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GENERATION Z"**

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ABSTRACT

The world is dealing with an extraordinary global crisis, all started when a virus named COVID-19 emerged in China at the end of 2019. Due to its rapid transmission and the large number of travellers worldwide, this virus spread rapidly, which is how the first case arrived in Spain. Because of this unknown virus, it has been difficult to treat people properly, as a result hospitals and health services were extremely overcrowded. As a consequence, medicalized hotels emerged, with the aim of freeing up hospital beds for the most critical patients. This concept has been key to more efficient logistics of health resources.

One of the most affected groups by the pandemic has been Generation Z, considered at the same time, the next wave of travellers. This generation has been affected by the consequences of this pandemic, such as total lockdown that has led them to stop their studies and work.

In order to carry out this investigation, surveys regarding the medicalized hotels and Generation Z have been conducted, some results can be highlighted. Firstly, Generation Z has taken awareness of the difficult situation that the world is living, as the 88% of the Generation Z participants on the survey complies with the safety measure against the COVID-19. Moreover, after the COVID-19 apparition Generation Z trends to prioritise their health and safety rather than the price, however they do not have inconveniences while staying in a hotel that has been medicalized.

This study is aimed to analyse the impacts of medicalized hotels on generation Z.

Key Words: COVID-19, Medicalized Hotels, Generation Z, Hospitality Sector, consequences.

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1 CHAPTER 1. INTRODUCTION

1.1 CONTEXT OF THE RESEARCH

At the end of 2019, a virus emerged in a market in the town of Wuhan. It was not until 11th February 2020 that the Director of the World Health Organization (WHO) made a public statement announcing the name of this disease, which was lurking and started to spread massively across the world. This illness had been called COVID-19 (Ribes, Canós and Santandreu, 2020).

The global movement of people encouraged the rapid spread of the virus around the planet (Petrizzo 2020) this is how it arrived in Spain.

As a result, the Spanish Government shall, on 14th March, declare a State of Emergency with compulsory confinement (Ministerio de la Presidencia, BOE, 2020) and it was decreed that non-essential operations should be suspended (Ribes, Canós and Santandreu, 2020). In addition, according to Bartik et al., 2020, many hospitality businesses had to close temporarily as the demand had been reduced.

According to Aghae et.al, (2020), the tourism industry is nowadays one of the hardest-hit by COVID-19 pandemic. Also, because of the measures taken against COVID-19 as the movement restrictions, people could not travel, so hotels, airlines, restaurants and some other establishments which need people in order to have incomes, have been affected in a negative way (Riullull, 2020).

As the gravity of the situation increased, the health services were inadequate to satisfy the high demand of patients, and both emergency rooms and intensive care units were quickly overrun (Soto, 2020) as a consequence of it, Spain prepared and presented a plan to medicalize hotels and raise beds (Ribes, Canós and Santandreu, 2020).

Medicalized hotels and COVID-19 will have a big impact in Generation Z as it is estimated that they will travel more than any other generation (Mandelbaum, 2016). To have a successful hotel business, the hospitality sector will have to adapt to their demand, concerns and possible new needs (Haddouche and Salomone, 2018).

1.2 IDENTIFICATION OF THE RESEARCH PROBLEM

A more detailed analysis of medicalized hotels and its impacts on Generation Z is needed. As explained by Mandelbaum (2016), it is considered Generation Z as the next wave of travellers. For the reason mentioned above, it is important to investigate how this future main target has been affected by the COVID-19 pandemic and what will be their future needs and preferences when staying in a hotel. This motivates the research question: “Which are the preferences of Gen-Z while staying in a hotel that has been medicalized?”

In addition, it is important to know the impact that the COVID-19 has caused in the Generation Z travels, in order to hotels continue attracting this target and to adapt to their new needs and preferences.

1.3 ORIGINALITY AND CONTRIBUTION TO KNOWLEDGE

The fact that different hotels at the national and international level have become hospital hotels and have been medicalized during the global coronavirus pandemic, is a fact that is currently very recent.

According to Setiawan et al., (2018) there is a limited number of studies that have investigated the conduct of Generation Z tourists, as is forecast that in the next five to ten years this generation is going to be the main target, it has been found that there is a gap in the literature and that it is very important to investigate it.

After searching, reading and analysing numerous papers about the coronavirus, its origins, the important consequences that the tourism sector has suffered worldwide and how this has affected the society; it has been observed that the vision of Generation Z regarding the medicalized hotels is not analysed. As well as the possible new preferences they have while traveling, after the lockdown caused by COVID-19. As a result, it has been difficult to find specific information about the main topic of our project.

In conclusion, our main contribution with this thesis is to identify the new Generation Z preferences while staying in a hotel that has been medicalized.

1.4 AIMS AND OBJECTIVES

The main aim of the research is to analyse the impact of medicalized hotel in Generation Z. To understand these different impacts and analyse more deeply the situation and Generation Z point of view, the following objectives are going to be investigated:

- To identify whether Generation Z people are unsure about staying in a hotel that has been medicalized.
- To identify new Generation Z preferences when staying in a hotel.
- To identify whether hotels that have been medicalized will have difficulties attracting Generation Z customers.
- To recommend the different actions that can be carried out by the hotels that have been medicalized to attract the Generation Z in the new normality.

1.5 STRUCTURE OF THE STUDY

In the first chapter, the topic has been presented and contextualised by giving a brief introduction of what is going to be found in the literature. Also, the research problem has been explained in order to justify why this investigation is taking place and how it contributes to science and to the studies already carried out. Finally, the objectives have been defined.

The second chapter contains a review of the research conducted in the past by the most distinguished authors on the specific topic of our thesis. Comparing experts in order to have a wide and varied view and to develop the necessary knowledge in order to make an excellent study.

Regarding the third chapter, the methodology used is explained and justified. Moreover, data collection techniques and research instruments are established and discussed to be able to choose the one that best suits the type of study undertaken. At the end of this chapter ethical considerations have been also taken into account.

The fourth chapter consists in the presentation of the results obtained from the instrument used to collect data, in this case a survey has been conducted. An explanation of each of the results has been made in order to after relating them better to the objectives.

Finally, in the fifth chapter conclusions of the study are presented and recommendations and further research proposals are made.

2 CHAPTER 2. THEORETICAL FRAMEWORK

2.1 COVID-19

In this first section COVID-19 will be explained in detail, both its origin and its development worldwide to what it is today. As well as the consequences on the Tourism and Hospitality Sector and on the Hotels Industry.

2.1.1 WHAT COVID-19 IS?

2.1.1.1 DEFINITION OF COVID-19

COVID-19 is the most recently discovered infectious disease caused by the coronavirus. Both were unknown to our society before the outbreak in the famous Chinese city of Wuhan in late 2019. Today, this disease has caused a worldwide health crisis resulting in a pandemic (WHO, 2020).

According to (WHO, 2020) coronaviruses were already known to cause respiratory infections, in the case of COVID-19 the main symptoms are fever, tiredness and dry cough. In some patients, it has also been found to cause pain, nasal congestion, rhinorrhoea, sore throat or diarrhea.

The 80% of the patients infected by this new disease have recovered without needing any specific treatment or special care. The people most vulnerable and at risk from this pandemic are the elderly or people with heart abnormalities or diabetes, as they are at risk of developing this disease more aggressively. Today, the mortality rate of this disease is 2% (WHO, 2020).

2.1.1.2 DEVELOPMENT OF COVID-19

According to Sohrabi et.al (2020) the first appearance of COVID-19 was in the city of Wuhan, Hubei, China, when the WHO made it known that 27 people attending the seafood market and live animals were presented with unknown pneumonia.

Later on, the World Health Organization confirmed that it was a new disease coming from the coronavirus family, which they decided to call COVID-19. Although at first it was expected that this disease would affect only the Chinese country, because of its easy transmission and the global movement of people, the virus ended up affecting the whole world. (Ozili and Arun, 2020).

The 30th January of 2020 the WHO declared that the COVID-19 was a global emergency (WHO,2020). Later in February all countries were alerted by the WHO that they must be prepared for a large-scale community transmission and they had to track each case to ensure that infection was reduced as much as possible, also to prevent the virus from reaching more communities (Alvarado et al., 2020).

The first case of COVID-19 in Spain appeared on the 31st January 2020 in the Canary Islands in a German tourist. However, the transmission of the virus in the country developed rapidly (El País, 2020).

Finally, on March 11, 2020, the WHO declared COVID-19 a global pandemic. As a result, on March 14, the Spanish government declared a state of alarm in the country due to the saturation and health crisis (Ribes, Canós and Santandreu, 2020).

2.1.1.3 HOW DOES COVID-19 SPREAD?

According to WHO (2020) COVID-19 spreads mainly through respiratory droplets¹ from person to person, when they cough or exhale. There is a risk of contagion and COVID-19 can be contracted when objects and surfaces, already infected by people who already carry the virus, are touched, and then the eyes, nose or mouth are also touched (WHO, 2020)

Finally, according to WHO (2020), it is important to maintain 1 meter distance with COVID-19 infected people.

2.1.2 MEASURES AGAINST COVID-19

The global COVID-19 pandemic has not only affected health systems, but has also affected individuals by disrupting their daily lives (Aghae et.al, 2020). Therefore, this health and social emergency has required immediate and effective action by these organisms affected (Martínez et al., 2020).

¹ Respiratory droplets are each of the saliva particles that come out of the mouth when we talk, sneeze or breathe. These droplets carry microorganisms with them. (Riquelme,2005)

According to Martínez et al., (2020) these actions require coordinated and efficient measures with the aim of protecting the health and safety of society, slowing down the progression of the disease and strengthening the public health system.

According to Ozili and Arun, (2020) in response to measures taken to slow down the COVID-19 transmission curve, governments imposed restrictions such as; border closures, travel restrictions and indefinite visa suspensions. In addition, one of the most widely adopted measures was quarantine, which, although it helped to reduce the curve, contributed to the fear of a global economic crisis due to the paralysis of economic activities (Aghae et.al, 2020).

In response to all the measures mentioned above hospitality companies were affected as they had to close temporarily (Ribes, Canós and Santandreu, 2020) as a consequence the demand of companies that still worked during the state of emergency was highly reduced (Bartik et al., 2020).

2.1.3 CONSEQUENCES OF COVID-19 ON TOURISM AND HOSPITALITY SECTOR

According to Aghae et.al (2020), the tourism industry is nowadays one of the hardest-hit by COVID-19 pandemic, affecting both travel supply and demand and having a hard impact on the European hotel market (Faus J. 2020). Also, the measures taken against COVID-19 have played an important role, because of the movement restriction, people could not travel so hotels, airlines, restaurants and some other establishments which need people in order to have incomes, have been affected in a negative way (Riullull, 2020).

The World Travel and Tourism Council has notified that this pandemic will lead to the risk of 50 million jobs in the hospitality industry and to the loss of 80.000 million dollars of income (OMT, 2020), furthermore as the Alliance for Excellence in Tourism, 2020 says this loss will mean a 54% less income than in 2019. Also, according to Ozili and Arun (2020) the state of emergency led to cancellation of flights, hotel bookings and local and international events in excess of \$200billion.

As far as aviation is concerned and according to IATA (International Air Transport Association, 2020), this sector has been greatly affected since its international demand fell by 80% during the month of April. In addition, social and security distancing measures have caused these flights to be unprofitable, thereby affecting the viability of some airlines (Calvo, 2020). In Spain, economic

losses in this sector amount to about 11,800 million euros and more than 750,000 jobs have been at risk due to the global situation (Valle, 2020).

According to (Vilarasau, 2020) in Spain, jobs have been significantly impacted where 1.4 million people have been affected by the change in their employment situation, of which 1.1 million are in ERTE² and the remaining 300,000 are unemployed.

Finally, according to The International Monetary Fund, 2020 (Ozili and Arun, 2020) the economic crisis caused by COVID-19, and the paralysis of almost all economic activities, is expected to be the same or worse than the crisis of 2007/8 with a possible recovery in 2021. In addition, as the tourist services are not storable and their demand is seasonal, the months that the level of activity has been zero cannot be recovered and this makes the recuperation in the tourism sector even more complicated (Lanza, 2020).

² ERTE stands for “Expediente de Regulación de Empleo Temporal” and is the measure taken by companies when, for justified reasons (economic, technical, organizational, production, or due to force majeure), they decide to temporarily suspend or reduce the contracts of their workers. (Torrents, 2020)

2.1.4 CONSEQUENCES OF COVID-19 ON THE HOTEL INDUSTRY

2.1.4.1 FINANCIAL

The hotel industry has been one of the most affected by the COVID-19, according to INE, 2020 (National Institute of Statistics), last March 2020 there was a significant decrease of 61.1% in overnight stays, when health restrictions had not arrived yet. The closure of these establishments brought with it significant economic losses (Fernández , Tinoco, 2020).

