Шило Данїл Сергійович
Державний біотехнологічний університет
Наукові керівники – ст. викл. Крупей М.І., ст. викл. Муравйова О.М.

METAVERSE AS A DRIVER FOR HOSPITALITY AND TOURISM MANAGEMENT AND MARKETING
(МЕТАВСЕСВІТ ЯК РУШІЙНА СИЛА МЕНЕДЖМЕНТУ ТА МАРКЕТИНГУ СФЕРИ ГОСТИННОСТІ ТА ТУРИЗМУ)

Hospitality consumer value or experience has been researched for decades. As value is hinged on the subjective evaluation of each customer, the idiosyncratic needs and wants held by different customer segments need to be thoroughly understood to identify ways to satisfy their needs and create value for them.

Besides acknowledging the necessity of understanding customers' idiosyncratic needs, previous research on hospitality consumer value or experience has also highlighted the significance of context and customer involvement in value co-creation. The concept of value co-creation highlights the significance of engaging various stakeholders, rather than the sole input from businesses, in the creation process.

To facilitate the experience and value co-creation in the virtual context, adequate technologies must be in place to enable various stakeholders involved in the co-creation process, namely, firms, consumers and other users. Therefore, technologies serve as an essential enabler for experience co-creation. Information communication technologies (ICTs) play an unprecedentedly important role in the hospitality realm. ICTs have provided strategic tools for hospitality and tourism businesses to enhance customer experience through engagement and intelligence.

Customer experience is increasingly technology mediated and even technology-enhanced. Hotels use social media engagement and artificial intelligence to understand customer behaviours for a range of market segments in different decision-making stages. ICTs also empower hospitality businesses to personalize their offerings to customers based on customers' contextual data collected via different electronic means.

Enabled by the ICTs, the advent of social media also demonstrates that consumers are shifted from passive information receivers to active information prosumers. They make better purchase decisions via reviewing online reviews and online videos shared by past customers. They share their opinions and suggestions via social media platforms, impacting businesses and other consumers. With assorted interactive technology as enablers, consumers have never been so engaged in the business system as active contributors.

After the widespread impact of social media platforms, Metaverse is recognized as the next disruptive technology. Metaverse blends the physical and virtual worlds, revolutionizing how hospitality customers and hospitality organizations facilitate the co-creation of transformational experiences and values.

Metaverse is a digital space that empowers users to interact socially, using digital avatars, to generate value and co-create experiences. Using mixed reality (MR) technology, Metaverse combines technologies through ambient intelligence to provide the bridge between digital and physical universes, enabling users to amalgamate resources and holistic experiences. Metaverse provides three-dimensional (3D) immersive experiences and has a strong social interaction component, effectively leading toward blended living. ICTs advancements enable both users and developers to introduce virtual and digital realities, as part of physical lives.

The name Metaverse first appeared in the science novel Snow Crash in 1992. Although the current literature on the Metaverse is still preliminary and scant, Narin (2021) conducted a content analysis on the Metaverse literature. The findings highlighted that the most linked keywords were SecondLife, virtual world, 3D, augmented reality (AR) and art. Kim (2021) addressed how Metaverse can strengthen interactive advertising by posting potential research agenda, such as privacy and ethics concerns, goods and services valuation and philosophical underpinning.

Although much of the utilization of Metaverse remains aspirational, increasingly, hospitality and tourism organizations and destinations develop their presence on Metaverse platforms (as some did with SecondLife a decade ago) to establish interaction and trading mechanisms. Metaverse is developing as a parallel reality where humans can work, play, and communicate.

Hence, MR bridges the virtual and real worlds by creating connected and interoperable functionality in real-time, creating new opportunities for social, economic and cultural activities in this hybrid space and introducing a range of disruptions.

Consumers can co-create value, combined with blockchain, cryptocurrency and non-fungible token, performing actual economic activities in the virtual world. Metaverse will have considerable impacts on the hospitality and tourism, as it transforms guest experience before, during and after their trips. Hospitality services in particular include a very wide range of services, including accommodation, food and beverage, entertainment and meetings, incentives, conferences and exhibitions (MICE) services.

Blending the real experience with the virtual world is disruptive and transformational, bringing major opportunities and challenges for all stakeholders in the ecosystem. Metaverse propels a dynamic transformation of the hospitality ecosystem, forcing a business process reengineering in all functions and processes as well as in operational and strategic hospitality management.

Metaverse opens many exciting opportunities for hospitality and tourism researchers. Metaverse should be examined holistically throughout innovation adoption research that includes management, strategy, human resources, food and beverage, revenue management and entrepreneurship to appreciate the full impact of Metaverse adoption in hospitality businesses.

Шовкун Андрій Сергійович
Державний біотехнологічний університет
Наукові керівники – ст. викл. Муравйова О.М., ст. викл. Крупей М.І.

AI, ROBOTS AND AUTOMATION: FUTURE TRENDS IN THE LABOR MARKET (ШТУЧНИЙ ІНТЕЛЕКТ, РОБОТИ ТА АВТОМАТИЗАЦІЯ: МАЙБУТНІ ТЕНДЕНЦІЇ НА РИНКУ ПРАЦІ)

The industrial revolution changed the agriculture production pattern where now only a fraction of people produce all the food needed. People moved from agriculture to work in new jobs in factories created by Industrial revolution. At that stage industrial production increased and income for both firms and individuals increased. So there was no problem. But, nowadays; in the era of informatics, which is a revolutionary one, where artificial intelligence and automation including Robot factories are growing rapidly every year. This process is changing the production techniques and volume, in parallel to tangible structural developments in the labour markets.

It is undeniable that technology advances create new jobs; simultaneously displace others, but do they go on parallel quantitatively and qualitatively; if not; what will happen to low skilled workers; the economy golden rule in this regard says that as long as productivity is increasing then everything is well. If this rule holds, then new governmental interaction policies will be laid down to shift the minimum wage regulation to minimum income by taxing more the public stock corporations to finance social aids and rehabilitation plans for those workers.

In 2013, Oxford economist Carl Frey and information engineer Michael Osborne predicted with a high chance that 702 occupations i.e. 47% of American jobs possibly will be automated within more or less a decade.

Deployment of Artificial intelligence technology advances are reducing the cost of automation every year, while cost of highly skilled human labours is rising on the other hand. Firms need to keep competitive, so they are maximizing benefits from every working hour; but the speed of reducing cost of Robots is faster. The Boston Consulting Group’s report, “The Shifting