

## CO-CREATING THE FUTURE OF TOURISM

Call for submissions on

### ROBOTS IN TOURISM

Thematic session at the INVTUR 2017 Conference

Organised by:

**Stanislav Ivanov (Varna University of Management, Bulgaria)**

In order to complement the regular program with emerging topics in tourism research, the INVTUR 2017 conference on “Co-creating the Future of Tourism” will include a thematic session on “Robots in tourism”. INVTUR 2017 aims to stimulate discussion and to introduce new approaches to explore emerging paradigms of value and knowledge co-creation in the marketplace that will lay the foundations for a new tourism ecosystem. This session addresses the conference aims by elaborating on the (future) use of robots by tourist / hospitality companies. Some hotels have already adopted robots and this tendency will speed up in the future leading to huge economic, social and political consequences. Robots will influence the nature of work in tourism/hospitality companies, their competitiveness and profitability, workers’ salaries, required skills and knowledge. Some employees and tourists will accept the robots while other would consider them as threat. The adoption of service robots will take place with different speeds in different countries, tourism sectors (hotels, travel agencies, transportation companies, museums/galleries, etc.), and types of tourism/hospitality operations (e.g. front office vs. back office) but in any case all stakeholders need to be prepared for this inevitable technological change.

The thematic session seeks submissions, in English, that attempt to address the following key issues, including (but not limited to) the following themes:

- Tourism and hospitality companies’ decisions to use robots
- Impacts of the use of robots on company’s bottom line and competitiveness
- Impacts of the use of robots on tourism product / service quality
- Robots as tourist/hospitality service providers
- Tourists’ perceptions of robots as service providers
- Tourism/hospitality employees’ perceptions of robots as co-workers
- Robots as travellers’ companions
- Robots and the reengineering of tourist/hospitality services
- Resistance to the use of robots in tourism/hospitality enterprises
- Legal issues/regulations of the use of robots in tourism/hospitality
- Robots and the safety and security of tourists, etc.

Extended abstracts (up to 6,000 characters), full papers or posters should be submitted electronically by November 30<sup>th</sup>, 2016 to Stanislav Ivanov ([stanislav.ivanov@vumk.eu](mailto:stanislav.ivanov@vumk.eu)). Papers presented at the session will be considered for publication in a special issue of the Journal of Tourism and Development published by the University of Aveiro. For further information regarding submission guidelines, conference fees and program, accommodation, how to get to the conference venue, and registration forms, please visit the INVTUR 2017 conference website: <http://www.ua.pt/invtur/>.