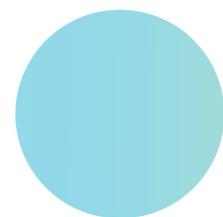




Technologies For Social Distancing In Hotels

What are our guests telling us?



Study reports on guests' perceptions on the use of technologies for social distancing in hotels. This response analysis offers the industry much-needed insight into the types of installations, investments and service strategies that need to be made to best respond to consumers' needs while keeping everyone safe.

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Enhancing Social Distancing with Technology

The COVID-19 pandemic caused unprecedented challenges for many economic sectors. One of the most highly impacted industry by the pandemic is the hospitality industry. Within the industry, the hotel segment has been especially impacted, as occupancy decreased in the wake of the numerous measures designed to enhance social distancing and keep the population safe (e.g. travel restrictions, stay home orders). Moreover, the economic slowdown created conditions that led to high unemployment among hospitality staff, which exacerbated the challenges of the industry. Yet, against this backdrop, hospitality companies have relentlessly worked to find ingenious solutions that would allow operations to continue safely while protecting the staff, customers and the public (Shedd, 2020).

One of the most widely discussed concepts during the pandemic is social distancing. This concept requires people to keep a safe distance between individuals in order to diminish the chances of propagating the virus. Social distancing can be enhanced by the use of technology, as the technology diminishes the need for consumer/staff interactions in hospitality services. Based on this principle, several technologies can be deployed to enhance social distancing and create a new environment for hospitality services. In this environment, consumers can interact with technology rather than with staff members to access services. Certain technologies already in use in hotels have been seen as potential solutions for hospitality operators. For example, technologies such as mobile apps for checking-in or -out, electronic menus or QR codes, can now be seen in a new light, as they can be used to safeguard the health and wellbeing of staff and consumers while allowing hospitality companies to continue operations safely (Caswell, 2020). Many such technologies are currently being used in hotels.

Despite what is known about these technologies under normal operations, it remains unknown how such technologies are going to be received by the consumers when the economy fully reopens and consumers start arriving again. Knowing the answer to this critical question can offer the hotel industry much-needed insight into the types of installations, investments and service strategies that need to be made in order to best respond to consumers' needs while keeping everyone safe. Addressing this issue, **this study surveyed a nationwide sample of over 1,000 hotel guests from the United States to gain insight into the potential use of technologies for social distancing in hotels.** Even though the use of certain technologies by guests have been studied before, their motivations may have changed due to the risk of contamination with coronavirus. Therefore, this examination of the guests' opinions of such technologies during the pandemic can bring a new wave of knowledge that could potentially assist the industry in making sound decisions relative to the new technologies and services that could be deployed.



Despite what is known about these technologies under normal operations, it remains unknown how such technologies are going to be received by the consumers when the economy fully reopens, and consumers start arriving again. Knowing the answer to this critical question can offer the hotel industry the much-needed insight into the types of installations, investments and service strategies that need to be made in order to best respond to consumers' needs while keeping everyone safe.

Who Are the 1,070?

The 1,070 respondents consist of 50.9 percent female and 48.7 percent male with 24.8 percent between the age of 18 to 29 and another 23 percent in the age group of 30 to 39. Most (40.8 percent) have a household income of \$50,001 to \$100,000, and 40 percent hold a baccalaureate degree (see *Basic Demographics, right*). Before they were asked about their travel behavior, they were first asked how strong their desire was to stay in a hotel at this time. With “1” being very weak and no desire to travel to “3” being neutral and finally to “5” being very strong and can’t wait to travel, the average score was only 2.72, slightly below neutral. Therefore, the hesitation to travel was present and obvious in July 2020.

So, what were their travel habits before the pandemic? The majority (69.7 percent) used to stay in hotels one to two times a year (35.2 percent) and three to six times a year (34.5 percent). An additional 12.9 percent were the more frequent travelers who stayed in hotels seven to 12 times a year. Most respondents (53.5 percent) stayed for two to three nights, and at upper midscale hotels (34 percent). Leisure travel seems to lead the way as well, since the purpose of travel was mostly for leisure was at 23.2 percent and exclusively leisure was at 43.8 percent (see *Travel Behavior, right*).

