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HOTEL PRACTICES DURING THE COVID-19 PANDEMIC: THE CASE OF TURKEY

Abstract: The COVID-19 pandemic which started in Wuhan, China, in 2020 and spread around the world, brought travel between regions and countries to a standstill as it necessitated transport bans, curfews and other health-related bans imposed between regions and countries. At the same time, people have cancelled their travel and hotel reservations for reasons such as prohibitions and fear of contracting the disease. Hotel enterprises had to take some measures to survive in the changing environment. The aim of this study is to reveal the COVID-19 practices in hotels located in Turkey by examining their web pages. Creating a perception of safety in hotels is essential for these hotels to pull through. The study is therefore important. As a result, it has been established that hotel enterprises have started to use technology more actively for the measures they have taken. It has been concluded that the more it is delivered to potential tourists, the more their perception will change.

Keywords: hotels; COVID-19 pandemic; Turkey.

Introduction

The novel Coronavirus (COVID-19) is a virus first identified on January 13, 2020 in the city of Wuhan, Hubei Province, China, as a result of research conducted in a group of patients with respiratory symptoms such as fever, cough and shortness of breath in December 2019¹. The COVID-19 virus was first propagated from the seafood and animal market in the city of Wuhan. It was observed to be effective first in other cities in Hubei province and in other provinces of the People's Republic of China, and then all over the world, especially in Europe and America, and turned into a pandemic. On January 30, 2020, the World Health Organization (WHO) declared an international "health emergency"².

According to data by World Health Organizations³ dated February 23, 2021, 111,419,939 confirmed cases of Covid-19 were identified, including 2,470,772 deaths in the pandemic, It was declared an pandemic by the WHO (World Health Organization) on March 12, 2020. COVID-19 significantly affects all global political, socio-cultural and economic systems. Health measures (travel bans, curfews, social

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¹ Covid 19 nedir?. T.C. Sağlık Bakanlığı Covid 19 Bilgilendirme Sayfası. 2020, retrieved at: <https://covid19.saglik.gov.tr/TR-66300/covid-19-nedir-.html>, accessed April 05, 2021.

² Uğur, N.,G., Akbiyık, A. Impacts of COVID-19 on global tourism industry: A cross-regional comparison. *Tourism Management Perspectives* 36, 100744. pp. 1–13, 2020, retrieved at: https://www.researchgate.net/publication/344254867_Impacts_of_COVID-19_on_global_tourism_industry_A_cross-regional_comparison accessed April 29, 2021.

³ WHO. Who Coronavirus Disease (COVID-19) Dashboard. World Health Organization. 2021, retrieved at: <https://covid19.who.int/> accessed April 05, 2021.

distance rules, mandatory quarantine, etc.) caused travel mobility to come to a standstill⁴. As a result of this situation, with the recommendations of the World Health Organization and the guidance of scientists, managers took various measures in accordance with their conditions⁵. In this context, Turkey has implemented a practice that also takes into account international effects under the heading of 14 Basic Rules. Hand hygiene, mask and social distance rules were the most widely considered rules. Active work of social isolation and filiations teams, the altruistic performance of health workers provided the basis for Turkey to overcome this problem with minimal damage. Curfew bans being in the first place, cancelling international and national flights, stopping all intercity transport systems, and declaring quarantines in some residential areas have been important steps in this process. In addition, public awareness-raising advertising spots were broadcast on all national TV channels under the slogan” global problem, local solution”.

With the Covid-19 crisis, the tourism sector has begun to struggle for survival due to factors such as countries having to limit travel. People who were afraid of getting sick delayed their holiday plans, cancelled their hotel reservations or postponed them to later dates⁶. With Covid-19, the tourism sector, and therefore the hospitality sector, has started to struggle with a problem they have never encountered before. Hotel enterprises trying to live through the pandemic must develop new practices and strategies. Hotel enterprises try to minimize the risk of disease transmission within the hotel with applications such as distance and hygiene rules, mask requirement and carry out applications in this direction. Basic applications such as HES code application, measuring fever at hotel entrances, training of all employees have been implemented very quickly. In the study, the practices made in the Covid-19 process were tried to be determined in hotels in Turkey. The research focused primarily on the Covid-19 pandemic and the tourism sector, and then on the Covid-19 pandemic and Turkish tourism. In the last part, Covid-19 measures were stated in Hotel enterprises in Turkey, and Covid-19 measures were tried to be determined using the web pages of some hotel enterprises (5-star) from hotel chains that have made a name around the world in Turkey. As a result, it has been found that hotels make more use of technology than normal time in order to reduce inter-human interaction in pandemic-era applications.