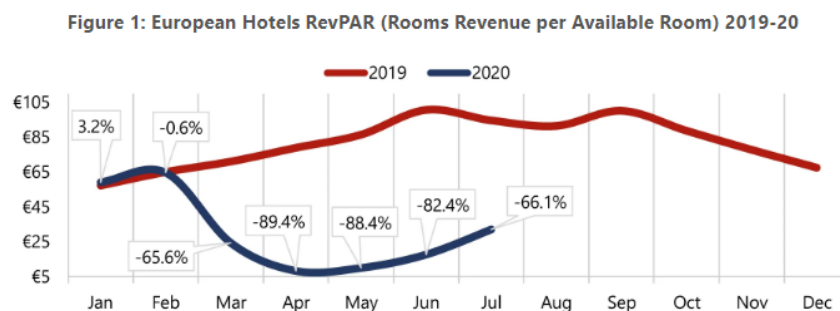


Figure 1 - European Hotels RevPAR (Rooms Revenue per Available Room) 2019 vs 2020

Moreover, as can be seen in the graph in **Figure 1** (a comparison of the European RevPAR of 2019-2020), and according to Kett (2020), it can be seen a significant effect on the sector during the month of March 2020 since many hotels closed their doors. Then, it can be seen how this sector goes up again in mid-May, when some hotels start to open their doors. However, according to the UNWTO, 2020 (World Tourism Organization), during July and August, which are usually the high season months, the international arrivals dropped between 79% and 81%.

As Spain concerns, due to the health and economic crisis, the average daily rate of hotels for each occupied room (ADR) fell to 22.2% compared to the same month last year. In the average daily income per available room (RevPAR) faced a drop of 68.7%. (INE, 2020)

To conclude as Travel Manager International, 2020 explains some European countries have requested a recovery plan from the European Union to soften the negative impact caused by COVID-19 on the economy and help the tourism sector to recover. Furthermore, according to Riullull (2020), this aid should be maintained in the long term until the sector is fully recovered.

2.1.4.2 REOPENING

According to Reyes Maroto (2020), Minister of Industry, Trade and Tourism of the Government of Spain, tourism was key in the recovery from the economic crisis of 2008 and it is expected that the same will happen with the crisis of COVID-19 (Ribes, Canós and Santandreu, 2020).

However, as Gonzalez, Gardiner and Bausch (2020) says, the reopening of the hotels has not been as expected since after the lockdown only 1,567 hotels opened during the month of May, this represents 7.8% of hotels in Spain, for this reason it can be said that the reopening of the hotels has been slow. Also during September, in Spain there were 12.202 hotels opened, which means a 26.8% less than in the same months last year (INE, 2020). In addition, it must be taken into account the new safety protocols such as the reduction of capacity in the establishment's spaces (Bartik et al., 2020)

Given the slow reopening and low demand, hotels have opted for a new business model, the "hybrid hotels" (La Vanguardia, 2020). This concept consists of renting out hotel space for office use and thus obtaining new types of income. As Colliers, 2020 explains, many companies have been forced to make this decision due to teleworking measures and the high cost of office rent.

Furthermore, as the study carried out by Gursoy and Chi (2020) explains, the 50% of the people interviewed do not have any intention to travel or stay in hotels in the short term. This study can be seen reflected in the comparison of the number of overnight stays received in Spain during the month of May 2019 (31.9 million) and 2020 (259,217 overnight stays) (Gonzalez, Gardiner and Bausch, 2020).

During reopening, the health and safety of employees and guests is extremely important. For this reason, the hospitality industry must implement new operations in order to guarantee safety measures (Gössling, Scott, and Hall, 2020). To guarantee these actions, the Spanish government has developed a certificate called "COVID FREE Hotels" to transmit more confidence and therefore attract more tourism (Adamuz, 2020). In contradiction, according to OCU (2020) this certificate is not 100% reliable as it can guarantee that the establishment has been disinfected but not that it is free of COVID-19 at all times.

2.1.4.3 ACTIONS IN CONSEQUENCE OF COVID-19

Most of the hotels that were forced to close their doors as a result of the COVID-19, took this situation as an opportunity to carry out studies, in order to make their facilities safer. These studies concluded that the main factor for the recovery of the sector is the loyalty and confidence of tourists in the destinations and hotels (Rodríguez and Alonso, 2020). In addition, the hotels and destinations should increase the perception of safety through the implementation of strategies related to health risk (Shin and Kang, 2020).

To carry out these strategies, it is important to implement prevention measures such as taking the temperature of workers and guests daily, since, according to Adamuz (2020), their safety is key to the recovery of the sector. In addition, other notable measures that tourists value are; according to WHO (2020), social distance and the decrease of personal contact with employees. Moreover, according to Meents and Verhagen (2018), offering information about the hotel measures against COVID-19 to the guests makes them feel more comfortable and less anxious about their health risk.

According to Shin and Kang (2020) the essential strategy to combat the COVID-19 and recover the hospitality sector is the technology innovation. Moreover, as Adamuz (2020) explains, technology will be fundamental to control these new measures against COVID-19. Furthermore, as Shin and Kang (2020) say these strategies also consist in the implementation of automated and robotic technologies with the aim of ensuring social distance. According to Haoa, Xiaob and Chonc (2020), some of the new technologies that hotel groups have implemented are self-check-in, robotic room service, and zero-second check-out.

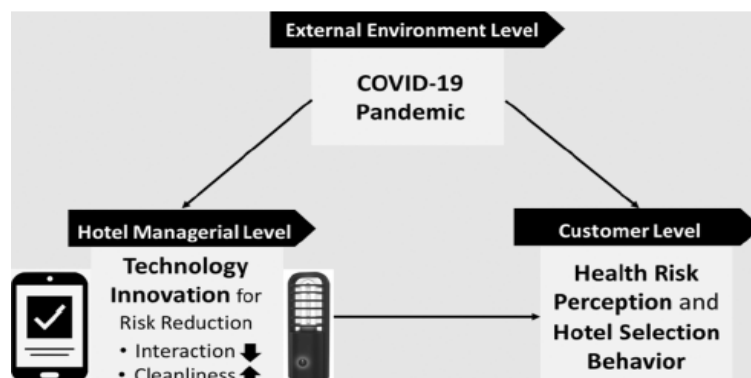


Figure 2 - Hotel Selection Process in the COVID-19 Pandemic

As it can be seen on **Figure 2** according to Zemke et al., 2015 when technology systems are implemented the cleanliness expected is higher and in consequence the customers have a lower health risk perception. Additionally, these new technology systems are not just regarding social distance but also with new cleaning technologies such as robots or electrostatic sprayers that would enhance disinfection (Garcia, 2020).

As a consequence of the pandemic, according to Filimonau, Derqui and Matute (2020), the different hotel chains have made decisions in order to comply with the restrictions imposed by the different governments and have invested in their CSR (Corporate Social Responsibility) in order to improve their brand and attract consumers. These decisions are reflected in the different measures taken by chains such as Ikos Resorts, where they have decided to reorganize their F&B spaces to ensure a reduced number of places and meet the limited capacity. In addition, some hotel chains such as VP Hotels have incorporated new special amenities such as gloves, hydroalcoholic gel bottles and FFP2 masks for the personal use of each guest (Adamuz, 2020).

2.2 MEDICALIZED HOTELS

This next section will focus on medicalized hotels, what they are, how they emerged and their important role during the health crisis caused by COVID-19.

2.2.1 WHAT MEDICALIZED HOTELS ARE?

As the health resources were insufficient (Soto, 2020) Spain prepared and presented a plan to medicalize hotels and raise beds (Ribes, Canós and Santandreu, 2020). According to Sierra (2020) this action made it possible to release hospitalization beds so that more critical patients were able to enter the hospitals.

These hotels were coordinated by the Barcelona Health Consortium (Martínez et al., 2020), since according to (Ribes, Canós and Santandreu, 2020) each hospital and health centre had a hotel to which to derive patients.

The patients referred to the medicalized hotels were people who did not require oxygen or injected treatments (Bruni, Lalvani and Richeldi, 2020). In addition, they were totally independent patients (Ramírez et al, 2020), since the rooms in these medicalized hotels were designed for basic health care activities, as well as temporary use, the patients were allowed to stay for a

maximum of 15 days (Ribes, Canós and Santandreu, 2020).

Finally, this initiative was not only carried out in Spain, but was a measure adopted by hospitals worldwide (Ramírez et al, 2020).

2.2.2 HOW HOTELS MEDICALIZED EMERGED?

The first medicalized hotel appeared in China during the month of February 2020 (Agencia EFE, 2020), with the purpose of leaving beds available in hospitals for the most serious patients and with more intensive care, these hotels were known in this country as "Noah's Ark" (Sierra, 2020).

Due to the saturation in the hospitals by patients with the COVID-19 and the difficulty of admission of other type of patients (Martínez et al., 2020) , according to Méndez and Bocanegra (2020) the Health Counselor of the Community of Madrid, Enrique Ruiz Escudero, communicated the gravity of the situation assuring the lack of space and material in the hospital centers. In addition, he highlighted the difficulty of isolation for COVID-19 patients.

In view of this situation, the Minister of Industry, Commerce and Tourism announced the opening of medicalized hotels and the qualification of establishments for essential workers (Lalanza, 2020). According to Martiarena (2020), the first medicalized hotel in Spain was Ayre Gran Hotel Colón in Madrid, moreover, according to Diarimes (2020) the first medicalized hotel in Barcelona was Hotel Cotton.

As Ortega (2020) explains, in Spain there were a total of 55 hotels medicalized with the purpose of covering needs and following the indications established by the government. Regarding Barcelona, according to l'Ajuntament de Barcelona, there were 6 medicalized hotels for patients with COVID-19 and 5 hotels for health personnel, as these professionals could not stay at their homes because of relocations or personal reasons (Martínez et al., 2020).

2.2.3 HOW A MEDICALIZED HOTEL WORKS?

Firstly, according to Medialdea (2020), the medicalized hotels had minimalist rooms where there was only one bed, a table and a television. All the other accessories such as carpets or curtains were eliminated since they were considered to be contagious. On the other hand, once the patients arrived at the medicalized hotel, the basic rules were explained to them and they were

isolated for the next two weeks, only receiving visits to the room by the medical staff to take their temperature and give them food daily (El País, 2020).

In the case of Spain, the food was provided by a catering company hired by the health department, and the cleaning department was in charge of a company outside the hotel, so the hotel was only in charge of the reception and of solving technical problems (Medialdea, 2020). On the other hand, this organization was not carried out worldwide, but some countries like the United States chose to leave the reception, kitchen and cleaning departments in charge of the hotel itself (Johanson, 2020).

In addition, the hotel was organized by colours and areas in order to avoid contagion and ensure that movements within the building were safe (Domingo, 2020).

2.3 GENERATION Z

As explained above, different generations share certain qualities, attitudes, and other characteristics that represent them (Runruil-Diaz, 2018). This section will analyse Generation Z, their values and the importance of this generation in tourism as well as investigate the preferences and needs of this generation while travelling.

2.3.1 VALUES, INTERESTS AND BEHAVIOURS

According to Singh and Dangmei (2016), this generation appears to be impatient, immediately minded, lacking expectations, materialistic, high technology dependence, individualistic and self-directed compared with previous generations. In addition, some studies such as the one made by Toledo (2020), affirms that this generation has a low capacity of attention, as their rhythm of life is accelerated, dynamic and instantaneous. Also, their social relations are superficial because of the internet. However, they also have positive attitudes as they are ambitious, curious, audacious and pioneers (Toledo, 2020).

Furthermore, according to the Institute for Emerging Issues (2012) it is the most culturally diverse and technologically sophisticated generation.

As far as work is concerned, according to Rudolph and Zacher (2020) Generation Z will be the first generation who are not interested in keeping the same workplace during all their lives, as they

prefer flexible jobs where they can balance personal and professional lives. In addition, they hope to work in a company that aligns with their personality and philosophy (Dutra, 2017).

As Schawbel (2014) explains, comparing Generation Z with the previous ones, they tend to be more tolerant, reliable and also are less motivated by money, however, according to Betts, Gomez and Mawhinney (2020) they prioritize financial security over their personal gratification.

In terms of the environment, this generation is more concerned and takes more responsibilities (Setiawan et al., 2018), as when they have to buy a product they tend to take into account the price but also the sustainability commitment of the brand (Vilanova, 2018). Moreover, this concern about the environment has made this generation take a more health-conscious lifestyle (Mander and Moussavi, 2019).

According to Mander and Moussavi (2019) the 5 top interests in Generation Z are: music, films and cinema, food and drink, gaming and technology. Despite this as it is said by Betts, Gomez and Mawhinney (2020) they prefer to spend their money on new experiences and adventures rather than on material things, as they are more interested in investing in their entertainment (Mander and Moussavi, 2019).

In general, Generation Z are concerned about the socio-political situation of their country and their future (Vilanova, 2018). Furthermore as (Dutra, 2017) says they like to be updated about what is happening around them and have the situation under control.

The most highlighted behaviour of Generation Z is their attachment to technologies and social media Betts, Gomez and Mawhinney (2020), as according to Mander and Moussavi (2019) their smartphones are essential in their daily lives. In general, this generation is spending a minimum of 4 hours and 15 minutes per day with their smartphones (Mander and Moussavi, 2019) and are able to control five screens at the same time (Toledo, 2020).

In addition, because of this constant connection on the internet they can adapt more easily to new technologies than previous generations (Setiawan et al., 2018). Nevertheless, as (Atrevia y Universidad de Deusto, 2016) says this dependence on technologies can be a challenge while they have to socialize as they have to find the balance between real life and cyber life.

2.3.2 IMPORTANCE OF GENERATION Z IN TOURISM

According to Perdomo (2016) generation Z is the main target for some tourism destinations, as they travel for so many reasons such as gap years, cultural exchanges, volunteering or simple leisure activities. In addition, as Mandelbaum (2016) says, Generation Z is considered to be the next wave of travelers.

Moreover, they do not only influence on the decision making when they travel alone or with friends but also in purchasing decisions when they travel with their family (Wiastuti and Lestari, 2020) (Haddouche and Salomone, 2018).

