Perception of national clients on safety and security at the Brisas Guardalavaca Hotel in the post-covid-19 stage

Percepción de los clientes nacionales sobre la seguridad y protección en el Hotel Brisas Guardalavaca en etapa postcovid-19

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ABSTRACT

This article investigates the perception of national tourists about the safety and security system of the Brisas Guardalavaca Hotel, according to their age and gender. A survey was used as the primary data collection method, where seven dimensions were analyzed with thirty-two indicators related to the safety of hotel staff, safety of services, safety in leisure and recreation activities, general cleanliness, room safety, medical assistance and safety equipment. The results of the study were obtained through descriptive statistics analysis and ANOVA using SPSS software. There is a high level of satisfaction among domestic clients with respect to hotel safety and security. The opinions of the surveyed clients in relation to the safety and security measures implemented differed in relation to their age ranges, and no differences were found between the opinions of the clients by sex. Finally, as a result of the pandemic, clients are more sensitive to the new environment of uncertainty. Compliance with safety protocols and progress in vaccination are success factors to ensure client satisfaction in the post-pandemic stage.

Keywords: *security, safety, hotel, hotel, customers, postcovid-19, ANOVA, Covid-19.*

RESUMEN

El presente artículo investiga la percepción de los turistas nacionales acerca del sistema de seguridad y protección del Hotel Brisas Guardalavaca, según las edades y género de los mismos. Se empleó como método de recolección de información primaria una encuesta, donde se analizaron siete dimensiones con treinta y dos indicadores relacionados con la seguridad del personal del hotel, seguridad de los servicios, seguridad en las actividades de ocio y recreación, limpieza general, seguridad en la habitación, asistencia médica y equipos de seguridad. Los resultados del estudio fueron obtenidos a través del análisis de estadística descriptiva y ANOVA empleando el software SPSS. Se percibe una alta satisfacción de los clientes nacionales respecto a la seguridad y protección en el hotel. Las opiniones de los clientes encuestados en relación a las medidas de seguridad y protección implementadas difieren en relación a los rangos de edades de estos, no encontrándose diferencias entre las opiniones de los clientes por sexo. Finalmente, a raíz de la pandemia, los clientes son más sensibles al nuevo entorno de incertidumbre. El cumplimiento de los protocolos de seguridad y el avance en la vacunación son factores de éxitos para asegurar satisfacción de los clientes en la etapa post-pandemia.

Palabras clave: seguridad, protección, hotel, clientes, postcovid-19, ANOVA, Covid-19

INTRODUCTION

The tourism sector is one of the most dynamic, changing and with the greatest potential in the global economy (Rosajilda Veléz et al., 2019). Its contribution to the growth of many economies in different territories is unquestionable, without its evolution and consequences should always be regulated to ensure sustainability, the regulation of its socioeconomic impact and the correct distribution of the economic wealth generated in the communities, among many other aspects (Rosajilda Veléz et al., 2019) (Perelló, 2019).

With the spread of Pandemic Covid-19 in March 2020, the tourism sector, as well as all lines of life, began a process of accelerated change and transformation, due to the ravages caused by the disease (Perelló, 2019).

Compared to other sectors, the tourism industry is more vulnerable to crises or disasters than other industries due to its high risk of infection among workers and tourists (Robina Ramirez R. et al., 2021). Therefore, the tourism industry is currently facing extraordinary challenges (Chien-Chiang et al., 2022), which have generated significant changes in all its operational levels.

There is a need for greater preparedness to cope with crises and manage disasters; therefore, it is essential to understand aspects of tourists' perceptions of disaster situations (including the combined nature of natural and man-made disasters), such as health risks, experiences, and changes in travel behavior (Mair et al., 2020) (Joo et al., 2021), particularly due to the sense of fear that people have before taking a post-pandemic trip (Chung-Shing, 2021).

It is key for the industry to know the new needs of travelers in this post-pandemic stage, as they will have to adapt their services to their new profile (Guillamet, 2021). This is a consumer who, as a result of the pandemic, is a customer who is very sensitive to the new environment of uncertainty today. Therefore, two factors that have begun to be transcendental for the traveler are health safety and cleanliness (Guillamet, 2021) (Solís, 2022).

In Cuba, the safety and protection of visitors has been an issue of relevant importance for the development of tourism, which is why it has always stood out as one of the safest countries in Latin America and the Caribbean. According to the platform ("Índice de Criminalidad por País

2022". (2022), the Caribbean nation presents the lowest crime rate in the Caribbean and Latin American region, with 29.02 out of 100 in 2020 (Rodríguez, 2021). In 2018 Cuba received the Excellence Award as the safest destination at the XXXVIII International Tourism Fair (Fitur) held in Madrid (Fitur, 2022).

The Ministry of Tourism of Cuba (MINTUR) works to provide the highest quality to post-pandemic tourists, complying with the standards dictated by the UNWTO (MINTUR, 2020). Sanitary protocols are rigorously applied and all facilities have been certified to respect these measures. Post-pandemic tourism in Cuba is aimed at promoting personal and collective health care by carrying out a series of practices in each of the hotel and non-hotel facilities (Rodríguez, 2021).

Cuba is responding to the challenges posed by the pandemic to continue to stand out as one of the safest destinations in Latin America and the Caribbean. Cuba has 93% of the population with a complete vaccination schedule, which allows a higher degree of protection in case of infection of the virus and a greater reduction of severe cases, enabling improvements for the circulation and development of tourism activities in the territory (Unidad empresarial de la sociedad suiza de radio y televisión (SRG SSR), 2022).

In this sense, the objective of this research is to analyze customer satisfaction with the security and protection system implemented in the Hotel Brisas Guardalavaca as a result of the Covid-19 pandemic. The choice of this subject of study arises due to the previous analysis of the new needs and demands of future customers in relation to safety and security.

