

Contents

04 | Preface

07 | Acknowledgements

Articles

08 | China's Hotel Industry: A Disaster Management Framework and Post-Pandemic Agenda (Hao, Fei, Xiao, Qu & Chon, Kaye)

12 | Does Love Become Hate or Forgiveness after a Double Deviation? The Case of Hotel Loyalty Program Members (Lee, Jin-Soo, Kim, Jungkeun & Cui, Yuanyuan (Gina))

16 | Effect of Price Change Alert on Perceptions of Hotel Attribute-based Room Pricing (ABP) Versus Traditional Room Pricing (TRP) (Gao, Yixing (Lisa), Guillet, Basak Denizci & Wang, Peihao)

20 | Facial Expressions Versus Words: Unlocking Complex Emotional Responses of Residents toward Tourists (Zhang, Shiqin, Chen, Nan & Hsu, Cathy H.C.)

24 | Influencing Stakeholders to Reduce Carbon Footprints: Hotel Manager's Perspective (Chan, Eric)

28 | Kiosk Self-check-in Quality and Airline Non-contact Service Maximization: Winning Post-pandemic Air Traveler Satisfaction and Loyalty (Moon, Hyoungeun Gemmy, Lho, Heejung Linda & Han, Heesup)

32 | Managing Hotel Revenue Amid the COVID-19 Crisis (Guillet, Basak Denizci & Chu, Angela Mai Chi)

36 | Preference for Robot Service or Human Service in Hotels? Impacts of the COVID-19 Pandemic (Kim, Sam, Badu-Baiden, Frank, Choi, Youngjoon, Kim, Jungkeun & Giroux, Marilyn)

40 | Tolerating Errors in Hospitality Organizations (Wang, Xingyu, Guchait, Priyanko & Pasamehmetoglu, Aysin)

44 | Updates in Service Standards in Hotels: How COVID-19 Changed Operations (Chan, Janelle, Gao, Yixing (Lisa) & McGinley, Sean)

48 | What Should I Do When My Pay Is Lower Than My Expat Colleagues? (Hon, Alice H.Y. & Gamor, Emmanuel)

52 | Will "The Spirit of Discovery" Lead Wharf Hotels to Become a Preferred International Brand? (Lo, Ada, Yeung, Patrick & Cronin, Jennifer)

Preface

To ensure that organisations in hospitality and tourism stay competitive under various social, economic, political and technological constraints, research-based decision making is critical for hospitality and tourism strategists, policy makers and business managers. However, this is not often easily achieved due to various reasons. For instance, the research carried out by academics does not typically reach out to industry practitioners, because the scientific language commonly used in academic journals is not “user friendly” for the industry community. In designing their investigations, researchers seldom consider the involvement of stakeholders which reduces the relevance and impact of the research. Furthermore, there is a lack of interest in academic research amongst practitioners, due to resource constraints. Unlike the high tech and pharmaceutical companies which invest considerable financial resources in research and development, capital constraints prevent hospitality and tourism businesses from making equivalent research investments. The lack of an effective

communications channel between academic researchers and practitioners is also apparent. With the support of many industry partners such as the Seal of Love Charitable Foundation and following the establishment of our very own Hospitality and Tourism Research Centre (HTRC), the School of Hotel and Tourism Management (SHTM) of The Hong Kong Polytechnic University is able to conduct a wide range of research activities to bridge the gap between academic research and industry practice through knowledge transfer.

In this report, we have selected 12 articles from more than one hundred published studies by our faculty members over the past two years and have summarised them in an “industry friendly” language with a view to better communicating our research findings to practitioners. A wide spectrum of research topics on COVID-19 and its impact on tourists and the industry is included. The studies cover disaster management framework for China’s hotel industry, crisis and revenue management, consumer attitude toward robot-staffed hotels, self-check-in service and the new service standards adopted by the hospitality industry. Topics also include hotel's loyalty program and its impacts on customer satisfaction, attribute-based room pricing, residents' emotional responses toward tourists expressed in facial expressions and self-reports, hotel carbon footprint reduction, the positive side of service error tolerance, brand growth strategy and the compensation gap between locals and expatriates. We expect that the research findings presented in this volume will provide timely and useful references for decision makers who want to learn about principles and mechanisms applicable to their operations and the factors affecting their businesses success.