



## The Effects of Novel Coronavirus (COVID-19) on Hospitality Industry: A Case Study

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### Abstract

This study aims to investigate the effects of the coronavirus epidemic on hospitality industry. In the study, evaluations were made by taking into consideration both the guest statistics and the opinions of the managers of the business. The analysis was done with the help of Excel and MAXQDA programs. As a result of the analysis, serious decreases were observed in both the group and individual sales in the overnight stay, income, incoming guests and occupancy rates of the business after the outbreak of the epidemic. The epidemic also affected the business in the short term in terms of crisis management and psychology. This study is one of the field studies showing the repercussions of the coronavirus on tourism with the help of data. It also provides an insight into how hospitality businesses are acting in such a crisis situation. Therefore, the work is considered to have an important place in the literature.

### Article Type

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