

Schoonbeleving in OV tijdens de coronacrisis

Martijn Vos
4 oktober 2021
Hygiëneforum – Amsterdam RAI



\ Martijn Vos

- Toegepast (wetenschappelijk) onderzoek
- Verbetertrajecten en innovatie
- Meten van klant- en schoonbeleving
- Beïnvloeden van schoonbeleving
- Toegevoegde waarde schoonmaak

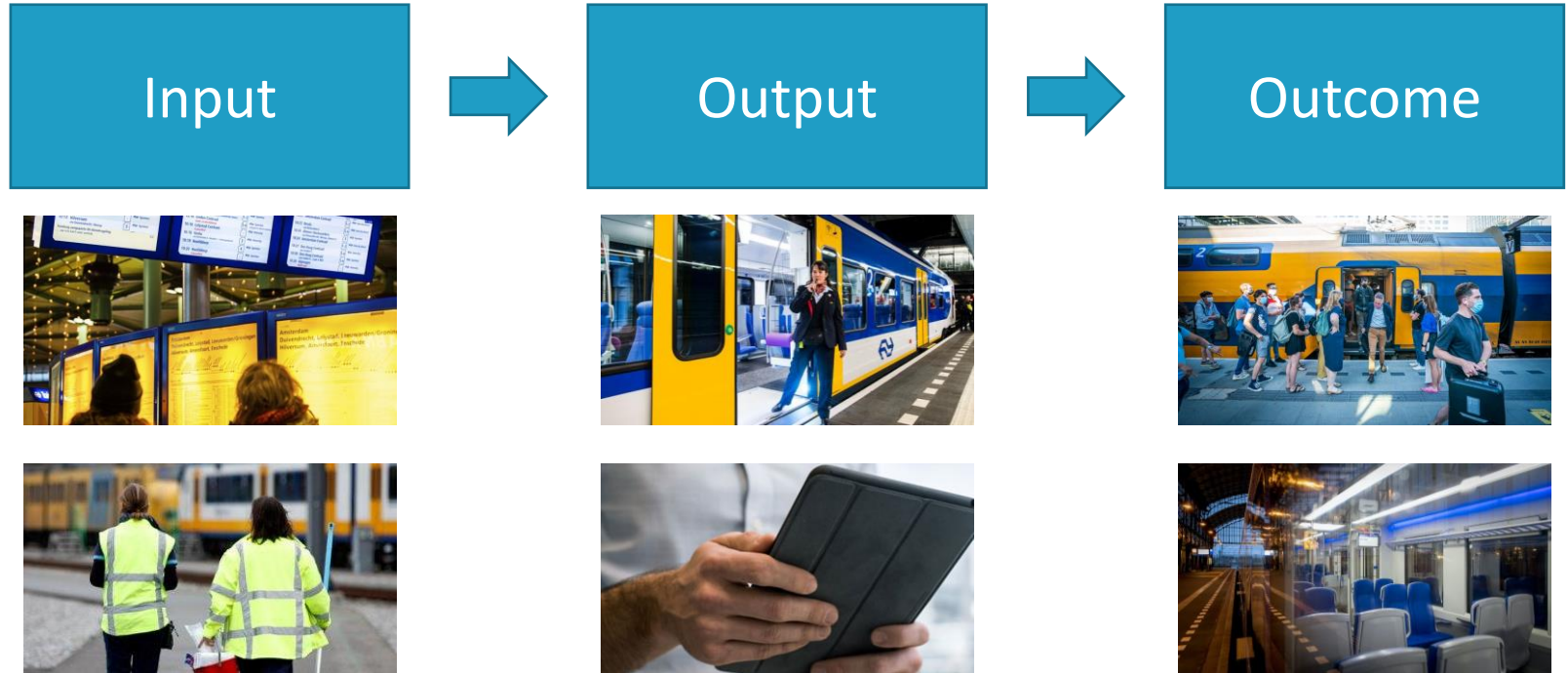
UNIVERSITY
OF TWENTE.







\ Hoe raakt dat de schoonmaak?





Intensive care-opnames per dag

Aantal opnames per dag, gemiddeld over de afgelopen 3 dagen.

