


## Hotel Preferences of Customers in the Lens of Fear of Covid-19

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### Abstract

The effect of service quality elements that change with the epidemic on the fear of the epidemic and fear of covid 19 on hotel preferences has been examined in the study. Data were collected from 404 participants. According exploratory factor analysis results three main dimensions are determined namely contact, contagion and food & service. The model was tested using the structural equation model. As a result of the SEM analysis, participants attach great importance to the contagion dimension. No significant relationship was found between the hotel preference elements, contact and food-service, and the fear of Covid-19. Another important finding of the study is that fear of Covid-19 has a negative and significant effect on hotel preference intention.

**Keywords:** Hotel service quality; COVID-19; Fear; Contact.

## 1. Introduction

In order to increase customer satisfaction and meet expectations, it is of great importance for accommodation businesses to accurately define customer needs, continuously improve their service offerings, and use their limited resources effectively and efficiently (Berry and Parasuraman, 1997; Brady and Robertson, 2001; Hussain et al., 2015; Kasiri et al., 2017; Meesala and Paul, 2018). Although the hospitality and tourism sector has a critical place in the global service economy and is an important cause of human mobility at the global level (Ranasinghe et al., 2020b), it is considered as non-essential expenditure items by consumers in extraordinary situations, compared to other sectors (Kubickova et al., 2019). The COVID-19 outbreak has created the breaking point of the tourism and hospitality industry and has dealt a heavy blow to the industry (Bakar and Rosbi, 2020; Niewiadomski, 2020; Rowen, 2020). In this context, the changing priorities of customers and their concerns about the epidemic are forcing the hospitality and tourism industry to define differentiated customer demands and needs and reshape the service related to these needs (Brouder, 2020; Gössling et al., 2020; Hall et al., 2020; Seabra et al., 2013; Strielkowski, 2020; Thams et al., 2020). With the global epidemic, although researches on the effects of the epidemic on the tourism and accommodation sector have started to be carried out rapidly, the need for empirical studies is clear (Gössling and Schweiggart, 2022).

The global epidemic, for the tourism and hospitality industry, a unique and complex context (Zenker and Kock, 2020) created by no new, far-reaching past crises has created a “moment of pause” for the industry, in other words turned the sector off and revealed that it is extremely vulnerable to pandemics (Zenker and Kock, 2020). (Brouder, 2020). The COVID-19 outbreak has led to the emergence of new and important aspects of service quality, such as safety, social distance, hygiene, which must now be included in any service (Seyitoğlu and Ivanov, 2020). There are many different studies that show that epidemics change touristic consumption behavior. These studies also indicate that changing consumer behaviors continue after the epidemic, and this may permanently change some tourism and

accommodation dynamics (Chebli and Said, 2020; Gössling *et al.*, 2020; Neuburger and Egger, 2020; Wachyuni and Kusumaningrum, 2020; Wen *et al.*, 2005; Wen *et al.*, 2020). With the Covid-19 epidemic, the main themes in tourism have begun to take shape around safety, health and cleanliness, these factors have come to the fore in the travel and accommodation preferences of individuals, and facilities and businesses that do not provide undesirable features have begun to be preferred (Zenker and Kock, 2020).

Fear and anxiety lie on the basis of the changes in tourism dynamics due to Covid-19, the trauma caused by the epidemic changes the behaviors and attitudes of individuals, and these changing behaviors and attitudes change consumer behaviors and tourism preferences. In a similar study, Menegaki (2020) determined that individuals should not be afraid of the features of the hotels they evaluate in order to start travel planning again. The studies on service quality in the hospitality and tourism industry with COVID-19 in the literature so far are quite limited. Accordingly, in this study, the effect of service quality elements that change with the epidemic and are predicted to be permanent, on the fear of the epidemic has been examined. In addition, the effect of fear of covid 19 on hotel preferences was also investigated.

