Robots, artificial intelligence and service automation in travel, tourism and hospitality

Doctoral seminar

Faculty of Tourism and Hospitality Management, University of Rijeka

## Seminar Instructor

Prof. Stanislav Ivanov, [stanislav.ivanov@vum.bg](mailto:stanislav.ivanov@vum.bg), [stanislav.h.ivanov@gmail.com](mailto:stanislav.h.ivanov@gmail.com)

Institution: Varna University of Management and Zangador Research Institute, Bulgaria

## SEMINAR SUMMARY

* Topic 1: Introduction:
  + Key terms – Artificial intelligence, robots, service automation
  + Current and potential application of robots, artificial intelligence and service automation (RAISA) in travel, tourism, and hospitality (TTH)
  + Drivers of automation in TTH
* Topic 2: Theoretical frameworks for the study and the use of RAISA technologies in TTH
* Topic 3: Economic fundamentals of the use of RAISA technologies in TTH
  + The economic framework of the use of RAISA technologies in TTH
  + Task automatability
  + Full vs partial automation
  + Cost-benefit analysis of the use of RAISA technologies by TTH companies – impact of RAISA technologies on TTH companies’ operations, marketing, human resource management, finance
  + Limits of automation
* Topic 4: Implementation of RAISA in TTH
  + Automated decision-making in TTH
  + Design of robot-friendly hospitality facilities
  + Developing a programme for the practical implementation of RAISA technologies in TTH companies
* Topic 5: Ethical issues of RAISA in TTH

## LEARNING OBJECTIVES

* To learn about the various theoretical frameworks in the analysis and research of robots, artificial intelligence and service automation (RAISA) in travel, tourism, and hospitality (TTH)
* To develop skills to critically evaluate the economic fundamentals of the use of RAISA technologies in TTH
* To learn how to implement cost-benefit analysis of the use of RAISA technologies in TTH companies
* To gain knowledge and skills to develop a programme for the implementation of RAISA technologies in TTH companies

## SEMINAR SCHEDULE

|  |  |  |
| --- | --- | --- |
| **DATE** | **TIME** | **LECTURE** |
| 28th June, 2025 | 09:00 – 10:30 | Topic 1 and module book |
| 28th June, 2025 | 11:00 – 12:30 | Topic 2 |
| 28th June, 2025 | 13:30 – 15:00 | Topic 3 |
| 28th June, 2025 | 15:30 – 17:00 | Topics 4 and 5 |