Finally, in order to have a successful hospitality company, it is important to satisfy Generation Z needs as they are the future travellers (Wiastuti and Lestari, 2020).

2.3.3 PREFERENCES WHILE TRAVELLING

As Hoyer and Macinnis (2010) explain, people from Generation Z have had similar life experiences; this is why they have many common needs while travelling. However, as (Haddouche and Salomone, 2018) states this generation does not tend to be loyal to brands, as they are difficult to satisfy. As a result, they usually make last-minute decisions, use word-of-mouth recommendations and try to always find the lowest price.

According to the study carried out by Wiastuti and Lestari (2020), 52.7% of travellers belonging to Generation Z prefer to stay in a hotel, while 31.9% consider other options. One of the main reasons why they prefer to stay in a hotel is because they can provide everything they need. Also according to Runruil-Diaz (2018); one of the essential services this generation seeks in hotels is the free WIFI service to be always connected, and they positively value automated services such as self-service check in/out.

Furthermore, as Dorsey (2016) explains, Generation Z uses the internet and social media to obtain information for their travels, as they prefer to search this information through OTAs such as TripAdvisor or Expedia, rather than other channels such as hotel websites (Wiastuti and Lestari, 2020). This information is also contrasted by the World Travel and Tourism Council. In addition, they are influenced in their decision of purchase by other travellers reviews (Willmore, 2017).

According to Runruil-Diaz, 2018, Generation Z is attracted to luxury travel, exotic destinations, new experiences, and contact with the local people of the destination. However, as it is stated by (Mander and Moussavi, 2019), this generation does not prioritize high-cost travels but rather takes into account that travel can be interesting content for their social networks (Setiawan et al., 2018).

2.4 HOW DOES THE COVID-19 AFFECTED GENERATION Z

Generation Z has been one of the most affected generations by the sanitary and economic crisis of COVID-19, as they are in a stage of learning, training and in search of their first jobs (Gonzalez, Gardiner and Bausch 2020). Moreover, as Parker and Igielnik (2020) explain, this generation is living a moment of uncertainty about its future.

According to UNESCO, 60% of students have been affected by the closure of their academic centers (EBioMedicine, 2020). As a consequence of the closure of the schools, the center and students had to adapt to the new conditions, so they implemented online education (Fauzi, Hermawan and Khusuma, 2020). However, according to Sathirathai et.al. (2020), for 69% of the students it was very difficult to adapt to this change, the main reasons were; lack of motivation, domestic distractions and lack of resources such as the internet. For this reason, as (EBioMedicine, 2020) explains, countries prioritize education and rapid openness to minimize the psychological, social and educational impacts due to confinement.

Regarding the stress levels of Generation Z, according to Deloitte Global Survey 2020, the stress that suffered this group of people dropped in the lockdown from 52% to 44% (Betts, Gomez and Mawhinney, 2020). However, Generation Z has been affected negatively since through the study made by Gonzalez, Gardiner and Bausch (2020), it can be seen that as from the lockdown, anxiety and depression in this group has increased considerably.

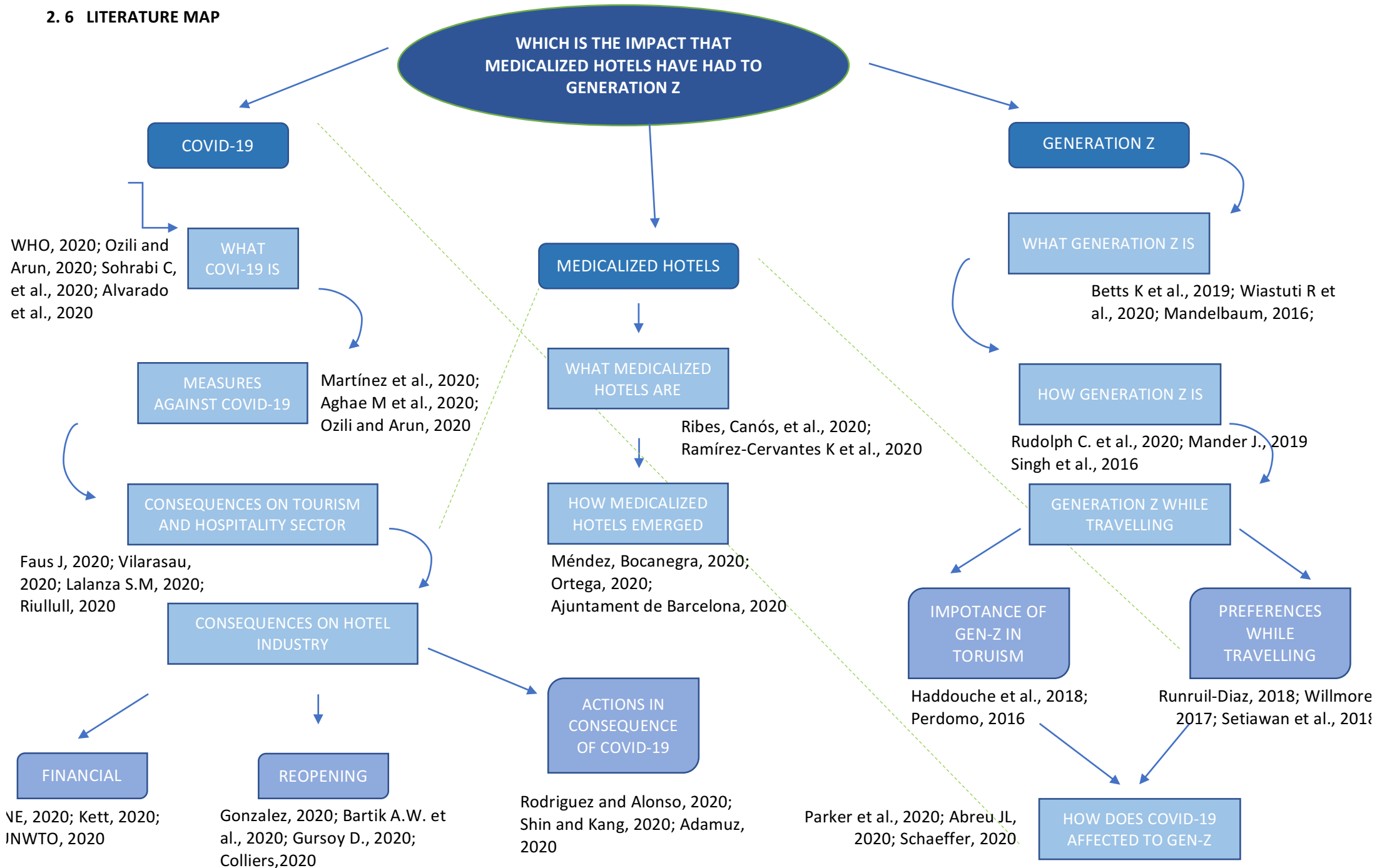
Since the situation experienced during COVID-19, the young people of this generation have started to give more importance and show great concern for their personal finances compared to other generations (Schaeffer and Rainie 2020). Although the level of stress has decreased, the uncertainty about their long term financial situation causes them a great concern that they did not take into account before (Betts, Gomez and Mawhinney, 2020). Regarding gender, according

to Deckman et.al (2020), Generation Z women are more concerned about their economic situation than men.

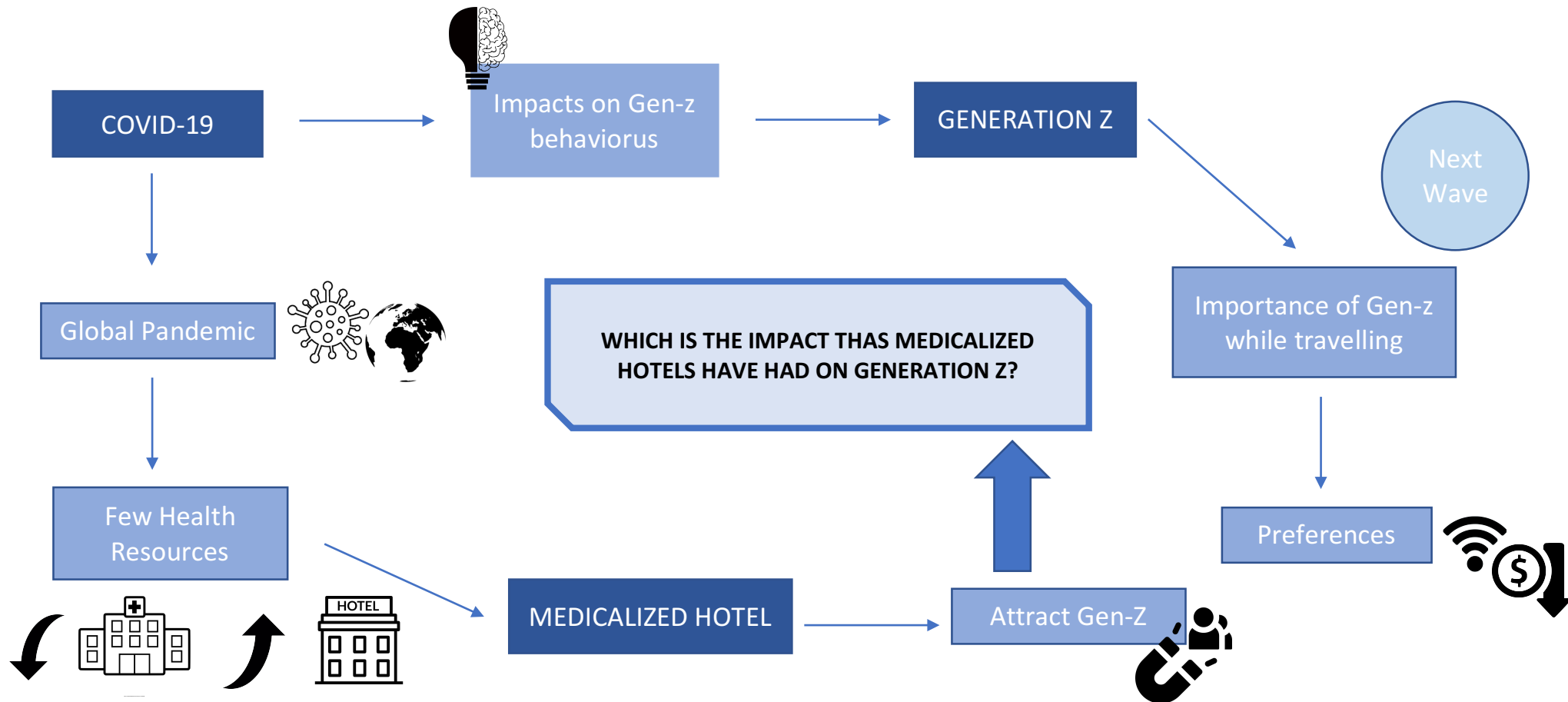
As far as jobs are concerned, due COVID-19 one in six Generation Z employees have lost their job, and the ones that have kept working have seen their working hours decreased by 23% (Gonzalez, Gardiner and Bausch, 2020). One of the big changes in Generation Z behaviours has been the job loyalty that has been increased according to Betts, Gomez and Mawhinney (2020).

Finally, during this lockdown, Generation Z youth have been inspired to take positive actions to improve their lives (Betts, Gomez and Mawhinney, 2020). Some of them have taken actions such as learning and acquiring new skills Sathirathai et.al. (2020). Moreover, the usage of social media, food delivery and online education has increased and 60% of these people believe that these new trends will remain in their lives for a long time (Sathirathai et.al 2020).

2.6 LITERATURE MAP



2.6 CONCEPTUAL FRAMEWORK



3 CHAPTER 3. METHODOLOGY

3.1 OVERALL RESEARCH DESIGN

This thesis is totally objective and a positivist approach has been used, as our investigation is not based in our opinions but based on previous theories. According to Drs. Greener, S. and Martelli, J., 2015 a positivist approach consists of “experimentation and testing to prove or disprove hypotheses”.

Considering the research topic of our thesis quantitative approach has been used. According to Kurdziel and Libarkin (2002), quantitative approach is used when theories and hypotheses are already established and are being evaluated, moreover, depends on pre-existing methodology.

In this thesis, deductive approach has been chosen as during the investigation the previous studies have been compared and related with the collected data. As Drs. Greener and Martelli (2015) explain, quantitative approach is normally linked to deductive approach in order to test theory with the use of numbers and facts. Furthermore, according to Graneheim, Lindgren and Lundman (2017) deductive approach is based on the theories made previously by other researchers and its relationship with the data collected.

In terms of data collection, as Douglas (2015) states, is an essential aspect in an investigation, different methods can be used depending on the information gathering; primary or secondary data. Primary data is referred to information recollected by the researcher in real time and it does not depend on existing data (Oluwatosin, 2017). According to Kitchenham, (2001) surveys are one of the most useful primary approaches methods for data collection, so it has been chosen in our thesis to collect data and information. During our investigation surveys were completed online by people from Generation Z, as the data was collected directly with the participants group, there was not any intermediary between us and the respondents.

3.2 DATA COLLECTION TECHNIQUES AND RESEARCH INSTRUMENTS

As explained above our data collection method has been surveys. As it is stated by Alam et al (2014) surveys are a quantitative research for data collection but also to explain and compare knowledge, attitudes and behaviours. Doing a survey consists in asking the target audience about the main topic of the study through short questions (Lynn, 2011).

According to Benfield and Szlemko (2006) for the participation rate is not beneficial sending the survey through email as it is not persuasive, because of this statement, the opportunity of mobile and technologies popularity has been taken, as according to Alam et al (2014), it allows respondents to respond to it efficiently and in less time. In our thesis, surveys have been sent through whats app and shared in our social media accounts as we are part of Generation Z and this target uses these instruments.

