



UNIVERSITY of SOUTH FLORIDA
 Muma College of Business
 M3 Center for Hospitality
 Technology and Innovation

**“New Direction for Tourism and Hospitality
 Research and Education after the COVID-19
 Pandemic”**


Cihan Cobanoglu, PhD, CHTP
 McKibbin Endowed Chair Professor & Director of M3 Center
 Muma College of Business
 University of South Florida Sarasota Manatee

 @cihancobanoglu
  ProfCobanoglu
  drcihancobanoglu
  @cihancobanoglu
  cobanoglu.com

1



2


UNIVERSITY of SOUTH FLORIDA
 Muma College of Business
 School of Hospitality and
 Tourism Management

Technology

*is defined as “any skill, tool, process, or
 way of doing anything better, faster, more
 efficient, cheaper, more sustainable”*

Cihan Cobanoglu

3



4

Hospitality 1.0
 Hyatt Directory | Reservations | Comments | Search

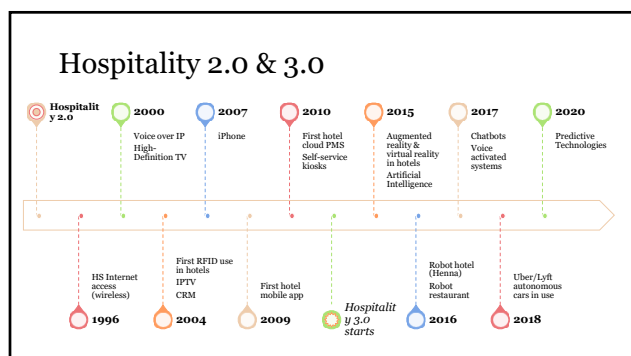

 Hyatt Hotels & Resorts

Search for Reservations
 PACKAGES & DEALS
 Email in Hyatt
 Hyatt Rewards
 Hyatt A.M. Meeting
 Grand Hyatt, New York
 Stay Hyatt, Live
 New Room in Room

1986 1990 1993 1995

1994 First hotel website (Hyatt)
 Hospitality 2.0 starts
 High-Speed Internet access (Wired)
 Remote check-in/out systems
 Real reservation access (Choice)

