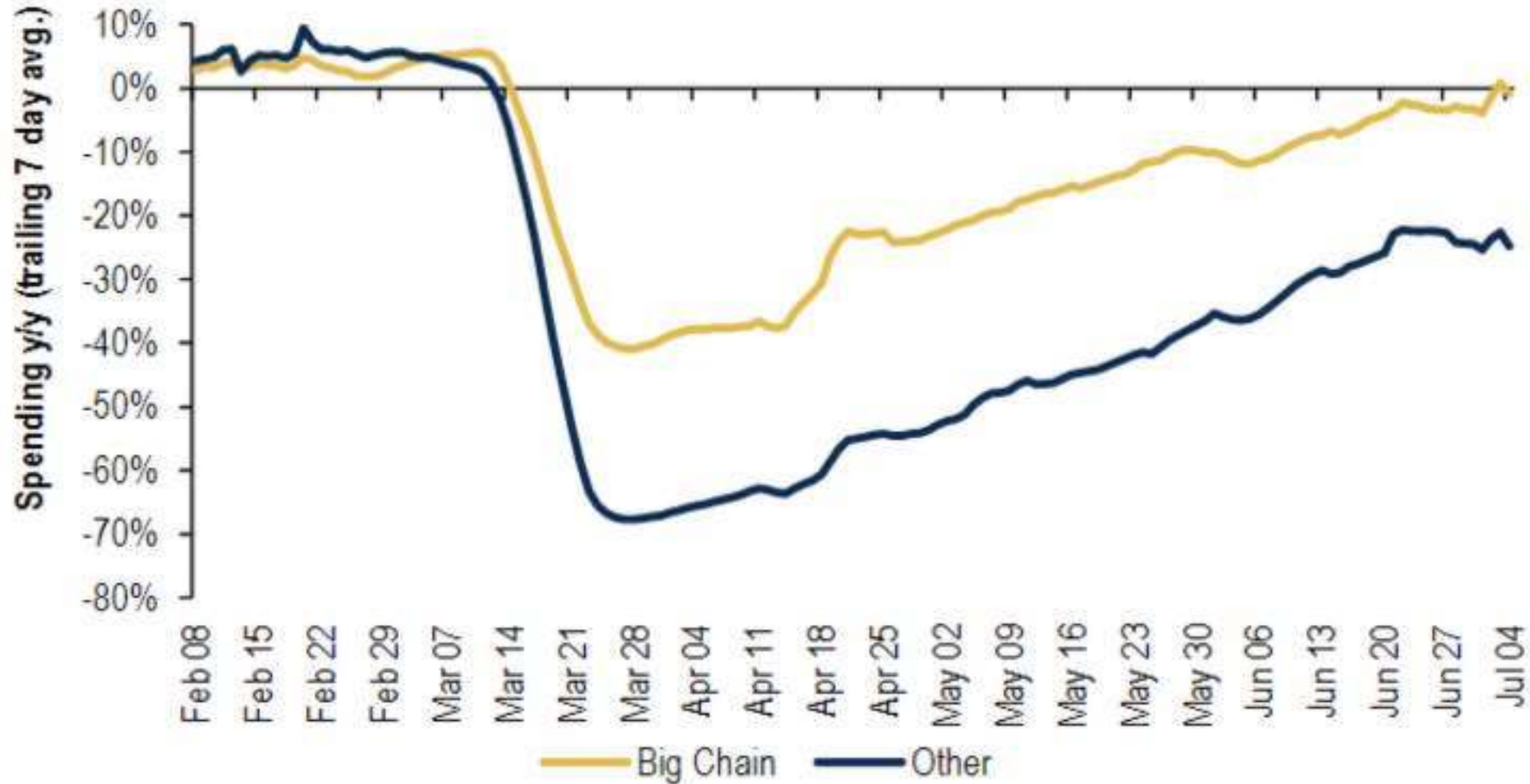
# A Big data perspective



# A Big data perspective



# Chain restaurants recover faster than independent ones.



Source: BAC internal data

Source: cnbc.com





# What Happens When the Only Restaurants Left Are Chains?

Grub Street | 05-04



Source: Grubstreet.com