Moreover, as MICHIGAN, 2020 explains, surveys can be confusing and misinterpreted, depending on how the questions have been formulated, since depending on the person it can be understood in one way or another. To avoid this confusion, pilot surveys with 10 people were conducted close to us who are part of Generation Z. The aim of this pilot survey was to check that the questions asked were correctly interpreted and to be able to modify them in case they were ambiguous, as well as to add new answers that the pilot participants thought were interesting.

The survey consisted of a total of 30 questions, divided into 7 different sections according to the subject matter. The first section consisted of collecting personal information from respondents. The second and third sections consisted of the COVID-19 and its prevention measures in Generation Z. The main theme of the fourth section was the preferences of this generation when staying in a hotel. The fifth consisted of the medicalized hotels, offering a brief description of them, followed by the sixth section which analysed whether their preferences for hotel accommodation had changed as a result of the COVID-19 and the medicalized hotels. Finally, the seventh section deals with the emotions of this generation in relation to medicalized hotels. The complete survey can be found on Annex 1.

Regarding the type of questions used on the survey and according to Teixidó and Fornells, 2017 binary, categorical, interval, ordinal questions were selected to proceed with the survey,

however, one open-ended question was made. Different kinds of questions were used in order to make the survey more dynamic and depending on the question made the analysis and findings easier.

3.3 RESEARCH CONTEXT AND PARTICIPANTS

The target and respondents of this study have been people that are part of Generation Z, born between 1994 and 2010. However, the survey has been responded from people born maximum until 2004 as people that are nowadays 15 years old or less do not travel alone.

Furthermore, Generation Z has been chosen to respond to these surveys on one hand, because it is the generation analysed in our thesis and on the other hand, because one of their main interests are technologies and the internet, and as a consequence are easier to reach. As our survey has been conducted in an online way.

A total of 116 people of the Generation Z responded to the survey. As it can be seen on the following graph (**figure 3**), the 73.2% of the total respondents were women and the remaining 26.7% were men.

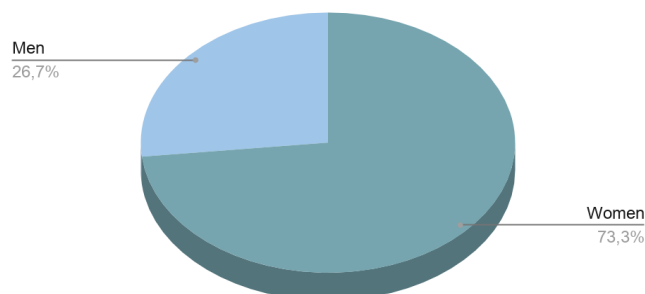


Figure 3 - Gender of Participants

Regarding the age of the participants, the year of birth was asked in order to know if there were different responses depending on this fact. As it can be seen on the following graph; the majority of the respondents were born between 1998 and 2001.

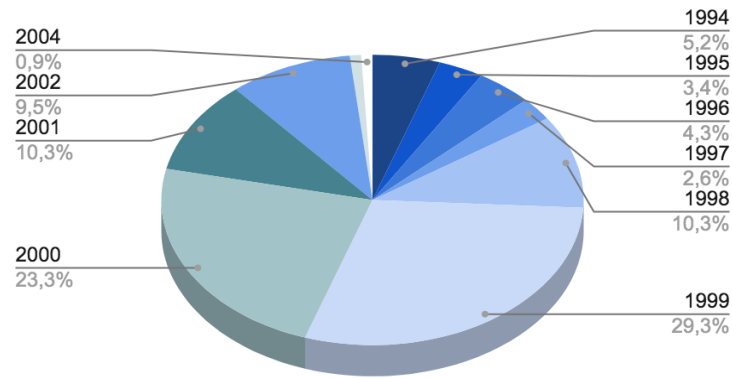


Figure 4 - Participants year of birth

3.4 DATA ANALYSIS

The aim of data analysis is to interpret the data and the results in order to understand the main topic being studied (Sargeant, 2012). As explained above, it has been used a qualitative method and deductive research during this thesis. In addition, in order to collect data, surveys have been conducted with Generation Z respondents.

To carry out this analysis of the information collected through the surveys, the steps established by Sargeant, 2012 have been followed; Deconstruction, Interpretation and Reconstruction. Firstly, in the deconstruction stage data has been divided into categories, using the different sections established on the survey and explained on previous points. Secondly, in the interpretation stage, data has been compared and graphs have been created and analysed. Finally, during the reconstruction stage, data has been interpreted in order to respond to the objectives of our thesis and give findings.

3.5 ETHICAL CONSIDERATIONS

In order to conduct this study, the confidentiality of respondents has been kept, as all of them have voluntarily completed the survey in an anonymous way. Also at the beginning of the survey the participants could find the information about the aim of the study and what topics were going to be analysed. In addition, all participants have responded to the survey without any special treatment, as all of them participated in an equal way. Moreover, all the data collected is reliable as it has not been manipulated.

To ensure the ethicality of our thesis and data collection process the 4 principles of ethics Orb et al, 2001 have been applied;

- Autonomy: as explained above all respondents were informed about the main topic of our research at the beginning of the survey. Also, the person's rights were respected as this survey participation was totally voluntary.
- Beneficence: this principle has been applied all the time as the anonymity of the respondents has been kept since the beginning of the data collection process.
- Justice: the main objectives of this study have been shared with the respondents as they have had all the information since the beginning. Furthermore, as explained above all the respondents have had an equal treatment.
- Implication of Researches: this principle has been taken into account during the pilot survey since during this process, pilot participants provided different new ideas to add on the final survey. These respondents have been listened to and some new questions were added.

4 CHAPTER 4. FINDING AND DISCUSSION

In the following chapter, the information extracted from the surveys will be interpreted and analyzed in an objective manner and represented visually with graphs. As explained above in the methodology, in order to analyse the data correctly, it has been applied to the theory established by Sargeant, 2012; Deconstruction, Interpretation and Reconstruction. With this section, the last two steps will be conducted. In addition, this information obtained will be related to the objectives established at the beginning of the study;

To identify whether Generation Z people are unsure about staying in a hotel that has been medicalized.

To identify new Generation Z preferences when staying in a hotel.

To identify whether hotels that have been medicalized will have difficulties attracting Generation Z customers.

To recommend the different actions that can be carried out by the hotels that have been medicalized to attract the Generation Z in the new normality.

As has been shown above in the methodology the total number of participants amounted to 116 people of Generation Z. The majority of these have been women (73.2%) and most of the respondents were born between 1998 and 2001. Regarding the nationality of participants, as the survey has been distributed through the social media of the researchers, it can be deduced that almost all the participants are from Spain.

Furthermore, in this section, the answers of respondents will be shown and transformed to graphs. In addition, this information will be divided into the sections used on the survey.

4.1 COVID-19 AND PREVENTIVE MEASURES

The first question related to COVID-19 that was asked was what level of stress does the COVID-19 situation generated to the respondents, being 1 low and 5 high. As it can be observed on *Figure 5* the COVID-19 situation generates on Generation Z medium-high levels of stress.

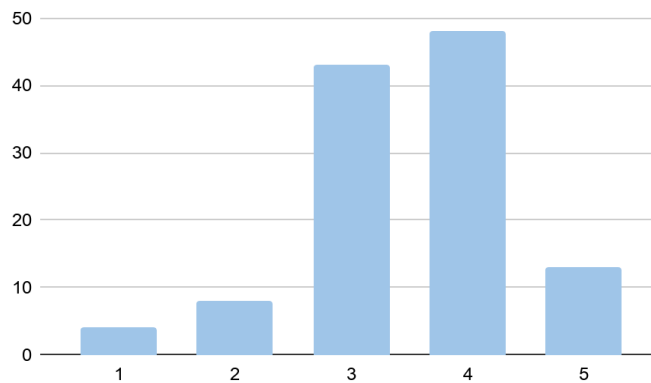


Figure 5 - Participants level of stress

Respondents were then asked if they have remained informed about COVID-19 and the situation it has caused, at all times. As can be seen in the graph (*figure 6*), most respondents answered Yes.

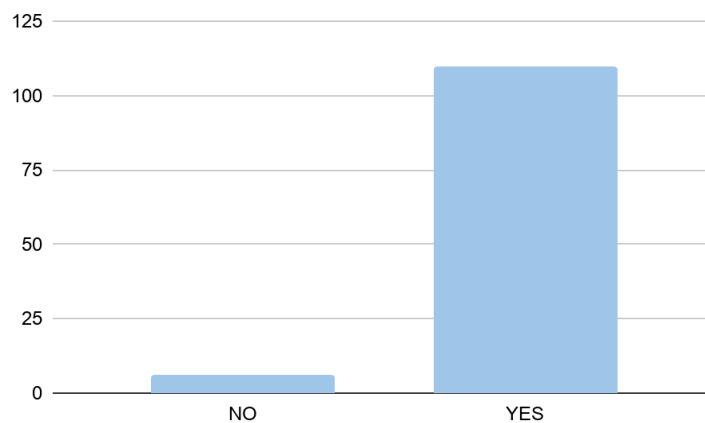


Figure 6 - Have participants kept informed about the COVI-19 situation?

The following question was related to their daily life and the measures against COVID-19. If respondents are taking social responsible measures against COVID-19 has been asked. As it can be shown on the next graph (*figure 7*) the majority of the respondents answered “Yes” as they nowadays are taking measures.

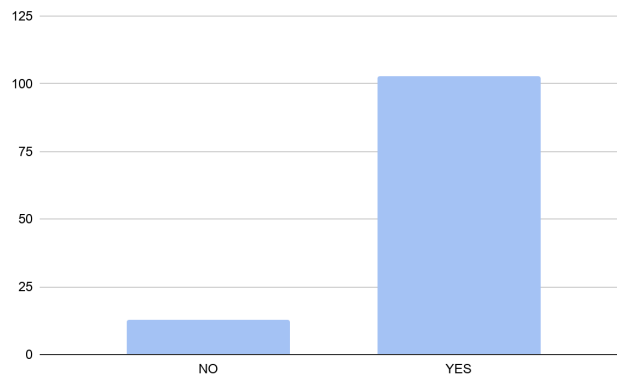


Figure 7 - Do participants take measures against COVID-19?

To conclude this section and to complement the previous question, respondents were asked about what measures they take and comply to prevent COVID-19. In this question, they were given different options such as: compliance wearing facemasks or curfew. More than one answer could be selected. As can be represented on the following graph (*figure 8*) the majority of respondents selected almost all the possible questions, the answer that can be the most highlighted is the compliance of use of mask correctly as 95,7% of the respondents selected it. The least selected measure by Generation Z is the compliance of the maximum number of people in a meeting, 25% of the respondents do not comply with this measure.

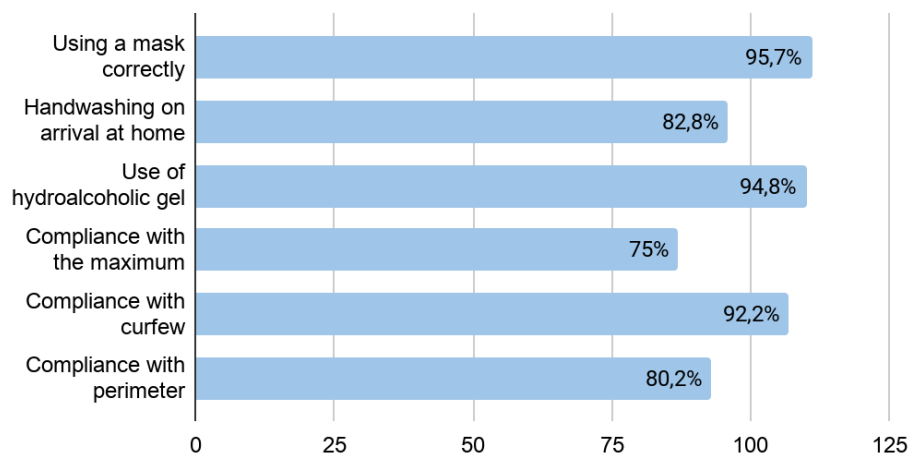


Figure 8 - Which measures are Gen-Z taking against COVID-19?

4.2 PREFERENCES WHILE TRAVELLING

The first question in this second section was about Generation Z accommodation preference when travelling. Four options were provided and more than one could be selected. As the graph shows (*figure 9*) 83.6% of the respondents prefer to stay in a hotel when traveling. The second most popular option among this generation is apartments such as Airbnb. The least visited accommodations by respondents are hostels and camping sites.

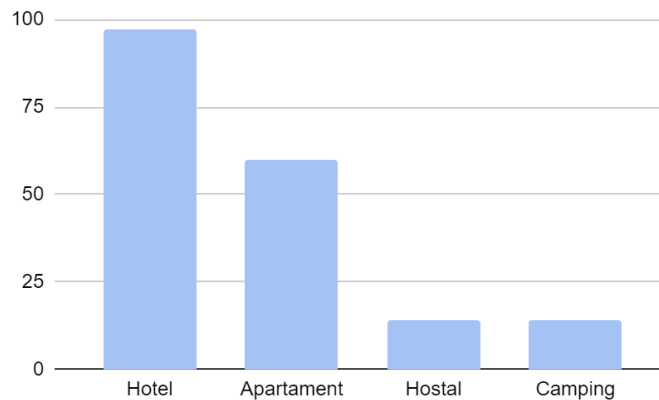


Figure 9 - Where the participants usually stay during a trip?