5



6



7



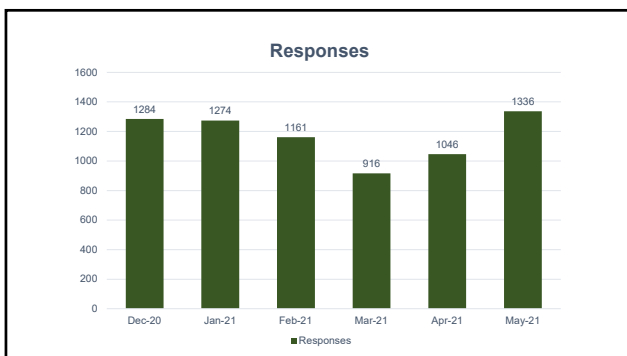
8



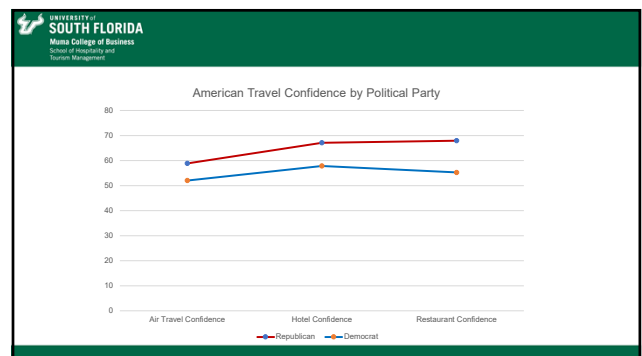
9



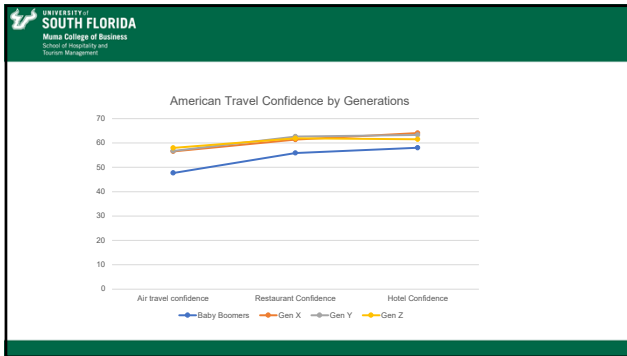
10



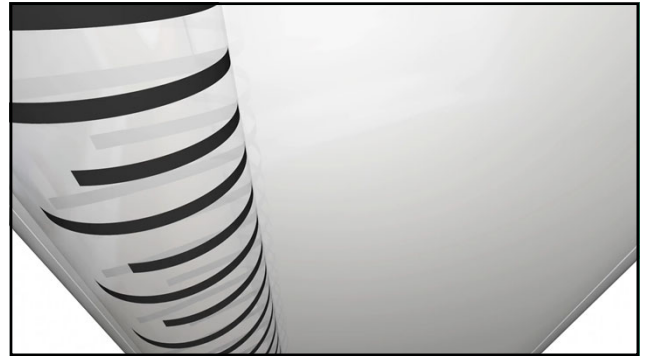
11



12



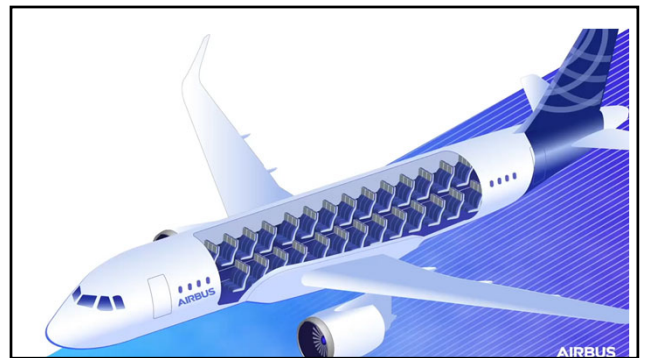
13



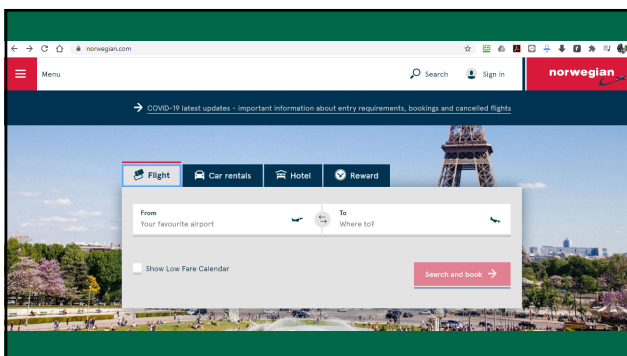
14



15



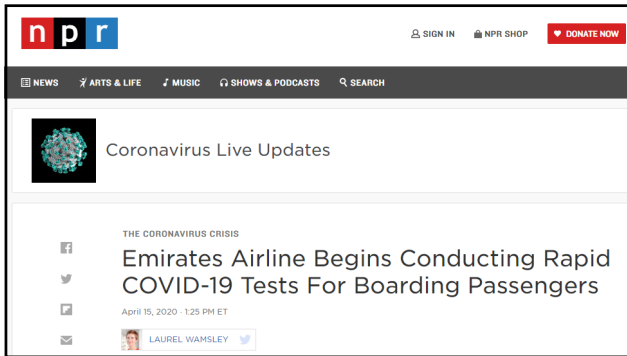
16



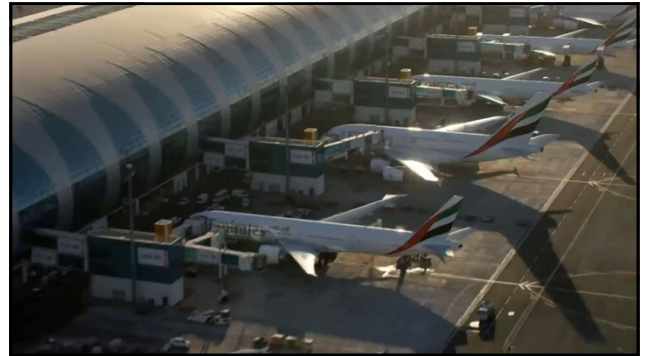
17



18