In this paper, Section 2 presents background, the Section 3 explains material and method. Then Section 4 discuss the results and section 5 consists of a discussion and conclusion, limitations of this present study and suggestions for further research.

## 2. Background

In the literature, many instruments have been used to measure service quality in the hospitality and tourism industry. SERVQUAL consisting of responsiveness, tangibles, reliability, assurance and empathy dimensions, pioneered many instruments (Parasuraman *et al.*, 1985). LODGSERV (Knutson *et al.*, 1990), which contains the same dimensions as SERVQUAL; LODGQUAL (Getty and Thompson, 1994), which basically consists of three dimensions: contact, reliability, and tangibles, HOLSERV (Mei *et al.*, 1999), which consists of tangibles, employees and reliability dimensions, responsiveness, tangibles, communication, consumables, and empathy dimensions. HISTOQUAL (Frochot and Hughes, 2000), Lodging quality index (LQI) consisting of tangibles, reliability, responsiveness, confidence, communication dimensions (Getty and Getty, 2003), SSQH (Wu and Ko, 2013), reliability, empathy, environmental communication, green energy saving, assurance, and tangible Green Lodging Service Quality (GLSERV) (Lee and Cheng, 2018) scales are some of the tools that measure service quality in the hospitality and tourism industry.

In addition to these scales, it has been determined that researchers use different dimensions to measure the service quality in hotels. Suh *et al.* (1997) used four dimensions as friendly service, tangibles, reliability and customer-centrality to measure service quality in the hotel industry. Saleh and Ryan (1991) suggested five dimensions of service quality, consisting of conviviality, tangibles, reassurance, avoid sarcasm and empathy. In another study conducted by Mohsin and Lockyer (2010) to measure the service quality in hotels, service quality was evaluated with five dimensions consisting of ambience and staff courtesy, food and beverage product and service quality, staff presentation and knowledge, reservation services, and overall value for the money. On the other hand, it has been observed that similar dimensions are included in different scales developed to measure the service quality in hotels. Tangibles and intangibles Oberoi and Hales (1990); Gundersen *et al.* (1996); Ekinci *et al.* (1998), empathy, assurance, responsiveness, tangibles and reliability, courtesy and competence (Akan, 1995); Albayrak and Caber (2015), assurance (Akbaba, 2006; Lai and Hitchcock, 2017), communication (Akan, 1995; Kurtulmuşoğlu and Pakdil, 2016; Webster and Hung, 1994), sanitization, hygiene and automation of various services (Kakkar and Kumar, 2020) rooms, comfort, facilities, buildings, and food (Ahmed *et al.*, 2022) are some of them. In addition, the use of various technologies in service delivery has taken priority with the pandemic to reduce human-to-human contact.

Seyitoglu and Ivanov (2020) discussed the use of service robots during the service provided in order to maintain social distance in their study. Similarly, Zeng and Lew (2020) used robotics, artificial intelligence, and human-robot interactions in hospitals, airports, transportation systems, recreation and scenic areas, hotels, restaurants, and communities to prevent the spread of COVID-19 in their study. Yu *et al.* (2020), on the other hand, examined themes such as the effect of COVID-19 on the quality of service in tourism enterprises, and the risk perception of tourists based on social media communication in their work.

Most of the studies conducted in the hospitality and tourism industry after COVID-19 are based on the impact of the pandemic on the economy. Hoque *et al.* (2020) measure the impact of the occurrence of corona virus on the tourism industry. Similarly, Bakar and Rosbi (2020) evaluated the impact of COVID-19 on tourism industries of the world countries in their study using supply and demand curve. Cave and Dredge (2020) mentioned various economic practices needed by post-COVID-19 regenerative tourism in their work. Bahar and İlal (2020) examined the economic impact of COVID-19 in the tourism sector. On the other hand, Prideaux *et al.* (2020) argue in their study that the economy may change for the future of global tourism after the COVID-19 epidemic. Ranasinghe *et al.* (2020b) discussed the recovery of tourism economies especially after COVID-19 in their study.