Literature review

Travel and security are closely intertwined by the nature of the activities that relate the two; security is often the most vital element of destination attraction for a traveler (Norizawati Mohd et al., 2018). Safety and security of travelers according to (Acevedo Navas et al., 2021) are absolute criteria for a prosperous travel process. When travelers feel insecurity in a destination, they may cultivate a negative image of that destination, leading to cancellations as future travelers (Chien-Chiang et al., 2022).

At present, (Gálvez Izquieta et al., 2020) states that all tourism systems have the obligation to include security aspects due to the growing need of tourists and service providers to perceive confidence in the environment so that the activities planned at the destination can be carried out.

The (UNWTO, 2022a) has highlighted that tourism safety is a key element in tourism development, defining it as the protection of the life, health, physical, psychological and economic integrity of visitors, service providers and members of host communities.

The World Tourism Organization is currently promoting a program aimed at strengthening responsibilities, transparency and the creation of services to promote safety in tourism, following a series of guidelines focused on the care and protection of the lives of tourists and workers in the sector and the promotion of the resilience of destinations in disaster situations, without neglecting the protection of the environment (Mora Pisco et al., 2020).

It should be noted that when talking about tourism safety, reference is made to aspects such as: medical, informational, economic, in tourism services and in different events (Instituto Internacional de Estudios en Seguridad Global (INESG), 2019) (Ganzo et al., 2018).

It is important to emphasize that safety is a totally subjective valuation variable, since it is interpreted in different ways according to the segment to which it belongs, for example, the elderly give it a different value than the young and the elderly, so it needs to be analyzed from two points of view: from the perspective of the visitor and the destination (Grünewald, 2020).

Safety and security in the tourism industry has been recognized as one of the driving forces for change in the industry in the new millennium. Safety and security issues in tourism refer mainly to the personal safety of the tourist and property, but include the ability to orient oneself in a strange environment, to understand the local system of signs, cues and social conventions, and finally the safety of shopping and consumer services (Popescu, 2011). Compared to other economic activities, the success and failure of any tourism destination depends on its credibility to provide a safe and secure environment for visitors (Norizawati Mohd et al., 2018).

Safety factors become one of the vital aspects to provide more quality in tourism, improve the image of destinations and achieve customer satisfaction with services (Norizawati Mohd et al., 2018). In such sense, certain safety issues should be adapted to the type of culture of origin, taking into account their customs, language, religion, among others, otherwise it may have adverse effects on safety and choice of destination (Jiménez García et al., 2018).

Knowing the perception of tourists regarding real risks and factors that affect security is essential for all entities that provide services to the tourism sector. The actual risk for most tourists is approached differently according to different variables, and sometimes does not yield conclusive results on the perception they have about the risks offered by tourist destinations and the type of risks to which they may be subjected (Pennington Gray et al., 2017). These studies help to take as variables some types of risks that have more preeminence over others, and that in specific circumstances may influence the perception of respondents.

(Jiménez García et al., 2018) came to catalog the types of risks of most concern in a group of customers, according to order of intention: possibility of suffering an accident; being a victim of a crime; suffering a terrorist attack; disapproval by the family of the destination; suffering a scam; getting sick; having a disappointing experience with the trip; and, lastly, that of natural disasters. These risks turn out to be variants due to the demographic and social changes the world is constantly facing.

At the present time, the perception of risk is increasing due to the Covid-19 pandemic; therefore, it is essential to direct security measures in the facilities to the protection of health and the control of infections and outbreaks of the epidemic.

The present research focuses on these perceived risk factors and the security measures carried out in hotel establishments, which are defined as all those establishments that are professionally and habitually engaged in providing lodging to people, for a fee, with or without complementary services (Ferradaz, 2002). Hotels generally also carry out a broad set of activities with the aim of providing a series of complementary services, characterized by an enormous heterogeneity both because they require a

significant variety of resources (material, human, training, administrative, etc.) and because they contribute in different proportions to the overall result of the economic unit (Santos Vázquez et al., 2018).

It is indisputable that hotels constitute a very representative element within the tourism sector. The basis of prosperous tourism is the efficient hotel industry, since good accommodations and excellent gastronomy satisfy the basic needs of customers (Torres, 2015).

To ensure the reactivation of tourism activity after Covid-19, it was necessary to establish protocols that allow the implementation of preventive sanitary measures (MINTUR, 2020). The Ministry of Tourism of Cuba, has developed its Post Covid-19 Tourism Services Reactivation Plan, which includes measures for the reduction of hygienic-sanitary risks against COVID-19 for tourist accommodation establishments (hotels, motels, villas, houses) and extra-hotel activities, providing that the reopening of tourist facilities does not increase the risk of contagion. This proposal follows the recommendations of the World Health Organization (WHO) and the Ministry of Public Health (MINSAP) (MINTUR, 2020). On this basis, hotel establishments have deployed a series of measures to counteract the effects of the pandemic and continue providing quality services.

Nowadays, hotels are increasingly trying to adopt systems and human and technical resources that allow them to offer the necessary security to their customers. The security of a hotel establishment is a fundamental part of the division of departments and even plays the role of preventing any situation of negligence on site (UNWTO, 2020b). Hotel security considers the system of technical means and organizational measures, which are aimed at preventing, reducing and controlling the various acts of insecurity that may occur within a hotel, as well as protecting people and property (UNWTO, 2020b).