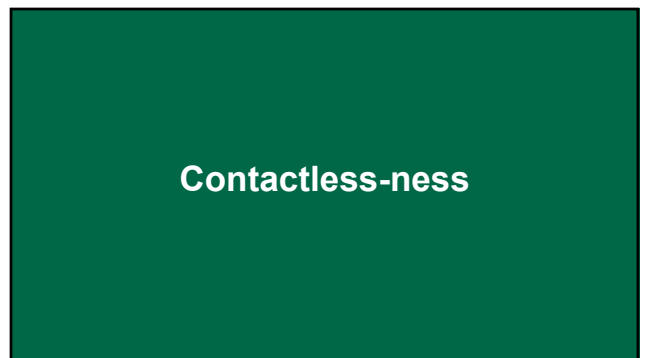
19



20



21



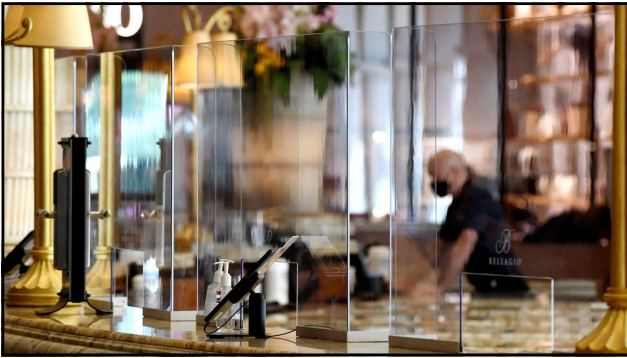
22



23



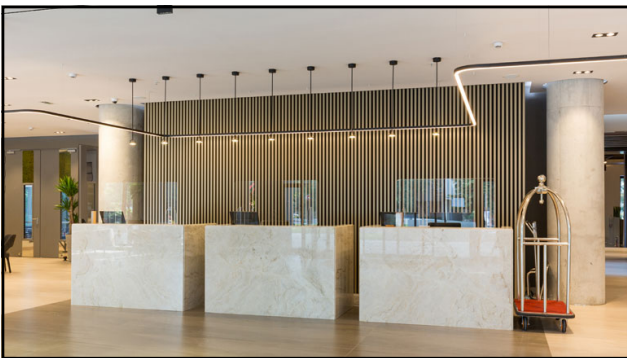
24



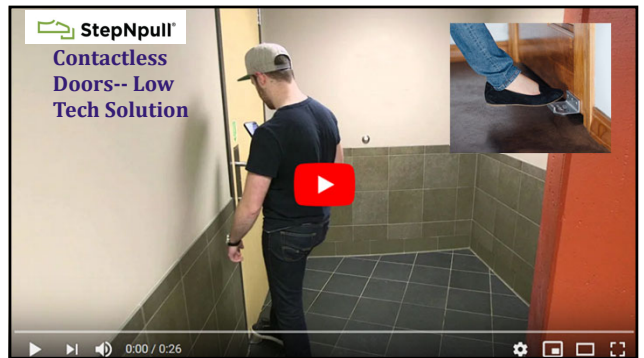
25



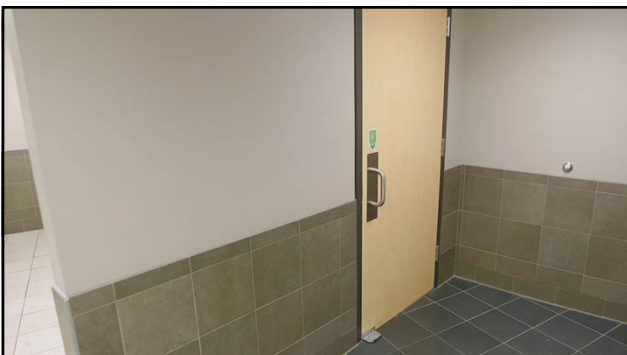
26



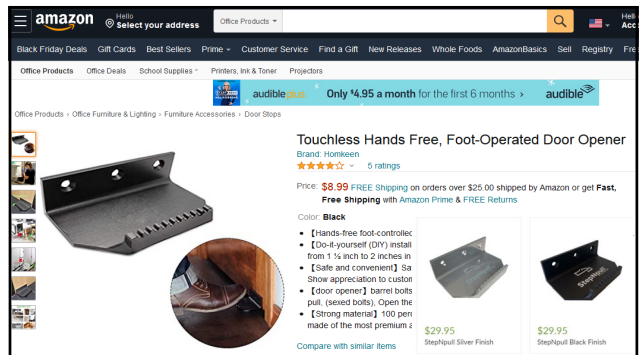
27



28



29



30



31



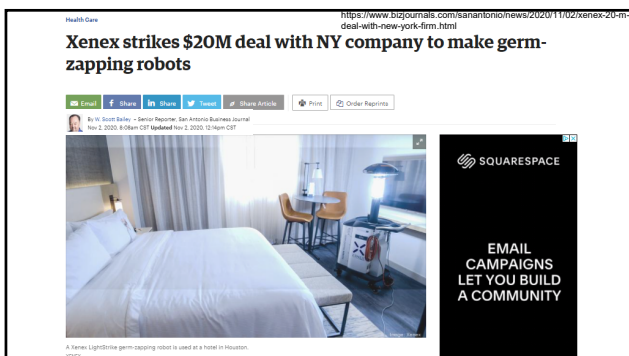
32



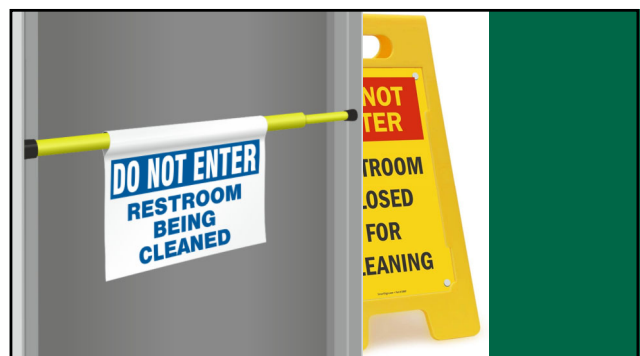
33