# **A Recipe for the Future**

**New Guest Experience**

**Technological Adaptation**

**Stronger Partnerships**

# A Recipe for the Future

**New Guest Experience**

Technological Adaptation

Stronger Partnerships

# Crises often lead to long-lasting changes

Exhibit 1 | Crises Often Lead to Long-Lasting Changes



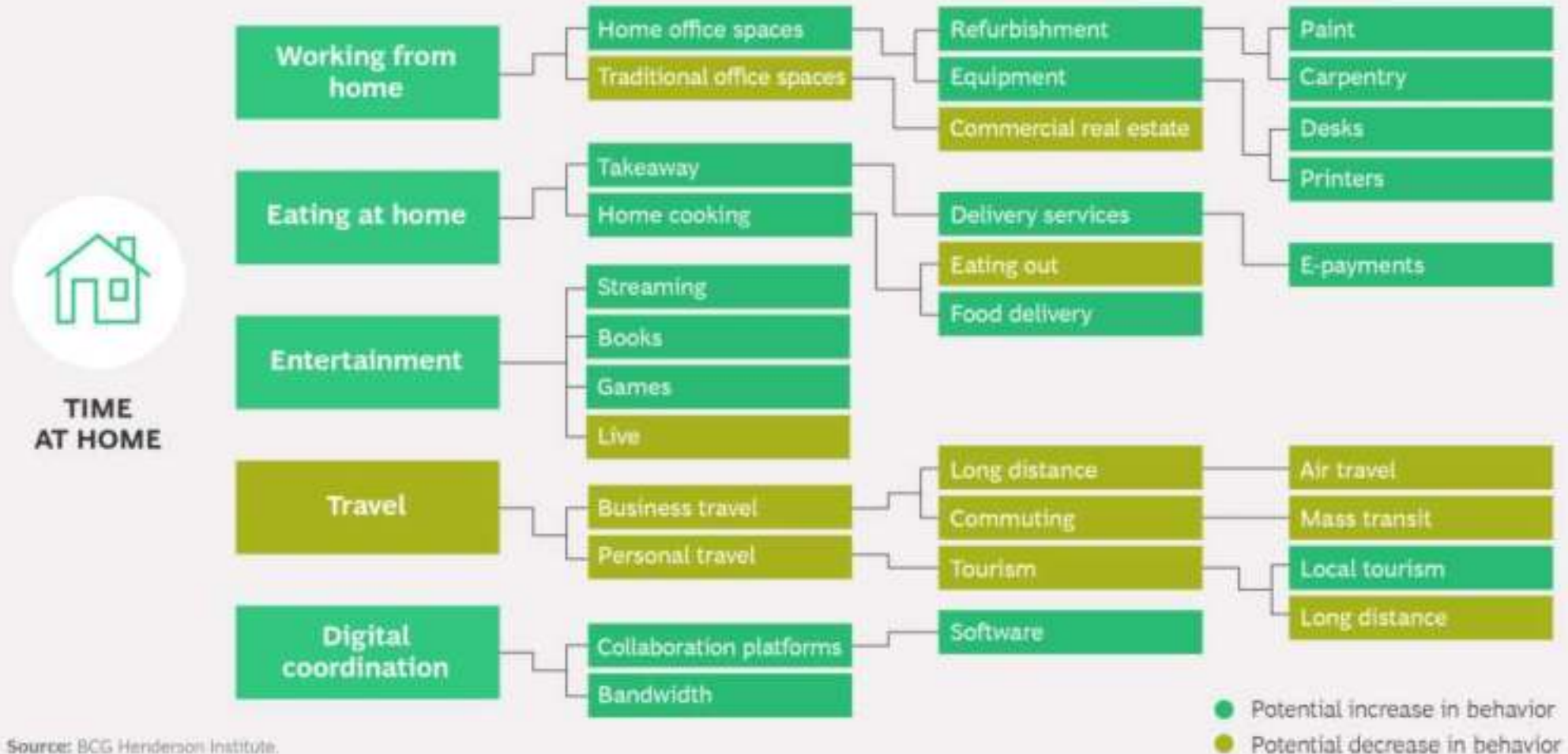
Source: BCG Henderson Institute.

