

COVID-19 and its impact on tourism: The role of psychological resilience in tourists' intention to resume consumption of hotel services

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Cite as:

Peco Torres Francisco, Polo Peña Ana, Frías Jamilena Dolores (2021), COVID-19 and its impact on tourism: The role of psychological resilience in tourists' intention to resume consumption of hotel services. *Proceedings of the European Marketing Academy*, 50th, (94266)

Paper from the 50th Annual EMAC Conference, Madrid, May 25-28, 2021



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## **Abstract**

This study aims to better understand how psychological resilience may help consumers adapt to the uncertain 'new normal' caused by the COVID-19 pandemic in the tourism context. A quantitative empirical study among consumers of hotel services was conducted. The results showed that their psychological resilience has a negative effect on their perceived health risk and emotional risk, which helps increase tourist intention to return to consuming hotel services despite the on-going pandemic. The findings are of value to the literature as they demonstrate both relationships jointly for the first time. They are also valuable to the professional sector since the work can help hotel firms to design more effective strategies for approaching customers in the 'new normal'.

**Keywords:** *COVID-19; Resilience; Revisit intention*

**Track:** Tourism Marketing