Another group of studies discussed the expected transformations in the hospitality and tourism industry after COVID-19. Hall *et al.* (2020) mentioned the transformative possibilities of the COVID-19 for tourism. Similarly, Cheer (2020) discussed how tourism will look after COVID-19. Gössling *et al.* (2020), on the other hand, compared the impacts of COVID-19 to other types of global crises and previous pandemics and examined what kind of changes the pandemic might cause in society, the economy and tourism. Wen *et al.* (2020) analyzed how COVID-19 can change the lifestyle, travel behaviors and tourism preferences of Chinese tourists in the short and long term. Niewiadomski (2020) also argues that new opportunities will be encountered in tourism after the COVID-19 pandemic. Similarly, Brouder (2020) discussed that tourism can transform with COVID-19 in his study.

In addition, it has been found that some studies are based on the impact of COVID-19 on a single country situation. Yuniti *et al.* (2020) examined the impact of COVID-19 on life on the island of Bali, whose economy is based on the tourism sector. McCartney similarly discussed how Macao, whose economy relies heavily on tourism, has been affected by COVID-19. Hoque *et al.* (2020) examined the impact of COVID-19 on Chinese tourism. Demir *et al.* (2020) evaluated the antecedents, effects and consequences of COVID-19 on tourism in Turkey. Karim *et al.* (2020) discussed the impact of COVID-19 on the tourism sector of Malaysia. Dube *et al.* (2020) discussed the impact of COVID-19 on the global restaurant and hospitality industry. Gössling *et al.* (2020) similarly investigated the impact of COVID-19 on society, economy and tourism globally. Ioannides (2020) discussed the impact of the COVID-19 crisis on global tourism in their studies. Renaud (2020) evaluated global mobility and mass cruise tourism after COVID-19 in his study.

On the other hand, it has been observed that some studies have examined the post-COVID-19 behaviors of tourists or those working in the tourism sector. Nazneen *et al.* (2020) examined the impact of COVID-19 on the travel behavior of tourists. Hong *et al.* (2020) similarly examined the effect of COVID-19 on tourist satisfaction in Zhejiang, China. Mao *et al.* (2020) investigated the effect of corporate social responsibility in order to increase the psychological capital of tourism sector employees during the COVID-19 period. In addition, since COVID-19 is still a new concept for the world, most of the work done in the hospitality and tourism industry is based on the synthesis of news. In other words, these studies are more of a discussion nature than a quantitative approach (Niewiadomski, 2020; Rowen, 2020; Tremblay-Huet, 2020; Wen *et al.*, 2020).

Kaplan and Saddocks (2007) defined fear as the anxious, negative feelings and emotions that the individual shows against an event that he or she does not expect, does not want, disturbs the individual, and threatens him physically or psychologically. When it is considered in the field of marketing and consumer behavior, fear is an element that shapes consumer behavior and stands out as an important marketing tool when used and directed correctly (Papatya, 2010). On the other hand, customer satisfaction that arises due to consumer preferences in an environment of fear arises depending on the differences between the expectations of the customers and what is realized, and when it is considered that the expectations of the customers increase in unexpected ways in an environment of fear, it becomes very difficult to meet consumer expectations in this environment (Hsu *et al.*, 2010). In environments of fear, individuals avoid taking risks, in this context, their purchasing behaviors are reshaped, disposable income may decrease, risk-taking tendencies of individuals decrease, costs increase, savings decrease, and with the increase of uncertainties, deterioration in consumption habits is observed and individuals' main consumption preferences are to protect the existing one (Mansoor and Jalal, 2010; Voinea and Filip, 2011). When the effects of the fear of Covid-19 on tourism, travel and accommodation are examined, it is seen that the fear of Covid-19 has a negative effect on the purchase intention, and individuals who are afraid of the pandemic postpone or cancel their tourism decisions.