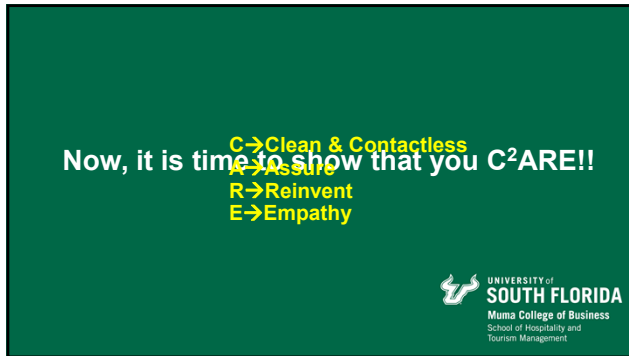
34



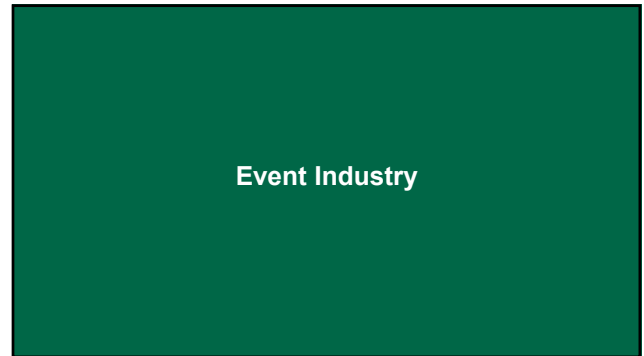
35



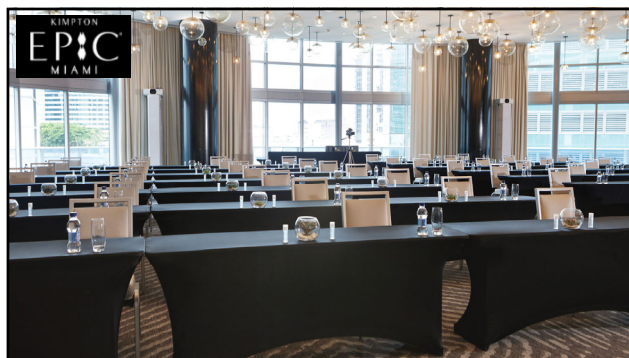
36



37



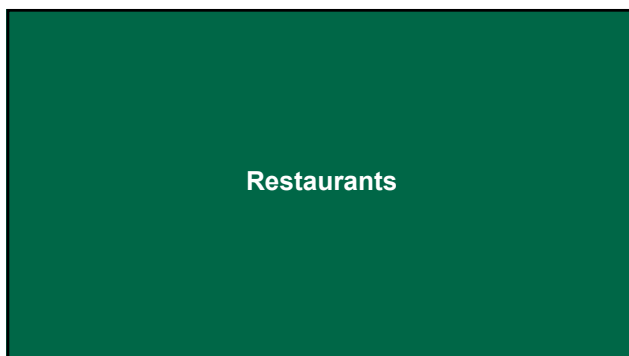
38



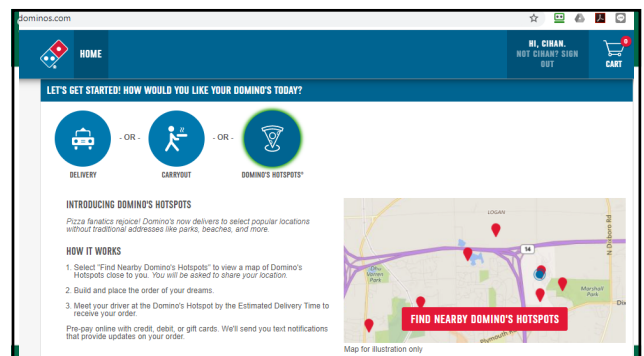
39



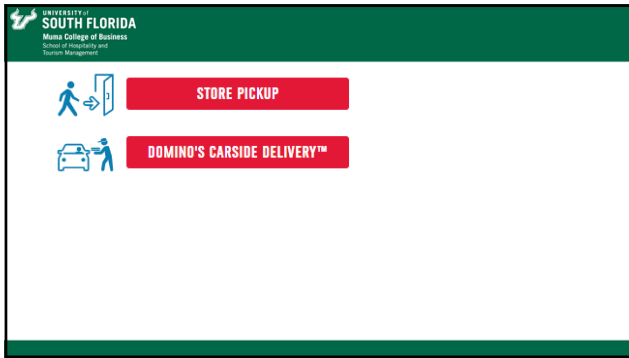
40



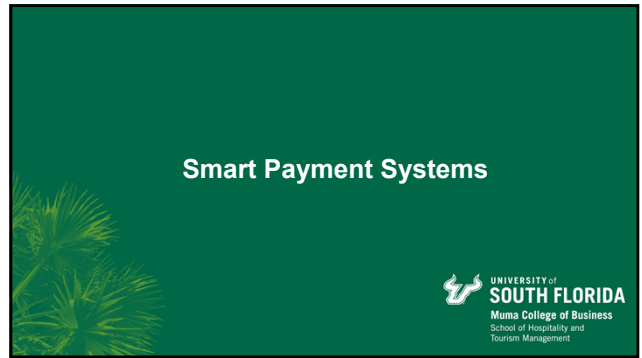
41



42



43



44



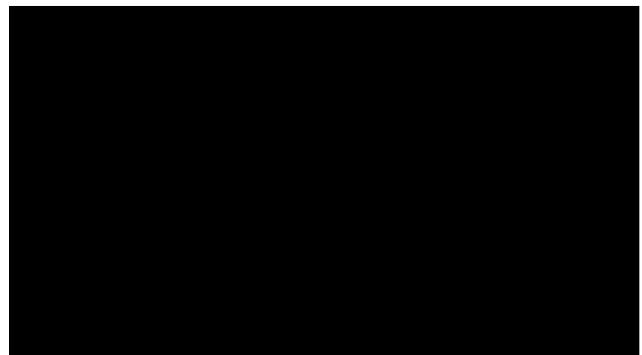
45



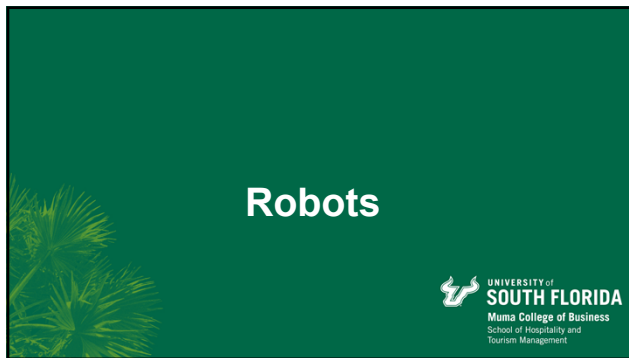
