

An Investigation of How Covid-19 Altered the traveler's Need for Safety an Sanitation

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Abstract: This paper discusses how COVID-19 altered travelers' needs for safety and sanitation. In this paper, the researcher selected four sites, which are Tibet Style Hotel, Chengdu, China, People Park, Chengdu, China, People Restaurant Chengdu, China, and a transport sector, Chengdu, China, and interviewed 1 hotel manager in manager's office of Tibet Style Hotel, 1 scenic spot staff in People Park of Sichuan, 1 restaurant owner in lobby of People Restaurant, 1 director of transportation department in office of Ministry of Transport of Chengdu Municipal Government and 3 travelers in People Park of Sichuan. All interviews were conducted in Chengdu, China. Besides, qualitative research method is used to collect data through in-depth interviews with interviewees from October 1, 2020 to November 3, 2020. Furthermore, the researcher uses the constant value comparative analysis method to code the key information in the interview records of hotel manager, scenic spot staff, restaurant owner, and director of transportation department and travelers, and analyzes the data. After collecting the code, researchers will be able to understand the changes in travelers' needs for safety and sanitation after COVID-19.

1. Introduction

COVID-19 is the biggest concern in the world this year. It has spread almost globally and has had a huge impact on the travel industry. Since the outbreak of COVID-19, the tourism industry as a whole has been seriously affected. At present, almost all the staff in the travel agency industry are unemployed, travel agencies have suffered losses across the board, and small and medium-sized travel agencies are in danger of going bankrupt. The hotel suffered suspension of business, a short term turnover fell sharply, revenue was seriously affected, many hotels are even closed; At the same time, airlines have also been greatly impacted. Some or even all flights have been canceled or grounded, which has led to a serious decline in the revenue of airlines, as well as a serious impact on overseas and domestic tourism. In addition, the automobile transport, train transport, ship transport and other industries also ushered in the trough; Scenic spots have also suffered huge losses in this epidemic. Due to the closure of scenic spots and the large decrease in tourists, scenic spots can hardly generate income. Moreover, the impact may be long-term, resulting in a large number of people losing their jobs. On the other hand, as an important link in the travel process of tourists, the catering industry has also been greatly impacted. Due to the dense crowd flow of restaurants, which may increase the risk of infection, a large number of travelers choose to give up eating in

restaurants. The impact of COVID-19 is huge and widespread. The stock market value of tourism has dropped sharply, and the shares of scenic spots, travel agencies, catering and other sub-industries have fallen sharply. Wages in the travel industry have been slashed. From the perspective of tourist demand, due to the severe situation of the epidemic, tourists' willingness to travel has been greatly reduced, and many consumers have taken the initiative to cancel their travel plans to avoid crowded places and outdoor activities to the greatest extent. With the development of the epidemic slowing down, the links between industries around the world have been restored, tourism has begun to recover slowly, and people's willingness to travel has increased.

This research examines the changing safety and health needs of travelers in four industries, namely scenic spots, hotel industry, transportation industry, and catering industry due to COVID-19. safety has become a complex multidimensional notion with a wide range of components belonging to it: political security, public safety, health and sanitation, personal data safety, legal protection of tourists, consumer protection, safety in communication, disaster protection, environmental security, getting authentic information, quality assurance of services etc(E. M. Ineson, 2005). Environmental sanitation means the art and science of applying sanitary, biological and physical science principles and knowledge to improve and control the environment and factors therein for the protection of the health and welfare of the public(Sarwoko. M. 2014). Sanitation of environment is extremely important for travelers, especially when they are making decisions.

2. Literature Review

Safety and sanitation generally refer to personal and social hygiene measures taken to promote human health, prevent disease, improve and create an environment conducive to physical and mental health. Safety and sanitation usually refer to personal and social hygiene measures that promote human health, prevent disease, improve and create an environment conducive to physical and mental health. No safety and sanitation, No tourism. Safety and sanitation is the most important prerequisite for tourism, as it is the foundation and guarantee for its development. As evidenced by the development of tourism, tourism safety and sanitation will not only be affected, but may also lead to huge economic losses. Without safety and sanitation, it will endanger tourists' lives and property and directly affect social stability. In addition, safety and health accidents will damage the country's tourism reputation and hinder the development of tourism. Therefore, strengthening tourism safety and sanitation is of great significance.

