

The Robotic Intervention in the Tourism Experience: The Customer Journey's Touchpoints, Context, and Qualities

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Abstract : Tourism research has shown a growing need to comprehend the robotic tourism experience's meaning and foundations while also offering guidance regarding future discussions and research. This paper aims to analyze the robotic tourism experience based on the basis of De Keyser et al.'s (2020) conceptualization. In order to develop three theoretical propositions, we explore the robotic tourism experience by means of the three building blocks: touchpoints, context, and qualities. The three building blocks should not be examined in isolation but as a system of interplaying factors impacting the customer journey and customer experience. The study discusses the theoretical and practical implications of these impacts, as well as providing future research directions.

Keywords : robotic tourism experience, robot, touchpoints, context, qualities

Conference Title : ICMPTM 2022 : International Conference on Marketing, Product Management and Technology

Conference Location : Venice, Italy

Conference Dates : April 14-15, 2022