

# **Cross-Cultural Comparisons of Consumer Responses to Covid-19 Protocols and Tourism Activities: From the Text Analysis of Tweets**

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## **ABSTRACT**

During the pandemic, governments around the world introduced unprecedented hygiene measures (e.g., social distancing, mask mandate, lockdowns). Such interventions helped to control the spread of the virus, but they also had a devastating impact on the hospitality industry. Drawing on Hofstede's cultural dimensions, we examine the role of culture in the efficacy of the protocols. In study 1, we analyzed the relationship between cultural values and confirmed Coronavirus cases in over 100 countries. In study 2, we conducted text analyses of the Tweets collected from two opposite cultures (U.S. and India) on Covid-19 protocols and tourism activities.

**Keywords:** Covid-19, hospitality, hygiene protocols, preventive measures, national culture, text analysis.