This paper cites four articles. Four articles analyze the importance of safety and sanitation for travelers from different perspectives, which provides beneficial advice and practical significance for tourism industry practitioners. These four articles not only discuss the importance of Safety and sanitation for travelers, effective measures to guarantee traveler Safety and sanitation in practice are also discussed. These four articles are related to each other, but their research directions are different. However, all of these studies have studied the importance of sanitation and discussed the role of sanitation in different industries, which is very important for this study and has a very important reference significance. By reviewing these articles, the researchers understand the definition, role and role of sanitation in various fields.

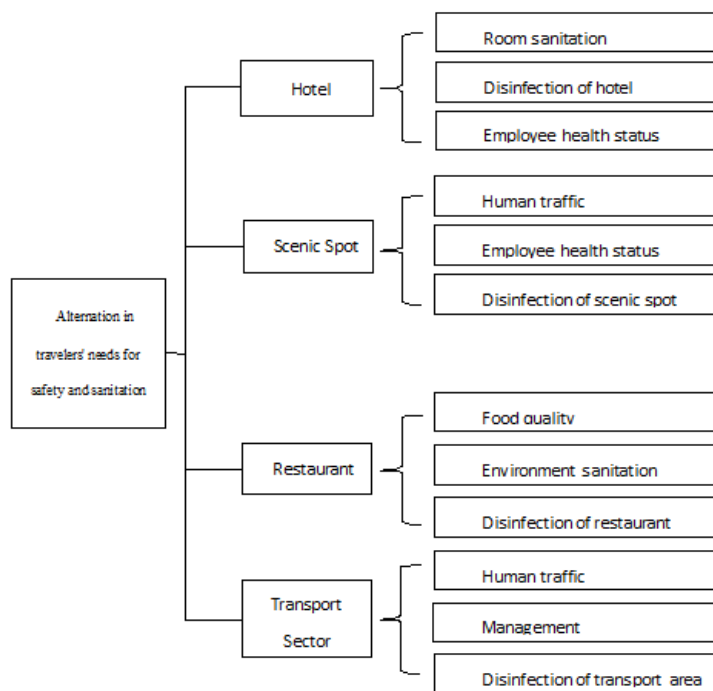
The purpose of this chapter is to analyze the transition of travelers to travel safety and Sanitation since COVID-19. This chapter refers to some relevant articles, as well as an article on hotel interior and exterior design, hotel environment, for reference and analysis. The researchers will summarize the results of previous studies.

3. Conceptualization Model

In order to conduct a better study and provide guidance for this paper, the researcher established

the following conceptual model. In the model, all the key factors of the study are included and the relationship between them is demonstrated. The conceptual model chosen by the researchers, shown in Figure 1, supports this study, which investigates the shift in travelers' needs for Safety and Sanitation following COVID-19. This Conceptualization Model provides a comprehensive reference for the paper and a basic framework for the research of the paper, so that the paper can be structured and logical.

A review of literature indicates that safety and sanitation is a macro concept, and many influences are included, such as disinfection measures and waste disposal. In tourism, safety and sanitation is a very important aspect, which has a huge impact on travelers' choices. After COVID-19, safety and sanitation is the most important factor for travelers to choose whether to go out. A safe and sanitary environment will attract a large number of customers, thus generating more revenue. The impact of the epidemic on tourism has been huge and negative, and it has also changed the minds of travelers. In this regard, hotels, attractions, restaurants and transportation should all be changed and transformed in order to provide travelers with a more comfortable travel environment. This model clearly illustrates the shift in travelers' demand for Safety and Sanitation since COVID-19.