Kotler (2003) stated that individuals have a fear of unpredictable things and this fear drives them away from that element. This is how the relationship between the Covid-19 pandemic and the intention to stay takes place, and individuals who are afraid of uncertainty during the pandemic process do not make an assessment about accommodation and their behavior and attitudes towards tourism are negatively affected. It is stated that the epidemic has changed tourism habits irreversibly (Wang *et al.*, 2020). Especially in the literature, there are many studies on the behavioral change of fear and perception (Erciş *et al.*, 2016; Neuburger and Egger, 2020; Witte and Allen, 2000) and according to these studies, with the increase in individuals' fear levels and perceived risk in consumer behaviors, there is a possibility of turning into a habit depending on the emergence of protective behaviors and the duration of fear and risk factors in the environment. In the Covid-19 pandemic, individuals are faced with a similar situation and the health concerns and fears that arise with the pandemic and the risks related to the epidemic lead to some changes, especially in tourism behaviors and these changes also affect the sector (Aydm and Doğan, 2020).

### **3. Material and Method**

The Covid-19 fear scale created by Ahorsu *et al.* (2020) was used in the study to measure the psychological fear experienced by the participants due to Covid-19. A case study was presented for the determination of the service quality elements that emerged with the global epidemic in the hospitality and tourism sector. For this, a literature study was carried out first. Afterwards, all service quality elements related to hospitality and tourism were discussed in a focus group study. On the other hand, in order for the participants to be included in the study, it was required that they have stayed in a hotel that offers all-inclusive service within the last year. It consisted of 22 people, 10 of whom were women, between the ages of 30 and 67 who agreed to participate in the study. Before the focus group study, the purpose of the study was explained to the participants. Then, work started under the leadership of a moderator who is an expert in the focus group and working in the sector in the field of marketing. The focus group study was terminated after the participants reached a common idea about the attributes related to the hospitality and tourism sector. After 5 focus group discussions, which lasted an average of 68.4 minutes, the listed attributes for the sector were presented to 3 managers and 2 to academicians who are experts in the field of service quality. After these five evaluators evaluated the list, 24 items to be used in the study emerged.

The data were collected from the participants who voluntarily agreed to participate in the study, with an online survey structure in about two weeks. The population of the research consists of individuals living in Turkey, having stayed in a hotel in the last 3 years and planning to stay in a hotel in the next year. Data were collected from 404 participants.

The demographic characteristics of the respondents are given in Table 1. The sample size was sufficient. Because DeVaus (2000) explained that 370 was suitable sample size with in a 95% confidence level, an assumption of more than 10,000 customers annually and a 5% error margin.

Table-1. Demographic profile of respondents

		Frequency	Percentage
Gender	Female	233	57
	Male	171	43
Age	18-29	142	35
	30-39	154	38
	40-49	92	23
	50 and above	16	4
Marital Status	Married	189	47
	Single	215	53
Educational Level	High School	104	26
	University	238	59
	Graduate	62	15
Income Level	4000 TL and below	131	32
	Between 4001-5500 TL	92	23
	Between 5501-7000 TL	64	16
	7001 TL and above	117	29
Latest Hotel Stay	Within one week	12	3
	Within one month	30	7
	In the last 3 months	73	18
	Longer than 3 months	95	24
	Before the pandemic	194	48
Total		404	100

According to the findings, the KMO sample adequacy score was .946 at an excellent level, and the Bartlett sphericity test result was found to be statistically significant for factor analysis, since the  $p < 0.05$  condition was met. In the next step, the items of the Post-Covid-19 Hotel Preferences Scale were subjected to exploratory factor analysis, and factor analysis was carried out using the varimax rotation method and principal components analysis. As a result of the findings, it was seen that the scale items were gathered under three main dimensions and the obtained dimensions were coded as Contact, Contagion and Food & Service, and within this framework. When the exploratory factor analysis findings are examined, it is seen that the Contagion dimension consists of 14 items and this dimension explains 47% of the variance, the Contact dimension consists of 6 items and explains 6% of the variance, and finally, the Food-Service dimension consists of 4 items and explains 5% of the variance.

