

## PROJECT DETAILS

Project Title:

**Impact of technological innovations on consumer experience and behaviour in hospitality and tourism**

Project Summary: aims, significance, expected outcomes and potential research impact:

Recent technological advancements like the metaverse, generative AI, service robots, and live streaming present both opportunities and challenges for hospitality and tourism. These innovations often disrupt existing norms, shaping new consumer experiences and behaviours. This project aims to understand the rapid transformation of hospitality and tourism services driven by technologies like AI and service robots. By exploring the socio-psychological mechanisms influencing consumer behaviours, the research provides actionable insights for industry operations. Its applied nature promises valuable guidance for navigating the evolving landscape, ensuring the tourism and hospitality sectors remain agile and responsive to changing technological trends.

Preferred applicant skill set, describe the capabilities of the HDR applicant:

Applicants who possess prior research experience and have studied in the relevant fields of tourism, hospitality, marketing, or information management, are preferred. They should exhibit strong quantitative research skills and proficiency in SPSS, SmartPLS, and ideally R. Alongside technical abilities, they should demonstrate a high level of motivation and passion for research and a research career. Moreover, an ideal candidate should showcase skills in self-management, problem-solving, and project management, indicating a capacity for independent work and successful project completion.

Internship opportunity:

Internship opportunity may be available in an WA-based tourism or hospitality business through the supervisors' industry engagement activities and professional network.

Contact person for the project:

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