

Robot Bartenders on Board!



Source: Lo, A. (2025)

Background

It has become a common practice to introduce robots to assist with service and operation in today's hospitality industry. As the world's leading cruise line, Royal Caribbean International (RCI) has always committed to innovation and incorporating automation into its service. Reinventing the use of service robot, the company introduced Bionic Bar featuring robot bartenders on nine of its ships (Metro, 2024).

Powered by an Italian robotics company Makr Shakr, Royal Caribbean's Bionic Bar is a marvel of modern technology. Guests can choose from the classics or customize their own drink via the bar's tablets (Royal Caribbean YouTube, 2018). Once the guests have made their order, the robotic arms carefully extract from the 127 bottles of spirits and mixers hanging off the bar's ceiling (The Verge, 2014). Then watch the robots shake and dance as they shadow the movements of a ballet dancer from New York (Royal Caribbean YouTube, 2018).

Once the order is completed, guests can collect their drink by swiping the SeaPass dedicated to them or have their drink delivered to their table by a human staff (Business Insider, 2019). The extra step of requiring guests to pick up with their card guarantees that no one can touch the drink except the guest or a member of staff.

The robot bartenders can mix up to 2 drinks per minute and serve up to a thousand glasses each day (Royal Caribbean YouTube, 2018). While waiting, guests can view electronic display boards that show real-time updates on drink preparation, queue lengths, and fun statistics such as the most popular drink of the day (Royal Caribbean International, n.d.; Business Insider, 2019). This combination of efficiency, entertainment, and personalization makes the Bionic Bar a unique attraction onboard.

Challenges

Despite becoming a signature feature of Royal Caribbean, the Bionic Bar is currently available on only nine ships, limiting access to this high-tech experience. Additionally, due to the bar's unique infrastructure, replacing robotic bartenders with humans in the event of a technical malfunction is not feasible, potentially leading to guest dissatisfaction and increased pressure on other bars onboard.

Another challenge lies in the lack of human interaction. While the robotic bartenders offer precision and spectacle, some guests feel the experience lacks the warmth and connection typically associated

with human bartenders. For many, the social aspect of conversing with a bartender is a vital part of the bar experience, something that robots, for now, cannot replicate (Business Insider, 2019).

Discussion Questions

1. What are the potential benefits and drawbacks of replacing human bartenders with robots in terms of customer satisfaction and service quality?
2. How important is human interaction in a service experience, and how might technology replicate or enhance this emotional connection?
3. How could the limited availability of Bionic Bar affect Royal Caribbean's brand image and customer expectations? What can be done to mitigate this?
4. In what ways can Royal Caribbean further innovate its service provided at the Bionic Bar?

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Keywords

- Cruise
- Food and Beverage
- Innovation
- Technology
- Robot
- Bartending

Acknowledgement

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机器人调酒师登场!



Source: Lo, A. (2025)

背景

在当今的酒店业中，引入机器人来协助服务和运营已成为一种常见做法。作为世界领先的邮轮公司，皇家加勒比国际邮轮始终致力于创新并将自动化融入其服务。通过重新定义服务机器人的用途，该公司在其九艘邮轮上引入了配备机器人调酒师的仿生酒吧 (Metro, 2024)。

皇家加勒比的仿生酒吧由意大利机器人公司 Makr Shkr 提供技术支持，堪称现代技术的奇迹。客人可以通过酒吧的平板电脑选择经典饮品或定制自己的特调 (Royal Caribbean YouTube, 2018)。客人下单后，机械臂会从悬挂在酒吧天花板的 127 瓶烈酒和调酒饮料中精确提取所需原料 (The Verge, 2014)。然后，可以观看机器人模仿纽约芭蕾舞者的动作，进行摇晃和舞蹈表演 (Royal Caribbean YouTube, 2018)。

订单完成后，客人可以刷专属的海洋通行证领取饮品，或由工作人员将饮品送至他们的餐桌 (Business Insider, 2019)。要求客人刷卡领取的额外步骤，确保了除客人或工作人员外无人能接触饮品。

机器人调酒师每分钟可调制多达 2 杯饮品，每天能供应上千杯 (Royal Caribbean YouTube, 2018)。在等待期间，客人可以查看电子显示屏，上面实时更新饮品的制作进度、队列长度以及诸如当日最受欢迎饮品等趣味统计数据 (Royal Caribbean International, n.d.; Business Insider, 2019)。这种集高效、娱乐和个性化于一体的特点，使仿生酒吧成为船上一处独特的景点。