Source: BCG Henderson Institute (2020)



# Potential Implications of Spending More Time at Home

Exhibit 3 | Potential Implications of Spending More Time at Home



Source: BCG Henderson Institute.

Source: BCG Henderson Institute (2020)

## New Guest Experience

**Shift in standards:** New procedures, tasks, and training need to be taken to ensure that guests are safe and are informed about the new tasks.

**Effective communication:** Company apps, websites and signage can all be used to ensure guests are receiving the most up-to-date information.

**Personalized services:** Be creative with new implementations to provide personalized services amid and post COVID-19.

# Tripadvisor's Travel Safe Initiatives



Get Started ▾

Build Your Business ▾

Man

## Best practices for the Travel Safe initiative features

Here are a few tips to make the most of this program:

- **Select the safety measures that apply to your business** — Be sure your selections are accurate to properly set guest expectations.
- **Use the free form text box to provide more details** — Take the opportunity to provide as much detail as possible by including links to more information on your website, blog or third-party standards (such as associations, local government certifications, etc.).
- **Update your information regularly** — Customers are very interested in the latest information, which is why we've added a date stamp to the section. Be sure to add any updates as you work to comply with the latest regulations and guidelines.
- **Remind guests to write reviews** — People want to know what things are like at your property right now. Be sure to remind all of your guests to write reviews at the end of their stays, and if applicable, mention the safety measures you have put in place.

# Tripadvisor's Travel Safe Initiatives

## ✦ Highlights

- Hosts with eligible listings who commit to Airbnb's enhanced cleaning protocol will get a special highlight on their listing page
- Print out and sign our cleaning summary to help guests understand the steps you've taken
- Reassure guests by messaging them about your cleaning routine before check-in

## How to tell your guests about your new cleaning standards

Reassure guests by sharing all you're doing to clean and sanitize your space.

Welcome! We're committed to Airbnb's enhanced cleaning protocol, which was developed in partnership with experts in health and hospitality. Here's what we've done to clean and sanitize the space:

- |  |   |
|--|---|
| <input type="checkbox"/> <b>Approved products</b><br>We use disinfectants approved by global health agencies to help prevent the spread of COVID-19    | <input type="checkbox"/> <b>Protective equipment</b><br>We wore protective equipment, like a mask and gloves, while cleaning  |
| <input type="checkbox"/> <b>Thoroughly clean</b><br>Each room was cleaned using extensive cleaning checklists  | <input type="checkbox"/> <b>Cleaning supplies on hand</b><br>We provide extra cleaning supplies, so you can clean as you stay |
| <input type="checkbox"/> <b>Every surface sanitized</b><br>All high-touch surfaces have been sanitized, such as doorknobs, cabinets and light switches |   |



# The Precaution Principle

“Approaching issues of potential harm when extensive scientific knowledge on the matter is lacking”.

Pandemic transmission modeling suggested that face mask use should be nearly universal and nation-wide even if most masks are home made. (Eikenberry et. al. 2020)

