

The impact of COVID-19 on smart hotel technology acceptance: special focus on contactless service provision

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## **Abstract**

As a result of the health, social and economic emergency caused by COVID-19, the tourism industry was facing its deepest crisis ever. Tourism businesses must confront declining demand and rising expenses, which necessitates reconsidering the industry's profitability and utilising creative services to reach new target groups. The challenges caused by the coronavirus outbreak in the hotel industry may increase the need for service providers to introduce smart services to reduce human contact and reassure hotel guests. The establishment of a new consumer expectation of contactless service provision, prompted by the coronavirus, could have a substantial impact on technology adoption during and after the COVID period. In our study, potential travellers' acceptance of a mobile technology-based self-service smart hotel was examined. A TAM-based theoretical model was tested using covariance-based SEM method on 537 online survey responses. Our findings show that COVID-related hotel anxieties and expectations hinder long-term acceptance of smart hotels.

**Keywords:** *smart hotel, contactless service, mobile technology acceptance*