46



47



48



49



50



51



52



53



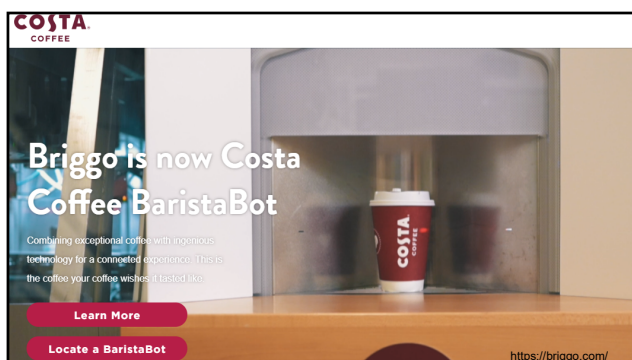
54



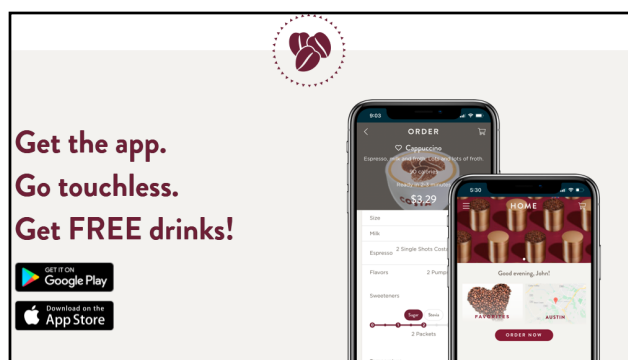
55



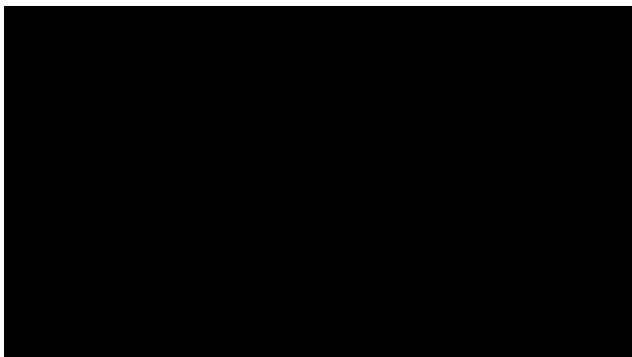
56



57



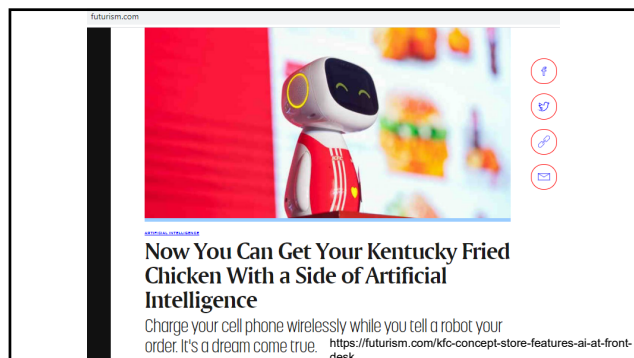
58



59



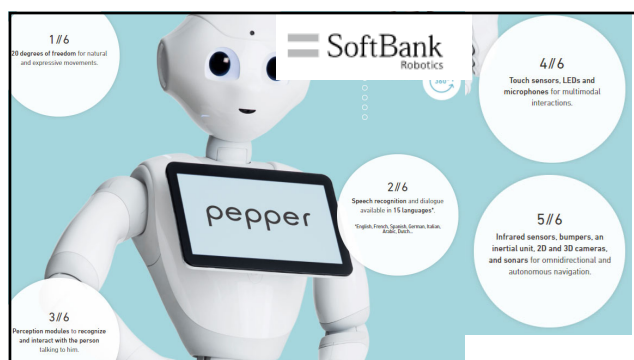
60



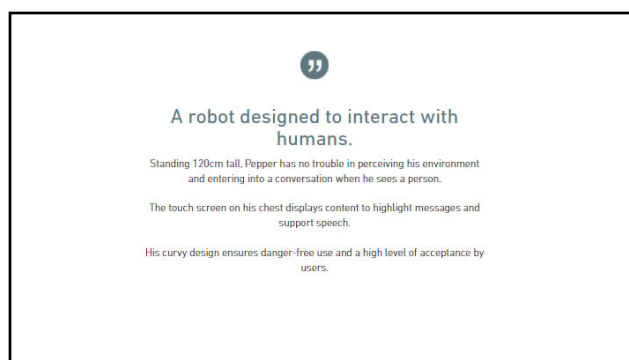
61



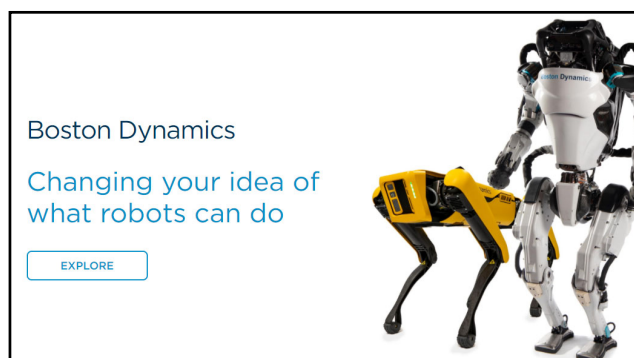
62



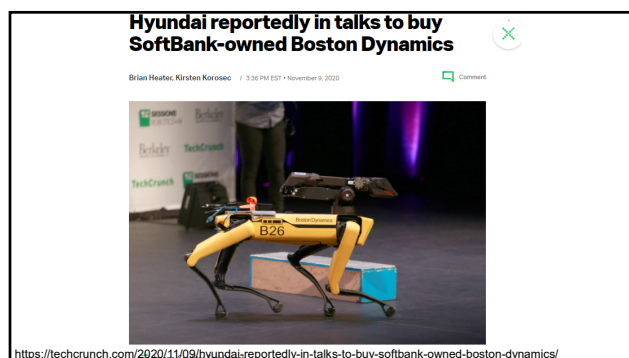
