

Questionnaire

Dear Participant,

This survey is a part of a master's degree thesis presented to the faculty of Tourism and Hotels, Matrouh University. The thesis aims at studying the hotel employees' awareness level towards artificial intelligence (AI) applications and their impact on employees' job security, engagement, and turnover intentions.

Generally, artificial intelligence means the capability of machines to simulate human intelligence. It also refers to the use of technology which includes the usage of computers, robots and machines. Moreover, automation and big data applications can perform different tasks.

It is worthy of mentioning that digitalization and smart technologies, especially in the hospitality sector, represent a major future trend. The potential of AI has led tourism and hospitality businesses to adopt robotics and AI-based technologies to improve operations and guest experience.

The results of this study can provide multiple implications that can help in using AI applications for boosting employees' job security, job engagement, and reducing turnover intentions.

This survey will take around 10 minutes to complete, by checking the number that typically can describe your opinion

Your answers will be strictly confidential and only used for academic purposes

Thank you for taking your time in completing the research.

The researcher.

Part One: Demographics

Gender: ☐ Male ☐ Female

Education: ☐ Secondary Education ☐ University Degree
☐ Post-graduate Studies ☐ Other (please specify)

Age: ☐ Younger than 25 ☐ 25-34 ☐ 35-44
☐ 45-54 ☐ 55 or Older

Work Experience:

How long have you worked in the hotel industry?

☐ Less than a year ☐ 1-5 years ☐ 6-10 years
☐ 11-15 years ☐ 16 years or more

How long have you worked at this hotel?

☐ Less than a year ☐ 1-5 years ☐ 6-10 years
☐ 11-15 years ☐ 16 years or more

Current position:

Part Two: Experience with Artificial Intelligence in Hotels

Artificial Intelligence Applications: The following AI applications are used in many hotels around the world. Does the hotel you work at use any of these? Please check the box corresponding to your answer "yes" or "no" then determine the level of importance of each application where (1) is not important at all and (5) is very important:

AI Application		Utilization		Level of Importance				
		Yes	No	Not at all important (1)	Unimportant (2)	Neither important nor unimportant (3)	Important (4)	Very important (5)
Software and Cloud-based AI: Software and cloud-based AI make business operations more efficient, strategic, and insight-driven while also providing additional flexibility, agility, and cost savings. Does your hotel use any of the following 'Software and Cloud-based AI' applications?								
1	Changing rates automatically according to the market.							
2	Providing updated occupancy rate forecast continuously.							

AI Application		Utilization		Level of Importance				
		Yes	No	Not at all important (1)	Unimportant (2)	Neither important nor unimportant (3)	Important (4)	Very important (5)
3	Personalizing customer experience based on their online behavior (example; using their search history of local attractions and local cuisine).							
4	Suggesting safer ways to travel.							
5	Assisting in check-in/out and handling payments (example; through mobile apps).							
6	Biometric check-in/out (facial, iris, fingerprint, voice recognition).							
7	Analyzing customers feedback and reviews.							
8	Handling room bookings and reservations.							
9	Others. <i>Please mention if any.</i>							

AI Application		Utilization		Level of Importance				
		Yes	No	Not at all important (1)	Unimportant (2)	Neither important nor unimportant (3)	Important (4)	Very important (5)
<p>Chatbots: A chatbot is a computer program that simulates and processes human conversation (either written or spoken), allowing humans to interact with digital devices as if they were communicating with a real person.</p> <p>Does your hotel use 'Chatbots' in any of the following hotel services?</p>								
1	Helping users with booking and reservations.							
2	Providing recommendations and suggestions for local attractions							
3	Marketing procedures and tailored promotions.							
4	Customer service/support (handling customers' inquiries).							
5	Follow-up with guest after departure to maintain rapport							
6	Upselling (encouraging guests to buy additional services)							

AI Application		Utilization		Level of Importance				
		Yes	No	Not at all important (1)	Unimportant (2)	Neither important nor unimportant (3)	Important (4)	Very important (5)
7	Scheduling mealtimes.							
8	Controlling guests' room temperature and lighting.							
9	Acting as a personal assistant for business guests (e.g., reminding them of their schedules).							
10	Others. <i>Please mention if any.</i>							

AI Application		Utilization		Level of Importance				
		Yes	No	Not at all important (1)	Unimportant (2)	Neither important nor unimportant (3)	Important (4)	Very important (5)
Robots: Robots are automatically operated machines that replace human effort. Does your hotel use 'Robots' in any of the following the hotel procedures/services?								
1	Concierge/ Guide (providing information and recommendations).							
2	Check-in/out.							
3	Porter/bellboy.							
4	Housekeeping.							
5	Room service.							
6	Waiting tables.							
7	Chef robots.							
8	Security.							
9	Others. <i>Please mention if any.</i>							

AI Application		Utilization		Level of Importance				
		Yes	No	Not at all important (1)	Unimportant (2)	Neither important nor unimportant (3)	Important (4)	Very important (5)
Internet of things (IoT): The Internet of Things (IoT) describes the network of physical objects “things” that are embedded with sensors, software, and other technologies for the purpose of connecting and exchanging data with other devices and systems over the internet. Does your hotel use ‘ <i>Internet of things</i> ’ in any of the following the hotel procedures/services?								
1	Controlling room via virtual assistant (lighting, temperature, TV, drapes).							
2	Automatically turning off devices that are not being used (lighting, TV, Air Conditioner, ...).							
3	Biometric Authentication as a room key (facial, iris, fingerprint, voice recognition).							
4	Collecting data and information about customer preferences to help create personalized profile to use in targeted marketing.							
5	Improving customer experience (Suggestions based on their preferences).							
6	Tracking guest's location and providing recommendations of nearby attractions.							
7	Contactless payments (through QR Codes, RFID, NFC equipped devices).							
8	Thermal sensors monitoring the temperature outside and adjusting the HVAC accordingly.							
9	Others. <i>Please mention if any.</i>							

Part Three: Your job security and job engagement

The following statements aim to gauge to what extent the use of AI applications may affect your *job security* and *job engagement*. Please check the box corresponding to your answer:

Statement		Scale				
		Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)
Job Security						
1	I will likely lose my job because of AI very soon and it makes me anxious.					
2	I am not sure if I will be able to keep my job as AI applications are being used increasingly.					
3	I think I may lose my job in the near future due to AI.					
4	I feel insecure regarding my job future as AI applications have been increasingly used.					
Job Engagement						
1	I will not work with full effort after utilizing AI in hotels.					
2	I will not be enthusiastic after utilizing AI in my hotel.					
3	I will not devote a lot of attention to my job after utilizing AI in my hotel.					
4	I will try quitting my job or seeking another one after utilizing AI applications if my hotel.					

Thank you.