挑战

尽管仿生酒吧已成为皇家加勒比的标志性特色，但目前仅在其九艘邮轮上提供，限制了更多客人体验这项高科技服务。此外，由于该酒吧独特的基础设施设计，一旦发生技术故障，无法用真人调酒师替代机器人，这可能导致客人不满，并增加船上其他酒吧的压力。

另一项挑战在于缺乏人际互动。虽然机器人调酒师提供了精准的服务和精彩的表演，但一些客人感觉这种体验缺乏通常与真人调酒师相关的温暖和情感连接。对许多人而言，与调酒师交谈的社交体验是酒吧体验的重要组成部分，而这是目前机器人无法复制的 (Business Insider, 2019)。

讨论问题

1. 在客户满意度和服务质量方面，用机器人取代真人调酒师有哪些潜在的优点和缺点？
2. 人际互动在服务体验中有多重要？技术应如何复制或增强这种情感连接？
3. 仿生酒吧的有限供应可能会如何影响皇家加勒比的品牌形象和客户期望？可以采取哪些措施来缓解这个问题？
4. 皇家加勒比可以在哪些方面进一步创新其仿生酒吧提供的服务？

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关键词

- 邮轮
- 餐饮
- 创新
- 技术
- 机器人
- 调酒

致谢

本案例研究基于并改编自香港理工大学酒店及旅游业管理学院本科生 CHAN Sze Ching; DAI Ka Ying; LEUNG Chung Yan; WONG Wing Lam; YAU Kong Ting 的作业。

機器人調酒師登場!



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背景

在當今的酒店業中，引入機器人來協助服務和營運已成為一種常見做法。作為世界領先的郵輪公司，皇家加勒比國際郵輪始終致力於創新並將自動化融入其服務。透過重新定義服務機器人的用途，該公司在其九艘郵輪上引入了配備機器人調酒師的仿生酒吧 (Metro, 2024)。

皇家加勒比的仿生酒吧由意大利機器人公司 Makr Shkr 提供技術支援，堪稱現代技術的奇蹟。客人可以透過酒吧的平板電腦選擇經典飲品或定制自己的特調 (Royal Caribbean YouTube, 2018)。客人下單後，機械臂會從懸掛在酒吧天花板的 127 瓶烈酒和調酒飲料中精確提取所需原料 (The Verge, 2014)。然後，可以觀看機器人模仿紐約芭蕾舞者的動作，進行搖晃和舞蹈表演 (Royal Caribbean YouTube, 2018)。

訂單完成後，客人可以刷專屬的海洋通行證領取飲品，或由工作人員將飲品送至他們的餐桌 (Business Insider, 2019)。要求客人刷卡領取的額外步驟，確保了除客人或工作人員外無人能接觸飲品。

機器人調酒師每分鐘可調製多達 2 杯飲品，每天能供應上千杯 (Royal Caribbean YouTube, 2018)。在等待期間，客人可以查看電子顯示屏，上面實時更新飲品的製作進度、隊列長度以及諸如當日最受歡迎飲品等趣味統計數據 (Royal Caribbean International, n.d.; Business Insider, 2019)。這種集高效、娛樂和個性化於一體的特點，使仿生酒吧成為船上一處獨特的景點。

挑戰

儘管仿生酒吧已成為皇家加勒比的標誌性特色，但目前僅在其九艘郵輪上提供，限制了更多客人體驗這項高科技服務。此外，由於該酒吧獨特的基礎設施設計，一旦發生技術故障，無法用真人調酒師替代機器人，這可能導致客人不滿，並增加船上其他酒吧的壓力。

另一項挑戰在於缺乏人際互動。雖然機器人調酒師提供了精準的服務和精彩的表演，但一些客人感覺這種體驗缺乏通常與真人調酒師相關的溫暖和情感連接。對許多人而言，與調酒師交談的社交體驗是酒吧體驗的重要組成部分，而這是目前機器人無法複製的 (Business Insider, 2019)。

討論問題

1. 在客戶滿意度和服務質量方面，用機器人取代真人調酒師有哪些潛在的優點和缺點？
2. 人際互動在服務體驗中有多重要？技術應如何複製或增強這種情感連接？
3. 仿生酒吧的有限供應可能會如何影響皇家加勒比的品牌形象和客戶期望？可以採取哪些措施來緩解這個問題？
4. 皇家加勒比可以在哪些方面進一步創新其仿生酒吧提供的服務？

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關鍵詞

- 郵輪
- 餐飲
- 創新
- 技術
- 機器人
- 調酒

致謝

本案例研究基於並改編自香港理工大學酒店及旅遊業管理學院本科生 CHAN Sze Ching; DAI Ka Ying; LEUNG Chung Yan; WONG Wing Lam; YAU Kong Ting 的作業。