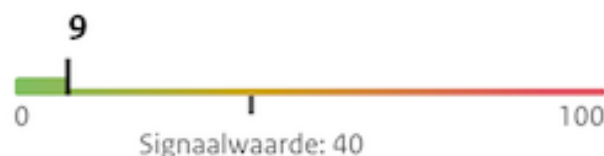


[Meer uitleg en data](#) ▾



Ziekenhuisopnames per dag

Aantal opnames per dag, gemiddeld over de afgelopen 3 dagen.

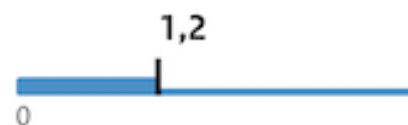


[Meer uitleg en data](#) ▾



Positief getest

Aantal positief geteste mensen per dag, gemiddeld over de afgelopen 3 dagen.



[Meer uitleg en data](#) ▾



Aantal besmettelijke mensen

Een berekening van hoeveel mensen met COVID-19 per 100.000 inwoners besmettelijk zijn voor anderen. Dit getal wordt door het RIVM berekend.



Reproductiegetal

Aantal mensen dat besmet wordt door één besmettelijke persoon.

0,87



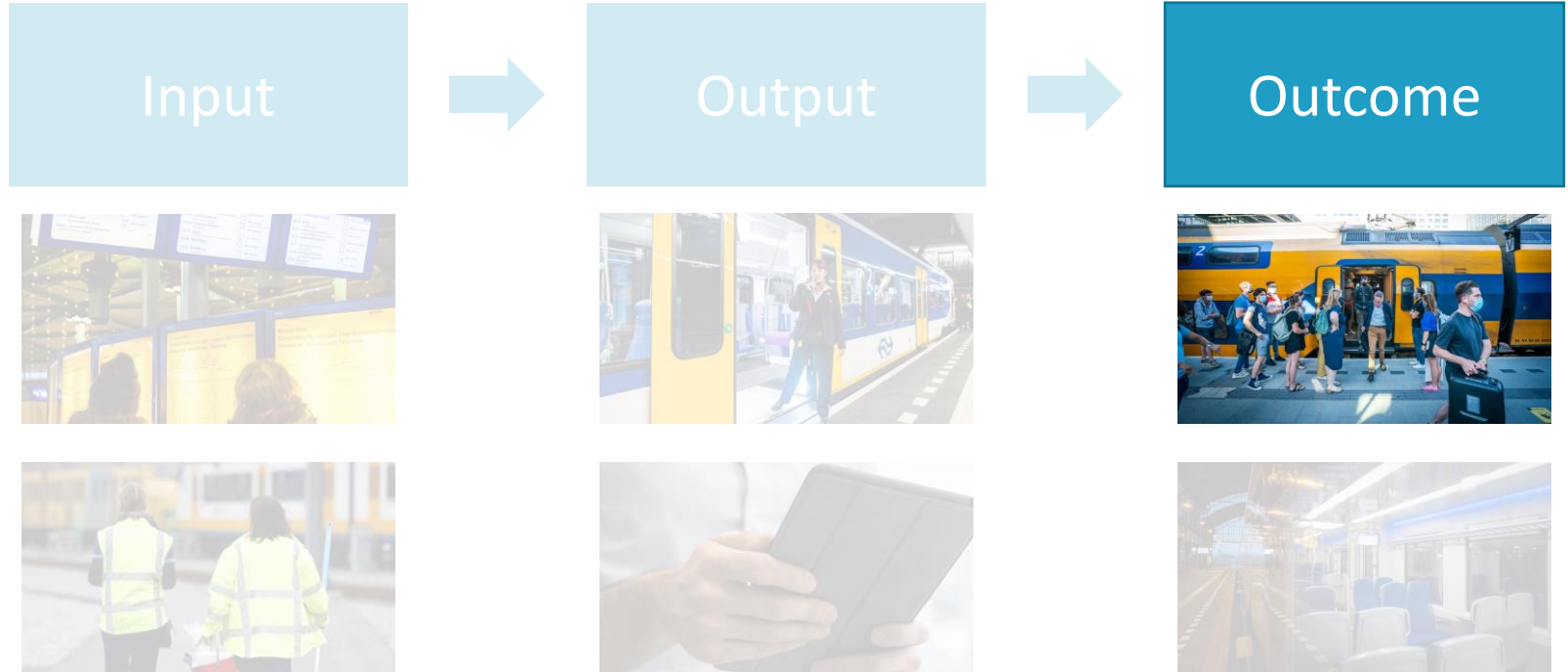
Informatie per regio

Bekijk de belangrijkste informatie over uw veiligheidsregio.