(Lam et al., 2013) in their studies reveal that customers are more interested in fire prevention systems, emergency plans, emergency lighting systems, 24-hour security guards, and periodic testing of the hotel's safety and security systems, as well as the hygienic and sanitary measures implemented. Hotel management, on the other hand, is more concerned about closed-circuit television systems, emergency lighting systems, and keys to activate eleva-

tors to guest floors. Young tourists are interested in technical safety, first aid kits and specialized health personnel (Adisa et al., 2020). Therefore, it is vital that hotel managers become fully aware of what tourists expect in order to improve the quality of services provided (Akbaba, 2006).

The beach is one of the most dangerous and frequented areas by customers, along with swimming pools. Here, too, specific behavioral signs should be installed. Swimming pools and beaches should be constantly supervised by lifeguards trained in first aid techniques (Kus et al., 2015), employees trained in first aid represent an added value (Anichiti et al., 2021).

The result of the bibliographic analysis of safety and security measures in hotel facilities allowed the breakdown of a series of dimensions with their respective indicators that are essential for analyzing these factors. According to the main dimensions of safety and security in hotels resulting from the literature, the hypotheses formulated by the authors are the following:

H1: There are differences in the level of customer satisfaction with the safety and security measures implemented in the hotel in relation to their age range.

H2: There are differences in the perception of the security measures developed in the hotel according to the sex of the clients surveyed.

Regarding H1, an analysis of the new trends of tourists in recent years shows that the new generations are exerting a greater influence on the development of sustainable tourism, aimed at caring for the environment and the insertion of the local population (López, 2018a). This leads hotel managers to adjust to the new trends and tastes of the most current audiences (López, 2018b). Similarly, this difference is seen when finding a high aging population in mature markets such as the European and American markets, which demand services related to their needs (López, 2018b). In contrast, there are no precise studies conducted that illustrate the importance of safety and security for tourists in an age-variant manner, which makes this approach valuable for specialized literature and practice.

In relation to hypothesis 2, despite the proliferation of gender studies in recent years, there is still no adequate specific bibliography that supports the existing differen-

ces between men and women in terms of their tastes, needs and preferences when requesting a hotel product or service. However, there are marked differences that the sex of the customers throws to the satisfaction of these with the services provided (Rodríguez Antón et al., 2019). Because of this, the research is intended to compare how the difference in the sex of hotel customers determines or affects the perception of the safety and security measures employed.

METHODOLOGY MATERIALS AND METHODS

A survey was chosen as the main source of quantitative data collection to measure the perceptions of tourists with respect to the dimensions of safety and security. The survey was validated using IBM SPSS Statistics (version 21) software (IBM, 2012) and contains 32 measures collected in seven dimensions. These dimensions are the following: hotel staff, services provided, leisure and recreation activities, general cleanliness, room security, medical assistance and security equipment.

To determine the reliability of the survey, Cronbach's alpha (α) was used, this is the most commonly applied index to demonstrate the reliability of internal consistency; it is measured by ranges of magnitude, from 0.81 to 1.00 (Very high), from 0.61 to 0.80 (High), from 0.40 to 0.60 (Moderate), from 0.21 to 0.40 (Low) and from 0.01 to 0.20 (Very low) (Ferrer, 2010). The Cronbach's α analysis determined the reliability of the survey resulting in 0.853, and according to studies by (Ferrer, 2010) this has a very high range of magnitude.

On the other hand, validity was tested using the KMO index. According to the author González Ferrer, the KMO (Kaiser-Meyer-Olkin) index measures the simple correlation between variables, by itself, and also that the correlation effect between two variables is not due to the rest of the other variables, the ideal situation is a KMO index close to 1 (Ferrer, 2010). The resulting KMO was 0.723.

The target population was the clients who visited the Brisas Guardalavaca Hotel in the month of February 2022. National clients were chosen mainly because in recent times the hotel has been visited mostly by national public, due to the new normality implemented by the Covid-19 pandemic, which has reduced the arrival of international tourists to the country.

The study sample was selected by random sampling. A total of 100 surveys were conducted. Respondents were informed that the data collected would be used only for the purpose of addressing the research topic. The objectives and hypotheses of the study were achieved by analyzing descriptive statistics and by conducting an analysis of variance (ANOVA).

Descriptive statistics and analysis of variance were used in this study. One-factor ANOVA is a statistical technique that indicates whether two variables (one independent and one dependent) are related based on whether the means of the dependent variable are different in the categories or groups of the independent variable. That is, it signals whether the means between two or more groups are similar or different (Cardenas, 2018). One-way or one-way ANOVA was used to determine whether there are statistically significant differences between the means of two or more groups.

When applying one-factor ANOVA, a statistic or F-test and its significance are calculated. The F-statistic or F-test is obtained by estimating the variation of the means between the groups of the independent variable and dividing it by the estimate of the variation of the means within the groups. If the means between groups vary greatly and the mean within a group varies little, i.e., the groups are heterogeneous among themselves and internally similar, the F value will be higher, and, therefore, the variables will be related. The more the means of the dependent variable differ between groups of the independent variable, the higher the F value will be (Cardenas, 2018). The significance of F will be interpreted as the probability that this F value is due to chance. Following a 95% confidence level, when the significance of F is less than 0.05 is that the two variables are related (Cardenas, 2018).

One-way ANOVA was used to relate each of the variables to the sex of the respondents and likewise to the age of each respondent.

RESULTS AND DISCUSION

Regarding the sociodemographic characteristics of the respondents, 49% of the respondents were female and 51% were male. The ages of the participants ranged from 20 to 30 years old (41%), 31 to 40 years old (27%), 41 to 50 years old (20%) and over 51 years old (12%). When refe-

rring to the company with which the respondents visited the facility, data were collected in four ranges: tourists alone represented 3% of the total number of respondents, while those who visited with family represented 57%, this being the highest percentage; in the company of a partner constituted 29% and with friends 11%.