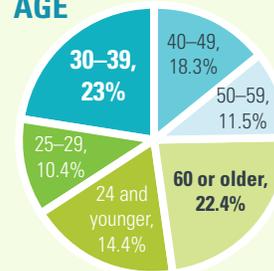
Before diving into social distancing technology, we first want to gauge the respondents’ perception of technology use in general. With “1” being Strongly Disagree to “5” being Strongly Agree, our respondents are quite confident in their ability to learn technology-related skills (4.09) and to interpret technological output (3.80). On the other hand, they also are not apprehensive about using technology (2.80), not confused by technology terminology (2.79), will not hesitate to use technology for fear of making mistakes (2.59), are not fearful of damaging the technology (2.57) and have not avoided technology that is unfamiliar (2.46). These results are very encouraging that our guests are not anxious in using technology (see *Technology Familiarity, page 5*).

Scale: “1” Strongly Disagree, “3” Neutral to “5” Strongly Agree

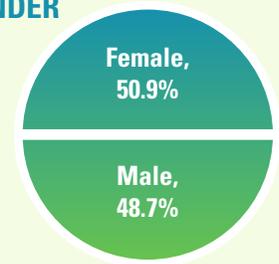
Basic Demographics



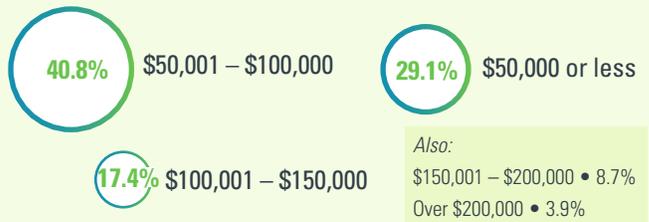
AGE



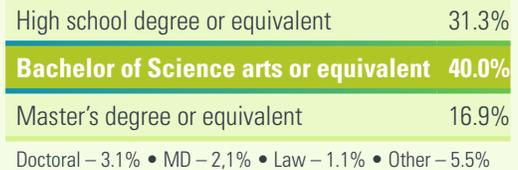
GENDER



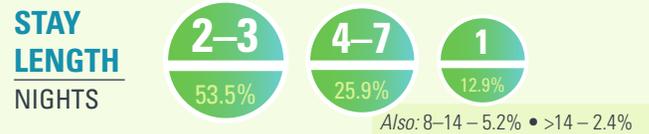
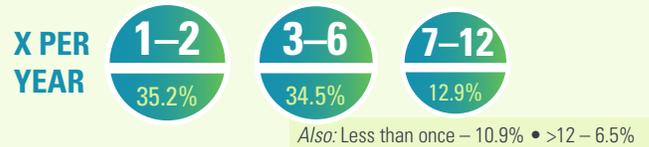
INCOME



EDUCATION



Travel Behavior



Social Distancing Technology: Yes/No?

While it is good news that our guests are positive about technology usage in general, having to use technology for social distancing to protect one's health during a pandemic is very different. Therefore, a battery of questions was used to measure respondents' perceptions of using social distancing technology in terms of general benefits, social benefits, general risks, health risk and value.

Again, using the same scale of 1 to 5 with "1" being Strongly Disagree to "5" being Strongly Agree, the perceptions of our guests are summarized at right (*full response data is listed on page 12*). In terms of benefits, our guests understand that using social distancing technology reduces the risk of them getting infected with the virus (3.86). Furthermore, they also give slightly higher scores to social distancing technology providing them with the convenience to efficiently social distance from other people at the hotel (3.88). Overall, they feel that using technology for social distancing in hotels is beneficial to reducing their risk of getting infected with the coronavirus (3.89).

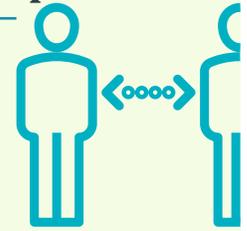
In terms of social benefits, while our guests generally agree that using technology for social distancing in hotels will prevent others from getting sick (3.81), they are not as certain that such technology would help them cultivate good relationships (3.26). When guests travel, especially for leisure, they may meet with other people at the pool, the gym, the restaurant, or even in the lobby when checking-in or -out. They may want to interact with the staff, discuss dining options in the hotel or the city, or the must-see places to visit. Thus, while our guests see the overall benefits, they are relatively neutral when rating certain items in the social benefits category.