COVID-19 pandemic and the tourism sector

The most obvious characteristics of pandemics are that they lead to stagnation worldwide. Global pandemic processes challenge all socio-economic, environmental and economic systems. During the pandemic period, the numbers of visitors to countries falls significantly, export revenues decrease, and unemployment increases. Reduced investment and less government revenue worsen socio-economic conditions, pushing the country into a bad state of fragility⁷. However, the effects of COVID-19 also affect tourism, which is in a fragile structure⁸.

Tourism is an important part of the country’s economies. One in 10 people in the world are employed in tourism. Covid-19 is a humanitarian crisis that affects people’s lives and triggers a global economic crisis. It is inevitable that the pandemic will negatively affect the tourism sector⁹. In this process, the

⁴ **Novelli, M., Burgess, G., L., Jones, A., Rirchie, B., W.** No Ebola...still doomed? –The Ebola-induced tourism crisis, *Annals of Tourism Research* 70, 76-87. (alıntı 76-78). 2018, retrieved at: <https://www.sciencedirect.com/sciencearticle/pii/S0160738318300306?via%3Dihub>, accessed April 29, 2021.

⁵ **Atay, L.** COVID-19 Salgını ve turizme etkileri. *Journal of Travel and Hospitality Management* (17) 1.pp 168–172, 2020, retrieved at: <https://dergipark.org.tr/en/download/article-file/1061785>, accessed April 29, 2021.

⁶ **Türker, G., A.** Covid-19 salgını turizm sektörünü nasıl etkiler? *Turizm akademisyenleri perspektifinden bir değerlendirme. International Journal of Social Sciences and Education Research*, Volume: 6(2), pp. 207–224, 2020, retrieved at: <https://dergipark.org.tr/tr/pub/ijsser/issue/55748/760790>, accessed April 29, 2021.

⁷ **Sigala, M.** Tourism and COVID-19: Impacts and implications for advancing and resetting industry and research. *Journal of Enterprise Research* 117, 312–321. (312–313), 2020 retrieved at: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7290228/>, accessed April 29, 2021.

⁸ **Henderson, J., C.** *Managing tourism crises.* Butterworth-Heinemann-Elsevier. 2007, retrieved at: https://books.google.com.tr/books?hl=tr&lr=&id=il2TcBLnBgMC&oi=fnd&pg=PR3&ots=aCyov15AOJ&sig=QA_iM7k7Xz4-OAdPkV1JUYx7sF0&redir_esc=y#v=onepage&q&f=false, accessed April 29, 2021.

⁹ UNWTO (b). *Impact assessment of the COVID-19 outbreak on international tourism*, 2020, retrieved at: <https://www.unwto.org/impact-assessment-of-the-covid-19-outbreak-on-international-tourism>, accessed April 29, 2021.

tourism sector also entered into an uncertain process¹⁰. Many service sectors like air transportation and accommodation sector being in the first place, food and drink, Congress organizations, festivals, etc. have been affected by the pandemic. In this case, restrictions were imposed, as the need for survival and the need for safety became very important¹¹.

To limit the spread of COVID-19, as of April 6, 2020, travel in many tourism destinations around the world has been closed^{12, 13, 14}. Airline flights and train services have also been cancelled due to hotel reservations. Problems have been raised in the survival of tourism enterprises, unprecedented negativity has emerged, and many enterprises have closed, so many staff has lost their jobs¹⁵. According to current estimates, 75 million jobs in tourism are at immediate risk, and turnover of more than US \$ 2.1 trillion is projected to be lost^{16,17,18,19}.

