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Hospitality of the Future

Introduction

The topic 'Hospitality of the Future' examines how rapidly the hospitality sector is changing and highlights innovative products and services which are becoming available. For instance, space hotels, underwater accommodation, cruise ships and the use of robots are becoming more common in the hospitality sector. Although some of these innovations are in their embryonic stage, such as astro tourism (refer to Chapter 9), discussions embracing new products and services should be undertaken rather than rejecting ideas based on previous industry expectations. In addition to the introduction of new products and services, technological change challenges traditional employment models of hospitality workers with a real concern regarding employment opportunities in the future. This chapter highlights some of the future aspects of hospitality services with a focus on the rise of robots in the Asian hospitality sector. A brief analysis of the advantages and disadvantages of using Artificial Intelligence (AI) is given with further detail presented in Chapter 8. The chapter concludes by suggesting new and changing technology will have an impact on the hospitality industry, however the extent of impact will differ for each type of hospitality business. Case studies are included to illustrate themes that reflect current customer service practices and potentially what the future holds.

Hospitality of the future overview

There is emerging research into the future of hospitality and the direction it will take based on new and changing technologies (Buhalis *et al.*, 2024; Ivanov, 2019). First, the traditional function of the hospitality sector will always exist. This is due to the natural need for food, water and sleep. The physiological requirement for sustenance is essential for all creatures to survive. As Calpaldi (1996, p. 1) stated '*eating is arguably the most fundamental of human activities*'. Additionally, sustenance