It is also very reassuring that our guests have very low perceived risks in using social distancing technology. In the perceived risk of having unexpected problems, only a 1.05 score is recorded. For loss, the score is only 1.10. Guests also do not see using such technology as detrimental to their health (2.78), or

Technology Use Perceptions

Top Responses

Below are the top two responses for each query, view the tables on page 12 for the complete data.



COMFORT LEVEL WITH GENERAL TECH

I am confident I can learn technology-related skills.	4.09
I am sure of my ability to interpret technological output.	3.80

Social Distancing Tech:

PERCEIVED BENEFITS

Overall, I feel that using technology for social distancing in hotels is beneficial to reduce my risk of getting infected with coronavirus.	3.89
Using technology for social distancing in hotels provides me with the convenience to efficiently social distance from other people at the hotel.	3.88

SOCIAL BENEFITS

Using technology for social distancing in hotels will prevent others from getting sick with coronavirus (COVID-19).	3.81
Using technology for social distancing in hotels will make me more confident that staying in hotels will not get me sick with coronavirus (COVID-19).	3.73

PERCEIVED RISKS

It would be risky to use technology for social distancing in hotels.	1.13
There would be high potential for loss in using technology for social distancing in hotels.	1.10

Scale: "1" Strongly Disagree, "3" Neutral to "5" Strongly Agree

increase the risk of contamination (2.80), or involve unknown risks to their health (2.86) as the scores are all below the “neutral” score of 3. In fact, in terms of value, our guests believe the benefits gained from using technology for social distancing in hotels can offset the risks of using such technology (3.57).

Social distancing is a new phenomenon and we all have to adjust our behavior. We are asking our guests to also use technology to enhance or maintain social distancing. Therefore, how would our guests feel if they can use social distancing technology successfully or not would also be an important point to note. For instance, one may feel “guilty” just walking down to the lobby and forgetting to wear his or her face mask, as that is mandated in most hotels as a measure to keep guests safe. So, how would our guests feel if they cannot use the social distancing technology properly? At the end, hotels are there to make the stay experience of guests wonderful, positive and memorable.

Good news. It is most positive to see our guests feel self-assured (3.57) and proud (3.21) when they can successfully use social distancing technology.

Bad news. Our guests, however, also feel uncomfortable and worried (both at 3.37), and also frustrated (3.26) if they are not successful in using these new technologies, such as checking-in incorrectly or cannot open a QR code to view the menu (*see Anticipated Emotions, right*). This is something hotels need to bear in mind when deploying these technologies. This is important as consumers’ concerns about their ability to use technology are directly related to the quality of the user interface of any technology and the clever way that hotels deploy these technologies in service. The last thing we want is to make our guests feel worried, uncomfortable and frustrated when staying with us.

We Are Here For You

Again, as hoteliers, our main goal is to provide the best service for our guests, as this leads to higher guest satisfaction, repeat and loyal guests, and increase in business and profits for our hotels. Now that we know our guests’ perception of the benefits, risks and value using social distancing technology, we may also want

Technology Use Perceptions

Top Responses — *Continued*

PERCEIVED HEALTH RISK

Using technology for social distancing in hotels involves unknown risks to my health. **2.86**

Using technology for social distancing in hotels can increase the risk of contamination with coronavirus (COVID-19). **2.80**

PERCEIVED VALUE

I think my benefits gained from using technology for social distancing in hotels can offset the risks of using such technology. **3.57**

The value I gain from using social distancing technology in hotels is worth the risk. **3.42**

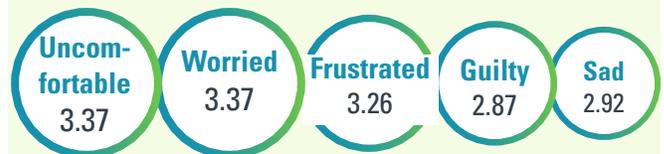
Anticipated Emotions



If I successfully use social distancing technology in hotels, I would feel:



If I DO NOT succeed in using social distancing technology in hotels, I would feel:



Scale: “1” Strongly Disagree, “3” Neutral to “5” Strongly Agree

to know if our guests have any concerns in terms of trust, privacy, usefulness, what they expect of the hotel in return and whether they will continue to use these technologies in the future. We want to assure our guests that all these technologies are in place for their safety and enjoyment. After all, it is a huge investment

for any hotel to deploy such technology. And if a hotel makes any investments, it needs to be sure that such investments will lead to guest satisfaction which translate to positive returns.

