

VOL 02 ISSUE 27 | OCTOBER 2021

# INDUSTRY WEEKLY DIGEST

School of Hospitality & Tourism Management

[surrey.ac.uk/SHTM](http://surrey.ac.uk/SHTM) | [@SHTMatSurrey](https://twitter.com/SHTMatSurrey) | [#SHTMatSurrey](https://www.instagram.com/SHTMatSurrey)

## CORONAPHOBIA

**“Coronaphobia”** is the avoidance of surfaces due to anxiety of transmitting the virus via these surfaces. This has a negative impact on how people behave in public places such as hotels. With the re-start of the hospitality and tourism industry there is a need to investigate and understand “Coronaphobia” and the impact it has on hotel patrons and tourist behaviour.

In this digest, **Marco Ciraulo** explains more about this phenomenon and calls on Industry colleagues to step forward to take part in this planned research.

Have a great weekend!



## CORONAPHOBIA AND THE IMPACT IT HAS ON HOTEL PATRONS AND TOURIST BEHAVIOUR

### MARCO CIRAULO

We have seen a trend that a growing number of hotel and hospitality consumers and travellers are showing signs of travel distress, panic, anxiety, paranoia, and a depressive state of mind. People now behave differently in public places than they did pre-Covid by using disposable gloves, opening doors with elbows, treating objects with an antiseptic before touching them etc.

Considering all the touchpoints and surfaces in a hotel throughout the entire customer journey (e.g., check-in, room access, payment) hotels must now, more than ever, ensure the safety of guests and offer a worry-free stay. One stream of literature so far mainly dealt with changes to ensure employees and customers health and safety and higher hygiene expectations. Another stream of research has been dealing with technology adoption driven by the pandemic mainly robots and AI.



**IF YOU ARE AN INDUSTRY LEADER OR OPERATOR AND WOULD LIKE TO GET INVOLVED, THEN PLEASE CONTACT:**

MARCO.CIRAULO@SURREY.AC.UK

B.STANGL@SURREY.AC.UK

However, there is a research gap we aim to address: the feasibility of touchless technology from a hotel managers point of view and the impact touchless technology implemented in hotels for payment and access facilities purposes has on the consumers perceived value and risk limitation. There is a need to understand the impact of using touchless technology and consumers behaviour link to increase trust into the hospitality organisation. With the help of industry and consumers, we strive to better understand related trends such as data privacy and whether the trade-off between the willingness to share data outweighs customers' Covid anxiety in public places, more specifically when staying at hotels.