

**"THE EFFECT ON HOTEL INDUSTRY POST PANDEMIC: CHALLENGES AND OPPORTUNITIES"**

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**ABSTRACT**

In the present era of hospitality the hotel sector has affected in all senses as it comes under the service industry. As far as the hotels are concern it has adopted many new strategies for the smooth functioning of all the departments. For getting more revenue generation hotel needs to keep in mind that multiple changes need to be done regarding hygiene & sanitation. In this effect technology has played vital role to sustain & survive in the industry. In hotels guest plays an important role as far as revenue is concern. In the field of hospitality industry certain challenges has be accepted & a plan to tackle them needs to be followed for life time as it will keep sense to keep healthy relationship as well as for safe guarding life. Majorly challenge is generating revenue for the hoteliers which are struggling a lot to manage price wars. We have seen a huge drop in the occupancy percentage which needs to be managed post COVID-19. This situation also taught hospitality industry to be healthy in sense of economy, hygiene, safety and many more. Not only this, but by taking measures for the safety of surrounding communities, independent hoteliers can place their brands in the most responsible manner. Dealing challenges in he approved manner is going to play vital role in the survival of the Hotel Industry post pandemic.

*Keywords: - Challenges, Revenue Generation, Safety, Opportunities.*

**INTRODUCTION**

In every sector the hospitality plays an important role as guest always wants to have high level of satisfaction for which he always pay for it. From the past decade it has observed that the hospitality industry coming into more preferences from the guest.

The hospitality industry is highly affected because of this corona virus (Covid 19) and the pandemic has affected a great loss to the Indian hospitality industry. As we know this pandemic actually entered in India in the month of November 2019 but till January 2020 the hotels were working of Break even. The industry had started to see early signs of recovery from February. “Badly, hotel business for the month of March seems to have dropped off a face, pretty much across the India. As many countries government has restricted to the VISA. India also has stopped providing VISA. To add on to this, the governments have requested people to work from home which can not the work of people at least. So because of this people have ended with travelling which ultimately resulted into no occupancy into hotels. The reduced flow of the guest into hotels very less no of employees got chance to work with hotels but others have lost their jobs. In the current scenario which is very challenging to survive for the hotel industry but definitely it has the other side which is changing with the new normal. The hospitality industry, also known as an industry of industries due to the varied functions operating under one roof, is a sector that collectively with tourism has one of the highest contributions to the health of our economy and is also one of the most adversely impacted, directly and indirectly. Post COVID-19, people will re-think to travel and be more selective about where they go and stay. Behavioral change in decision making will also be a key factor in prospects going frontward, in terms of the presence of crowds, close mingling with strangers may still make people worry for some time. There will also be a new-found obsession with hygiene, cleanliness and ‘social space’. The Covid-19 crisis will pass, just like ones that came before it, and the hospitality industry will serve its patrons, just like it

has been doing for centuries. There are multiple challenges faced in this pandemic but henceforth hotels are ready to welcome the guest with full of safety and security which will make our guest comfortable, safe and secured. There are more than multiple touch-points in a hotel area. The entire focus will be on reducing the common touch-points as much as possible and sanitizing the remaining cleaning. To maintain faultless operations, hospitality companies will be collaborating more closely with solution providers.

**RESEARCH METHODOLOGY**

Research is undertaken using secondary data comprising of books, newspapers, articles, blogs, journals, and hospitality magazines.

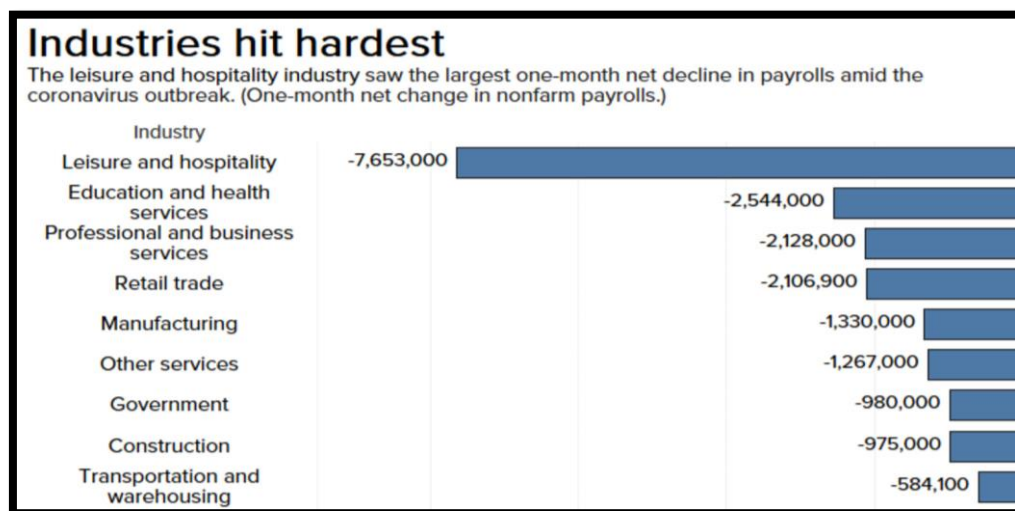
**Objective of the Research:** This study aims to identify the concerns & challenges for Hospitality & Tourism industry post COVID-19 Pandemic. This industry has faced a lot of challenges during the pandemic & hence there is a need to study concerns & challenges that will fall on its path post Pandemic. Following are the objectives -