The next line of questions covered the issues and concerns respondents have in five areas – trust, privacy, usefulness, reciprocity from the hotel and whether they intend to use such technology in the future (*response summary at right, full table on page 12–13*). The familiar scale of “1” being Strongly Disagree, “3” as Neutral and “5” being Strongly Agree is used. Of the five areas, “Usefulness” has the highest scores with four of its five items scoring in the high fours. It is obvious that respondents agree that social distancing technology would make the hotel safer (4.71), improve their hotel stay experience (4.51), allow them to access their rooms or other hotel guest-only services faster (4.50) and preventing them from getting infected (4.45). The one area our guests are less concerned about when using social distancing technology is their privacy, as all three questions pertaining to privacy have scores around the neutral score of 3 (3.04, 3.07 and 3.35).

One important result from this section is that respondents expect reciprocity from us. That is, when they share their personal information with a hotel using social distancing technology, they *believe* the hotel will share valuable information with them in the future (3.32), *help* them if they are in need (3.53) and *respond* when they are in need (3.78). Our guests also have a good level of trust with us in that they believe our offerings of social distancing technology has their best interests in mind (3.77) and that we keep our promises and commitments (3.72). Yet, when it comes to social distancing technology representing secure systems through which to send sensitive information, the score was lower at 3.46, and that they are also worried that information they provide over social distancing technology could be used by other people (3.20). Therefore, hotels do need to stress data security in order to allay the guests’ trepidation. It is also very promising that while not garnering scores in the high fours, the intentions of our guests to use social distancing technology in future is at 3.56 with them recommending to others to use such technology in hotels to maintain social distancing at 3.54.

Issues Related to Tech Use

Top Responses



The below are the top two responses for each query, view the tables on pages 12–13 for the complete data.

TRUST ISSUES

Hotel offering social distancing technology has my best interests in mind. **3.77**

Hotel offering social distancing technology gives me the impression that it keeps its promises and commitments. **3.72**

PRIVACY CONCERNS

Using social distancing technology in hotels would not make me personally uncomfortable. **3.35**

Using social distancing technology in hotels would not make me have privacy concerns. **3.07**

USEFULNESS

Using social distancing technology in hotels would make the hotel safer. **4.71**

Using social distancing technology in hotels would improve the quality of my hotel experience. **4.51**

RECIPROCITY

When I share my personal information with hotels by using social distancing technology, I expect the hotel to respond when I am in need. **3.78**

I believe hotels that I interact with using social distancing technology would help me if I were in need. **3.53**

INTENTIONS OF FUTURE USE

I intend to use technology for social distancing in hotels in the future. **3.56**

I will recommend to others to use technology in hotels to maintain social distance. **3.54**

Scale: “1” Strongly Disagree; “3” Neutral to “5” Strongly Agree

Humans vs. Tech

We are humans, and humans are innately gregarious. We are reasonable, and we understand the need and benefits of social distancing technology. But nothing can replace that true human interaction when a guest is being welcomed when checking in or talking to a real person to make restaurant reservations and placing a food order. Therefore, we looked at the 10 stages of a guest cycle from the initial greeting, to parking, to checking in and all the way to checking out, and asked the respondents what their preferred human/technology interaction would be in order to maintain a comfortable level of social distancing. Using a scale of “1” being Exclusively Human, “3” No Preference to “5” Exclusively Technology, the lower the mean score, the more preferred such interaction is to be exclusively human and vice versa (*see Hotel Activity — Interaction, at right*) presents the ranking of the stages from the one that is most preferred using technology to the one that is most preferred in having human interactions in order to maintain a comfortable social distance.