Generation Z respondents were then asked how often they travelled without the company of their parents. As the graph (*figure 10*) shows, 81.9% of respondents travel on their own; 49.1% travel 1-2 times per year, 27.6% travel 3-5 times per year, while the remaining 5.2% travel more than 5 times per year. The rest of the respondents answered that they do not travel without their parents company or simply do not travel at all.

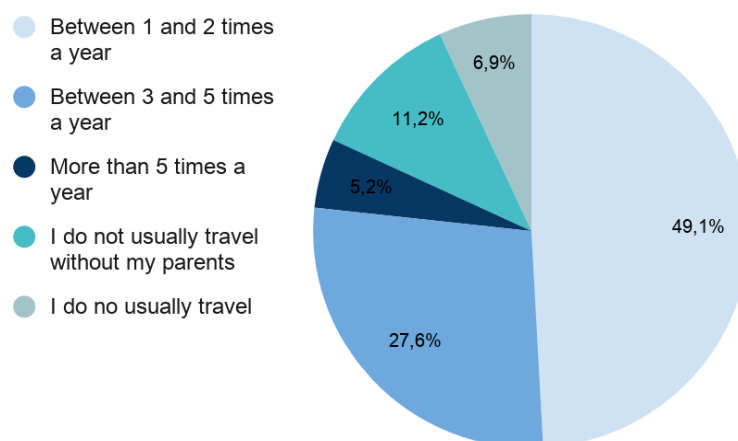


Figure 10 - How often do respondents travel?

Furthermore, to conduct a more in-depth analysis of Generation Z's travel preferences, they were asked what were the main factors they take into account when choosing a hotel. Different options were provided (Annex 1). As we can see in the first graph (*figure 11*), two factors can be highlighted; price and location. The presence of cleanliness can be also highlighted.

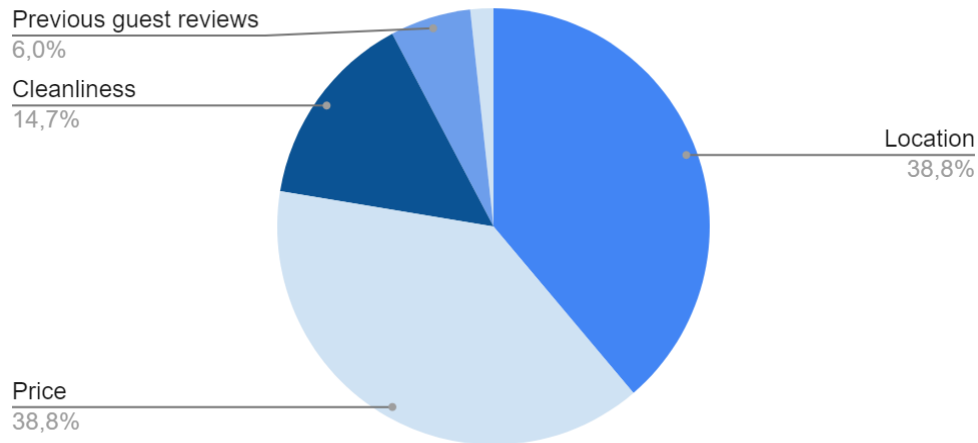


Figure 11 - Gen-Z first factors when choosing a hotel

The first factor is followed by the second most important factor for Generation Z, as can be seen on the next graph (*figure 12*) the same factors as the previous one is appearing. However, "Cleanliness" takes more strength here and "Previous Guest Reviews" takes presence.

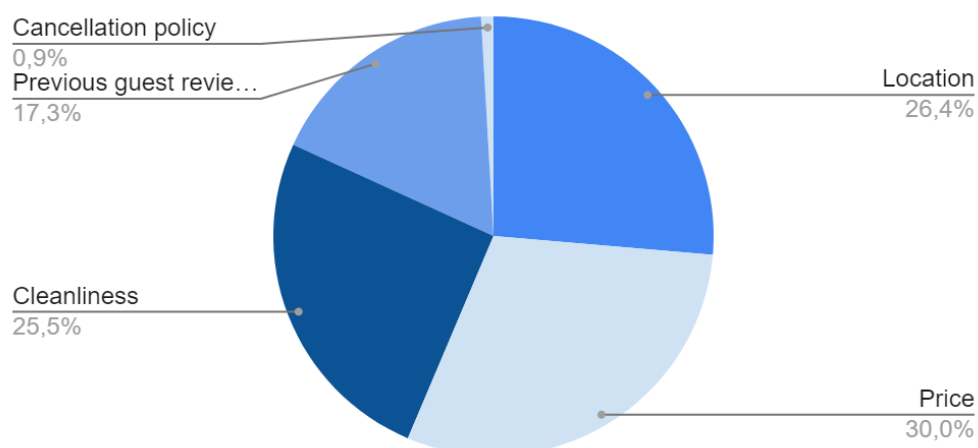


Figure 12 - Gen-Z second factor when choosing a hotel

Finally, in the third most important factor, it can be found how participants continue to bet on location, price and cleanliness. However, it can be highlighted how “Previous Guest Reviews” has been the most popular response in this third factor. Finally, and analysing the 3 graphs, it can be ensured that the three factors most considered by the Generation Z when choosing a hotel are: location, price and cleaning.

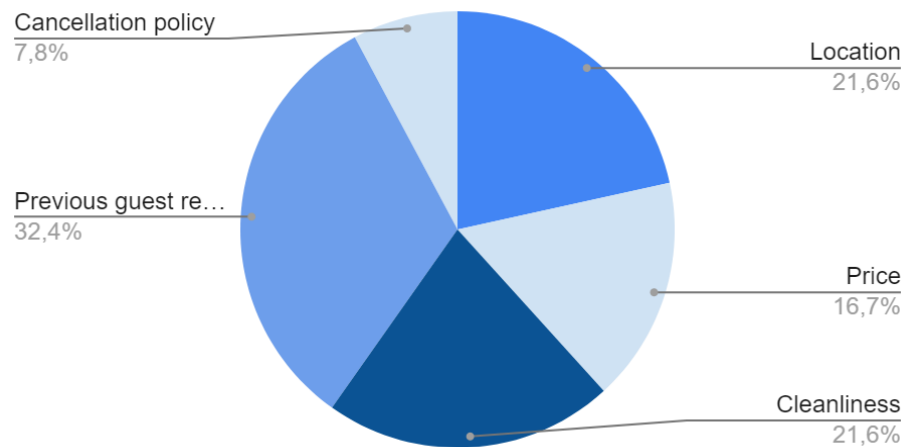


Figure 13 - Gen-Z third factor when choosing a hotel

To conclude this section, respondents were asked which channels they usually use when booking their hotel stay. Three options were offered, more than one could be selected and the option of adding a new one was possible. As the graph (figure 14) represents, 82% of participants use online agencies such as Booking or Expedia to make a hotel reservation. On the other hand, only 10.3% chose the traditional option and made their reservation by phone.

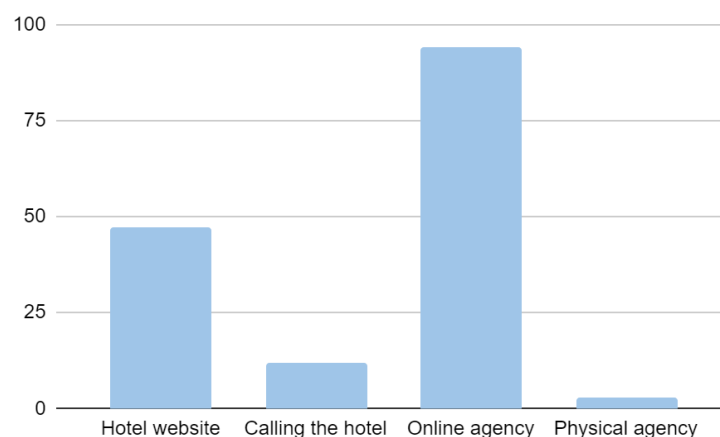


Figure 14 - Through which channels do Generation Z book their hotel stays?

4.3 MEDICALIZED HOTELS

To begin this section, a brief explanation of what a medicalized hotel is (Annex 1) was given to the participants in order to be able to respond to the next questions. As can be observed on the following graph (figure 15) the majority of the respondents knew what a medicalized hotel was before starting the survey, however 31,7% of participants did not know what it was.

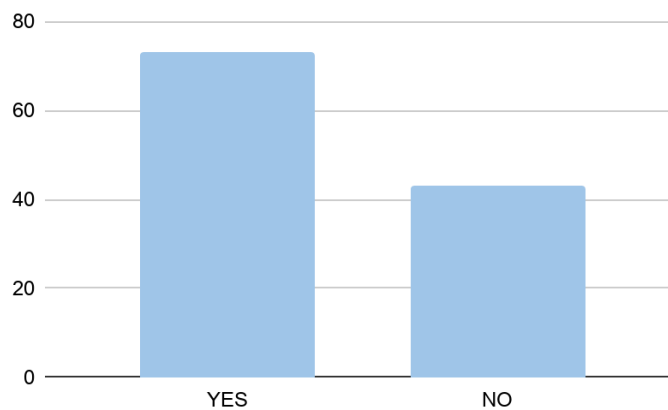


Figure 15 - Did the respondents know before starting the survey what a medicalized hotel was?

After setting the participants in context about what a medicalized hotel is, they were asked the following question: "If you had to choose between a hotel that had been medicalized during the pandemic and a hotel that had not (with the same conditions), which would you choose?" As can be seen from the graphical interpretation (figure 16), most participants are indifferent to this question. However, 30% of participants would choose a hotel that has not been medicalized.

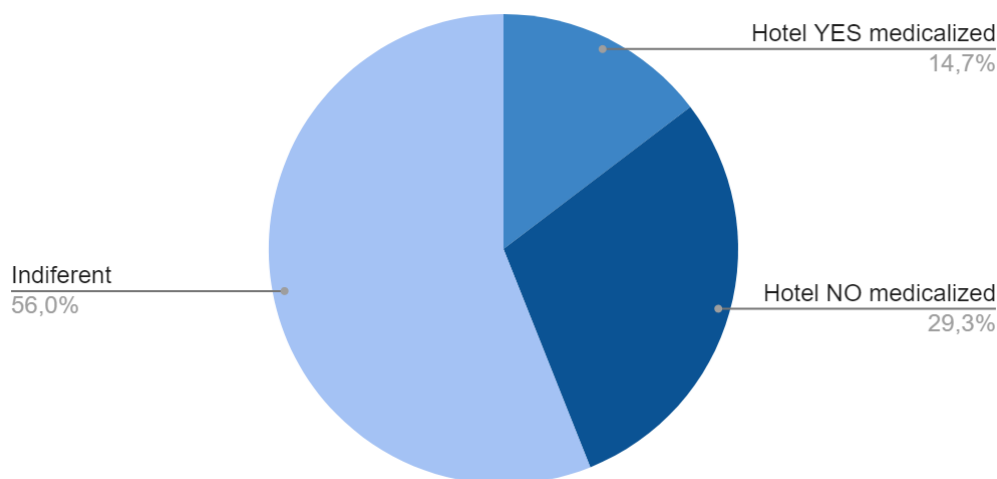


Figure 16 - Would participants choose a hotel that has been medicalized or not?

In order to complement the previous question, respondents were asked the following: "from 1 to 5 (1 being nothing and 5 being a lot) how attracted you feel to staying in a hotel that has been medicalized". As shown in the graph (*figure 17*), and according to the previous results, 33% of respondents feel indifferent. However, 44% of those surveyed feels very unattracted to staying in a hotel that has been medically treated.

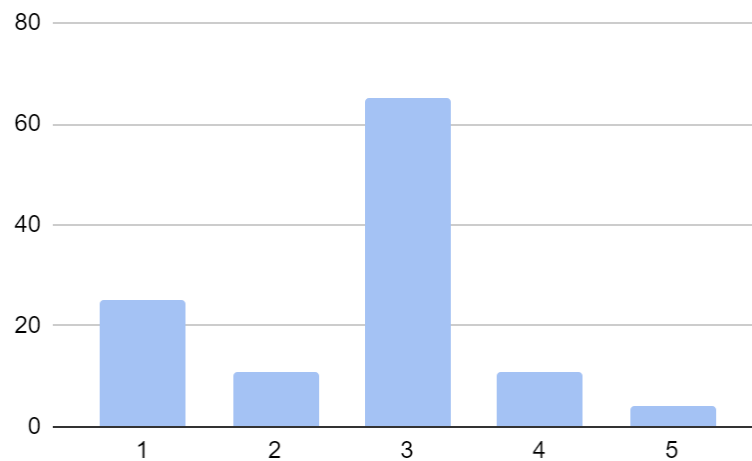


Figure 17 - How attracted are the participants to staying in a hotel that has been medicalized?

Participants were then asked if it was uncomfortable for them to stay in a hotel that had been medicalized. As the graph shows (*figure 18*), 72.4% of the respondents do not find it uncomfortable to stay in a hotel that has been medicalized.

