THE HONG KONG POLYTECHNIC UNIVERSITY
香港理工大學

GLOBAL ENGAGEMENT OFFICE
環球事務處

Opening Minds • Shaping the Future
啟迪思維・成就未來

Junior Researcher Mentoring Programme 2023

Code:	JRMP2023_54
School / Department:	School of Hotel and Tourism Management
Name of Research Team Member(s):	Dr Norman Au, Associate Professor Dr Ada Lo, Associate Professor
Research Topic:	Elderly Customers' Perceived Values and Impression of Service Robots in Hotels
Short Description of the Research Project:	Seniors are a significant market in the tourism industry. In 1999, about 593 million senior travellers worldwide were recorded, but experts predict 2 billion trips made by this group by 2050. The outbreak of COVID-19 has accelerated the adoption of service robots by many hotels and restaurants to a contactless system in order to reduce the spread of the virus. Studies on seniors' usage of robots are primarily found in the healthcare industry. It is believed that seniors are likely to have unique perceptions and preferences on how robots could provide useful services to them during their stay in hotels as travellers due to their different physical and safety concerns with advanced technologies. The participating students will first be guided to review literature about the use of robotic technologies for the latest developments and applications of service robots in the hospitality industry, and the specific needs of elderly customers. They will assist in conducting interviews with the selected samples: 1) To identify the desired service/ values in terms of functional, social and informational values of the elderly

	customers when interacting with service robots in hotels; 2) To explore the possible perceived and actual challenges underlying elderly customers' adoption of service robots in hotels; and 3) To understand their general experiences and/ or knowledge of using advanced technologies. The participating students will also be involved in conducting the preliminary data analysis from the interviews. Upon completion of the project, they will have a better understanding of the specific needs and challenges of elderly customers in the usage of robots in hotels.
No. of Places Offered:	2 to 3
Frequency of Meetings:	Bi-weekly
Special Requirement(s):	The participating students should be fluent in English and Cantonese, written and verbal communication and have good academic performance in English and Chinese at school.

* The information presented above is subject to change.