

Embracing the AI Revolution: COVID-19's Lasting Legacy in Hospitality Commonly

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Received: 03-Aug-2024, Manuscript No. JIDT-24-144355; Editor assigned: 06-Aug-2024, PreQC No. JIDT-24-144355 (PQ); Reviewed: 20-Aug-2024, QC No. JIDT-24-144355; Revised: 27-Aug-2024, Manuscript No. JIDT-24-144355 (R); Published: 03-Sep-2024, DOI: 10.4173/2332-0877.24.S8.001

Citation: Yu CH, Hsu TK, Pai CH (2024) Embracing the AI Revolution: COVID-19's Lasting Legacy in Hospitality. J Infect Dis Ther 12:001.

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Abstract

This study describes how the COVID-19 pandemic has profoundly shifted consumer attitudes toward smart hotel technology services. Analyzing the works of Chin-Hua Yu and Ta-Kuang Hsu, we explored differences in consumer perceptions of AI smart hotel services before and after the pandemic. We discuss the inspiration for these changes and future trends in the hospitality industry.

Keywords: COVID-19; Artificial intelligence technology; Smart hotels; Consumer attitudes; Hospitality industry

About the Study

The global outbreak of COVID-19 not only posed a threat to human health but has also profoundly affected consumers' lifestyles and consumption behaviors. A study by Chin-Hua Yu and Ta-Kuang Hsu provides a unique perspective regarding how the crisis has accelerated consumers' technological readiness for smart hotel services [1,2]. Their study illustrates that consumers' positive attitudes toward smart hotel technology services as the driving force were significantly enhanced. In contrast, doubts and uneasiness toward smart technology as the inhibiting force were reduced, catalyzed by the pandemic [3]. The longitudinal research methodology adopted in the study has captured the evolution of consumer attitudes by administering questionnaires to the same sample pre-pandemic and post-pandemic in 2019 and 2022, respectively. The results illustrate changes in consumer perceptions and attitudes across the four dimensions of "automated reception," "smart rooms," "smart hotel services," and "immersive AI smart systems" of smart hotel services. The high Cronbach's α value indicates the reliability of the research findings. The research findings provide critical guiding significance for hotel operators. First, the hospitality industry should strengthen smart technology development to meet consumers' increasing demand for smart hotel services [4]. Second, the hospitality industry must emphasize the privacy protection, operational convenience and real-time responsiveness of technology services to reduce consumers' mistrust and insecurity [5].

The authors' study provides valuable insight into how the COVID-19 pandemic affects consumer attitudes toward smart hotel technology. The research findings have confirmed the pandemic's role in promoting consumers' positive perception of smart hotel services and indicate the direction of future development for the hospitality industry, i.e., building a more humane smart hotel service model [6].

- The hospitality industry should actively respond to consumers' growing demand for smart technology while strengthening the construction of smart hotels.

- When introducing new technologies, the hospitality industry should consider consumers' concerns regarding privacy and security while ensuring that AI smart technology can enhance rather than suppress consumers' use intention.

Theoretical and practical significance

The empirical results of this study provide a reference value for academia and the hospitality industry on the impact of the COVID-19 pandemic on consumers' perception and intention of technology services. By continuously tracking changes in consumer attitudes toward smart hotel technology services, this study provides practical information for future academic research and industry decision-making.

Conclusion

In summary, the COVID-19 pandemic has acted as a catalyst for shifting consumer attitudes towards smart hotel technology, enhancing acceptance while mitigating skepticism. This transition underscores the necessity for the hospitality industry to innovate and adapt by investing in advanced smart technologies that align with evolving consumer expectations. Additionally, addressing privacy concerns and ensuring operational reliability will be essential in building trust and fostering positive user experiences. The study's insights offer valuable guidance for both academic research and practical applications, emphasizing the importance of ongoing evaluation of consumer attitudes and technology's role in shaping future hospitality services. By responding effectively to these insights, the industry can better meet the demands of a rapidly changing environment and enhance overall guest satisfaction.

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