The importance perceived by the respondents of the safety and security measures implemented in the hotel is known as the mean. The resulting means were varied, with 2.05 being the lowest value and 4.75 the highest; in a range from 1 to 5, where 1 is totally dissatisfied and 5 is very satisfied, as already specified. These results show that there has been a trend towards customer satisfaction with these measures taken, since the results greater than 4 are the most reiterated.

Analyzing each of these averages by dimensions, almost all of them are represented by an average of more than 4, except for the variables that refer to safety measures in the room, which have an average of 3.31. This refers to the fact that most of the clients surveyed categorize these variables with values equal to or lower than 3 points, highlighting the variables that refer to the existence of a first aid kit in each room and multilingual brochures for surviving emergencies and recommended precautions for the safety of guests, with averages of 2.05 and 2.53 respectively, showing that

these measures do not fully meet their requirements and should be analyzed by the management of the entity.

Table 1 shows by sex of the respondents the value they give to each of the variables. The results of these mean values, as well as the general mean of each of the variables, are mostly above 4. It is important to note that the averages of the 49 women surveyed derived higher results than those of the men, that is to say that most of their evaluations are above 4, referring to a higher degree of satisfaction with the measures implemented than the men. It is contradictory to other studies on the subject which refer that women's way of perceiving these safety and protection measures is always higher than that of men, that these are stricter at the time of valuing these conditions when making a trip (Rodríguez Antón et al., 2019).

On the other hand, men reported lower values equal to or less than 4 for the most part, especially in the dimensions services provided and safety in the room, in which the mean values are between 4.19 and 3.20. The variables: a first aid kit in each room and multilingual brochures for surviving emergencies and recommended precautions for the safety of guests, continue to have the lowest mean, meaning that the degree of satisfaction of both male and female clients with these variables is too low in comparison with the other variables analyzed.

Table 1: Descriptive statistics of the total mean of the results by dimensions and sex of the respondents

Dimensions	Average	Average by Sex	
		Female	Male
Hotel Staff (HS)	4.46	4.53	4.38
HS1	4.46	4.55	4.37
HS2	4.49	4.53	4.41
HS3	4.45	4.53	4.37
Services (Serv)	4.27	4.33	4.19
Serv1	4.14	4.20	4.07
Serv2	4.26	4.50	4.04
Serv3	4.51	4.63	4.39
Serv4	3.60	3.31	3.88
Serv5	4.28	4.35	4.21
Serv6	4.38	4.35	4.37
Serv7	4.35	4.38	4.13
Serv8	4.32	4.26	4.37
Serv9	4.59	4.67	4.51

Dimensions	Average	Average by Sex	
		Female	**Male**
Leisure and recreation (LR)	4.48	4.62	4.29
LR1	4.44	4.59	4.29
LR2	4.44	4.59	4.29
LR3	4.40	4.57	4.23
LR4	4.66	4.73	4.33
General cleanliness (GC)	4.63	4.50	4.66
GC1	4.61	4.12	4.61
GC2	4.59	4.69	4.49
GC3	4.69	4.69	4.69
Room security (RS)	3.31	3.43	3.20
RS1	4.43	4.43	4.43
RS2	2.05	2.31	1.80
RS3	3.85	3.94	3.73
RS4	3.70	3.75	3.65
RS5	2.53	2.71	2.35
Medical assistance (MA)	4.20	4.24	4.24
MA1	4.19	4.43	4.23
MA2	4.23	4.10	4.35
MA3	4.17	4.20	4.14
Security equipment (SE)	4.47	4.60	4.35
SE1	4.51	4.69	4.33
SE2	4.43	4.57	4.06
SE3	4.52	4.63	4.41
SE4	4.44	4.35	4.41
SE5	4.44	4.75	4.53

Source: Prepared by the authors. *Extraction based on data from IBM SPSS Statistics software (version 21).

Table 2 shows the averages of the dimensions according to the age ranges of the respondents (range 1 from 20 to 30 years old, range 2 from 31 to 40 years old, range 3 from 41 to 50 years old and range 4 over 51 years old), i.e. what is the perception of the surveyed clients of the safety and security measures implemented in the hotel in the post-pandemic period.

The means are related from 1 to 5, with 1 being the lowest value and 5 the highest value. The maximum value is 4.92 and the lowest value is 1.90; although there is a difference between these high values, it is worth noting that most of the variables give very satisfactory results, i.e. greater than 4.00.

The Hotel Personnel dimension was broken down into 3 variables, use of gloves and sanitary masks, use of protective sheets at the reception desk and prohibition of entry to the Hotel for personnel with flu symptoms or other symptoms that denote infectious disease. Clients whose ages are in range 2 (31-40 years) were those who scored lower on these measures, although they are not below the overall average.

With regard to dimension 2 Services provided, it can be seen from the percentage of averages that the opinions of the respondents varied, both by age range and by the measure implemented. The total averages by age range

are above 4.20. In this case, it can be seen that the youngest respondents, those in age range 1 (20-30 years old), give them greater importance in relation to the other respondents, since their percentage is the lowest.

In this case, the variable related to the measurement of the temperature upon arrival at the hotel was the worst rated, receiving averages of approximately 3.50, which indicates that this measure is not fulfilled in the best possible way in the facility.

Dimension 3 refers to leisure and recreational activities and how these have been adapted to the post-pandemic stage. Within this dimension there are 4 variables which register values equal to or higher than 4.00. In general, all respondents, regardless of age range, were satisfied with the measures imposed by the facility in this aspect. The limitation of outdoor activities received an average of opinions ranging from 4.83 to 4.30, the lowest results being those of clients between 41 and 50 years of age.