For international travellers, the need for security is identified as a major issue. In tourism-dependent economies, the risk perceptions of tourists directly affect their choice of vacation and their likelihood of visiting²⁰. Tourists' expectations are directly affected by the measures taken by destinations. In particular, flight and quarantine decisions are one of the most effective factors in choosing a destination²¹. Observations show that risky situations can have a devastating effect on visitors going on holiday²². Risky situations add to the financial holiday costs of tourists, as well as costs such as social, psychological and

¹⁰ Atay, L., 2020, pp. 168.

¹¹ Nicola, M., Alsafi, Z., Sohrabi, C., Kerwan, A., Al-Jabir, A., Losifidis, C., Agha, M., Agha, R. The socio-economic implications of the coronavirus pandemic (COVID-19): A review. *International Journal of Surgery* Volume 78, pp. 185–193, 2020, retrieved at: <https://www.sciencedirect.com/science/article/pii/S1743919120303162?via%3Dihub> accessed April 28, 2021

¹² Fotiadis, A., Polyzos, S., Huan, T., C. The good, the bad and the ugly on COVID-19 tourism recovery. *Annals of Tourism Research* 87, 103117. pp. 1–14, 2021, retrieved at: <https://www.sciencedirect.com/science/article/pii/S0160738320302619> accessed April 28, 2021.

¹³ Hao, F., Xiao, Q. & Chon, K. (2020). COVID-19 and China's Hotel Industry: Impacts, a Disaster Management Framework, and Post-Pandemic Agenda. *International Journal of Hospitality Management* 90 102636. pp. 1–11, 2020, retrieved at: <https://www.sciencedirect.com/science/article/abs/pii/S0278431920301882> accessed April 28, 2021.

¹⁴ UNWTO (a). Covid-19 Related Travel Restrictions A Global Review For Tourism, pp. 1–20, 2020, retrieved at: <https://webunwto.s3.eu-west-1.amazonaws.com/s3fs-public/2020-09/200909-travel-restrictions.pdf> accessed April 28, 2021.

¹⁵ Yıldırım, G. & Sayın, K. Turizm işletmelerinde kriz yönetiminin önemi; Alanya'daki 5 yıldızlı otellerde Covid 19 krizi üzerine bir araştırma, *Journal Of Social, Humanities and Administrative Sciences*, 6(33):1738-1756, 2020, retrieved at: <http://journalofsocial.com/DergiTamDetay.aspx?ID=428&Detay=Ozet> accessed April 28, 2021.

¹⁶ See at: <https://wtcc.org/Research/Economic-Impact/Recovery-Scenarios-2020-Economic-Impact-from-COVID-19> accessed April 28, 2021.

¹⁷ Kaushal, V., Srivatava, S. Hospitality and tourism industry amid COVID-19 pandemic: Perspectives on challenges and learnings from India. *International Journal of Hospitality Management* 92, 102707. pp. 1–9, 2021, retrieved from <https://www.sciencedirect.com/science/article/pii/S0278431920302590> accessed April 29, 2021

¹⁸ Uğur, N., G., Akbiyık, A. Cit. op., pp. 1–4, 2020.

¹⁹ Zenker, S., Kock, F. The coronavirus pandemic – A critical discussion of a tourism research agenda. *Tourism management*. 81.104164, pp. 1–4, 2020, retrieved from <https://www.sciencedirect.com/science/article/pii/S0261517720300881> accessed April 29, 2021.

²⁰ Lepp, A., Gibson, H. Tourist roles, perceived risk and international tourism, *Annals of Tourism Research*, Vol. 30, No. 3, pp. 606–624, 2003, retrieved from <https://www.sciencedirect.com/science/article/pii/S0160738303000240> accessed April 29, 2021.

²¹ Altunbaş, F., Gok, M., S. The effect of COVID-19 pandemic on domestic tourism: A DEMATEL method analysis on quarantine decisions. *International Journal of Hospitality Management* 92, 102719. pp. 1–9. 2021, retrieved from <https://www.sciencedirect.com/science/article/pii/S0278431920302711>.