- **To study the loss occurred during the Pandemic –**

The enormous effect of the corona virus (Covid-19) pandemic has affected a great loss to the Indian hospitality industry. In a report it is said that the hotel sector in the Indian hospitality industry is likely to be hit really hard. The report suggested that domestic hotel companies that follow the economic year rule will be at a very low level. According to the report, while January was still at break even for the Indian hospitality industry, the industry had started to see early signs of recovery from February. “Unfortunately, business for the second half of March seems to have dropped off a face, pretty much across the India.

As many countries government has restricted the issue of VISA & banned international traveling. India also has adopted the same and Indian airlines have suspended complete operations to international destinations and reduced their domestic operations. To add on to this, the governments have requested people to work from home. So due to this people have end up with travelling which resulted into no occupancy into hotels. The reduced traffic to the hotels will also have an obvious cascading effect on revenue from F&B, MICE and other revenue generating segments. With this effect hotels are operating with handful of employees and many had went back home.

Source - <https://images.app.goo.gl/kw2AjWkkjmqK8t9SA>



- **Regaining confidence of the guest –**

This pandemic has brought fear in everyone’s mind. Fear of getting infected is one of the major reason people have stopped travelling which has a direct impact on Hospitality & Tourism Industry. Hence regaining confidence

of guest could be one of the major challenge & concern for the industry post pandemic. A lot has to be done by the industry professionals to build the confidence in the travelers mind and remove the so called Fear which is not an easy task. Regaining confidence is the first step in overcoming the crisis which should be done with utmost efforts & seriousness. Instilling the sense of safety in guests will play a big role. Strict practices of sanitary and hygiene measures must be applied across the industry. This will help in gaining the confidence back in people who are locked safely in their homes for months now, however they wish to travel. Using digital marketing can help in reaching more people and creating awareness about the adoption of new procedures and policies by the companies to safeguard guests from the Virus. Communication is the biggest tool to regain the confidence within travelers. It will play a lead role in reaching out guests and interacting with them will boost the confidence. We have seen a lot of misinformation been spread out in this pandemic. Hence communicating the right and true things will definitely affect the confidence level in the guests.

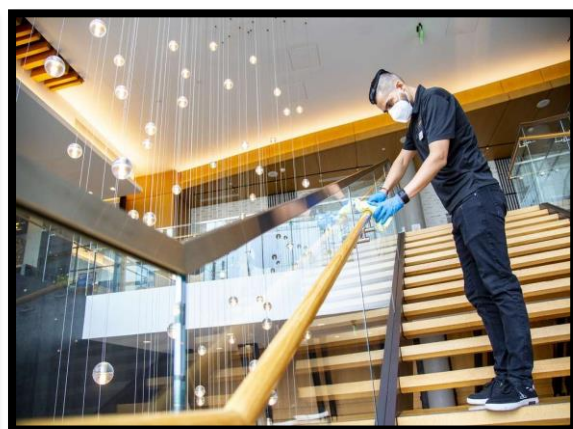
- **Providing safety & security to the guest –**

After this pandemic it is very much necessary to provide more safety and to have more concern towards the guest from hotels. As we always say Health is Wealth, so keeping this in mind 24\*7 is very much essential. Now in hotels it is seen that hoteliers are ready in condition to take all the care of the guest by providing social distancing and contact less experience is the new normal. Self check in facilities, Luggage sanitation, checking of oxygen range of every guest are few measures taken up by the industry. Apart from safety measures taken for rooms and restaurant services, guests will be offered with different services such as keyless entry, mobile check-in and check-out. And, contact-less valet by use of valet tickets for parking to ensure minimum contact with people from the time they visit and till the time they leave the hotel. There are many areas where guest reach is unavoidable such as gymnasium, swimming pool, Lounge, Lobby etc... for such areas hotels have started with maximum use of disinfectants for door knobs. Staircases are also sanitized for maximum time to avoid any type of risk. Regular disinfection of the hotel elevator takes place, at least once per hour, with the introduction of a limit on the number of people using it at the same time to max. 2 people. Hand sanitizer is available on every floor as an additional safety measure for guests staying in the hotel.