Table-2. factor analysis

		Factor Load	Cronbach's Alpha	Explained Variance
Contagion			.933	47,839
	During check-in, a current health report should be requested or a PCR test should be performed.	0,77		
	Keyless digital door opening opportunity should be implemented	0,827		
	Luggage must be first taken to the luggage room by the hotel staff and taken to the rooms after disinfection.	0,746		
	Mobile disinfection stations should be installed.	0,688		
	Tables and chairs should be disinfected after each use.	0,634		
	Pen, paper, guide, etc. in the rooms. materials should be removed	0,595		
	Rooms should not be used for 12 hours after check-out and should be completely disinfected for new guests.	0,607		
	Room capacities should be planned as 40-60% usage in line with tradeoffs.	0,573		
	The minimum social distance for tables and chairs should be 1.5 meters.	0,571		
	SPA • Massage, sauna, etc. 50% capacity applied.	0,506		
	Open buffets should be revised with a station	0,573		

	system and divided into many stations.			
	Pen, paper, guide, etc. in the rooms. materials should be removed	0,519		
	Mobile disinfection stations should be installed.	0,562		
	An open kitchen should be built in the main restaurant.	0,495		
Contact			.856	6,457
	Meals should be presented with a transparent closing system in open buffets.	0,602		
	solo sports; should be planned like surfing, individual fitness, archery, water skiing	0,748		
	Open-air cinema (keeping social distancing) Open-air party virtual entertainment	0,757		
	Guest Experiences App should be used for reception and guest relations. Mobile check-in and digital solutions that make restaurant, spa, sun lounger, table reservations should be used.	0,603		
	Responding to special requests related to Covid	0,596		
	Teams should be given regular PCR tests	0,578		
Food – Service			.715	5,138
	In places where there is no open kitchen, the kitchen work should be broadcast LIVE by placing screens in various parts of the main restaurant.	0,665		
	Way stations in restaurant areas for table scraps should be removed and waste taken directly to a waste collection area in the kitchen.	0,594		
	Salt shakers, pepper shakers etc. Instead, one-time packages should be used and appropriate solutions should be developed.	0,719		
	Meals must be prepared and served instantly (A-la-minute/A-la-carte)	0,686		
Total			.945	59,433

Among these factors, the contagion factor covers the hygiene and social distance elements that are thought to provide an environment for the transmission of the disease, the contact factor covers the customized and personalized demands of tourists within the framework of changing conditions, and finally, the meal-service dimension includes items for food and service. In the tests of the hypotheses of the research, the analysis of the established structural equation model was made and the results obtained were examined in the findings section of the research. The following hypotheses were formed within the framework of the conceptual background, objectives and measurement tools used of the research.

- H1: The contact factor affects the fear of Covid-19.
- H2: The contagion factor affects the fear of Covid-19.
- H3: Food & Service factor affects the fear of Covid-19.
- H4: Fear of Covid-19 affects hotel choice.

The model, which was created in line with the research hypotheses, was tested using the structural equation model. The fit values for the path analysis model created using the structural equation model were as follows. As a result of the SEM analysis performed, it was seen that the sample was sufficiently large and significant for the structural model, and the findings are presented in Table 3 below.