For service industry

Effective precaution measures



Consumers' satisfaction

# Consumers' behavioral changes due to COVID-19

Greater embrace of digital technologies

Greater sense of personal protection

Density is less desirable

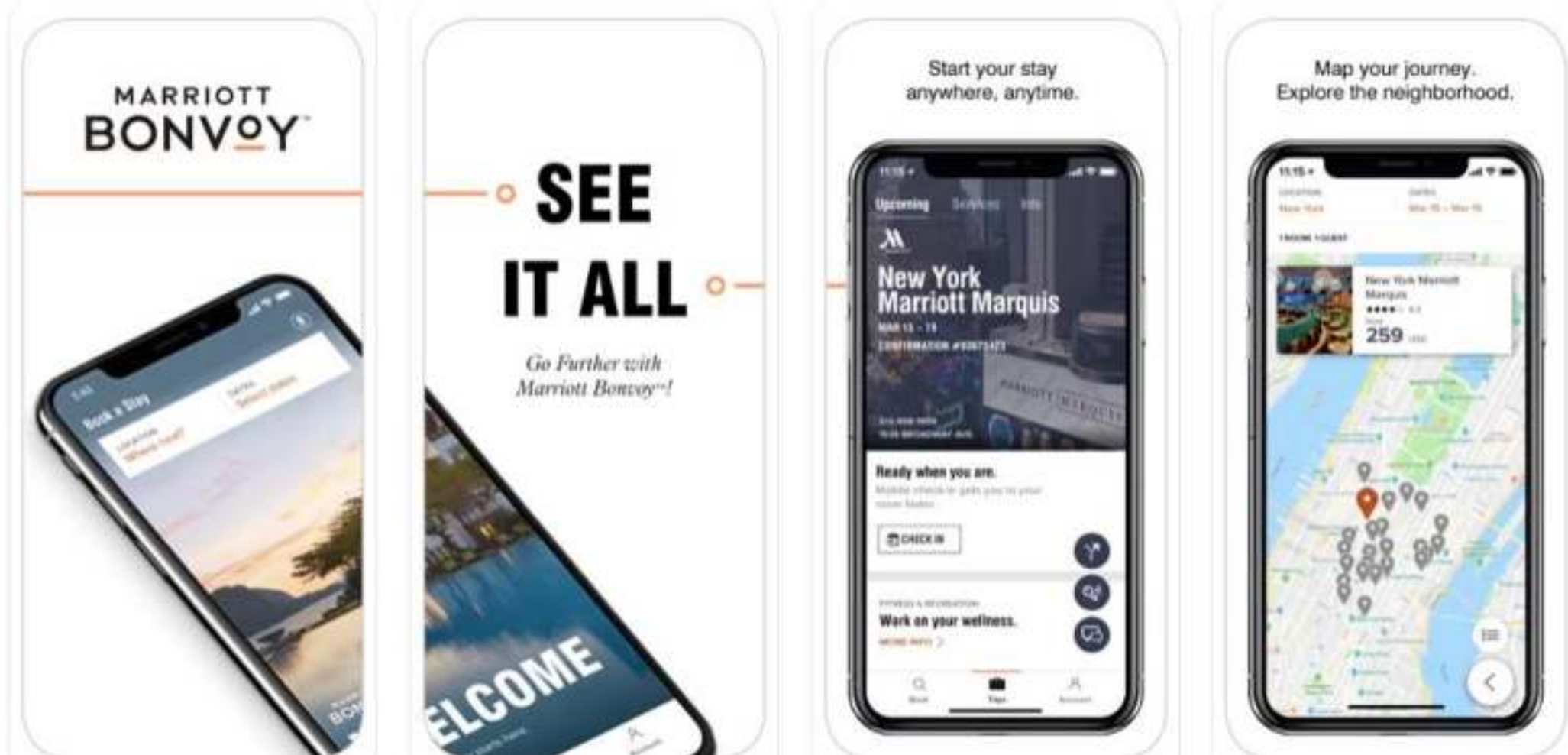
Greater need for visibility on cleanliness and sanitization

# A Recipe for the Future

New Guest Experience

**Technological Adaptation**

New Partnerships



Marriott expects to expand the use of its Mobile Key technology from the 1,800 hotels to its Bonvoy program members to all the 7,000 properties by the end of 2020.

## Take your cooking skills up a notch with an interactive lesson from a culinary pro!

Join one of your favorite NYCWFF chefs in their "virtual" kitchen for a hands-on lesson in creating delicious, signature recipes that will be sure to spice up your typical kitchen routine. In each class, a guest chef will guide you step-by-step through a recipe, answering your questions LIVE along the way. We'll bring the chef – you bring the ingredients!