Source - <https://images.app.goo.gl/wELNXv73mR1YaEeaA>

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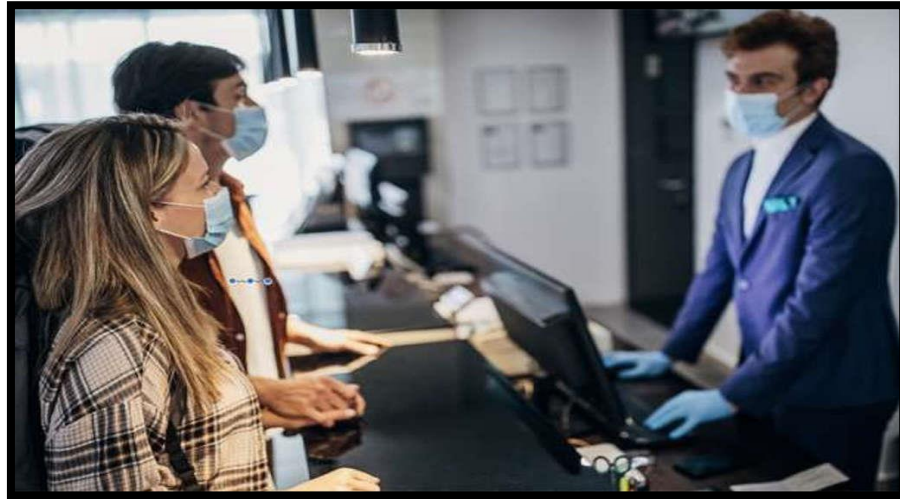
- **New work style for the professionals –**



As there are many changes need to be implement it is applicable for the hotels professionals as well. While recruiting people, while adopting any SOP for the operations certain policies will be followed to overcome with

the new normal. When it comes to the employees of hotels the major care is taken for them such as wearing mask, gloves. Those staff comes in close contact with the guest need to wear fabric mask and they should be standing 1 meter away from the guest. In this scenario artificial intelligence is going to help in good terms as it will be used in face impression time in facility for the staff, self check in check out for guest, restaurants orders on mobile.

Source - <https://images.app.goo.gl/YyoFumah3KJDBtqm7>



- **Retrieving quality staff & new recruitment –**

Due to COVID-19 pandemic we have seen many companies closing down and a huge number of employees being taken out due to complete shutdown of the companies. Percentage of unemployed people has reached very high in almost all the countries. As the restrictions are lifting, slowly the companies are again starting up. In every organization there are good, average and bad employees working together. Retrieving quality staff is key for Human Resource personnel. Since employees went back home due to this pandemic retrieving best staff of the organization is a challenge. Apart from the existing staff, new recruitments will also be required as most of the industries are lacking man power post pandemic. Hiring new staff with required or minimum qualities in a specified wage range will be tough challenge post pandemic for the companies. Finding the right people on right time with right attributes will be key for Hospitality & Tourism Industry since the industry will be is starting up again with lot of losses.

Source - <https://images.app.goo.gl/WC46idmk3xnCgL15A>



## **FINDINGS & CONCLUSION:**

### **Findings –**

1. Challenges provide more strength to employees in hospitality and tourism sector.
2. Concerns perform very important role in Hospitality Industry.
3. It proves while dealing with challenges, one will always think of expenses occurred during the operations.
4. Use of Artificial intelligence will give more comfort zone to the guest.
5. Due to Artificial intelligence hospitality industry can give more luxurious life to the guest.
6. Skilled manpower is a need for today’s world.

### **Conclusion –**

By this research definitely we can consider that this type of challenges and concerns are not so easy to cope up for the Hospitality & Tourism Industry. However we know that there had been a lot of pandemics in the past which the world faced and got off from that after a period of time. With every challenge and concern the Hospitality & Tourism Industry stood tall in various phases of the COVID-19 pandemic. Through this research we have went through few of the major challenges & concerns the Hospitality and Tourism could face post COVID-19. It will be crucial if the industry professionals pro-actively take measures in view of the challenges to emerge again with success. As it is truly said, even after the darkest night, the sun rises again. In the same way we hope and strongly believe the Hospitality & Tourism industry which is known as the booming industry will rise again and stronger than ever before.

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