63



64



65



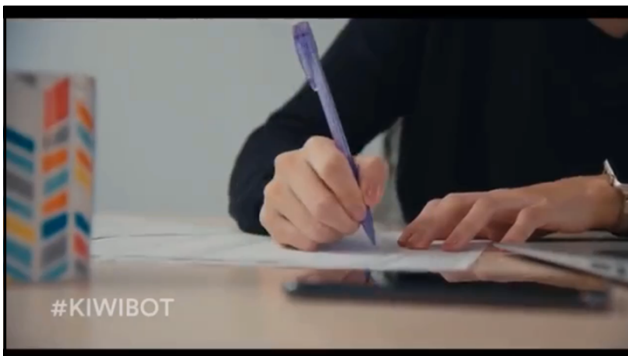
66



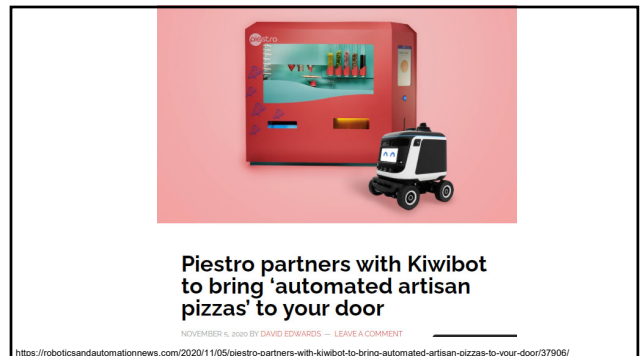
67



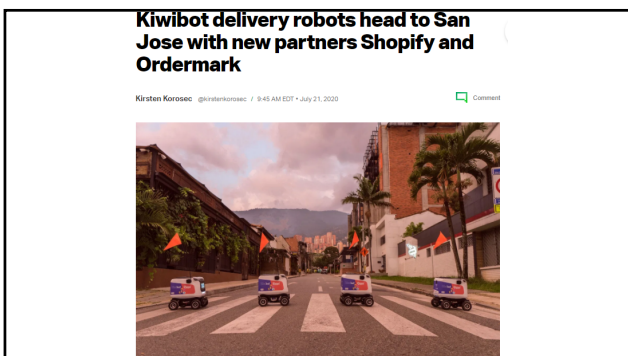
68



69



70



71



72



73



74

Robotic Technologies in Restaurants

Robot chef



Robot bartender



75



76

Beijing's First Restaurant With Fully Automated Kitchen Opens

Lana Bandem Contributor @ Food & Drink
I write about food tech and science.