As seen from the table, the scores ranged from 2.88 to 3.56, with seven of the 10 stages where our guests would prefer more technology than a human interaction. Again, note that these opinions reflect the sentiments of the respondents in July of 2020. As a vaccine or cure is developed, and people can travel more freely, these may change. Nonetheless, our respondents do prefer a human initial greeting. Nothing can replace that real, sincere and warm welcome (2.88). The next stage where our respondents would prefer human interaction is when they are dining in the hotel’s restaurant or bar (2.94). This is when they really want to enjoy their food, the ambiance, do some people watching and soak in the entire experience. And, ordering food by pressing some buttons may simply not be as attractive to some as talking to a knowledgeable and friendly waitstaff. The third stage where our guests would prefer human interaction is when checking-in (2.99). The score is very close to being neutral; and once again, it is about that initial stage of getting settled, to make sure the reservation is correct, etc.

HOTEL ACTIVITY — INTERACTION

What is your interaction preference for these steps in the guest journey: from exclusively human (1) to exclusively technology (5)?



1. Initial greeting	2.88
2. Dining in the hotel’s restaurant or bar	2.94
3. Checking in	2.99
4. Requesting information (e.g., concierge)	3.15
5. Payment and charge settlement	3.24
6. Parking	3.24
7. Making requests for ancillary services (e.g., Internet access, extra towels)	3.32
8. Checking out	3.37
9. Making requests for core services (e.g., requesting housekeeping to clean your guestroom)	3.39
10. Accessing guestroom	3.56

Scale: “1” Exclusively Human, “3” No Preference to “5” Exclusively Technology

Other than these three, for all other stages, guests find using social distancing technology more acceptable with accessing the guestroom being the highest rated stage (3.56). Thus, if a hotel is contemplating using any sort of social distancing technology, having an electronic room key to open the hotel room, being able to make requests for core services (3.39) or even checking out (3.37) are the more acceptable stages for our guests. Currently, many hotels offer automatic check-out via the TV already. Some hotels even have that function through their own app.

I Will Use This ...

Finally, a list of technology was offered to the guests for them to rate with a scale from “1” Not Likely at All to “5” Very Likely that they will use in order to maintain social distance during their hotel stay. As the table to the right indicates, the top-rated technology is stand-alone guest room technology such as a TV, alarm clock or thermostat (3.71). Since guests are inside their own room, perhaps they will be more comfortable to try using them; and if guests fail to operate such technology, they can always try again without other people noticing — this ties back to the anxiety our guests may have or feel when they are not successful in using such technology (worried, uncomfortable and frustrated). For example, citizenM has its own proprietary app which offers: contactless check- in/out, payment for all in-hotel purchases, full room ambiance control (lights, blinds, temperature), food and beverage ordering, and in-room entertainment controls (using a guest’s phone as a remote control), just to name a few (*Caswell, 2020*). This one app can replace a few of the technologies listed in the table. All the name brand hotels also have their own apps (hotel mobile app ranked sixth at 3.53) where guests can select their rooms prior to arrival and even use their mobile phone as room keys. Guests are also very open to accessing electronic menu using their own computing devices (3.69) and using touchscreen devices located in the guestroom (3.63). The item that scored the lowest is public computers and printers located in hotel business centers (3.01). Again, it appears if the social distancing technology is in the guestroom or on a guest’s personal device, guests are more apt to use them to maintain social distancing.

TECH USE TO MAINTAIN SOCIAL DISTANCE

How likely are you to use these technologies?