²² Kozak, M., Crotts, J., C., Law, R. The Impact of the Perception of Risk on International Travellers. *International Journal Of Tourism Research*. 9, pp. 233–242, 2007, accessed April 29, 2021 from <https://onlinelibrary.wiley.com/doi/abs/10.1002/jtr.607>

time costs. Therefore, it is extremely important to understand the basic need for security and to ensure that potential visitors feel safe before or during their holidays²³.

In general, at the beginning of the pandemic period, countries closed their borders completely or partially in 45% of the world's tourism destinations, while in 30% flights were completely or partially stopped. In 18% of travel destinations, travel from certain destinations has been completely stopped. 7% make different enforcement actions such as quarantine, personal isolation, visa measures, travel bans for passengers of certain nationalities and health certificate requests²⁴. According to the United Nations World Tourism Organization (UNWTO), around 25 million international trips were made worldwide in the 1950s, while this number has grown steadily over time. The number of international trips exceeding 500 million in the 1990s exceeded the limit of one billion in 2011²⁵. In 2019, World Tourism grew by 3.8%, while international travel reached one billion 461 million. During this period, the amount of revenues from international tourism increased to 1.5 trillion dollars. This has been a record year in tourism^{26, 27}. According to data released by the World Travel and Tourism Council (WTTC), the total contribution of the tourism sector to the world economy is 8.9 trillion dollars. According to the WTTC assessment, the tourism sector accounts for 10 percent of worldwide employment and provides jobs to 330 million people²⁸.

In 2020, countries closed their borders, international travel stopped, and then many countries declared quarantines and stopped domestic tourism movements, which led to a serious contraction in the tourism sector around the world²⁹. This contraction has increased uncertainty. This process in 2020 has created a serious environment of uncertainty in 2021. Although these contractions, which are experienced by an average of 70%, differ from country to country, they have caused very serious problems. Serious support and assistance have been raised in this process, especially for all large-scale airlines and hotel enterprises.

Table 1. World Tourism Loss Rates by Region in January – August 2020 Period (UNWTO)

| REGION | January | February | March | April | May | June | July | August | Annual Value |
|--|---------|----------|-------|-------|-----|------|------|--------|--------------|
| Europe in General | 5 | 2 | -61 | -98 | -96 | -88 | -72 | -69 | -68 |
| Central and Eastern Europe | 1 | -2 | -46 | -97 | -97 | -89 | -83 | -83 | -69 |
| Northern Europe | 5 | 4 | -57 | -97 | -97 | -94 | -87 | -85 | -72 |
| Mediterranean Coast, Southern European Countries | 5 | 1 | -69 | -97 | -96 | -89 | -69 | -64 | -69 |
| Western Europe | 8 | 6 | -64 | -98 | -97 | -82 | -63 | -62 | -63 |

²³ **Sönmez, S., F., Graefe, A., R.** Influence of terrorism risk on foreign tourism decisions. *Annals of Tourism Research*, vol.25, no.1, pp. 112–144, 1998, retrieved from <https://www.sciencedirect.com/science/article/pii/S0160738397000728> accessed April 29, 2021.

²⁴ Tursab, (a). Korona Virüs (Covid-19) Sonrası Nasıl Bir Dünya Bizi Bekliyor?. TURSAB, Association of Turkish Travel Agencies, March, 1-65. Ankara. Ankara, 2020, retrieved from <https://www.tursab.org.tr/duyurular/tursab-koronavirus-raporu> accessed April 05, 2021.

²⁵ Tursab, (b). COVID 19 Sürecinde Türkiye ve Dünya Turizmi Değerlendirmesi. TURSAB, Association of Turkish Travel Agencies, December, 1-41. Ankara, 2020, , retrieved from <https://www.tursab.org.tr/duyurular/covid-19-surecinde-turkiye-ve-dunya-turizmi-degerlendirmesi> accessed April 05, 2021.

²⁶ Tursab, (2020a).

²⁷ Tursab, (2020b).

²⁸ See at: <https://wtcc.org/Research/Economic-Impact/Recovery-Scenarios-2020-Economic-Impact-from-COVID-19> accessed April 05, 2021

²⁹ Tursab, (2020a).