## JOIN A CLASS



Shakshouka and Zhoug  
with Alon Shaya

Tue, Aug 4  
6:00 pm

[Buy Now](#)



Buttermilk Fried Chicken & Potato  
Salad  
with Art Smith

Thu, Aug 6  
6:00 pm

[Buy Now](#)



Details to Come!

Tue, Aug 11  
6:00 pm

[Coming Soon](#)



# Innovative Craft Beer Festival



PRESENTED BY ONCUE



## PROST! IN PLACE

FRIDAY MAY 15 2020



BEER KIT PACKAGES FROM LOCAL BREWERIES

LIVE STREAMED SEMINARS FEATURING  
LOCAL & NATIONAL BREWERY REPS

BENEFITTING THE  
CRAFT BREWERS  
ASSOCIATION OF OKLAHOMA



### Oklahoma Craft Beer Summit - Quarantine Edition

by Oklahoma Craft Brewers Association

[Follow](#)

\$25 - \$469.77

On Friday, May 15, from 7-10 p.m., the Craft Brewers Association of Oklahoma will host a series of live-streamed seminars on Facebook Live featuring our local brewery representatives alongside national Brewers Association representatives and some national names you just might know. 🍷 (Tentative schedule below.)



# MICE Industry Goes Digital



The world's first VR conference "V<sup>2</sup>EC" held on March 19, 2020,

Source: miceseoul.com

# Virtual tours

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## Florence Highlights Virtual Guided Tour (Times in EST)


By: [The Roman Guy](#)

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### Select Date and Travelers

Jul 26

2 adults

Options

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**FREE CANCELLATION** Risk free 100% refund if you cancel by Jul 24

✓ Reserve Now & Pay Later

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From **\$11.00**

# Robotic Server



<b>Dimension</b>	Double-tray: 445 x 430 x 1046 Single-tray: 445 x 430 x 810
<b>Number of Trays</b>	2ea, 16 inch trays 1 bus tub (optional) drink tray / extra bus tub
<b>Weight</b>	33kg
<b>Payload</b>	30kg
<b>Battery Life</b>	8 - 12hrs
<b>Charging Type</b>	Wall charger (Input 100-240V AC 3.5A 50/60Hz, Output 28.6V DC, 8.0A)
<b>Controller</b>	External tablet or attached touchscreen

# A Recipe for the Future

New Guest Experience

Technological Adaptation

**Stronger Partnerships**

# Aldi and McDonald's staff sharing deal in Germany

The partnership will help Aldi stores manage massive demand for at-home food arising from the pandemic while redeploying a restaurant workforce affected by closings and locations with restricted operations.

Under the agreement, McDonald's employees are specifically referred to Aldi and used there as required on a temporary basis and can return to the fast food restaurant after the assignment.