The variable referring to the reduction of capacities to 50% in areas of high movement has varied percentages, although all exceed the average of 4.00 points. By ranges, the youngest clients (20-30 years old) scored it mostly with 4.51, the respondents between 31 and 40 years old gave it a value of 4.55, those between 41 and 50 years old scored it with 4.00, showing that they were the least satisfied with the implementation of these actions, and finally, the clients older than 51 years old scored it with 4.67, being the highest score of all the variables.

The same occurs with the averages of the two remaining variables, the maintenance of social distancing at the entrance and inside the different leisure facilities and the use of protective masks in areas of high mobility of people. In these, the averages are between 4.25 and 4.90. The variable referring to social distancing at the entrance and other leisure facilities was rated 4.25 by clients between 41 and 50 years of age, being the lowest rating of the variable, which shows the high importance they attach to this measure.

The measure representing the use of protective masks in areas with high mobility of people was rated the highest by respondents over 51 years of age with 4.92, being not only the highest rating of the dimension but of all the averages analyzed.

Dimension 4 General cleanliness is made up of 3 variables, all of which were rated over 4.40, a very high percentage. In general, regardless of age, guests are satisfied with the hotel's improvements in the general cleanliness of the facilities. Guests between 20 and 30 years of age rated it 4.59, those between 31 and 40 (4.71), those between 41 and 50 (4.57) and those over 51 (4.67).

When examining dimension 5 Safety in the room and its 5 component variables, it was found that it has the lowest values of satisfaction of the respondents, showing that these have problems and that they are not optimally fulfilled. Of the 5 variables, 4 received really low scores, while one of them received scores higher than 4.27 (rated by the youngest), this is the one related to the maintenance of the sanitation of the rooms.

The measure referring to the implementation of a first aid kit in each room was the worst rated of dimension 5 as well as of the 37 measures analyzed in the study. By age range, it was rated 1.97 by clients between 20 and 30 years old, 2.11 by those between 31 and 40 years old, 1.90 by those between 41 and 50 years old, and 2.42 by those over 51 years old. As can be seen, clients between 41 and 50 years of age were the ones who generated the lowest scores, which shows that they are not very satisfied with this measure.

Dimension 6 Medical assistance encompasses all the measures that the facility provided in relation to the care and attention to clients at all times, this is collected in 3 measures: 24-hour operation of the medical post, availability of competent medical equipment and Covid testing of workers and visitors with symptoms. The scores for these variables hovered around 4 points, although respondents over 51 years of age rated it at 3.92 for the most part.

Dimension 7 Safety equipment refers to all those means and instruments that make it possible to maintain the safety of clients inside and outside the rooms, preventing any type of disaster. Respondents rated this dimension with averages of 4.47 (20-30 years), 4.60 (31-40 years), 4.34 (41-50 years) and 4.70 (over 51 years). The measure was evaluated satisfactorily with averages above 4.00 in all cases, indicating high client satisfaction with it.

The variables referring to the use of smoke, fire, heat and carbon monoxide detectors in the rooms and throughout the complex and room safety received the highest ratings, especially by guests over 51 years of age.

Table 2: Descriptive statistics of mean scores by age ranges of respondents

Dimension	Average by age			
	20 − 30 years	31 − 40 years	41 - 50 years	More than 51 years
Hotel Staff (HS)	4.48	4.36	4.42	4.73
HS1	4.51	4.41	4.30	4.60
HS2	4.46	4.41	4.50	4.75
HS3	4.46	4.26	4.45	4.83
Services (Serv)	4.23	4.26	4.24	4.44
Serv1	4.29	4.08	4.00	4.08
Serv2	4.36	4.04	4.25	4.58
Serv3	4.29	4.70	4.55	4.75
Serv4	3.68	3.59	3.50	3.50
Serv5	4.34	4.11	4.25	4.50
Serv6	4.22	4.56	4.45	4.42
Serv7	4.29	4.30	4.40	4.58
Serv8	4.29	4.26	4.15	4.83
Serv9	4.49	4.67	4.60	4.75
Leisure and recreation (LR)	4.53	4.62	4.25	4.65
RO1	4.63	4.59	4.30	4.83
RO2	4.51	4.55	4.00	4.67
RO3	4.34	4.59	4.25	4.42
RO4	4.63	4.74	4.45	4.92
General cleanliness (GC)	4.59	4.71	4.57	4.67
CG1	4.61	4.81	4.40	4.50
CG2	4.54	4.52	4.65	4.83
CG3	4.63	4.81	4.65	4.67
Room security (RS)	3.25	3.33	3.25	3.38
RS1	4.27	4.67	4.40	4.50
RS2	1.97	2.11	1.90	2.42
RS3	3.90	3.44	3.85	3.58
RS4	3.73	3.82	3.75	3.25
RS5	2.36	2.63	2.35	3.16
Medical assistance (MA)	4.25	4.35	4.05	3.92
MP1	4.10	4.41	4.10	4.00
MP2	4.22	4.48	4.15	3.84
MP3	4.44	4.16	3.90	3.92
Security equipment (SE)	4.47	4.60	4.34	4.70
SE1	4.49	4.55	4.40	4.67
SE2	4.39	4.55	4.25	4.58
SE3	4.54	4.63	4.20	4.75
SE4	4.39	4.59	4.15	4.75
SE5	4.54	4.70	4.70	4.75

Source: Prepared by the authors. *Extraction based on data from IBM SPSS Statistics software (version 21).

ANOVA results

Table 3 shows the results of the one-factor ANOVA test applied in relation to the sex of the respondents and the security and protection measures developed by the hotel. In this case, the independent factor or variable is sex (female or male) and the dependent variables that are conditioned by this are the 32 variables or security measures implemented in the facility in the post-pandemic period.