Stand-alone guestroom technology	3.71
Electronic menu accessible using my own computing device	3.69
Touchscreen device located in guest room (e.g., a tablet)	3.63
Electronic menu located in restaurant or hotel lobby	3.58
Touch screen kiosk at front desk or hotel lobby	3.56
Hotel mobile app	3.53
Mobile touchless payments	3.56
Biometric technology (e.g. automatic facial recognition)	3.13
Public computers and printers located in hotels’ business center	3.01

Scale: “1” Not Likely at All to “5” Very Likely

The Takeaways

Technology is not just a gadget in 2020. Used properly, it can indeed enable social distancing in hotels (*Shedd, 2020*). From an app that a guest can use to a tug robot that tugs guests' luggage to their room to a robot concierge that directs a guest and walks them to the hotel's restaurant — there are endless technology solutions for social distancing. The major questions are always: will the technology be accepted by the guests, are the technology easy to use, will the technology perform the job needed (in this case, to maintain or enhance social distancing), and if all are good, how much will they cost? Of course, if a hotel is launching any technology, they will make sure the technology can do its job, and they will also know how much these technology cost; and a simple ROI calculation can tell them when they can recover the investment. Thus, the main question remains: will these technologies be accepted by the guests?

From the results of this study, we know guests are still anxious about travel, especially with all the restrictions still in place and some countries still have their borders closed or require a mandatory quarantine period. Yet, people are ready to travel, they are not afraid of using social distancing technology, and they understand and acknowledge the risks and benefits. Their apprehension, however, can be summarized in a few areas, which hotels may want to consider.

Use social distancing technology, but keep being social.

First as the name suggests, social distancing technology are meant to keep guests at a distance from other guests. We also saw from the results that perceived social benefits, especially in cultivating good relationships, has a low score. So, how can hotels still create a social environment for their guests to relax, enjoy themselves with their loved ones and perhaps make new friends during their stay? Social distance does not mean isolation. So long as precautions such as setting tables at least six feet apart and placing pool lounge chairs six feet apart, a hotel can still accommodate guests. The Houstonian Hotel in Houston, Texas transformed its 400-seat ballroom into a "Dinner & A Movie Date Night." The event offered a four course, premier movie-themed dinner with wine pairings, with seating for 26 couples (*Brinkwire, 2020*). Yes, 52 guests in a 400-seat ballroom and using technology to show a movie is a win-win idea. Couples were in a room with 25 other couples, enjoying a nice dinner and movie.

The definition of social is needing companionship, being with others. Hotels can definitely work with their staff to still show the guests that we appreciate them selecting our hotels and staying with us. While many hotels suspended daily housekeeping service unless specifically requested, housekeeping staff are redeployed to clean the public areas. These staff members will have more contact with guests than before. Let your staff know that every time they see a guest, to stop and say hello behind the mask. Your guests can still hear that "hello" and see that smile in their eyes. Face masks cover the nose and mouth, but the eyes are most telling — ask your staff to make that guest connection and stay social. From opening doors for the guests so that they do not need to touch the door handles to a simple hello, that is what will keep the social connection going. Hyatt Ziva has a motto of "service from the heart" where employees, when greeting guests, would place their right hand over their heart with a smile. Stay social, with a smile, from our hearts.

Show me please, don't tell me.

We also note from the results that guests, when not successful in using social distancing technology, can feel frustrated, worried and uncomfortable — and we do not want any such feelings in our hotels. So, what can we do? While using technology is intuitive to some, it is not to all. Use a QR code? How? I have never used one before. So, when checking in, it will be an opportune time for the front desk agent to ask a few questions to prime the guests and see if additional information might be needed for them to use the social distancing technology that the hotel has to offer. Taping short videos and playing them on the hotel channel is a good way for guests to learn how to use new technology at their own time, in their own room, at their own pace. If more help is needed, have a help line — a live person who can talk it through with the guest step-by-step. It can be done.

Emphasize and share the importance of data security.

While guests recognize that hotels have their best interests in mind when introducing social distancing technology (3.77), they are also a bit worried about the information they provide over social distancing technology could be used by other people (3.20). How can hotels handle this issue? Any reputable business is always transparent with their guests and have the best interest of their guests in mind. Data security, PCI compliance and GDPR have been in existence before COVID-19 and social distancing. Hotels simply need to share with their guests that they follow GDPR and that their data are secured. Many hotels also purchase data security insurance and have extra security measures to protect their data. The more the guests know hotels are on their side, the better.

Technology is here to stay, social distancing or not.