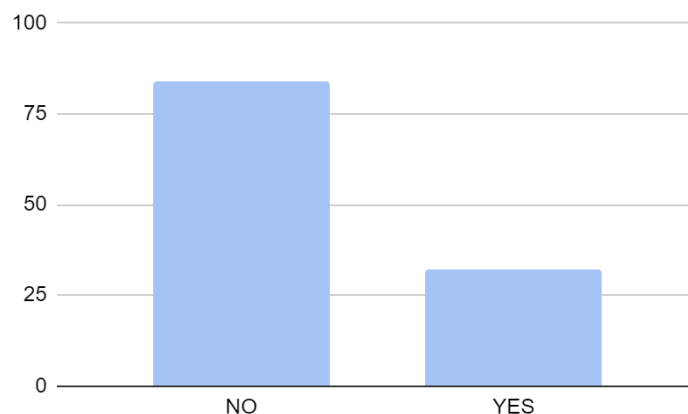


Figure 18 - It is uncomfortable for participants to stay in a hotel that has been medicalized?

Moreover, to complete the analysis of what Generation Z thinks about medicalized hotels, they were asked what they thought about this action. Two options were provided; "It's just a marketing strategy" and "The hotel is really involved with society", however the option to put another answer was possible. As can be seen on the following graph (*figure 19*) 71% of respondents think that through this action hotel is really involved with society. Participants who added a different answer did so to justify their response and explain their beliefs.

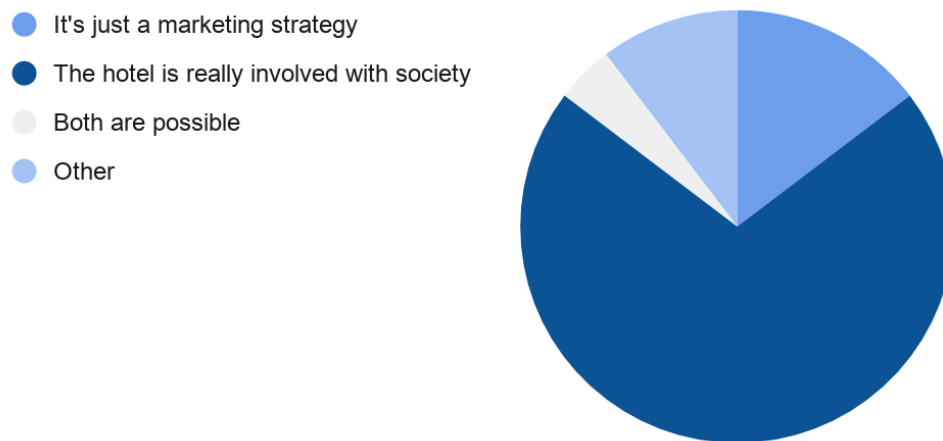


Figure 19 - What do the participants think of the action to medicalize a hotel?

Next, related to the hygienic measures of medicalized hotels, participants were asked whether a hotel that had been medicalized should take stricter hygienic measures. As shown in the graph (*figure 20*), 78% of the respondents consider that both hotels, medicalized or not, should take the same hygienic measures.

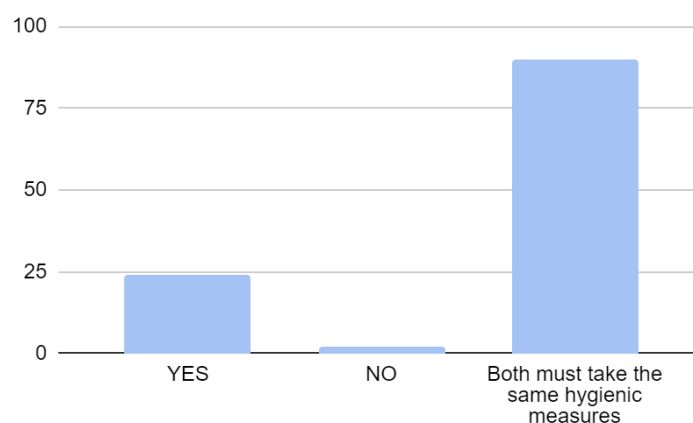


Figure 20 - Do participants consider that a hotel that has been medicalized should take stricter hygiene measures than one that has not been medicalized?

To finish this section, those participants who answered "Yes" to the previous question, answered voluntarily, what additional sanitary measures should be taken by the hotels that have been medicated. The most frequently answered words can be seen in the following image.

Cleaning Disinfection Gloves
 Intensive Quarantine
 Responsibility Strict

4.4 PREFERENCES WHILE TRAVELLING AFTER COVID-19 APPEARANCE

After analysing the participants' perspective on COVID-19 and their preferences when traveling, these two concepts have been related and put together in the following question; "Do you consider that your preferences have changed when choosing a hotel after the appearance of COVID-19? As can be seen in the graph (figure 21), 54.3% of respondents consider that it is possible or they are aware that these preferences have changed.

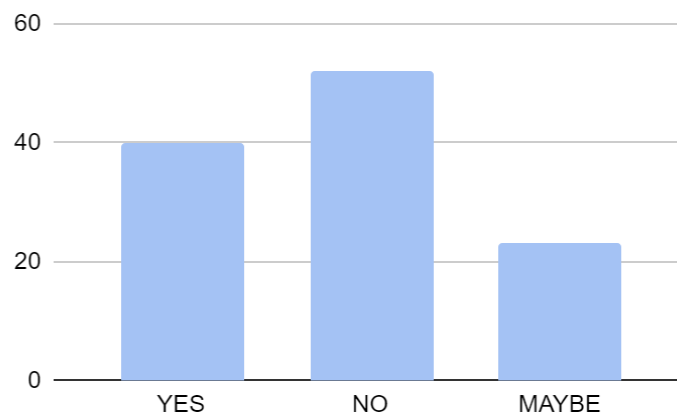


Figure 21 - Do participants consider that their preferences have changed when choosing a hotel after the appearance of COVID-19?

As explained above, participants take price as the main factor when choosing a hotel. However, as the graph (figure 22) represents because of the appearance of COVID-19, 65.5% of respondents now put safety and health before price.

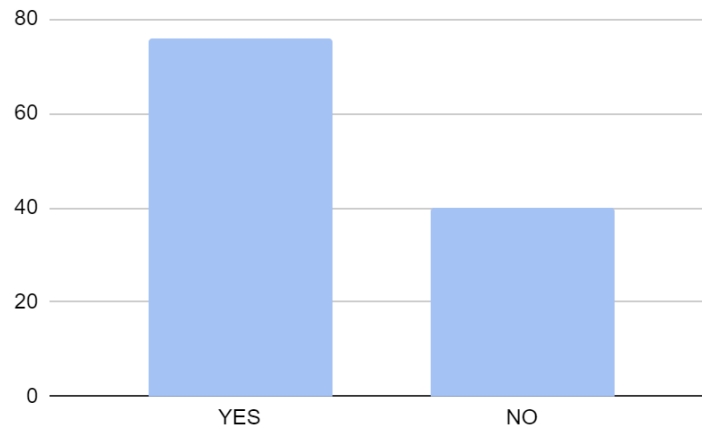


Figure 22 - After the appearance of the COVID-19, participants put health safety before price?

In terms of new preferences when choosing a hotel to stay in, the next question proposed different options of measures that hotels can take after the appearance of the COVID-19, where participants could choose more than one option. As it can be seen in the graph (figure 23), 90.5% of the young people of Generation Z give importance to measures such as the disposition of the hydroalcoholic gel in a hotel. The least considered measure where only 32% of the participants take into account is the electronic check-in.

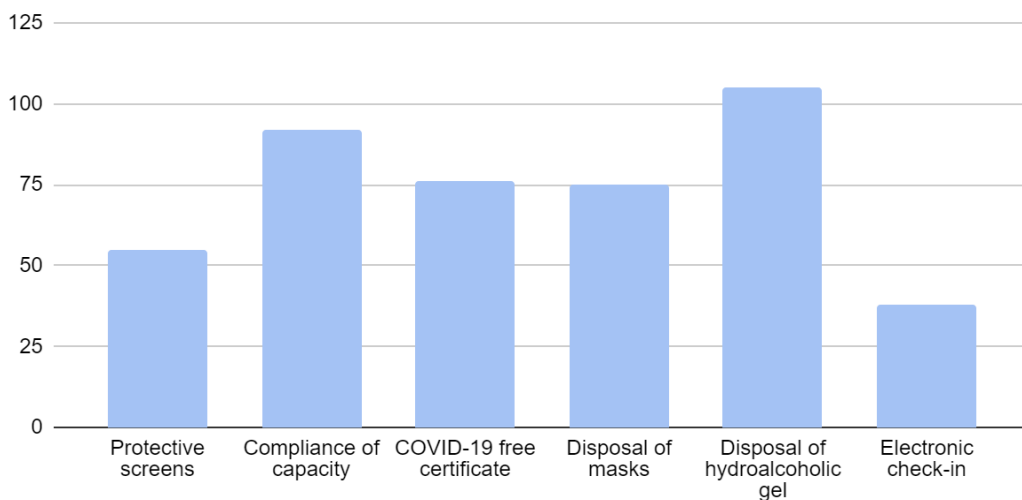


Figure 23 - What measures do participants take into account when choosing a hotel after the appearance of COVID-19?

In order to supplement the previous question, the decision was made to go deeper into the possibility and introduction of electronic check-in. The participants were asked if they would feel safer with this measure. 48.6% of the respondents are indifferent to this new measure and 40.5% feel more secure by checking in electronically (*figure 24*).

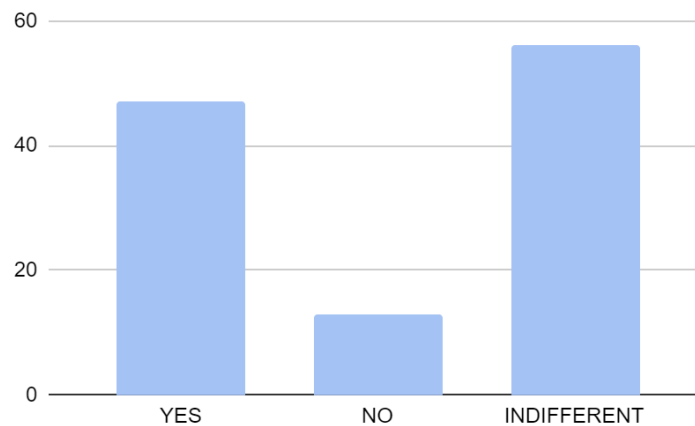


Figure 24 - Would participants feel safer if the check-in was done electronically and there was no need to contact the hotel staff?

In the next two questions respondents had to choose between two different options in the same situation. As it can be seen in the following graph (*figure 25*), 72.8% of the Generation Z prefer that during their stay in a hotel, after the appearance of the COVID-19 their room is cleaned daily.

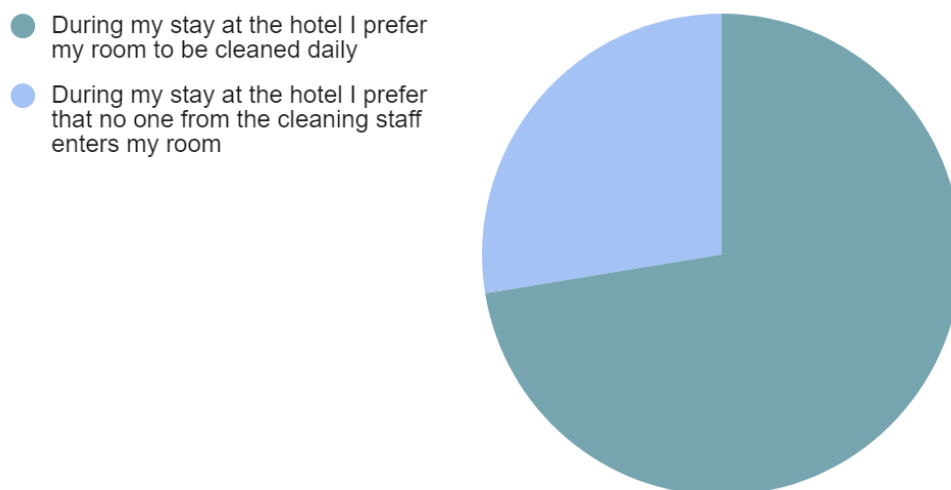


Figure 25 - Participants preference regarding Housekeeping service during their stay in a hotel

The following question was related to the breakfast service in a hotel. As the graph shows (*figure 26*) most of the respondents prefer to have the breakfast service in their room.

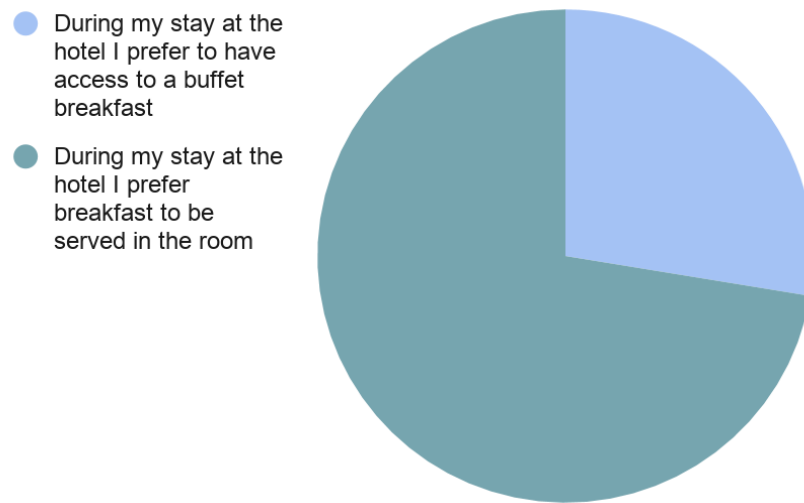


Figure 26 - Participants preference regarding Breakfast service during their stay in a hotel

Then, to further analyse the attitude of Generation Z, they were asked how they prefer to receive information on the measures taken by the hotel in relation to COVID-19. As the graph (*figure 27*) shows, most of the participants are interested in receiving this information, either through an email before arrival at the hotel or an explanation in the hotel once they arrive.