The ANOVA test will allow us to determine if there is a relationship between the means of both assumptions or if there is not, to determine the degree of interrelation between the variables statistically. When analyzing the descriptive statistics of the results in relation to the variables sex and age of the respondents, significant differences were observed in relation to these factors and the security and protection measures. Although most of the averages are around 4 points or more, differences were appreciated in relation to some variables such as the implementation of first aid kits in the rooms and the use of multilingual brochures for surviving emergencies and recommended precautions for the safety of guests.

However, analyzing the ANOVA results in relation to the sex of the respondents and the variables, in general, no statistically significant differences were found between the means of these groups, the significance values were above 0.05 and the F values were not very high; therefore, the importance given to safety and security measures by the respondents was not determined by their sex.

Analyzing the particularities of each case we can say that there are some variables in which the value of the degree of significance is below 0.05. In the case of Constant hand disinfection in all common areas of the hotel, its sig. is 0.046, the sig. is less than 0.05; that is to say that the importance that the respondents give to this measure is related to their age, the F value is 4.070.

The variable that refers to the use of smoke, fire, heat and carbon monoxide detectors in the rooms and throughout the complex has a Sig. of 0.025 and an F value of 5.156, being the highest of these values. This shows that the variable is valued in different ways depending on whether the person answering the survey is male or female.

The variable that refers to the implementation of a first aid kit in each of the rooms in which its means in relation to the sex of the respondents are 2.31 and 1.80, female and male respectively, these values were different from each other as can be seen, although both correspond to very low values of satisfaction. On the other hand, when analyzing their Sig. value, which is 0.130, showing that there are in fact no significant differences between these mean values and the sex factor of the respondents.

Table 3: ANOVA results by sex of respondents

Items		Sum of squares	gl	Quadratic mean	F	Sig.
HS1	Inter-groups	.796	1	.796	1.083	.301
	Intra-groups	72.044	98	.735		
	Total	72.840	99			
HS2	Inter-groups	.358	1	.358	.666	.416
	Intra-groups	52.632	98	.537		
	Total	52.990	99			
HS3	Inter-groups	.624	1	.624	.694	.407
	Intra-groups	88.126	98	.899		
	Total	88.750	99			
Serv1	Inter-groups	.395	1	.395	.285	.595
	Intra-groups	135.645	98	1.384		
	Total	136.040	99			

Items		Sum of squares	gl	Quadratic mean	F	Sig.
Serv2	Inter-groups	5.074	1	5.074	4.070	.046
	Intra-groups	122.166	98	1.247		
	Total	127.240	99			
Serv3	Inter-groups	1.445	1	1.445	1.980	.163
	Intra-groups	71.545	98	.730		
	Total	72.990	99			
Serv4	Inter-groups	8.298	1	8.298	3.421	.067
	Intra-groups	237.702	98	2.426		
	Total	246.000	99			
Serv5	Inter-groups	.431	1	.431	.378	.540
	Intra-groups	111.729	98	1.140		
	Total	112.160	99			
Serv6	Inter-groups	.006	1	.006	.008	.927
	Intra-groups	67.554	98	.689		
	Total	67.560	99			
Serv7	Inter-groups	.137	1	.137	.145	.704
	Intra-groups	92.613	98	.945		
	Total	92.750	99			
Serv8	Inter-groups	.287	1	.287	.262	.610
	Intra-groups	107.473	98	1.097		
	Total	107.760	99			
Serv9	Inter-groups	.669	1	.669	.846	.360
	Intra-groups	77.521	98	.791		
	Total	78.190	99			
LR1	Inter-groups	2.215	1	2.215	3.268	.074
	Intra-groups	66.425	98	.678		
	Total	68.640	99			
LR2	Inter-groups	2.215	1	2.215	3.172	.078
	Intra-groups	68.425	98	.698		
	Total	70.640	99			
LR3	Inter-groups	2.824	1	2.824	3.888	.051
	Intra-groups	71.176	98	.726		
	Total	74.000	99			
LR4	Inter-groups	.536	1	.536	1.549	.216
	Intra-groups	33.904	98	.346		
	Total	34.440	99			

Items		Sum of squares	gl	Quadratic mean	F	Sig.
GC1	Inter-groups	.000	1	.000	.001	.973
	Intra-groups	39.790	98	.406		
	Total	39.790	99			
GC2	Inter-groups	1.037	1	1.037	1.986	.162
	Intra-groups	51.153	98	.522		
	Total	52.190	99			
GC3	Inter-groups	.001	1	.001	.004	.950
	Intra-groups	35.389	98	.361		
	Total	35.390	99			
RS1	Inter-groups	.000	1	.000	.000	.989
	Intra-groups	96.510	98	.985		
	Total	96.510	99			
RS2	Inter-groups	6.303	1	6.303	2.336	.130
	Intra-groups	264.447	98	2.698		
	Total	270.750	99			
RS3	Inter-groups	.757	1	.757	.442	.508
	Intra-groups	167.993	98	1.714		
	Total	168.750	99			
RS4	Inter-groups	.292	1	.292	.148	.701
	Intra-groups	192.708	98	1.966		
	Total	193.000	99			
RS5	Inter-groups	3.263	1	3.263	.994	.321
	Intra-groups	321.647	98	3.282		
	Total	324.910	99			
MA1	Inter-groups	.214	1	.214	.170	.681
	Intra-groups	123.176	98	1.257		
	Total	123.390	99			
MA2	Inter-groups	1.573	1	1.573	1.167	.283
	Intra-groups	132.137	98	1.348		
	Total	133.710	99			
MA3	Inter-groups	.112	1	.112	.085	.771
	Intra-groups	127.998	98	1.306		
	Total	128.110	99			
SE1	Inter-groups	3.249	1	3.249	5.156	.025
	Intra-groups	61.741	98	.630		
	Total	64.990	99			

Items		Sum of squares	gl	Quadratic mean	F	Sig.
SE2	Inter-groups	1.922	1	1.922	2.668	.106
	Intra-groups	70.588	98	.720		
	Total	72.510	99			
SE3	Inter-groups	1.219	1	1.219	1.666	.200
	Intra-groups	71.741	98	.732		
	Total	72.960	99			
SE4	Inter-groups	.083	1	.083	.079	.779
	Intra-groups	102.557	98	1.047		
	Total	102.640	99			
SE5	Inter-groups	1.273	1	1.273	2.320	.131
	Intra-groups	53.767	98	.549		
	Total	55.040	99			

Source: Prepared by the authors. *Extraction method Anova.