Customers eat hot pot in a Haidilao restaurant. (Photo by Zhang Peng / gettyimages via Getty Images)

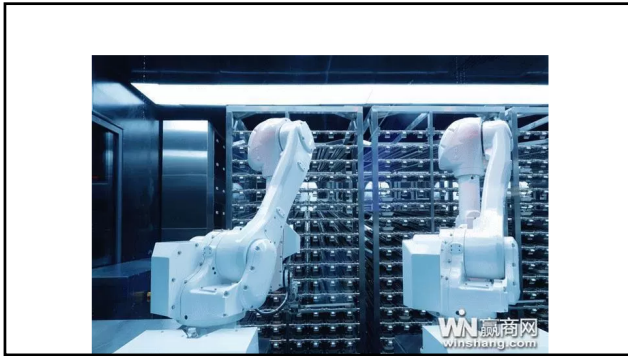
77

Hotpot restaurant Haidilao replaces its staff with robots

The hotpot chain opens its first fully automated outlet in Beijing



78



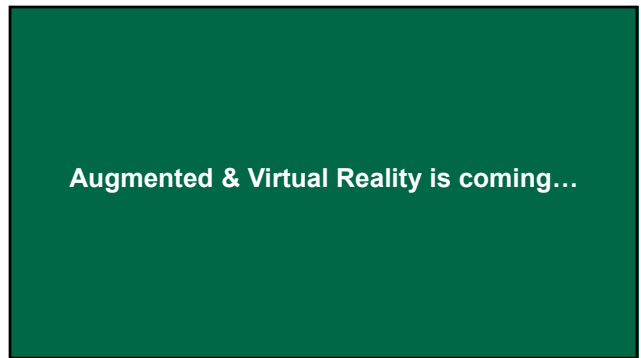
79



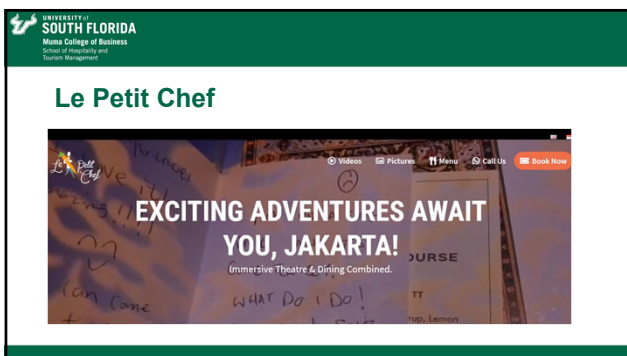
80



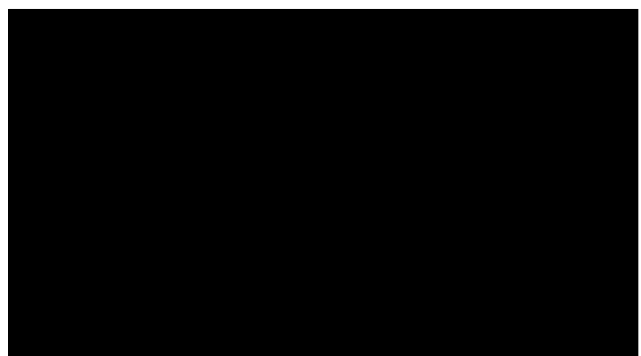
81



82



83



84

A new business model?
How about teaching people to make your
recipes in their own kitchen?

85



86

Christmas Decoration in Florida?

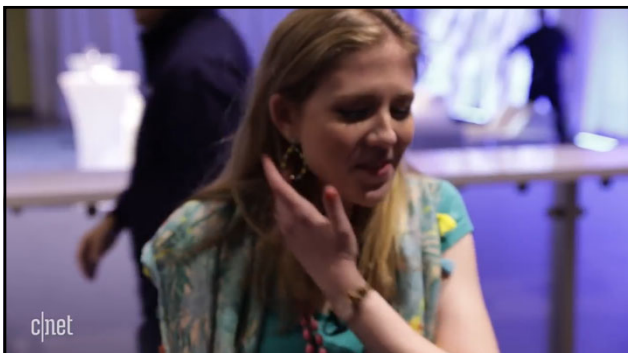


UNIVERSITY of
SOUTH FLORIDA
Muma College of Business
School of Hospitality and
Tourism Management

87

AR in Cruise Industry

88



89

Using VR in Training
Hilton Hotels

90



91



92

UNIVERSITY OF SOUTH FLORIDA
Muma College of Business
School of Hospitality and Tourism Management

Chian Cobanoglu is with Furkan Araci and Ayse Akyildiz at Holiday Inn Saracota Airport
December 4, 2019 - Geneva, CH

Our data collection about the use of virtual reality devices in creating travel experiences is continuing. It is challenging to collect data with VR devices! But we are determined to contribute to the body of knowledge! Thanks to our visiting scholars for helping!