And while our guests intend to use social distancing technology in hotels in the future (3.56) and even recommend others to do so (3.54), the scores are not very high indicating such technology are not their favorite technology in hotels (3.32). Yet many of these technologies such as booking your lounge chair by the pool or the beach (*Hotel News Resource, 2020*), or using one's mobile phone to control everything in the guestroom (*Caswell, 2020*) is not only for social distancing, but also to enhance the experience of one's stay. And, social distancing technology are going to be used for the future once the pandemic is over. They are here to stay. Therefore, it is to the advantage of hotels to show their guests that these new technologies will make their stay more personable. Hotels need to continue to work with the guests to get used to the technology. Remember when email first came out and some of us did not want email, but still hung on to our paper mail? Remember we had the thick yellow pages and now we simply Google everything? When was the last time we set an alarm clock rather than just say, "Siri, set an alarm for 6:00 a.m."? When there is a major life event disruption such as what we are experiencing right now, the leap in technology is even going to be faster. We need to work with our guests so they will be more comfortable using the technology. This also means we need to work with our staff so they are well-versed in the technology as well.

Invest not in the hotel, but in the people (guests and associates).

All these technology installations are huge investments. How can hotels be able to recuperate such investments if guests do not use them or are apprehensive of using them? Therefore, hotels need to look at all these investments in technology not for the hotels, but for the guests and for their employee and associates. When the ultimate reason for action or change is placed on the betterment of the users, the people, then the change will be smoother and more widely accepted. We need to help manage this change towards a more tech-forward stay. From management's positive roll out of technology, to short training programs for the staff, to promotional videos and printed material, to pre-arrival messaging to guests, every little thing counts. The profits and the returns will follow. ■

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The following tables offer the full response data referenced and summarized within the article above.

Scale for the following tables: "1" Not Likely at All to "5" Very Likely; number provided is the mean response.

COMFORT LEVEL WITH USING TECHNOLOGY IN GENERAL

I have avoided technology because it is unfamiliar to me	2.46
When given the opportunity to use technology, I fear I might damage it in some way	2.57
I hesitate to use technology for fear of making mistakes I cannot correct	2.59
Technological terminology sounds like confusing jargon to me	2.79
I feel apprehensive about using technology	2.80
I am sure of my ability to interpret technological output	3.80
I am confident I can learn technology-related skills	4.09

PERCEPTION OF USING SOCIAL DISTANCING TECHNOLOGY

Perceived Benefits

Using technology for social distancing in hotels reduces the risk of getting infected with coronavirus (COVID-19)	3.86
Using technology for social distancing in hotels provides me with the convenience to efficiently social distance from other people at the hotel	3.88
Overall, I feel that using technology for social distancing in hotels is beneficial to reduce my risk of getting infected with coronavirus	3.89

Perceived Social Benefits

I use technology for social distancing in hotels because it helps me to cultivate good relationships	3.26
I use technology for social distancing in hotels because I derive satisfaction from using such systems	3.33
I use technology for social distancing in hotels because it fulfills my social needs in some way	3.47
Using technology for social distancing in hotels will prevent me from missing work or social events by reducing the chance of getting infected with coronavirus (COVID-19)	3.67
Using technology for social distancing in hotels will make me more confident that staying in hotels will not get me sick with coronavirus (COVID-19)	3.73
Using technology for social distancing in hotels will prevent others from getting sick with coronavirus (COVID-19)	3.81

Table continued on following page.

TABLE CONTINUED: PERCEPTION OF USING SOCIAL DISTANCING TECHNOLOGY

Perceived Risks

Using technology for social distancing in hotels would involve many unexpected problems	1.05
There would be high potential for loss in using technology for social distancing in hotels	1.10
It would be risky to use technology for social distancing in hotels	1.13

Perceived Health Risk

Using technology for social distancing in hotels can be detrimental to my health during the COVID-19 pandemic	2.79
Using technology for social distancing in hotels can increase the risk of contamination with coronavirus (COVID-19)	2.80
Using technology for social distancing in hotels involves unknown risks to my health	2.86

Perceived Value

I think the risks of using social distancing technology will be lower than the benefits gained from the use of such systems in hotels	3.40
The value I gain from using social distancing technology in hotels is worth the risk	3.42
I think my benefits gained from using technology for social distancing in hotels can offset the risks of using such technology	3.57