Table-3. Fit Values of the Model

Criteria	Results	Reference Ranges
CMIN/Df	2,510	CMIN/DF<5
RMSEA	.061	0≤RMSEA≤0.05
CFI	.910	0.90≤CFI
TLI	.902	0.90≤TLI
NFI	.911	0.9≤NFI
IFI	.911	0.9≤IFI

The way in which the effect of contact on the fear of Covid-19 is examined is not statistically significant (p>0.05), therefore, it can be stated that the contact among the hotel preference factors has no effect on the fear of covid-19 and H1 is rejected. When the findings obtained within the scope of the way in which the effects of contagion, one of the hotel preference factors, on the fear of covid-19 are examined, the effect of the contagion on the fear of covid-19 is positive and statistically significant. This increase causes a 49% increase in fear of covid-19 (β0= 0.498, p<0.05), and within the framework of this finding, the H2 hypothesis of the research is accepted. When

the results obtained for the way in which the effect of the Food-Service dimension, which is another factor of hotel preference, is examined on the fear of Covid-19, there is no statistically significant relationship between the variables, therefore ( $p>0.05$ ) H3 hypothesis is rejected. It was observed that fear of Covid-19 affected hotel stay intention in a statistically significant and negative way ( $\beta= -0.186$ ,  $p<0.05$ ). When this finding is examined, the increase in the fear of covid-19 of the participants negatively affects the intention to choose the hotel, and a one-unit increase in the fear of covid-19 causes an 18% decrease in the intention to stay in the hotel. As a result, the H4 hypothesis of the research is accepted within the framework of this finding.

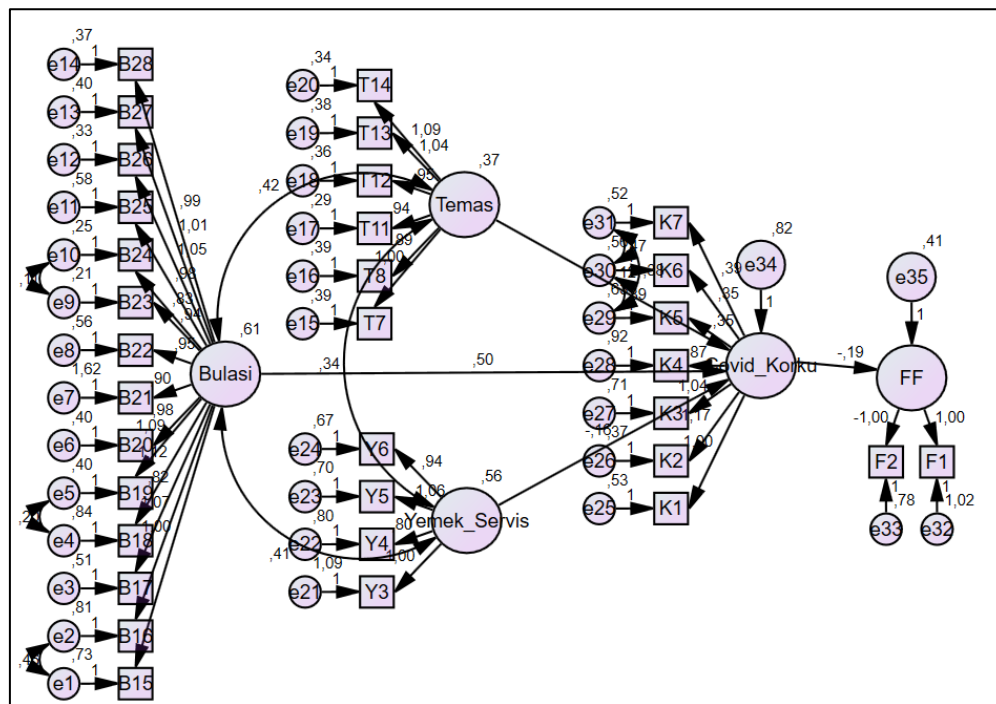


Figure-1. Path Analysis Chart

Table-4. Research Model and SEM Analysis Results

Hypotheses	Matter	Path	Factor	$\beta_0$	S.E.	C.R.	P	Hypothesis Result
H1	Fear of Covid	<----	Contact	0,119	0,272	0,437	0,662	Rejection
H2	Fear of Covid	<----	Contagion	0,498	0,188	2,650	0,008	Accept
H3	Fear of Covid	<----	Food and Service	-0,165	0,140	-1,179	0,238	Rejection
H4	Otel Konaklama Niyeti	<----	Fear of Covid	-0,186	0,065	-2,856	0,004	Accept