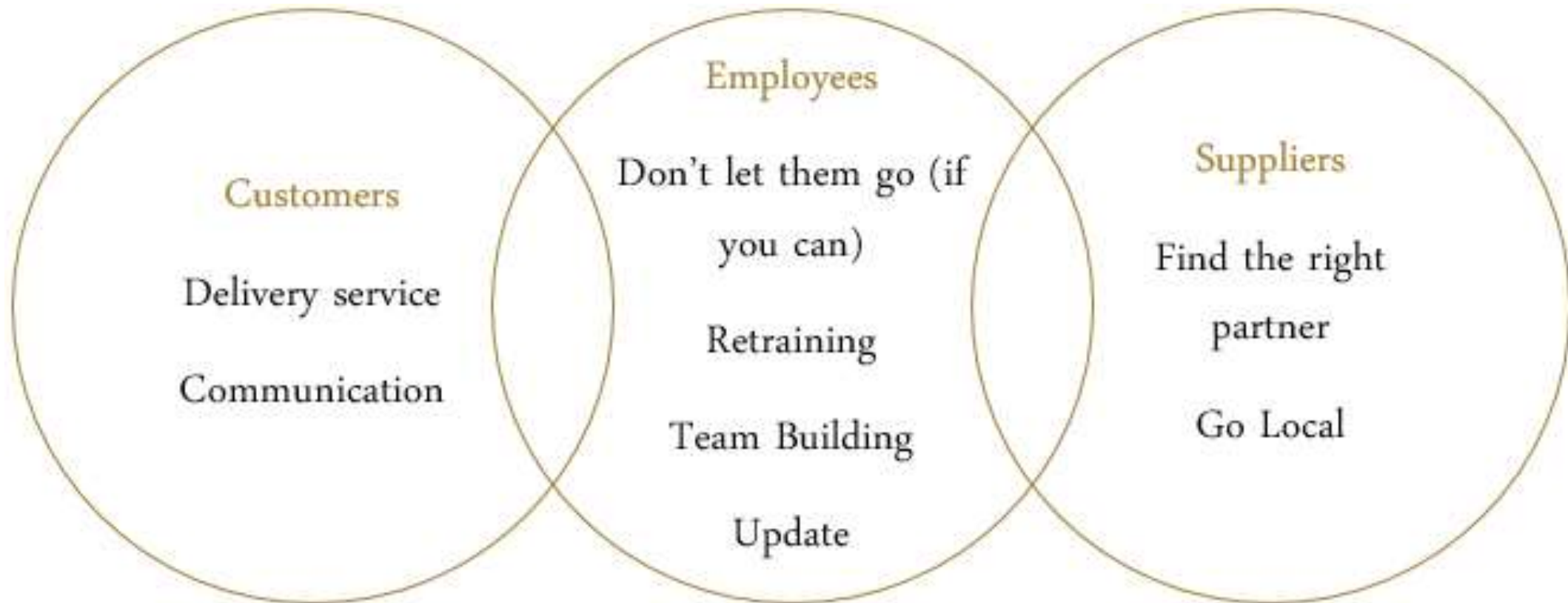
# **Stronger Partnerships**

**Trust relationship among entities on the supply chain network**

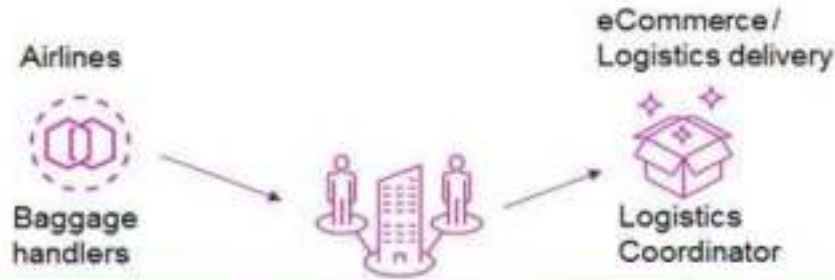
**Labor market and transferrable skills**



# New Partnerships



# Skill transferability



Baggage Job Activities	Transferrable Skills	Logistics Job Activities
Handle load and unload baggage and cargo	Cope with physical demands	Prepares loads for shipment
Perform handling procedures like documentation	Practical work application, procedural mindset	Monitors orders, receives products and coordinates delivery
Implement safety procedures and standards in handling customers' baggage	Problem-solving skills	Process customer returns and ensure orders fulfilled within service level agreement
Keep track of the baggage while transferring from cars and buses and aircraft	Attention to detail	Takes steps to avoid quality control issues
Direct and interact with clients in the delivery processes of their baggage	Interpersonal communications	Receive incoming customer calls, respond to orders, returns, general inquires
Protect customers' baggage from theft, loss and damage	Display alertness	Completes activities throughout the order fulfillment cycle to make sure deadlines met and batches posted

# **Summary: A Recipe for the Future**

**New Guest Experience**

**Technological Adaptation**

**Stronger Partnerships**

# Future Steps

AI in the Workplace



Overcoming Challenges



Work Reorganization



Consumer Value Evolution



New partnerships



**Questions?**

**Thank You!**