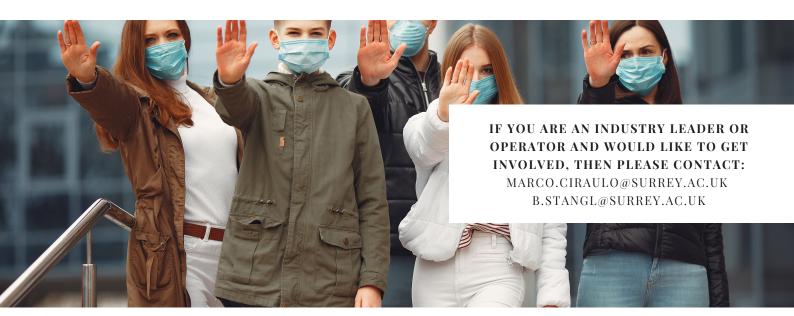


CORONAPHOBIA AND THE IMPACT IT HAS ON HOTEL PATRONS AND TOURIST BEHAVIOUR

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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.



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.