#### 4. Discussion and Conclusion

Touristic consumer behaviors change drastically and violently during epidemic periods, especially during the Covid-19 period, and that these changes may also show their effects in the post-epidemic periods (Aydın and Doğan, 2020; Chebli and Said, 2020; Neuburger and Egger, 2020; Wachyuni and Kusumaningrum, 2020; Wen et al., 2005; Wen et al., 2020). In these periods, tourists primarily act to eliminate health risks and uncertainties and suppress their fears and concerns about the disease with these tendencies, and then shape their tourism preferences. As mentioned in the previous parts of the study, with the reduction of negative emotions and thoughts, especially the anxiety and stress caused by the Covid-19 pandemic, the foundation of tourism mobility is laid (Madani et al., 2020) and a motivation for travel is formed (Nazneen et al., 2020).

Due to the changing behaviors and demands of individuals with the pandemic, hotels have had to adapt themselves to these changes. Therefore, individuals whose demands and preferences have changed have completely changed the priorities of the hotels, and these priorities are expected to continue after the epidemic. (Prideaux et al., 2020) emphasized that the entire tourism ecosystem, especially accommodation facilities, should adapt to this change, depending on the changing conditions and conditions. It has been argued that it will terminate its activities, and that businesses that adapt will have a better market position after the pandemic.

As can be seen within the framework of this research, the participants attach great importance to the contagion dimension and pay attention to the conditions of factors such as hygiene, cleanliness, security, social distance, facility capacity, usage areas, social distance, open space. Therefore, the findings obtained are evaluated as meaningful, and when considered bilaterally, consumers who attach high importance to contagion elements give this importance because they are afraid of Covid-19 and its negative effects, and they shape their behavior accordingly. Within the framework of the literature, it is stated that the contagion factors such as hygiene, social distance, and security caused by the epidemic increase the risk perception in individuals and this rising risk perception causes negative emotions such as stress, fear and anxiety (Alaeddinoğlu and Rol, 2020; Madani et al., 2020; Nazneen et al., 2020; Turnšek et al., 2020). In another approach, Sürme (2020) stated that the Covid-19 pandemic caused a

deterioration in individuals' perceptions of risk and uncertainty, and these deteriorated perceptions of risk and uncertainty lead individuals' subjective evaluations away from rationality, and accordingly, individuals may attach more importance to contagion factors than they should, and this irrational cognitive evaluations can disrupt the psychological well-being of individuals and cause a fear of Covid-19. On the other hand, (Kılıç and Şenel, 2022) reached findings inconsistent with the findings of this research in their research, and that individuals evaluate risks and uncertainties in a healthier way thanks to the importance they attach to hygiene, social distance and safety factors, which are considered as transmission factors, and therefore, they are afraid of Covid-19. reported low levels. However, this finding of the researchers was criticized within the scope of this research, it was evaluated that the relationship could be two-way, it was stated that fear supports the contagion factors or that giving importance to the contagion factors increases the fear of Covid-19 because it distorts the assessments of risk and uncertainty.

In the Covid 19 pandemic, the factors that customers prioritize in hotel accommodation were determined in line with the wishes of individuals. Among these factors, especially; hygiene, safety, social distance factors come to the fore. The importance of these factors, which were also important for customers in the pre-epidemic period, increased to peak levels with the epidemic. The most important reason for this situation is the uncertainty created by the pandemic. The most important situation caused by the pandemic increased the stress by increasing the health risk, the instinct of protection prevailed and the customers felt that they were at risk with the uncertainty situation that emerged. Risk has caused fear, and it has made individuals pay much more attention to hygiene, safety and social distance elements in fear. Along with the effect of fear on behavior, the preferences of individuals have also been reshaped. Customers who attach importance to hygiene, safety and social distance tried to get rid of the negative effects of the epidemic. With the epidemic, factors such as the price, which is one of the priority hotel preference factors, and the reputation of the hotel, which was shaped in the pre-epidemic conditions, lost their importance.

