

Study on Safety Regulations and Standards, Enhanced Sanitation, Cleaning Procedures, and Technologies on Guests

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Abstract: the study aims to understand how budget hotels in luoyang use new hygiene measures attract customers after the outbreak of covid-19 and the impact of new hygiene on customer satisfaction, The researcher adopted qualitative analysis methods, By collecting data from 8 guests and 5 managers from different budget hotels, The researcher took semi-structured in-depth interviews with interviewees, The findings are that all budget hotels in luoyang took safety regulations and standards, Enhanced sanitation, Cleaning procedures, And technologies to attract customers and ensure employees' health, However, Among hygiene measures, Some measures disappoint customers, Along with the application of new disinfection products, Technologies and cleaning procedures, Hotels were facing challenges with limited funds and staff

1. Introduction

According to the CTHA's relevant report, China's hotel industry entered the darkest moment during the epidemic period. 74.29% of Chinese hotels chose to close their stores directly. In the first two months of 2020, the entire hotel industry lost more than 100 million yuan, and 13,000 companies had been closed (China tourist hotel association, 2020).

Meanwhile, the outbreak of COVID-19 improves the awareness of health and safety. Hotels should grasp consumers' needs and comprehensively strengthen the standardization of health management (Sun, 2020). Restoring actively people's trust will be the main target for budget hotels.

Four objectives are discussed:

RO1: To study the type of new regulations and standards, enhanced sanitation, cleaning procedures, and new cleaning technologies.

RO2: To study the new hygiene measures for preventing the COVID-19 and customer satisfaction in Luoyang.

RO3: To investigate the application of new regulations, standards, cleaning procedures, technologies and guests' stay experience.

RO4: To investigate the challenges experienced by the hotels in compliance with COVID-19.

2. Review of the Literature

2.1 Risk Identification in the Hospitality Industry

In Sonia and David's research, the author focuses the study of the relationship between tourist satisfaction and the safety issues of safety, privacy and security (Sonia & David, 2012; Sharma, 2016).

2.2 Digital Transformation and Hygiene

In Yangyang, J & Yaqiong, S's research, this research gave different illuminate relevant topics. Future research can take multiple research methods such as scenario-based experiments or a mixed-methods approach to deal with the hygiene problems caused by COVID-19 in hospitality industry (Yangyang & Jun, 2020).

2.3 Customer Experience and Technological Innovations

By conducting interviews with managers and owners of hotels in India, the author found that the challenges of applying new innovation technology in hotels and positive impact of technologies innovation on customers experience (Sharma, 2016).

2.4 Smart Service Experience in Hospitality

Kabadayi gives a conceptual model to study customer experience, smart services and co-creation (Kabadayi, et al., 2019).

2.5 Hygiene Perceptions on Customer Satisfaction

In this research, hygiene is highly related to customers' satisfaction. Unhygienic environment and food will make customers not choose same hotels next time (Alanzeh O. A., 2017).

3. Research Methodology

The researcher took semi-structured in-depth interviews. The interview time will be from October 11 to October 15, 2020.

Researchers will select guests in the lobby, present research topics, and ask if they have time for interviews. The 24 open-ended questions were divided into two parts for interviews, 5 hotel managers (11 questions) and 5 guests (13 questions).

4. Discussion

4.1 To Study the Type of New Regulations and Standards, Enhanced Sanitation, Cleaning Procedures, and New Cleaning Technologies.

Budget hotels issued related regulations for guests and employees. The improved sanitation measures are the enhanced frequency and scope of disinfection. From face recognition to robots, budget hotels are also gradually applying new technologies to provide non-services to guests. Among hotels' hygiene measures, guests think traditional disinfections, new air system, technologies and disposable items are useful.

