

Information on Postgraduate Research Scholarship - Ref: GBS-PhD-2223-06			
Faculty:	Business	School:	Management & Marketing
Lead Supervisor:	Dr Ryan Yung		
Project Title:	Exploring Human-AI Interactions in the Visitor Economy		
Project Description: (500 words)	<p>The fourth industrial revolution, heralded by the increasing ubiquity of intelligent and interconnected cyber-physical information systems, has seen the market size of artificial intelligence (AI) forecasted to grow to 1.5 trillion USD by 2030 (Statista, 2022). Accordingly, the labour-intensive tourism and hospitality sector is experiencing increasing adoption of a new breed of fully automated hospitality services, from the automation of repetitive menial tasks to fully robotised hotels. Research on Tourism 4.0 points to the rapid diffusion of service robots across all sections of the visitor experience and consumer decision journey (Fusté-Forné & Jamal, 2021). By 2030, robots are predicted to constitute about twenty-five percent of the hospitality industry's workforce (Bowen & Morosan, 2018). However, the limited empirical research in the areas of Human-AI interaction in the service industry means implications around ethics, inclusiveness, and responsible human-robot design remain largely unknown for the future of AI-facilitated experiences in the visitor economy for practitioners and policymakers (Grundner & Neuhofer, 2021).</p> <p>This research aims to explore human-robot interactions in the service industry. More specifically, research questions will centre around <i>the effect of service robots on various stakeholders and actors in the visitor economy, including frontline employees and customers, in socially complex environments</i>. The project aims to adopt a mixed-method approach, combining quantitative and qualitative methods with a longitudinal approach. The availability and utilisation of service robots will allow for data collection of responses from various stakeholders in 'live' settings. Industry collaborations with sectors such as hotels, restaurants, and heritage attractions will allow for empirical insights in diverse contexts of variable suitability. The use of psychophysiological measures will also be considered.</p> <p>Findings from the project will provide invaluable insights to practitioners and policymakers addressing UNWTO's SDGs 5 (Gender Equality), 8 (Decent Work & Economic Growth), 9 (Industry, Innovation, Infrastructure), 10 (Reduced Inequalities), 11 (Sustainable Cities & Communities), and 13 (Climate Action). As Grundner & Neuhofer (2021) posit, the approach to application and adaptation of AI into the service sector will establish a future in the industry that points to either co-creation or co-destruction. Various critical questions remain around the SDG themes above, including but not limited to – gendered approaches to human-robot interactions, concerns around the future of work, and the importance of inclusion and diversity in robotics development. Your supervisory team will consist of Dr Ryan Yung, Dr Fatema Kawaf, and Dr Menna Jones.</p> <p>References Bowen, J. and Morosan, C. (2018), "Beware hospitality industry: the robots are coming", <i>Worldwide Hospitality and Tourism Themes</i>, Vol. 10 No. 6, pp. 726-733. https://doi.org/10.1108/WHATT-07-2018-0045</p>		

	<p>Fusté-Forné, F., & Jamal, T. (2021). Co-Creating New Directions for Service Robots in Hospitality and Tourism. <i>Tourism and Hospitality</i>, 2(1), 43-61. https://doi.org/10.3390/tourhosp2010003</p> <p>Grundner, L., & Neuhofer, B. (2021). The bright and dark sides of artificial intelligence: A futures perspective on tourist destination experiences. <i>Journal of Destination Marketing & Management</i>, 19. https://doi.org/10.1016/j.jdmm.2020.100511</p> <p>Statista. (2022). <i>Market size and revenue comparison for artificial intelligence worldwide from 2018 to 2030 (in billion U.S. dollars)</i>. https://www.statista.com/statistics/941835/artificial-intelligence-market-size-revenue-comparisons/</p>	
Duration:	3 years, Full-Time Study	
Bursary available (subject to satisfactory performance): Year 1: £18,622 (FT); Year 2: In line with UKRI rate; Year 3: In line with UKRI rate		
In addition, the successful candidate will receive a contribution to tuition fees equivalent to the university's home rate, currently £4,712 (FT), for the duration of their scholarship. International applicants will need to pay the remainder tuition fee for the duration of their scholarship. This fee is subject to an annual increase.		
Person Specification of Essential (E) or Desirable (D) requirements:		
Criteria:		E or D
Education and Training:		
<ul style="list-style-type: none">1st Class or 2nd class, First Division (Upper Second Class) honours degree or a taught master's degree with a minimum average of 60% in all areas of assessment (UK or UK equivalent) in a relevant area to the proposed research project		E
<ul style="list-style-type: none">For those whose first language is not English and/or if from a country where English is not the majority spoken language (as recognised by the UKBA), a language proficiency score of at least IELTS 6.5 or OIETC 7 (in all elements of the test) or an equivalent UK VISA and Immigration secure English Language Test is required. Unless the degree above was taught in English and obtained in a majority English speaking country, e.g. UK, USA, Australia, New Zealand, etc, as recognised by the UKBA.		E
Experience & Skills:		
<ul style="list-style-type: none">Previous experience of undertaking research (e.g. undergraduate or taught master's dissertation)		E
<ul style="list-style-type: none">Strong interest and understanding of complexities with Artificial Intelligence or Robotics in a User Experience and Interface context		D
<ul style="list-style-type: none">Experience working or researching in the area of Artificial Intelligence, Robotics and/or User Experience.		D
Personal Attributes:		
<ul style="list-style-type: none">Understands the fundamental differences between a taught degree and a research degree in terms of approach and personal discipline/motivation		E
<ul style="list-style-type: none">Able to, under guidance, complete independent work successfully		E
Other Requirements:		

<ul style="list-style-type: none"> This scholarship may require Academic Technology Approval Scheme approval for the successful candidate if from outside of the EU/EEA 	E
<ul style="list-style-type: none"> The scholarship must commence before January 2024 	E
Closing date for applications:	midnight UTC on 15 October 2023
For further information contact:	Dr Ryan Yung (r.yung@greenwich.ac.uk)
<p>Making an application:</p> <p>Please read this information before making an application. Information on the application process is available at: https://www.gre.ac.uk/research/study/apply/application-process. Applications need to be made online via this link. No other form of application will be considered.</p> <p>All applications must include the following information. Applications not containing these documents will not be considered.</p> <ul style="list-style-type: none"> Scholarship Reference Number (GBS-PhD-2223-06)– included in the personal statement section together with your personal statement as to why you are applying a CV including 2 referees * academic qualification certificates/transcripts and IELTS/English Language certificate if you are an international applicant or if English is not your first language or you are from a country where English is not the majority spoken language as defined by the UK Border Agency * A 1,500 word research proposal outlining details of what your research project will be about. <p><i>*upload to the qualification section of the application form. Attachments must be a PDF format.</i></p> <p>Before submitting your application, you are encouraged to liaise with the Lead Supervisor on the details above.</p>	