UNWTO announced a decline of 81% in international tourist movements in July compared to the same period in 2019 and 79% decline in August. In the 8-month period, the loss experienced in international tourism movements reached 70%. As a result of these data, the number of international trips in the first 8 months decreased by 700 million compared to the same period of the previous year. During this period, the loss of international tourism revenue was 730 billion dollars³⁰.

COVID-19 pandemic and Turkish tourism

In 2019, the total number of visitors to Turkey reached 51.7 million people when Turkish citizens living abroad were added. In the first ten months covering January-October of 2020, the number of foreign visitors to Turkey decreased by 72.5 percent compared to the same period in 2019. While the number of foreign visitors was 40.7 million in January-October 2019, this number decreased to 11.2 million in 2020. Russia was among the countries that sent the most visitors during this period, followed by Germany, Bulgaria, Ukraine and the United Kingdom. The number of foreign visitors and change rates to the 5 most important cities developed in terms of tourism in Turkey are shown in Table 2³¹.

Table 2. Comparison of the Number of Foreign Visitors by Province in January-October Period

| PROVINCE | YEARS | | | %CHANGE RATES |
|----------|------------|------------|-----------|---------------|
| | 2018 | 2019 | 2020 | 2020/2019 |
| İSTANBUL | 11 340 081 | 12 690 376 | 4 15 021 | -67,3 |
| ANTALYA | 12 008 939 | 14 135 788 | 3 099 687 | -78,1 |
| MUĞLA | 2 702 403 | 3 203 258 | 668 049 | -79,1 |
| İZMİR | 966 068 | 1 150 397 | 280 072 | -75,7 |

Istanbul, the heart of Turkey in the areas of culture, economy, history, art, trade, gastronomy and tourism; Antalya, which comes to mind when it comes to sea-sand-sun tourism; Muğla, one of the important tourism destinations; and Izmir, the oldest of the cultural destinations are all seen in Table 3, where there is a decrease in the number of visitors in 2020, looking at the number of visitors coming between 2018–2020.

COVID-19 pandemic and practices in hotel enterprises: the case of Turkey

The tourism sector and therefore the hospitality sector have also been negatively affected by worldwide bans due to COVID-19. Guests who did not arrive due to cancelled flights and room reservations brought the hospitality industry to a standstill. As a result of this situation, hotel enterprises have started to take actions to improve guests' security perceptions and reduce their level of concern in order to attract customers to their hotels³². Guest-employee relations are quite high in hotel Enterprises. Considering that social distance is important to reduce health risk during the COVID-19 pandemic, guest interaction with hotel employees and applying technology innovations to reduce the perception of health risk that may occur in guests (robotic applications, human-robot interactions, etc.) it has been an inevitable situation for hotel enterprises³³.

³⁰ See at: <https://www.unwto.org/taxonomy/term/34>

³¹ Tursab, (2020b).

³² Klussmann, M. (2020). Will the Coronavirus Crisis Force Hoteliers to Implement New Technologies Faster?, 2020, retrieved from https://www.hotel-online.com/press_releases/release/will-the-coronavirus-crisis-force-hoteliers-to-implement-new-technologies-faster/ accessed April 29, 2021

³³ Zeng, Z., Chen, P., Lew, A, A. From hightouch to high-tech: COVID-19 drives robotics adoption, Tourism Geographies, DOI: 10.1080/14616688.2020.1762118.1-10. (almt 1), 2020, retrieved from <https://www.tandfonline.com/doi/full/10.1080/14616688.2020.1762118> accessed April 29, 2021.

Under the leadership of the Ministry of Culture and tourism in Turkey, the “Safe Tourism certification program” was implemented with the contributions of the Ministry of Transport, the Ministry of Health, the Ministries of Foreign Affairs and Internal Affairs and the cooperation of tourism representatives. It is based on 166 different criteria determined by 18 different international evaluation organizations. Facilities that are successful in anti-pandemic measures and practices in hygiene and health inspections are entitled to receive the document. Hotels that previously had more than fifty rooms had to obtain a certificate, while as of January 1, 2021, facilities with less than thirty rooms had to obtain a certificate. Tourism Promotion Development Agency of Turkey stated that 374 facilities in Istanbul and 373 facilities in Antalya, including a total of 1975 accommodation facilities, were eligible to receive a “safe tourism certificate” as of November 24, 2020³⁴.