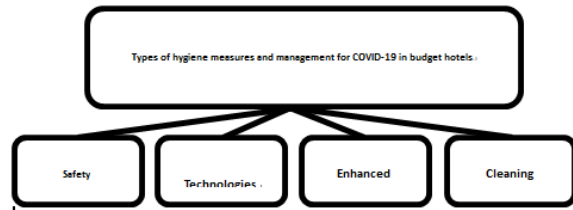


Fig.1 Types of Hygiene Measures and Management for Covid-19 in Budget Hotels

4.2 To Study the New Hygiene Measures for Preventing the Covid-19 and Customer Satisfaction in Luoyang.

Customers have expectation for fresh air system. Traditional chemical disinfection occupies a place in customers’ choice. Contactless service can attract customers. Strict regulations, visible disinfection and the application of new technologies can also bring customer confidence. As new technologies are used more in hygiene, most customers can understand that their privacy may be used by hotels.



Fig.2 Customer Satisfaction for Hygiene Measures Against Covid-19 of the Hotel Guests in Luoyang’s Budget Hotels

4.3 To Investigate the Application of New Regulations, Standards, Cleaning Procedures, Technologies and guests’ Stay Experience.

Hotel needs to clean faster and receive new customers in order to make money, so some smell will inevitably remain in the room. With the long check-in time, the guest's check-in experience has also become poor.

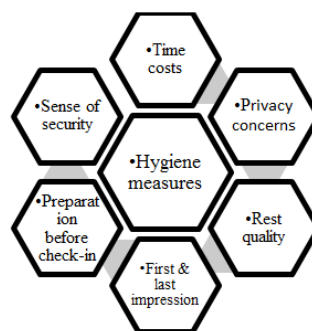


Fig.3 Impact of Hygiene Measures Against Covid-19 for Guests’ Experience in Luoyang’ Budget Hotels

4.4 To Investigate the Challenges Experienced by the Hotels in Compliance with Covid-19

(Regulations, Procedures, Standards and the Application of New Technologies).

Through the research, it is found that limited funds and personnel are the challenges. Continuous sanitation and disinfection and personal health protection technology will increase the procurement funds of budget hotel. Time and quality management are also challenging hotels. Increased sanitation measures will inevitably bring workload, and hotels are also facing the challenge of balancing service quality and comprehensive sanitation measures.

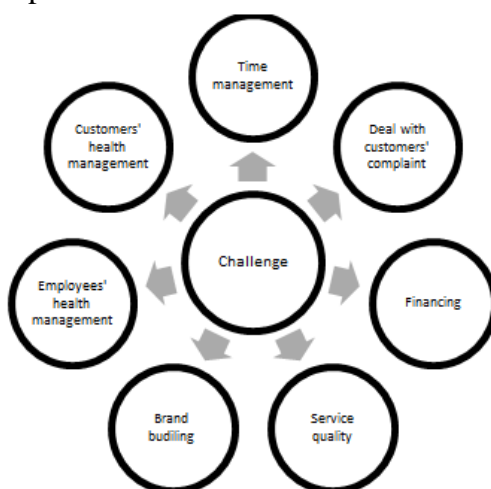


Fig.4 Impact of Covid-19 Travel Restrictions on the Hotel Business Performance

5. Key Findings

Face recognition and robots have also begun to appear in the technology applications.

Due to media publicity, the fresh air system is the focus of hygiene measures for customers.

Most guests are willing to use the hotel technology to use their own exclusive rights, but at least the hotel can guarantee not to disclose the number of guests.

Disposable products can attract customers to pay usage costs and customers feel satisfied.

Future Research

Due to the limitations, this research inevitably can only explore a certain depth and breadth. Therefore, in the future research, the following directions will be the main ones:

- 1) In the future, researchers will greatly expand the scope and objects of data investigation.
- 2) Due to the different cultural backgrounds of guests during this study, the researchers also suggested that different ethnic groups and international guests should be specifically studied.
- 3) It is recommended that other researchers survey visitors' perceptions of safety, technologies, budgeting for booking for guests from different areas.

6. Conclusion

Budget hotels have adopted new sanitary measures and management methods. However, with the application of new measures, some problems also arise. In the face of the normalization of the epidemic, most customers are willing to sacrifice their own experience to assist in hotel sanitation measures. For hotels, more sanitation measures have brought extremely high costs and pressure on limited employees. So how to balance time, service quality, employee health and good hygiene has become a challenge for the hotel.

The results indicate that the budget hotel has adopted many sanitary measures to prepare for the epidemic. However, not all hygiene measures can bring a good experience.

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