

# **DIGITAL DISRUPTORS OR ALLIES? UNDERSTANDING GENERATION Z'S ENGAGEMENT WITH RAISA TECHNOLOGIES IN HOSPITALITY SERVICE ENCOUNTERS**

**MENGNU (CHRISTINE) FU**

This thesis will employ a mixed-methods research approach informed by the pragmatism research paradigm. At least two empirical studies will be conducted to investigate and comprehend Generation Z's perspectives and interactions with Robots, Artificial Intelligence, and Service Automation (RAISA) in hospitality services. This thesis will specifically focus on two important concepts, which are Generation Zs and RAISA technologies within the hospitality sector. Particularly, Generation Z is anticipated to become the largest consumer cohort and labour force in the hospitality industry within the next few years, so the research will focus on their perspectives and responses to the use of RAISA technologies in hospitality services as either consumers or employees. In addition, this study will investigate the roles that emerging technologies (i.e., RAISA technologies) will play in future hospitality service encounters, as well as how the presence of these technologies and the younger generational cohort will shape hospitality services, by examining the perspectives of multiple stakeholders (i.e., Gen Z customers, current and future Gen Z employees, and hotel managers). This thesis seeks to accomplish three specific research objectives, which are:

1. To investigate Gen Z consumers' preferences for RAISA technologies across different hotel segments and cultures, as well as their responses to hospitality businesses outfitted with RAISA technologies.
2. To explore current and future Generation Z employees' perspectives on the use of RAISA in hospitality service delivery and the impact of these technologies on their job intention, as well as the trainings and skills they need in the future workplace.
3. To explore and understand the anticipated roles of RAISA in future hospitality service encounters from multiple stakeholders' perspectives (i.e., managers, customers, and employees).

By conducting at least two empirical research, the ultimate goal of this entire project is to inform future hospitality service encounters and foster business sustainability.

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