As a result of the route analysis carried out within the scope of the research, no significant relationship was found between the hotel preference elements, contact and food-service, and the fear of Covid-19. When these findings are examined within the framework of the literature, there are studies that reach significant findings between contact and food-service and fear of covid-19. It has been seen that the food-service dimension, which expresses the importance of food and service presentations and quality, increases the fear of Covid-19, and when the reasons for this situation are examined, it is seen that the tendency to avoid risk and uncertainty within the scope of hotel preferences lies (Ranasinghe *et al.*, 2020b; Wang *et al.*, 2020; Wilder-Smith and Freedman, 2020). Tourists attach additional importance to certain preference elements within the framework of risk avoidance, protection and combating uncertainty, and this ascribed importance causes negative emotions such as fear, anxiety and anxiety due to situations such as cognitive fatigue and exhaustion (Efendi, 2021).

Another important finding of the study is that fear of Covid-19 has a negative and significant effect on hotel preference intention. According to this finding, the increase in the fear of Covid-19 of the participants negatively affects the intention to stay at the hotel. When this finding is evaluated, it is seen that the increase in the fear of Covid-19 of the consumers distracts them from the accommodation intention, and it is an expected and logical result when considered within the conceptual framework of the research. As stated in the previous parts of the study, fear in general is a factor that negatively affects travel motivation, purchase intention and preference, and especially in the tourism and accommodation industry, which is a labor-intensive sector, risks and threats to the safety of consumers such as epidemics, disasters, terrorist incidents. Perceptions that create uncertainty negatively affect preference and purchase intention as they create fear (Alaeddinoğlu and Rol, 2020). As a result of a study conducted by Yiğitöl and Büyükmumcu (2021), on the behavior of individuals with fear of Covid-19, they determined that individuals with high Covid-19 fear levels generally have low motivation for any action, that these individuals hesitate to take decisions and in general their current situation, physical and revealed that they acted to protect their psychological well-being. In a study conducted by Yılmaz and Dalkılıç (2021), in which the effects of the Covid-19 pandemic on tourism were examined, they stated that the anxiety and fear caused by Covid-19 significantly limited the tourism demand and individuals did not make a tourism-oriented purchase before their fear levels improved. Many researchers in the literature have revealed that the fear of Covid-19 has a strong relationship with perceived risk and threats to health. The fear of Covid-19, which arises due to health risks, adversely affects the tourism, travel and accommodation demands of individuals (Duan and Zhu, 2020; Hao *et al.*, 2020; Xiao, 2020).

Until the level of fear of Covid-19 decreases and does not disturb the individual, the individual does not take any initiative for tourism and accommodation, but primarily considers his own safety, health and well-being. (Bitan *et al.*, 2020; Broche-Pérez *et al.*, 2020; Fitzpatrick *et al.*, 2020). In addition, it has been stated that the fear of Covid-19 directly or indirectly affects psychological resilience negatively (Kasapoğlu, 2020), and in general, individuals who cannot cope with the psychological effects of the fear of Covid-19 negatively affect their tourism, travel and accommodation intentions (Kluge *et al.*, 2020).

Accommodation facilities, which can quickly switch to the new normal practices and adapt, have started to continue their activities to a certain extent and to be chosen by the tourists, with the re-emergence of tourism demand. Accommodation facilities differ within themselves according to certain themes, structures, location and many other factors, and conducting future research by taking these differences into account will provide more specialized results.

In the study, data collection based on all-inclusive hotels in Turkey can be seen as another limitation. Future studies may carry out a similar study in different countries to explore situations in different cultures. Another limitation of the study is that hotel differences on the basis of the stars they have are ignored. For this reason, researchers can make comparison studies by distinguishing hotels.

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