93

UNIVERSITY OF SOUTH FLORIDA
Muma College of Business
School of Hospitality and Tourism Management

INDEPENDENT News Videos Sports Culture **LIFE** Tech Daily Edition

VOICE-ACTIVATED HOTEL ROOMS AND ROBOT BUTLERS: HOW TECHNOLOGY IS REVOLUTIONISING OUR HOLIDAYS

<http://www.independent.co.uk/travel/news-and-advice/hotels-smart-tech-voice-activated-rooms-robots-virtual-reality-new-york-barcelona-japan-boston-a7381501.html>

94

THE WALL STREET JOURNAL Subscribe Sign in

Home World U.S. Politics Economy Business Tech Markets Opinion Life & Arts Real Estate WSJ Magazine

Robot Hotel Loses Love for Robots
The robot revolution will have to wait at the Henn na Hotel in Japan, which is laying off low-performing droids

By *Alastair Gale* and *Takashi Mochizuki*
Jan. 14, 2019 11:50 am ET

PRINT TEXT

SASEBO, Japan—Yoshihisa Ishikawa's one-night stay at a robot-staffed hotel in western Japan wasn't relaxing.

He was roused every few hours during the night by the doll-shaped assistant in his room asking: "Sorry, I couldn't catch that. Could you repeat your request?"

95

UNIVERSITY OF SOUTH FLORIDA
Muma College of Business
School of Hospitality and Tourism Management

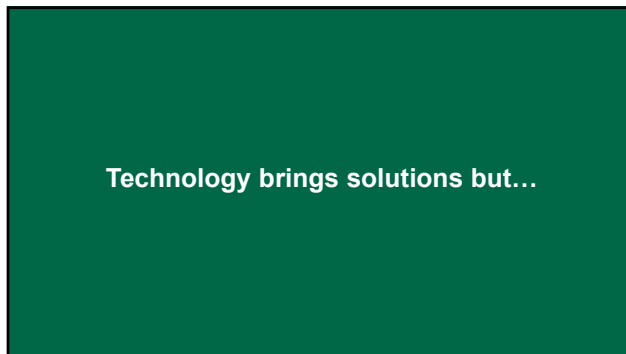
Robots in the Hospitality Industry

© Starwood Hotels

96



97



98



99

<p>UNIVERSITY OF SOUTH FLORIDA Muma College School of Hospitality and Tourism Management</p> <p>Corporate Director of Social Media Proper Hospitality Los Angeles, CA Date Posted: 0 day ago</p> <p>Social Media Producer Providence Hotels Portland, OR Date Posted: 2 weeks ago</p> <p>eCommerce Innovation Manager, eCommerce Consulting Group Hilton Orlando, FL Posted: 7 weeks ago</p> <p>Digital Web Production Analyst Hilton Grand Vacations® Orlando, FL Date Posted: Today</p> <p>Sr Analyst, Web Analytics Hilton Grand Vacations® Orlando, FL Date Posted: Today</p>	<p>PROPER HOSPITALITY</p> <p>P PROVENCE HOTELS</p> <p>Hilton</p> <p>HILTON GRAND VACATIONS</p> <p>HILTON GRAND VACATIONS</p>
---	---

100

<p>UNIVERSITY OF SOUTH FLORIDA Muma College School of Hospitality and Tourism Management</p> <p>E Commerce Manager M&R Hotel Management Great Neck, NY Date Posted: 6 days ago</p> <p>Specialist, Integrated Media - Upscale & OTA Media Wyndham Hotels & Resorts Parsippany, NJ Date Posted: 3 days ago</p> <p>Enterprise Data Applications Engineer Red Robin Gourmet Burgers Greenwood Village, CO Date Posted: 2 days ago</p> <p>Events Technology Manager Hilton McLean, VA Date Posted: 4 days ago</p> <p>Director of Digital Product Management - On-Property Guest Experience Wyndham Hotels & Resorts Parsippany, NJ Date Posted: 2 days ago</p>	<p>M&R</p> <p>WYNDHAM</p> <p>Red Robin Gourmet Burgers</p> <p>Hilton</p> <p>WYNDHAM</p>
---	--

101

<p>UNIVERSITY OF SOUTH FLORIDA Muma College of Business School of Hospitality and Tourism Management</p> <p>Research Opportunities</p> <ul style="list-style-type: none"> • Technology Paradox: Efficiency • Acceptance by guests/staff members • Human-Computer Interaction • Impact of technology on E2C, C2E, E2E, C2C • Artificial Intelligence • Robots / Self Service Technologies • VR/AR (from guest point and staff point) (sales and training) • Blockchain/Supply Chain • Training Systems • Impact of technology on sustainability (SDGs) • Empathy to Experience (the role of technology)

102

Thank you!



<https://www.facebook.com/ProfCobanoglu>
<https://www.linkedin.com/in/drcihancobanoglu/>
<https://twitter.com/cihancobanoglu>
<https://www.cobanoglu.com/>
cihan@usf.edu

103