

Theme editorial: How can technological developments help hospitality and tourism industries to cope with increasing staff shortages?

Human resources is the backbone of the hospitality and tourism industries, as the nature of these industries is human interaction. The reality of how important the tourism and hotel industry need technology, as in all other areas, is becoming more apparent every day. The most undeniable and important effect of technological changes on sectors is that they enable a tendency to reduce the workforce. Some ways technology can assist businesses with more efficient tourism and hotel operations are automation, artificial intelligence (AI), mobile apps, virtual reality (VR) and robotics. For instance, self-check-in kiosks can streamline the check-in process at hotels through automation; thus, they can be used to replace repetitive and labor-intensive tasks and will reduce the need for front-desk staff. By using robots in housekeeping operations, staff shortages can also be alleviated. Moreover, through automation, self-check-in kiosks can streamline the check-in process at hotels, reducing the need for front desk staff. Technological advancements are clearly beneficial in addressing labor shortages, but the human touch is still essential in the hospitality industry. Properly trained staff members are required to deliver exceptional customer experiences, and guests highly value personal interactions. Technology should be used as a tool to augment human capabilities rather than a complete replacement for human interaction. This thematic issue addresses the question, “How can technological developments help the hospitality and tourism industries cope with increasing staff shortages?” The importance of this theme issue lies in the challenges growing from advanced technologies and their results on staff shortages in the tourism and hospitality industries. Eleven articles with different perspectives investigated the technological developmental challenges resulting in staff shortages and their practical and policy implications for the industry. This theme issue also involves discussing in detail employee commitment, job security, the need for a skilled workforce and the ability to gain a competitive advantage through advanced technologies.

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