



Article Title

What Disgusts Consumers in the Hospitality Industry: The Consumer Reaction to Environmental Contamination Model [Summary]

Citation

Almanza, B. A. (2019). What Disgusts Consumers in the Hospitality Industry: The Consumer Reaction to Environmental Contamination Model. *Journal of Hospitality & Tourism Research*, 43(6), 767–782. <https://doi.org/10.1177/1096348019840790>

Abstract

The consumer reaction to environmental contamination model explains how consumers' perceptions about cleanliness influence their behavior in hospitality and tourism settings. Research literature supports the model that proposes the influence of several variables on consumers' emotional reaction of disgust when they experience some type of personal contact with the contamination. These variables include cultural beliefs, risk perception, knowledge about cleanliness and health, familiarity with the specific type of contamination, prior experience with an illness caused by unclean environmental conditions, location or setting, type of personal contact, and demographics. These variables may affect the level of disgust generated by possible contact with the environmental contamination with some part of the body. Examples from hospitality and tourism settings are offered, but the model may also be useful in other environmental contexts. More research is needed to better understand consumers' reactions to contamination in hospitality and tourism environments.

Summary:

Because consumers do not have access to microbiological assessments of their environment, they rely on their perceptions of cleanliness and the possibility of environmental contamination.

Perceptions about what defines “clean” also vary among individual consumers. A better understanding of consumers' definitions of “clean” can help businesses wash, sanitize, launder, decontaminate, and otherwise cleanse their hospitality operations to better meet consumers' expectations as well as their own operational standards.

In fact, the difference in these two standards is an important aspect in research. Operations are responsible for ensuring that their environments are, in fact, properly cleaned and safe for consumers, in addition to meeting consumers' expectations or perceptions for cleaning.

"This article summary is distributed under a [Creative Commons Attribution 4.0 license](#) (CC BY).

Conclusion

The responsibility for a clean environment is appropriate for restaurants, hotels, and other areas in the travel industry as well other consumer service locations.

Clearly, there is a wealth of research waiting to be done in different environments using the CREC model. In addition, research in both microbiological safety and consumer perception will be valuable in ensuring that environmental spaces not only look clean to consumers, they are safe.