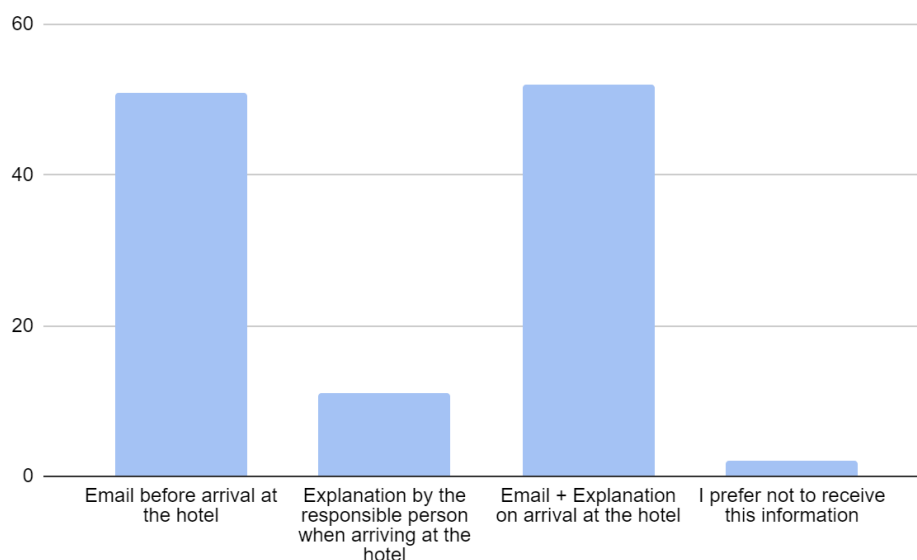


Figure 27 - How would the participant like to receive information about the measures taken by the hotel regarding the COVID-19?

The answer to the following question shows (figure 28) that Generation Z does not find it annoying to repeatedly encounter rules and security measures regarding the COVID-19 in a hotel.

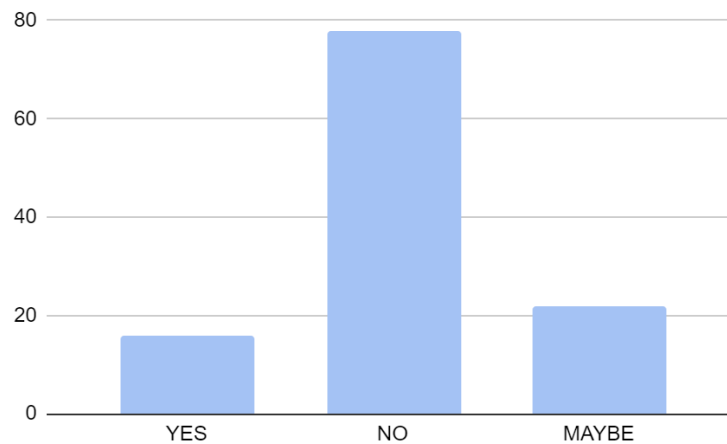


Figure 28 - Is it annoying for the participant to repeatedly find the rules and safety measures regarding the COVID-19 in a hotel?

Then, to obtain more information about their new preferences when staying in a hotel after the appearance of the COVID-19, they were asked about a new possible measure; "Carrying out a quick test of COVID-19 at the beginning of their stay for all guests, and whether this measure would make them feel more secure", to which 82.8% of respondents answered "Yes" (figure 29), they would feel more secure with this possible measure.

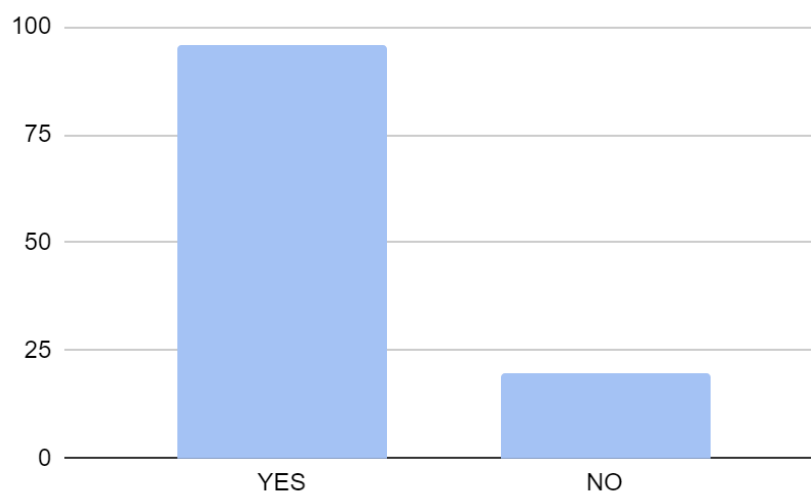


Figure 29 - Would the participant feel safer if all hotel guests took the COVID-19 quick test at the beginning of their stay?

4.5 EMOTIONS

The last section; "Emotions", is presented below. In the first question of this section, respondents had to answer how unsafe they felt about staying in a hotel that had been medically treated, 1 "nothing" and 5 "a lot". As can be seen from the graphical interpretation, most Generation Zs do not feel uncomfortable staying in a hotel that has been medicalized.

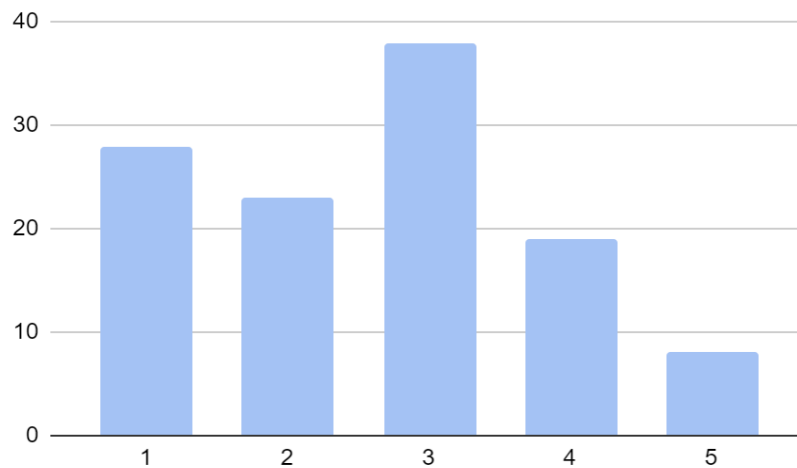


Figure 30 - On a scale of 1 to 5, how unsafe would the participant feel about staying in a hotel that has been medicalized?

Next, in relation to their emotions about the COVID-19 and the medicalized hotels, the respondents had to answer whether they would stay in a medicalized hotel as a sign of appreciation. As the graph shows, most would. 62.9% of participants are willing to stay in a hotel that has been medicalized as a sign of appreciation.

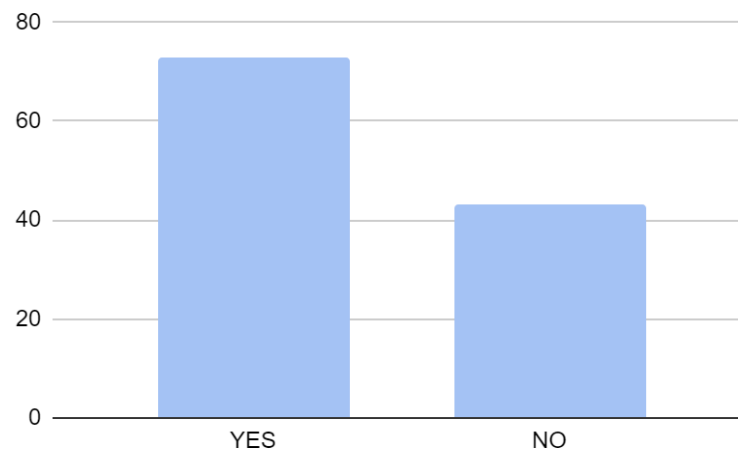


Figure 31 - Would the participant stay in a hotel that has been medicalized as a token of appreciation?

To end this section and the survey, and in order to make a deeper analysis of their feelings and emotions in relation to COVID-19 and medicalized hotels, respondents had to answer with a word or phrase what they would feel when staying in a room where a COVID-19 patient has been. As it can be seen in the next image, the most repeated words have been; concern, indifference, nothing, insecurity, fear, uncomfortable, disinfection and cleaning.



To follow up, the relationship between each objective and the results obtained in the survey will be related and explained.

According to Objective 1; “To identify whether Generation Z people are unsure about staying in a hotel that has been medicalized”, it is reflected in questions that can be found on sections 2, 4 and 6 (Annex 1).

To proceed, questions from sections 3 and 5 (Annex 1) are giving answers to Objective 2; “To identify new Generation Z preferences when staying in a hotel” this is how the information for this objective is obtained.

Regarding Objective 3; “To identify whether hotels that have been medicalized will have difficulties attracting Generation Z customers” the sections that will give answers to this objective are 4 and 6 (Annex 1).

Finally, Objective 4 “To recommend the different actions that can be carried out by the hotels that have been medicalized to attract the Generation Z in the new normality” will be answered in the next chapter; Conclusions.

5 CHAPTER. 5. CONCLUSIONS

The intention of the last chapter of the study is to present conclusions linked with the research question and objectives, being related with the literature review and findings obtained from the survey. New information is not going to be added, the analysis of the collected data through the surveys is going to be reflected and explained in detail. In addition, with all this information collected some recommendations will be made. Furthermore, the limitations encountered during the procedure of this investigation are going to be presented in order to encourage further research.

5.1 CONCLUSIONS

This thesis has analysed the preferences of generation Z while staying in a hotel that has been medicalized. In order to proceed with the investigation of the study, the objectives have been answered with the participation of Generation Z through the survey.

As explained by Gonzalez, Gardiner and Bausch (2020), Generation Z has been one of the generations most affected by the COVID-19, since as Parker and Igielnik (2020) states, they are living an uncertain time in their future. In order to analyse the level of stress caused by the situation and their opinion and perspective on the medicalized hotels, some questions have been made to study it more deeply.

The answers provided by the respondents have corroborated that they have been affected by this crisis as their levels of stress are medium-high. It is deduced that this level of stress can be caused by the situation of uncertainty that this generation is living over its present and future. Furthermore, as observed in the findings, this generation (94.8%) has been kept informed at all times of the situation caused by the COVID-19. It follows that as Betts, Gomez and Mawhinney (2020) explain, this generation is characterized by its attachment to technologies and social networks, therefore it may be due to its easy access to the Internet and the latest information. It can be deduced that since this is an issue that truly concerns this generation, the findings show that in general,

Generation Z (88.8%) complies with the hygiene and safety measures in relation to COVID-19.

The results of the study have also shown that the 56% of the participants state that they feel indifferent about staying in a hotel that has been medicalized. This may be because COVID-19 and the situation in which this generation lives has gradually normalized this new virus and they no longer perceive it as they did at the beginning of the pandemic. In addition, 62.9% of the participants before starting the survey had previous knowledge of the medicalized hotels, therefore it is intuited that this indifference may be caused by the reassuring information obtained previously. Moreover, it can be related that 72% of the respondents do not find it uncomfortable to stay in a hotel that has been medicalized. Because of this indifference and lack of discomfort with medicalized hotels, Generation Z does not consider that hotels that have been medicalized should take stricter hygiene measures than those ones that have not been medicalized.

Regarding the preferences of Generation Z while travelling, the result of the investigation agrees with Wiastuti and Lestari (2020) when they state that Generation Z prefers to stay in a hotel rather than choosing another kind of accommodation while they are travelling. As it can be seen in the findings chapter, 86.3% of the respondents claimed that they normally stay in a hotel when they travel.

The change of some preferences, analysed below, of Generation Z while traveling after the COVID-19 appearance, can be observed on findings, as 54.3% of participants are sure or think that their preferences have changed. It is deduced, that it could have changed because of the worldwide situation.

Despite Runruil-Diaz (2018) who states that one of the essential services this generation seeks in hotels is the free WIFI service to be always connected, the research has shown that before this preference there are some others that this generation consider more important. As it can be observed on findings, the most important factors that participants take into account are: price, location and cleaning. However, after the apparition of the COVID-19, the price factor has lowered as now they are prioritising cleanliness. As can be observed on findings, 65.5% of Generation Z now are prioricing their safety rather than the price.

Based on the data collected it has been observed that nowadays Generation Z is taking new security measures into account when choosing a hotel. The measure most considered by the participants is the availability of hydroalcoholic gel in the establishment, in addition to compliance with the allowed capacity and the COVID-19 free certificate. It can be deduced that these new measures transmit safety, reduce their stress and therefore condition them when choosing a hotel.

The findings reveal that although participants (72.4%) prefer and feel more secure with having their rooms cleaned every day by the cleaning staff, they are not comfortable with the idea of having breakfast in the common areas, as they prefer to have it in their respective rooms (72.4%). It follows that this fact is because what really causes them discomfort is the idea of being in a place with more people they do not know, since they do not care that when they are not present, other people who are in contact with the rest of the guests, enter their rooms.