Table 4 shows the results of the ANOVA test for one factor, in this case the relationship between the age of the respondents and the variables analyzed, which correspond to security and protection measures implemented at the Hotel Brisas Guardalavaca in the post-pandemic stage.

As in the previous case where the variables were analyzed according to the sex of the respondents, the means of the classifications given to the variables in relation to the age ranges of the respondents were also previously compared. The overall means of the ratings were found to be above 4.20, although some of the variable-specific means were not above this value. The opinions demonstrated that clients, depending on their age, value post-pandemic biosecurity measures differently.

The ANOVA test was performed in order to verify whether the conclusions reached with the value of the means are correct in their entirety. When analyzing the significance values provided by the ANOVA test, it was observed that they are all above 0.05, the confidence level; therefore, the means of the opinions of the clients surveyed in relation to the safety and security measures implemented in the hotel do not differ in relation to their age ranges. The age of the clients does not condition the importance and significance that they give to the measures.

For example, the table shows that the measure Signage to organize the transit of customers has a Sig. of 0.724 and F of 0.441, values that show that the relationship of the variable with the age factor is not significant, i.e. it is not determinant that depending on the age of the customers they value this measure to a greater or lesser extent. These variations could only be appreciated by applying the test, since at the time of evaluating this measure by comparing their averages, it was found that respondents over 51 years of age were more satisfied with the measure.

Items		Suma de cuadrados	gl	Media cuadrática	F	Sig.
HS1	Inter-groups	1.211	3	.404	.541	.655
	Intra-groups	71.629	96	.746		
	Total	72.840	99			
HS2	Inter-groups	1.026	3	.342	.632	.596
	Intra-groups	51.964	96	.541		
	Total	52.990	99			
HS3	Inter-groups	2.753	3	.918	1.024	.385
	Intra-groups	85.997	96	.896		
	Total	88.750	99			
Serv1	Inter-groups	1.673	3	.558	.398	.755
	Intra-groups	134.367	96	1.400		
	Total	136.040	99			
Serv2	Inter-groups	2.732	3	.911	.702	.553
	Intra-groups	124.508	96	1.297		
	Total	127.240	99			
Serv3	Inter-groups	3.673	3	1.224	1.695	.173
	Intra-groups	69.317	96	.722		
	Total	72.990	99			
Serv4	Inter-groups	.603	3	.201	.079	.971
	Intra-groups	245.397	96	2.556		
	Total	246.000	99			
Serv5	Inter-groups	1.524	3	.508	.441	.724
	Intra-groups	110.636	96	1.152		
	Total	112.160	99			
Serv6	Inter-groups	2.002	3	.667	.977	.407
	Intra-groups	65.558	96	.683		
	Total	67.560	99			
Serv7	Inter-groups	.916	3	.305	.319	.812
	Intra-groups	91.834	96	.957		
	Total	92.750	99			
Serv8	Inter-groups	3.870	3	1.290	1.192	.317
	Intra-groups	103.890	96	1.082		
	Total	107.760	99			
Serv9	Inter-groups	.896	3	.299	.371	.774
	Intra-groups	77.294	96	.805		
	Total	78.190	99			

Items		Suma de cuadrados	gl	Media cuadrática	F	Sig.
LR1	Inter-groups	3.767	3	1.256	1.858	.142
	Intra-groups	64.873	96	.676		
	Total	68.640	99			
LR2	Inter-groups	5.063	3	1.688	2.470	.066
	Intra-groups	65.577	96	.683		
	Total	70.640	99			
LR3	Inter-groups	1.595	3	.532	.705	.551
	Intra-groups	72.405	96	.754		
	Total	74.000	99			
LR4	Inter-groups	1.876	3	.625	1.843	.144
	Intra-groups	32.564	96	.339		
	Total	34.440	99			
GC1	Inter-groups	2.160	3	.720	1.837	.146
	Intra-groups	37.630	96	.392		
	Total	39.790	99			
GC2	Inter-groups	1.037	3	.346	.649	.585
	Intra-groups	51.153	96	.533		
	Total	52.190	99			
GC3	Inter-groups	.587	3	.196	.540	.656
	Intra-groups	34.803	96	.363		
	Total	35.390	99			
RS1	Inter-groups	2.661	3	.887	.907	.441
	Intra-groups	93.849	96	.978		
	Total	96.510	99			
RS2	Inter-groups	2.391	3	.797	.285	.836
	Intra-groups	268.359	96	2.795		
	Total	270.750	99			
RS3	Inter-groups	1.007	3	.336	.192	.902
	Intra-groups	167.743	96	1.747		
	Total	168.750	99			
RS4	Inter-groups	2.877	3	.959	.484	.694
	Intra-groups	190.123	96	1.980		
	Total	193.000	99			
RS5	Inter-groups	6.885	3	2.295	.693	.559
	Intra-groups	318.025	96	3.313		
	Total	324.910	99			