Measures and new plans taken during the pandemic period in some hotel enterprises that have become well-known worldwide brands and have hotels in Turkey are as follows³⁵.

- **Marriott International:** The hotel chain of the same name among the company’s Brands (Sheraton, Westin, Moxy, Courtyard by Marriott, The Ritz-Carlton, Residence Inn by Marriott, and Renaissance Hotels) announced that it has created the “Marriott Global Hygiene Council” to develop new cleaning standards for the pandemic process. The company hospitality created the “Centres for Disease Control and Prevention” (CDC) to clean rooms, lobbies, gyms, and other public spaces better and began to use electrostatic sprayers containing hospital-grade disinfectant recommended by the “World Health Organization” (WHO). To reduce person-to-person communication, they created a system that would allow guests to enter their rooms using their mobile phones. Through Marriott’s mobile app, orders were placed by mobile phone and requests were made quickly thanks to room service³⁶.
- **Hilton Hotels:** Hilton Hotels announced on April 27 that it would consult with the Mayo Clinic to develop a new program called CleanStay. As Hilton continued to develop the program, it began to implement some measures, such as deep cleaning of high-touch areas, placing a room seal on the doors that indicates that no one entered after the rooms had been cleaned. Hilton also developed a system that would allow contactless check-in. They took many measures, such as disinfecting them with electrostatic sprayers in fitness centres and places where people are crowded, and limiting the number of guests in these areas. They also gave training to their staff on personal protective equipment and code of conduct during the pandemic process^{37, 38}.
- **Best Western Hotels & Resorts:** Best Western Hotels & Resorts has implemented the ‘We Care Clean’ Program. The new cleaning protocol addresses improved cleaning, social distance and hygiene efforts to ensure the cleanliness and hygiene expectations of all Best Western Hotels’ guests. Best Western’s” mobile Concierge Platform “began to be used for check-in and check-out. Excess items inside the rooms, decorative pillows were removed³⁹.

³⁴ Tursab, (2020b).

³⁵ **Gross, M.** Staying in a hotel will be very different post-pandemic – here are new safety and cleaning precautions being implemented by major hotel brands. INSIDER, 2020, retrieved from <https://www.entrepreneur.com/hotel-precautions-coronavirus>. Accessed April 29, 2021.

³⁶ **Marriott Bonvoy.** Travel With Confidence During COVID-19, 2020, retrieved at: <https://clean.marriott.com/?nck=375846996&ck=49714041&lk=1000411968#cleanliness> accessed April 29, 2021.

³⁷ **Garcia, I.** Hilton, Hyatt, and Marriott Will Introduce New Cleaning Protocols, 2020, retrieved from <https://www.housebeautiful.com/lifestyle/a32367701/hilton-hyatt-and-marriott-new-cleaning-protocols-coronavirus/> accessed April 29, 2021.

³⁸ **Shin, Kang, J.** Reducing perceived health risk to attract hotel customers in the COVID-19 pandemic era: Focused on technology innovation for social distancing and cleanliness. *International Journal of Hospitality Management* 91 (2020) 102664. 1–9.(1–4), 2020, retrieved at: <https://www.sciencedirect.com/science/article/pii/S0278431920302164> accessed April 29, 2021.

³⁹ Best Western Hotels & Resorts. Our Commitment To Keeping You Safe And Healthy With Industry-Leading Cleaning Standards, 2020, retrieved at: https://www.bestwestern.com/en_US/hotels/discover-best-western/we-care-clean.html?URL=https%3A%2F%2Fwww.bestwestern.com%2Fen_US%2Fhotels%2Fdiscover-best-western%2Fwe-care-clean.html&iata=00162850&CJPID=6415797&cjevent=1c16815e78fe11eb820700680a180512, accessed April 29, 2021.

