

# Index

- Artificial intelligence (AI), 8, 79, 106, 123, 158, 175, 185–186, 209, 224, 242
  - AI-enabled business applications, 255
  - intelligent internal systems, relying on, 234
  - Metis platform, 173
  - for personalization and customization, 231–233
  - platform, 162
  - in restaurants, 186
  - technologies, 259
  - in TTH, 15–19
- Artificial Intelligence Markup Language, 106
- Artificial Narrow Intelligence, 16, 18
- Artificial Superintelligence, 16, 18
- Attitudes, 81–82, 86–87, 94
- Automation (*see also* Service automation (SA))
  - of hotel services, 159–160
  - of tasks, 48
- Chatbots, 8, 18, 42–43, 106, 163, 169–170, 187–188, 226, 262
  - adoption in tourism services, 105
  - in airline industry, 113
  - challenges, 113–114
  - intelligence, 107
  - knowledge base, 106
  - literature in different contexts, 108–110
  - theoretical background, 114–117
  - in tourism and hospitality industry, 107–112
- Conceptual framework, 22–29
  - of adoption, 116
  - of tourism bot from input query to output reply, 111
- Cost-benefit analysis, 40
  - financial and non-financial benefits of RAISA adoption, 42–44
  - financial and non-financial costs of RAISA adoption, 45–47
  - of investing in RAISA technologies, 42
- Economic fundamentals of RAISA, 40–42
  - adoption of RAISA technologies, 51–53
  - cost-benefit analysis of investing in RAISA technologies, 42–47
  - human employees and RAISA technologies, 47–51
- Event(s)
  - AI-enabled business applications, 255
  - context of events, 257–258
  - event experience, 263–264
  - face-recognition technology, 262
  - management software, 259
  - marketing, 261
  - operations, 262–263
  - RAISA and event literature, 256–257
  - RAISA applicability to events, 259
  - safety, 260–261
  - security, 259–260
  - staging, 261–262
  - technology tools, 262
  - venue, 263
  - venue security, 259

- Hospitality, 7, 123, 157, 264  
 businesses, 127  
 customers, 66  
 firms, 126  
 impacts of RAISA on service  
 quality in, 125  
 influence of RAISA on service  
 quality and experience,  
 124–128  
 RAISA and service quality, 128–129  
 services, 123
- Hospitality robots  
 in airports and hotels, 136–137  
 limitations, 138  
 in museums, 137  
 tele-operated, 137–138
- Hotels, 123  
 DNA content platform, 162  
 guest experience, guest cycle, and  
 RAISA, 158–161  
 hospitality robots in, 136–137  
 pedagogical implications, 174  
 practical implications, 174  
 RAISA application during guest  
 cycle, 161–173  
 RAISA in, 157–158  
 research implications, 174–175
- Museum(s), 239–240  
 chronological framework of  
 Museums' orientations,  
 241–242  
 drones, 240–241  
 of Holography, 248  
 hospitality robots in, 137  
 as labs of future culture, 248–249  
 marketing, 241–242  
 RAISA approach to preservation  
 management, 246–247  
 RAISA in service design, 242–245  
 superstars, 239
- Perceptions, 70  
 user perceptions of trust, 67
- Restaurants, 123
- Restaurants, RAISA in (*see also*  
 Automated restaurant  
 systems)  
 AI, 185–186  
 automated food delivery, 209  
 automated restaurant systems,  
 206–209  
 Bear Robotics, 200  
 biometric identification, 191–194  
 Chatbots, 187–188  
 front of house restaurant robots,  
 199–200  
 industry insights, 200  
 Penny Robot, 200–203  
 Robot Waiters, 204  
 Robotic Bars, 205–206  
 Robotic Cashiers at QSR, 204  
 robots at back of house, 196–198  
 robots in, 194–196  
 service automation, 206  
 voice-activated technologies,  
 188–191
- Robot(ics), 79, 93, 124, 127, 136, 158,  
 170–172, 185, 209, 240, 246  
 anthropomorphism, 94–95  
 Anxiety Scale, 83, 95  
 at back of house, 196–198  
 Bars, 205–206  
 Cashiers at QSR, 204  
 costs for adapting premises to  
 facilitating mobility, 45  
 guides, 242  
 in hospitality, 175  
 Host from Tanuki Restaurant,  
 198–199  
 kitchen assistants, 196  
 kitchen technology, 197  
 Lawnmower, 21  
 manipulators, 150  
 Penny, 200–203  
 in restaurants, 194–196  
 Runners, 199  
 technologies, 185, 224

- in TTH, 19–22
  - Waiters, 204
- Robots, artificial intelligence, and
  - service automation (RAISA), 1–3, 7, 39, 123, 128–129, 157, 185, 221, 241, 256
  - advances in, 8
  - applicability to events, 259–264
  - approach to preservation
    - management, 246–247
  - in back office operations of TAs, 229
  - conceptual framework, 22–29
  - and event literature, 256–257
  - in front office operations of TAs, 224–229
  - future development in TA
    - operations, 231–234
  - guest experience, guest cycle, and, 158–161
  - impacts, 25–27
  - influence of RAISA on service quality and experience, 124–128
  - in service design, 242–245
  - technologies and TA, 223–224
  - in TICs, 230
  - in TTH, 10–22
- Self-service technologies (SSTs), 10, 57, 124, 158, 164, 167
  - adoption and usage by customers, 64–68
  - benefits and drawbacks from SST implementation, 60–64
  - check-in kiosks, 10–11, 15, 43
  - conceptual framework of customer SST adoption, 64
  - definition and classifications, 57–60
  - examples, 61
  - information kiosk, 230
  - user roles and perceptions, 70
  - value co-creation and customer roles in, 68–71
  - drawbacks for, 62–63
- Service quality, 126, 128–129
  - benefits and drawbacks for service providers, 62–63
  - impacts of RAISA on, 124–128
- Service robots, 158
  - attitudes toward, 94–95
- Technological/technology, 206
  - adoption, 82, 114, 262
  - affordances, 95–96
  - complexity of RAISA solutions, 52
  - consumption research, 94
  - ideology, 96–98
  - innovations, 79, 240–241
  - interfaces, 58
  - pause, 66
  - penetration, 221
  - sensemaking, 95–96
  - solutions, 240
- Tourism, 7, 221, 264
  - attractions sector, 59
  - distribution, 224
  - ecosystem, 114
  - and hospitality industry, chatbots in, 107–112
  - industry, 114
  - supply chain, 222
- Tourist information centers (TIC), 2–3, 221
  - RAISA technologies in, 230
- Travel, tourism, and hospitality (TTH), 7, 39, 57, 79
  - artificial intelligence in, 15–19
  - economic framework of RAISA adoption in, 41
  - industries, 9
  - managers, 40
  - RAISA in, 9–10
  - robots in, 19–22
  - sample monetary and non-monetary variables, 50
  - service automation in, 10–15

- Travel agencies (TA), 221
  - AI for personalization and customization, 231–233
  - current technologies application, 225
  - future development of RAISA in TA operations, 231
- integrated smart eco-system, 233–234
- intelligent internal systems, relying on business analytics and AI, 234
- operations, 222–223
- RAISA technologies and, 221–230