As Mandelbaum (2016) says, Generation Z is considered to be the next wave of travellers, as well as being one of the most affected generations of the COVID-19 (Gonzalez, Gardiner and Bausch, 2020). However, even though they have been one of the generations most affected by the pandemic, as the study shows, the fact that a hotel has been medicalized is not a determining factor for them when choosing a hotel, since 56% of the participants are indifferent to staying in a hotel that has been medicalized rather a hotel that has not been medicalized, as long as the other conditions are the same. It follows that the fact that a hotel has been medicalized is not a barrier for Generation Z since it does not prevent them from traveling and continuing to be the next wave of travellers.

Based on the data of the research conducted, most Generation Z participants (76.7%) show a low-medium insecurity level about staying in a hotel that has been medicalized. As can be seen, this low level of insecurity in front of medicalized hotels may be due to the great confidence they place in the hygiene measures taken by the hotels. In addition, as the results show, it can be deduced that Generation Z is characterized by its solidarity, since as has been seen in the data collected, 62.9% of the participants would stay in a hotel that has been medicalized as a sign of gratitude, also 70.7% of the participants think that the action of medicalizing a hotel, has been a good action, because the hotel has been really involved with society.

In conclusion, Generation Z is not opposed to staying in a hotel that has been medicalized, even though the COVID-19 has greatly affected their generation, although they now pay more attention to factors such as hygiene.

5.2 RECOMMENDATIONS

After analyzing in depth, the medicalized hotels and their effect on Generation Z, and with the information obtained from the survey some recommendations to hotels that have been medicalized can be made, in order to attract more to this Generation taking into account their new preferences.

To offer all guests at the beginning of the stay a quick test of the COVID-19, in order to transmit confidence and security.

Facilitate the option of electronically check-in without the need to be in physical contact with hotel staff.

Send information via email about the measures taken by the hotel regarding the COVID-19, before the start of the stay. In addition, it is recommended to complement this information previously provided with a brief explanation upon arrival at the hotel.

Give all guests the option of having breakfast in their respective rooms in order to avoid large crowds.

5.3 LIMITATIONS AND FURTHER RESEARCH

At the beginning of the study, the main topic was focused in a different way, the main idea at the beginning of this research was to compare the different management strategies that had been followed in the medicalized hotels. After conducting an interview with a director of a medicalized hotel and looking for a lot of information, it was concluded that since the topic was so recent and there was little information found to form the literature review of the work, it was decided to give a different approach.

Firstly, once the final objective was defined, this scarce information explained before about medicalized hotels was still a limitation. It has been found that there is a gap in the literature and that it is very important to investigate it. However, since this is such an important and ongoing topic, news and press articles have been found and that was very helpful in conducting the literature review.

Secondly, regarding the data collection more questions should have been made on the survey in order to have a better understanding of the research. However, as it has been done in an online way and the participants could not be persuaded to finish the survey, it had to be dynamic and short in order to be answered by Generation Z.

Thirdly, the final results cannot be generalized worldwide as the study has been focused and done with Spanish Generation Z people. In addition, responses by Generation Z participants from other countries may change the results of this study, depending on how the situation of the COVID-19 has been experienced in their country.

Finally, regarding further research it has been seen that it would be interesting to investigate this topic Generation Z participants from other countries in order to help hotels to attract international Generation Z travellers.

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Student Declaration: I confirm that I will undertake the Degree Thesis as detailed above.
I understand that I must abide by the terms of this approval and that I may not make
any substantial amendments to the Degree Thesis without further approval.

Name: Aina Román Signed:  Date: 20/12/2020
Patricia Turró

Agreement from the supervisor of the student:

Name: Gisela Domínguez Signed:  Date: 14/12/2020

Risk Category 1: If you answered NO to all the questions, your study is classified as Risk
Category 1. In this case:

- The supervisor can give immediate approval for undertaking the field work for the Degree Thesis.
- A copy of this signed Form MUST be included in the Degree Thesis.

Risk Category 2: If you answered YES only to questions in Risk Category 1 and/or 2, your
study is classified as Risk Category 2. In this case:

- You must meet with your supervisor and clarify how the issues encountered are going to be dealt with before taking off with the field work.
- Once clarified, the actions taken must be stated in the Form. Then the supervisor can guarantee approval for the field work for the Degree Thesis.
- A copy of this signed Form MUST be included in the Degree Thesis.

Risk Category 3: If you answered YES to questions included in Risk Category 3, your
study is classified as Risk Category 3. In this case:

- You must discuss with your supervisor how to re-direct the research and data collection thesis to avoid risks mentioned in Category 3.
- You must complete the Ethical Form again until Risk Category 1 or 2 is obtained.
- A copy of this signed Form MUST be included in the Degree Thesis.

A copy of this signed form MUST be included in the Degree Thesis.

Los Hoteles Medicalizados y su impacto en la Generación Z: las nuevas preferencias a la hora de alojarse en un hotel

Título de la investigación: Preferencias de la Generación Z durante su estancia en un hotel que ha sido medicalizado.

Gracias por aceptar pasar 5 minutos contestando esta encuesta.

Antes de que decidas participar en esta investigación, por favor, tómate el tiempo para leer esta información.

Esta investigación se lleva a cabo como parte de un proyecto de tesis de grado para los estudiantes de la Escuela HTSI de Gestión de Turismo y Hostelería.

Usted ha sido elegido para participar ya que es parte de la Generación Z.

INSTRUCCIONES GENERALES PARA COMPLETAR EL CUESTIONARIO

La información que usted dé en el cuestionario será usada en el proyecto de investigación y más tarde publicaciones de investigación. Sus datos personales se mantendrán estrictamente confidenciales. Todos los participantes en este estudio permanecerá en el anonimato y la información que pueda conducir a la identificación de los individuos se ocultarán en el informe final.

Después de haber enviado el cuestionario, si tiene algún problema con la información que ha proporcionado, puede contactar con los investigadores que eliminarán su información y no se utilizará en la investigación.

***Obligatorio**

1. Indica tu año de nacimiento *

Marca solo un óvalo.

- ☐ 1994
- ☐ 1995
- ☐ 1996
- ☐ 1997
- ☐ 1998
- ☐ 1999
- ☐ 2000
- ☐ 2001
- ☐ 2002
- ☐ 2003
- ☐ 2004
- ☐ 2005-2010

2. Indica tu género *

Marca solo un óvalo.

- ☐ Mujer
- ☐ Hombre
- ☐ Prefiero no decirlo
- ☐ Otro

COVID-
19

En esta sección se le preguntará sobre como ha vivido usted el COVID-19 y el confinamiento.

3. Qué nivel de estrés/inquietud te genera la situación debida al COVID-19? (siendo 1 bajo y 5 alto) *

Marca solo un óvalo.

	1	2	3	4	5	
Bajo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Alto

4. Te has mantenido informado sobre la situación del COVID-19 durante la pandemia? *

Marca solo un óvalo.

☐ Sí

☐ No

5. Consideras que tomas decisiones socialmente responsables en tu día a día, en relación al COVID-19? *

Marca solo un óvalo.

☐ Sí

☐ No

MEDIDAS DE PREVENCIÓN ANTE EL COVID-19

6. Qué medidas tomas contra el COVID-19? (Selecciona una o más opciones) *

Selecciona todos los que correspondan.

- ☐ Uso de mascarilla correctamente
- ☐ Lavado de manos al llegar a casa
- ☐ Uso de gel hidroalcohólico al entrar en establecimientos y comercios
- ☐ Cumplimiento de la normativa de máximo de personas en una reunión
- ☐ Cumplimiento del toque de queda
- ☐ Cumplimiento del confinamiento perimetral

Otro: ☐ _____

Preferencias

7. Cuándo viajas, dónde sueles alojarte?

Selecciona todos los que correspondan.

- ☐ Hotel
- ☐ Apartamento como Airbnb
- ☐ Hostal
- ☐ Camping

Otro: ☐ _____

8. Con qué frecuencia sueles viajar? (sin la compañía de tus padres) *

Marca solo un óvalo.

- ☐ Entre 1 y 2 veces al año
- ☐ Entre 3 y 5 veces al año
- ☐ Más de 5 veces al año
- ☐ No suelo viajar sin mis padres
- ☐ No suelo viajar

9. Escoge cuáles son los 3 principales factores que tienes en cuenta a la hora de escoger un hotel. En orden de prioridad siendo 1 el más importante. *

Marca solo un óvalo por fila.

	Ubicación	Limpieza	Precio	Wifi	Política cancelación	Reviews de anteriores huéspedes	Desayuno
1	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. A través de qué canales sueles reservar tu estancia en los hoteles? *

Selecciona todos los que correspondan.

- ☐ Web del hotel
- ☐ Llamando al hotel
- ☐ Agencia online (booking, trivago, expedia etc.)

Otro: ☐ _____

Hoteles Medicalizados

Los hoteles medicalizados son hoteles adaptados con la finalidad de funcionar como hospitales. Esta idea surgió a partir de la crisis sanitaria causada por el COVID-19. Estos hoteles medicalizados tenían como objetivo acoger a pacientes independientes y portadores del virus, con la finalidad de descongestionar la alta demanda sanitaria. Los hoteles fueron desinfectados en profundidad después de su tarea como hoteles medicalizados.

11. Antes de empezar este formulario tenías conocimiento sobre los Hoteles Medicalizados? *

Marca solo un óvalo.

- ☐ Sí
- ☐ No

12. Si debes escoger entre un hotel que ha sido medicalizado durante la pandemia y un hotel que no (con las mismas condiciones), cuál escogerías? *

Marca solo un óvalo.

- ☐ Hotel SÍ medicalizado
- ☐ Hotel NO medicalizado
- ☐ Indiferente

13. Alojarte en un hotel que ha sido medicalizado te resulta una incomodidad? *

Marca solo un óvalo.

- ☐ Sí
- ☐ No

14. Qué opinas sobre la acción de medicalizar un hotel? *

Marca solo un óvalo.

- ☐ Tan solo es una estrategia de Marketing
- ☐ El hotel está realmente implicado con la sociedad
- ☐ Otro: _____

15. Consideras que un hotel que SÍ ha estado medicalizado debe tomar medidas higiénicas más estrictas que uno que NO ha estado medicalizado? *

Marca solo un óvalo.

- ☐ Sí
- ☐ No
- ☐ Ambos deben tomar las mismas medidas higiénicas

16. En caso de responder SÍ en la pregunta anterior; Qué medidas adicionales deberían de adoptar los hoteles SÍ medicalizados?

17. Del 1 al 5 cómo de atraído te sientes en alojarte en un hotel que ha sido medicalizado? *

Marca solo un óvalo.

	1	2	3	4	5	
Nada	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Mucho

Preferencias después de la aparición de COVID-19 y los hoteles medicalizados

18. Consideras que tus preferencias han cambiado a la hora de escoger un hotel después de la aparición del COVID-19? *

Marca solo un óvalo.

- ☐ Sí
- ☐ No
- ☐ Tal vez

19. Qué ha cambiado?

20. Después de la aparición del COVID-19, antepones la seguridad sanitaria antes que el precio? *

Marca solo un óvalo.

☐ Sí

☐ No

21. Te sentirías más seguro, en términos de salud, si la realización del check-in fuese de manera electrónica y no fuera necesario el contacto con el personal del hotel? *

Marca solo un óvalo.

☐ Sí

☐ No

☐ Indiferente

22. Qué medidas tienes en cuenta a la hora de escoger un hotel tras la aparición del COVID-19? *

Selecciona todos los que correspondan.

☐ Mamparas protectoras

☐ Cumplimiento del aforo

☐ Certificado libre de COVID-19

☐ Disposición de mascarillas

☐ Disposición de gel hidroalcohólico

☐ Check-in electrónico sin contacto con el personal del hotel

Otro: ☐ _____

23. Por motivos de seguridad sanitaria, con cuál de las siguientes afirmaciones te sientes más identificado? *

Marca solo un óvalo.

- ☐ Durante mi estancia en el hotel prefiero que nadie del personal de limpieza entre en mi habitación
- ☐ Durante mi estancia en el hotel prefiero que mi habitación sea limpiada diariamente

24. Por motivos de seguridad sanitaria, con cuál de las siguientes afirmaciones te sientes más identificado? *

Marca solo un óvalo.

- ☐ Durante mi estancia en el hotel prefiero tener acceso a un desayuno tipo buffet
- ☐ Durante mi estancia en el hotel prefiero que el desayuno sea servido en la habitación

25. Cómo te gustaría recibir información sobre las medidas tomadas por parte del hotel de respecto al COVID-19? *

Marca solo un óvalo.

- ☐ Email antes de la llegada al hotel
- ☐ Explicación por parte de la persona responsable al llegar al hotel
- ☐ Email + Explicación al llegar al hotel
- ☐ Prefiero no recibir esta información

26. Te resulta molesto encontrarte repetidamente las normas y medidas de seguridad en relación al COVID-19 en un hotel? *

Marca solo un óvalo.

- ☐ Sí
- ☐ No
- ☐ Tal vez

27. Te sentirías más seguro si todos los huéspedes (incluido tú) del hotel, se realizaran el test rápido de COVID-19 al principio de la estancia? *

Marca solo un óvalo.

☐ Sí

☐ No

Emociones

28. En una escala del 1 al 5, cuánto de inseguro te sentirías al alojarte en un Hotel que ha sido Medicalizado? *

Marca solo un óvalo.

	1	2	3	4	5	
Poco inseguro	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Muy inseguro

29. Te alojarías en un hotel que ha sido medicalizado como muestra de agradecimiento? *

Marca solo un óvalo.

☐ Sí

☐ No

30. Qué sentirías al alojarte en una habitación donde ha estado un paciente de COVID-19? (respuesta breve) *