Items		Suma de cuadrados	gl	Media cuadrática	F	Sig.
MA1	Inter-groups	1.795	3	.598	.472	.702
	Intra-groups	121.595	96	1.267		
	Total	123.390	99			
MA2	Inter-groups	3.728	3	1.243	.918	.435
	Intra-groups	129.982	96	1.354		
	Total	133.710	99			
MA3	Inter-groups	5.444	3	1.815	1.420	.242
	Intra-groups	122.666	96	1.278		
	Total	128.110	99			
SE1	Inter-groups	.613	3	.204	.305	.822
	Intra-groups	64.377	96	.671		
	Total	64.990	99			
SE2	Inter-groups	1.421	3	.474	.639	.591
	Intra-groups	71.089	96	.741		
	Total	72.510	99			
SE3	Inter-groups	3.019	3	1.006	1.381	.253
	Intra-groups	69.941	96	.729		
	Total	72.960	99			
SE4	Inter-groups	3.565	3	1.188	1.152	.332
	Intra-groups	99.075	96	1.032		
	Total	102.640	99			
SE5	Inter-groups	.765	3	.255	.451	.717
	Intra-groups	54.275	96	.565		
	Total	55.040	99			

Source: Prepared by the authors. *Extraction method Anova.

Tests for equality of variances showed that there are no significant differences between the variances of the two groups, the significance values are mostly above 0.05, and there is homoscedasticity between the variances of the populations studied.

Theoretical and empirical approaches investigate tourists' perception of safety and security in the post-pandemic period in accommodation entities. The following hypotheses were tested:

The level of customer satisfaction with the safety and security measures implemented at the hotel in the post-pandemic period, in relation to their age ranges (Hypothesis 1), is not so differentiated. Although the means and values of the different groups into which the ages were divided were various, the data they yielded were not significant for age to be a determining factor. The results of the ANOVA test showed that the difference in perceptions was not statistically significant. Therefore, Hypothesis 1 was not confirmed, and further studies should be conducted to further analyze the hypothesis.

Cuban clients who visited the hotel during the period analyzed rated the security measures developed after the Covid-19 pandemic as generally satisfactory. This result

is given may be a result of the control of the pandemic achieved by the Cuban state, more than 93% of the Cuban population is immunized against Covid-19. (Unidad empresarial de la sociedad suiza de radio y televisión (SRG SSR), 2022).

Hypothesis 2 refers to the differences in the perception of the security measures developed in the hotel according to the sex of the clients surveyed. When analyzing the mean ratings of the respondents in relation to their sex, it was determined that most of them rated these measures satisfactorily; men were more demanding than women in their ratings. This relationship does not match previous studies, which showed that women are more demanding in relation to these issues.

Although most of the ratings were above 4 points, measures such as the implementation of a first aid kit in each room and the use of multilingual brochures for surviving emergencies were the lowest rated, with which clients, whether male or female and of different ages, were mostly dissatisfied.

The results of the ANOVA test in general did not determine that there are significant differences between the variables and the sex of the respondents, although measures such as the use of smoke, fire, heat and carbon monoxide detectors in the rooms and throughout the complex and the constant disinfection of hands in all common areas of the Hotel, are not found to be in the majority. Therefore, Hypothesis 2 is partially fulfilled.

Safety and security are determinants of the competitiveness of the tourism sector and, therefore, should be carefully measured and considered by all tourism facilities or service providers (Krstic et al., 2021). Today we have market segments that are more concerned with safety and security issues as essential attributes of tourism services (Krstic et al., 2021). The Covid-19 pandemic significantly affected all sectors especially tourism, the change has had to redirect and adopt a series of measures that meet the demands of the target audience. Knowing what measures to take and how to implement them is the most important task for all service providers in the sector. This is why studies on the subject should be more diverse and comprehensive (Krstic et al., 2021).

CONCLUSIONS

The tourism sector is a changing and innovative system, which is redirected to new factors and all the conditions that surround it. The profile of the new tourists is changing as the system itself, the tourist of recent years mainly uses internet searches to select destinations, is careful with prices and makes last minute reservations more frequently (Guillamet, 2021). However, as a result of the pandemic, they are very sensitive to the new environment of uncertainty. Therefore, two factors that have begun to be transcendental for the traveler are health safety and cleanliness. In fact, the latter has already become one of the top priorities for almost seven out of ten travelers worldwide (Guillamet, 2021).

Therefore, this article analyzed the perception of clients with the safety and security measures implemented at the Brisas Guardalavaca Hotel in the post-pandemic period. It evaluated the differences in the opinions of Cuban clients in relation to these measures, relating the sex of the respondents and their age in determining these evaluations.

Previous studies showed that there are significant differences in the choice of destinations according to the attributes of safety and security according to the sex of the clients. The female sex was the most demanding and strict in relation to these measures (Rodríguez Antón et al., 2019), according to previous studies, in contrast, this research showed that those belonging to the male sex indicated greater demands in relation to the measures adopted by the hotel. Although the statistical analyses carried out with the support of the ANOVA test, indicated that these demands do not constitute significant differences.

The age of the tourists turns out to be a factor that determines their level of satisfaction with the offers and services of the hotel facilities in recent times. The passage of the Covid-19 pandemic intensified the demands of tourists in terms of the choice of destinations for their trips, which led tourism service providers to vary their services and adapt them to the new needs of customers ((SRG SSR), 2022).

The study evaluated the differences in the satisfaction of the respondents in relation to their age, with clients

between 40 and 50 years of age being the most demanding in relation to the security measures analyzed. On the other hand, when ANOVA test was performed, the results in general did not show significant differences.

The research provides an important contribution to the literature on safety and security in tourism due to the issues addressed and hypotheses analyzed; therefore, it provides a solid basis for future research on the subject. The results and conclusions obtained in this article are helpful to lodging managers and encourage them to improve the quality of their services in this post-pandemic period. It also leaves room for future research on this topic.

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