

DEVELOPING A NEW MODEL OF SERVICE QUALITY IN HOTELS DURING INFECTION DISEASE  
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The coronavirus known as COVID-19 was detected on 17 November 2019, and its first outbreak was in Wuhan, China, leading to an enduring pandemic affecting almost the whole world. The World Health Organization (WHO) acknowledged the COVID-19 outbreak as a pandemic on 11 March 2020. Consequently, millions of lives have changed significantly and, in an effort, to control COVID-19. The governments have imposed diverse travel restrictions worldwide. This has, in turn, influenced the tourism and hotel industry adversely. As one of the tourism industry sectors, the hotel industry has encountered numerous problems during the pandemic. The hotel industry experienced a dramatic reduction in the number of guests while many hotels were pushed to downsize and thus do a staff layoff, and sometimes they were even forced to shut down the hotel altogether. The other main concerns of the hotel guests are the hotels' compliance with corona-related hygiene and protocols. In this context, the current study endeavoured to determine and rank the factors that make guests more willing to stay in a hotel during the Covid-19 outbreak. In this study, the model was constructed through a two-stage process. In the qualitative research process, the expert panel included ten general managers and five executive assistant managers of the hotels. Four university professors specialising in the tourism sector were selected. Having examined the significant variables of hotel health safety reported by previously conducted studies in the same field, especially concerning other viral epidemics such as SARS and Ebola in different countries, the hotel guests' health services were identified in this study by a panel of experts. Finally, after three steps of reviewing by the expert group and eliminating irrelevant or merging same factors, 42 items were identified as the health service factors in the hotel. Afterwards, in the quantitative research process, the questionnaires included 42 factors which were collected via emails from 362 guests. The statistical population of this study included guests of 4- and 5-star hotels in Mashhad, one of the main tourist attraction poles in Iran. The data were analysed by SPSS and the Amos software. In this study, EFA was conducted to extract the health service factors for the hotel. In EFA, 6 items with the factor load less than 0.5 were eliminated. Finally, 36 remaining items were used to make the HEL-SERV scale with 7 variables. These variables included Disinfected Room, Proper Ventilation, Uncrowded Place, Food Hygiene, Checking the Guests, Speeding up the Process, and Hygienic Staff. To check the reliability and validity of the HEL-SERV model, CFA was conducted. The results of fit analysis showed that all indexes of model fitness were in the acceptable range. Moreover, the result of CR and AVE of all variables showed that consistency and convergence validity of all dimensions of the HEL-SERV model were obtained. As one of the pioneering studies conducted during Covid-19, the current research provides noteworthy results and findings related to hotel services in this pandemic and the same ones. The results of this research can be applied as a guiding model for hotel managers to attract more customers and increase revisit intentions.