Source: Compiled by author

Fig. 1 The conceptual model chosen by the researchers

4. Methodology

4.1 Introduction

In this chapter, the methods and processes by which researchers collect data are explained. This chapter also demonstrates how to investigate study types, methods, target populations, and sampling procedures. Then, all the information collected in the process of data collection will be sorted out in detail, and the collected data will be explained in the table, providing a lot of details for the research.

4.2 Research Design

Qualitative research method is adopted in this paper. Qualitative research methods are characterized by fewer cases and more data collected. Most of the methods adopted are to obtain non-numerical data by talking with relevant personnel. In this paper, how COVID-19 the traveler's need for safety and sanitation is researched. Therefore, this paper interviews and analyzes travelers, employees of scenic spots, hotel managers, restaurant owners, supervisor of Transport Sector and other groups.

In the process of receipt data, I conducted in-depth interviews with interviewees, with the purpose of collecting more detailed data, which is more conducive for researchers to obtain useful information. During the interview, researchers stimulate the enthusiasm of interviewees through interactive conversation, so that researchers can collect more and more accurate data.

4.3 The Target Population

The target population of this study is travelers, scenic spot staff, hotel manager, restaurant owner, transportation department director. Qualitative interviews were conducted with a hotel manager, a scenic spot staff, a restaurant owner and a director of transportation department to ask them about changes in needs of travelers for safety and sanitation after COVID-19 . In addition, the researcher picked three travelers from scenic spot to ask about changes in their needs for safety and sanitation when they are traveling after COVID-19.

4.4 Sampling Procedure

The researchers used semi-structured interviews to collect data at four locations: hotel, restaurant, scenic spot, and transportation department. There are 22 interview questions, divided into 5 parts -- hotel manager (5 questions), restaurant owner (5 questions), scenic spot staff (5 questions), transportation department director (5 questions) and travelers (4 questions). For the sample size of this study, the researcher selected one hotel manager, one restaurant owner, one scenic spot staff who were interviewed each on October 1, October 1, October 2, October 6, and three travelers to be interviewed on November 3. The locations for the interviews were Tibet Style Hotel, People Restaurant, People Park of Sichuan and Ministry of Transport of Chengdu Municipal Government.

4.5 Data Analysis Technique

In order to analyse the data collected from the semi-structured interview with the respondents, the researcher used “Constant Comparison Analysis” method and coding the key information from the interview transcripts of the hotel manager, scenic spot staff, restaurant owner, director of transportation department and travelers for the analysis, using manual coding.

5. Data Analysis

In this chapter, the researcher uses the constant value comparative analysis method to code the key information in the interview records of hotel manager, scenic spot staff, restaurant owner, and director of transportation department and travelers, and analyzes the data. After collecting the code, researchers will be able to understand the changes in travelers' needs for safety and sanitation after COVID-19.

6. Conclusion and Implications

The purpose of this study is to understand how COVID-19 altered the traveler's need for safety and sanitation. Through interviewing the staff of the scenic spot, hotel manager, restaurant owner, the director of transportation department and travelers, we can understand their views and satisfaction on the safety and sanitation of scenic spots, hotel, restaurants and transport sector. For scenic spots, hotels and transport sectors, travelers all said that they were satisfied because strict disinfection measures and inspection procedures were adopted in these places. In particular, the Chinese government has given great financial support to the transport sector, where the safety and sanitation standards are the highest. However, for the restaurants, the satisfaction of travelers is not very high, because of the particularity of the restaurants, it can not guarantee the travelers' needs for safety and sanitation like other places. In addition, scenic spot staff, hotel manager, restaurant owner, the director of transportation department all said that they had done a good job. They had taken a lot of scientific and effective measures and established strict inspection procedures, which could ensure the safety of travelers.

In order to make the travel environment safer for travelers and make them more satisfied with the safety and sanitation of public places, hotels, scenic spots, restaurants, transport sectors and other public places should maintain high standards of safety and sanitation, and upgrade their own measures and inspection procedures according to the changes of virus. Whether travel safety and sanitation is qualified or not is related to whether travelers are willing to travel and whether the economy can recover rapidly. Therefore, safety and sanitation is very important for all public places.

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