Best practice awards!



\ Ons schoonmaakconcept



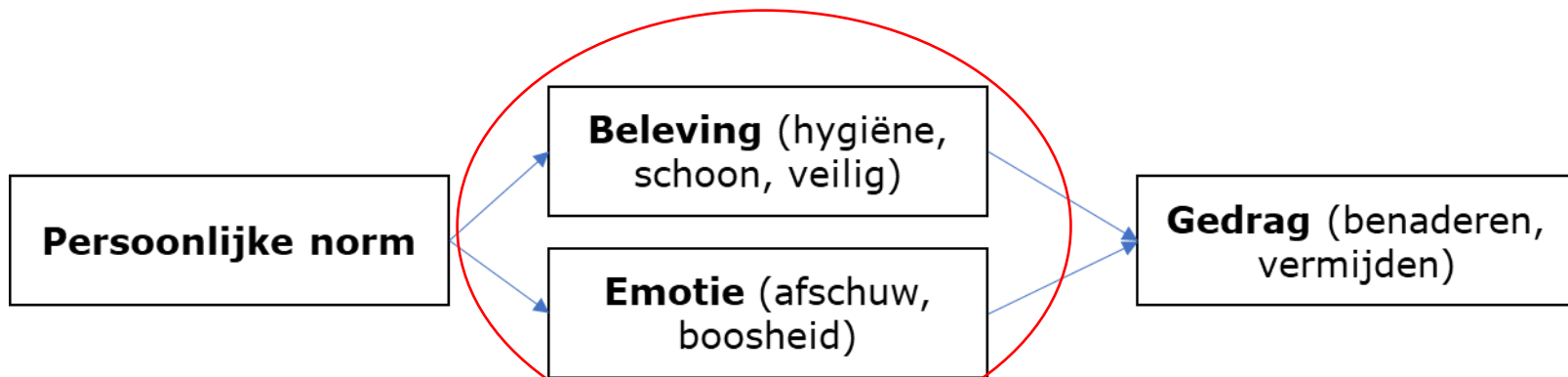


Hoe reizigers schoon ervaren (tijdens de Coronacrisis)

(A)

(B)

(C)



(Schoon)beleving verbeteren in Coronacrisis?

International Journal of Hospitality Management 94 (2021) 102761



Contents lists available at ScienceDirect

International Journal of Hospitality Management

journal homepage: www.elsevier.com/locate/ijhm



Research paper

Subconscious influences on perceived cleanliness in hospitality settings

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ARTICLE INFO

Keywords:

Ambient scents
Cleanliness
Experienscape
Lighting
Perceived cleanliness
Plants
Shininess
Small hospitality venues
White bedding

ABSTRACT

Due to the COVID-19 pandemic, now and for years to come, guests at hospitality venues will have heightened awareness with regard to formulating their perceptions of cleanliness. While perceived cleanliness has received attention in our existing body of literature, this conceptual paper integrates potential subconscious influencers on cleanliness perceptions into our understanding. Specifically, findings contained in various streams of research suggest that a number of factors can have subconscious influences on individuals' perceptions of cleanliness in service environments. Such factors include the degree of lighting, the presence of plants / greenery, the shininess of surfaces, the use of ambient scents, the use of white bedding, and the presence of cleaning staff. Evidently, the sooner hospitality venues (particularly airlines, lodging operations, restaurants, and cruise ships) are perceived as clean and safe, the faster they will recover from the pandemic. As such, this paper is rich with both practical and research implications.



Zorg voor elkaar,
houd 1,5 meter afstand

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