- **InterContinental Hotel Group (IHG):** InterContinental Hotel Group (IHG) has more than 5,900 hotels including Kimpton, Intercontinental, Hotel Indigo, Holiday Inn, and Regent Hotels & Resorts. IHG has partnered with “Cleveland Clinic”, “Ecolab” and “Diversey” to deliver “Clean Promise”, a new, science-oriented protocol that will give guests more confidence. Contactless procedures were introduced to ensure less contact with guests at check-in at the reception. The front office also began using sterilized key cards. Disinfectant stations were installed in the communal areas. Reducing furniture in the room, excess items in the rooms, new laundry protocols were prepared and new technologies were introduced in the laundries. New approaches and standards have been developed in gyms, pools, room service applications and food service⁴⁰.
- **Kempinski Hotels:** Kempinski Hotels, which has 76 five-star hotels in many parts of the world, including the spiritual Çırağan Palace Kempinski Hotel in Istanbul, launched the “White Glove” service during the pandemic. A comprehensive 50-page guide book has been prepared, and in this book, the best practices that must be followed for the healthy use of common areas from the arrival of guests to their departure are carefully explained. Employees have now begun to use appropriate gloves during all guest interactions. The furniture in the rooms has been redesigned according to the rules of social distance. Hygiene inspection of all hotel areas has started to be provided through visual wall charts and online guidelines created by “Diversey”, a supplier of hygiene products. Room key cards have been disinfected before each use, air cleaning has started to be provided by professional air purifiers⁴¹.
- **Wyndham Hotel:** Wyndham Hotels has launched a new initiative called “Count on UsSM”, which includes 9,300 hotels from about 20 brands in 90 countries, in hotels including Ramada, La Quinta and Super 8, Days Inn hotels. It has partnered with several companies, including Ecolab, which can provide hotels with cleaning and disinfectant consumables in accordance with industry Covid-19 standards. Hand sanitizers were placed in reception areas, lobby, restaurant entrances, pools, meeting areas, exercise areas and many guest and staff entry-exit and contact areas. Common areas surface such as guest elevator button panels, stair railings are cleaned and disinfected several times a day⁴².

Conclusion

Hotel enterprises are affected very quickly by situations such as social, political, economic, etc. events and infectious diseases war and terrorism. During the pandemic we are in, negative security perceptions in humans and the implementation of certain restrictions in order to prevent people from interacting in social environments are putting hotel businesses in a major crisis environment.

In the research, the web pages of some of the chain hotel enterprises in Turkey were examined and the measures and practices taken were investigated. As a result of the research, it was concluded that hotel enterprises apply hygiene, sanitation and social distance rules in all their units to reduce the negative effects of the pandemic.

It is believed that hotel enterprises should use technology more effectively in their pandemic applications, especially robots should be used in applications to reduce interaction among people. Considering that uncertainty and ignorance can create fear in people, the measures they have taken and the practices they have made in order to create a perception of a “safe facility” for potential tourists have been effective. Also, about the reliability of the facilities with the help of visual and audio devices (e.g., posters, brochures, informational films, promotional films in different languages, that contains records, the internet and web pages, etc) it is recommended that guests and employees be informed more effectively until the process is completed.

The presence of the new information technologies in the tourism sector, hotels and infrastructure, low education levels of employees, modern management techniques and the ability to apply the principles may have helped them to manage this process more effectively. In addition, digitalization in tourism will

⁴⁰ IHG Hotels & Resorts, (2020). IHG Way of Clean.

⁴¹ Kempinski Hotels. Kempinski White Glove Services, 2020, retrieved at: <https://www.kempinski.com/en/hotels/white-glove-service/> accessed April 29, 2021.

⁴² WYNDHAM Hotels & Resorts. Statement from Wyndham Hotels & Resorts: COVID-19, 2020, retrieved at: <https://corporate.wyndhamhotels.com/news-releases/statement-from-wyndham-hotels-resorts-coronavirus-2/> accessed April 29, 2021.

lead to a change in the organizational structures of Hotel Enterprises. The pandemic accelerates this process. In hotel enterprises, especially the front office department will be restructured and many of its functions will be digitized and transferred to Information Technologies. Thanks to check-in, check-out operations, especially digital key and room services, etc., the front office department can undergo a name change. Even Hotel Enterprises may need new departments such as Hygiene Department, digitalization, innovation and Information Technology.

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