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Impact and difficulties of COVID-19 on the hospitality industry

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Abstract

The study report aims to ascertain the effects of COVID-19's effects on the hospitality sector and provide a future direction. An extensive study has established a conclusive effect of the pandemic on the hotel industry. To reduce the size of the study's sample, the research has been limited to hotels in India. The precise causal relationship between the two has been ascertained by employing both exploratory and explanatory research techniques. Primary and secondary media have both been used to gather data. A sample of customers, staff members, and employers of hotels throughout India were given questionnaires to complete in order to obtain data for the primary medium. The consumers were chosen at random and composed of a diverse group of people with different backgrounds and trajectories. Workers and employers are made up of people who are employed by various hotels throughout India. Published research papers played a major role in the secondary research and assisted in identifying the research gap.

Among the research's key conclusions were that hotels were negatively impacted by the pandemic and that the majority of them had made modifications to revitalize their establishments and reassure guests. The customers are looking for change and are tired of staying at home, even though they are concerned about their safety. When given the opportunity, the majority of people would prefer to travel and stay in hotels, but hotels are additionally aiming to allay customers' fears and satiate their cravings. Following the pandemic, the majority of hotels have developed new plans to do the same. Because of the different packages that hotels offer and the general boredom that these customers experience.

All things considered, hotel stays are ultimately what both guests and hotels desire. Even though the coronavirus has made this goal difficult to achieve, this dream is not far-fetched with the hotels' emerging adaptation and growing consumer confidence in these measures. It is anticipated that hotels will make a significant recovery in the near future and that hotels should see a significant upturn, making up for the losses they suffered in the coming years during the pandemic.

Keywords: Hotels, customer, owner, COVID-19

Introduction

To put it simply, the hospitality industry refers to all services that are associated with leisure and customer satisfaction. Keywords related to this sector include experiences, pleasure, enjoyment, and luxury. Consequently, it is evident that this industry will include travel and tourism, lodging, and other sectors. For the purposes of this study, we shall refer to the tourist and hospitality industries interchangeably even though there is a fine distinction between them because of their relationship, dependent on one another, and we will be concluding both in order to examine the effects of COVID-19.

The following are a few industries that are part of the hospitality sector:

- **Bed & Breakfasts (B&Bs):** These are typically modest properties where the proprietors reside alongside their visitors. They offer a private room and a cozy setting to ensure a restful stay. These visits are typically one night long and reasonably priced.
- **Hotels:** The most prevalent type, present in large quantities. These are intended for those who plan longer stays, such as family vacations or business travels. In addition, they offer other services like housekeeping, restaurants, spas, and in-room dining.
- **Hostels:** These are very distinct from those offered by academic establishments. Despite being designed like dorms, these are surprisingly cozy considering their cost. These are primarily used by hikers in hilly terrain, large group travel, school excursions, and similar situations.
- **Resorts:** These are larger, more expansive versions of hotels. They had also added amenities like a kids' play area, a creative center, and a recreational area with a range of athletic and adventurous events. Weekend getaways to resorts are typically used by

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people to spend time with their loved ones or families.

Coronavirus disease, or COVID-19 as it is more commonly known, is a kind of virus that has just come to light and is harming people all around the planet. The disease presents with fever, coughing, and mild to moderate respiratory sickness, among other symptoms. Lockdowns in the worst-affected areas and social distancing are the best and only ways to combat this. There isn't a vaccine or treatment available right now to stop the spread. Additionally, the only course of treatment is trial and error based on each case's unique circumstances. There are currently about 2.5 million confirmed cases worldwide of which about 8,440,000 deaths have been confirmed. The United States has the highest number of cases and deaths, followed by Brazil, India, Russia, and so on in the list of major nations.

Everywhere in the world has been ordered into total lockdown due to this pandemic. While some nations implemented this strategy early on, others did so later, no nation did not do so. The world had come to a complete stop due to the lockdown; there was no education, no economic activity, and everyone was inside their homes trying to flatten the curve and keep a safe distance from one another. The new heroes were hand sanitizers. Everything was thoroughly cleaned, which has led to both opportunities and challenges in the market. This is the most glorious day the pharmaceutical and medical industries have ever seen. Their mission is to serve people and try to save their lives, so they are always on the run.

Due to the fact that few people would be traveling anytime soon and that all hotels have been closed and vacant since the lockdown began, the hospitality sector has also suffered. This paper aims to examine the hospitality industry's response to the disaster and its ongoing efforts to overcome it.

Literature Review

In 2020, Yangyang Jiang and Jun Wen: They addressed the impact of the pandemic on the hotel business and promoted knowledge growth in the sector in their research paper, "Effects of COVID 19 on hotel industry concerning marketing and management." This business has taken a serious damage, and strong tactics are needed to boost travelers' confidence and hasten the industry's recovery.

In the hotel sector, trending robotics and artificial intelligence are crucial. Hotels should come up with creative ways to provide services without interacting with customers and adjust to "unmanned" technology like voice-activated guest controls, face scan check-ins, robot room service, and delivery.

Hotels, eateries, and other businesses in this sector must to concentrate on their duty to uphold strict housekeeping standards, safety procedures, and hygiene standards. Criteria, as this is what the majority of buyers search for. Following the COVID-19 pandemic, a growing number of individuals have become more health-conscious. Therefore, in order to cater to the demands of travelers, hotels should offer programs for meditation, digital detoxification, fitness, healthy eating, and hygiene. It's possible that the hotel's marketing mix will use all of these elements more frequently.

Abu Bakar Nashirah (2020): The author of the research paper "Effect COVID-19 to tourism industry" notes that a number of factors, including the inability to draw in both

domestic and foreign tourists, travel cancellations and delays, and a decline in the stock market, have resulted in a sharp decline in demand for non-essential services and products as a result of COVID-19. Readiness to spend, etc. The reduction in demand would be detrimental to both employment and production.

Decreased equilibrium amount supplied and price offered result from decreased demand. Tourism's price elasticity of demand is 1, meaning that a significant change in price will affect demand.

In 2020, Mr. Swagat Kumar Rath: In his research paper, "Transform COVID-19 challenge on Indian Tourism Industry into an opportunity," the author discusses the difficulties the travel industry faces and how it can continue to grow by finding new ways to draw tourists during a difficult period.

The industry is facing a number of difficulties, including the inability to draw in foreign tourists and the need for E-commerce companies like Goibibo and Make My Trip to devise new approaches to draw in tourists. Whereas in the past, customers were drawn in by the physical infrastructure or beauty, they are now more interested in the technical amenities and safety.

Craft vendors, tour guides, and other tiny business owners that are having trouble making ends meet to preserve both safety and revenue, their way of life should shift to an online presence and strive to minimize in-person interactions. Opportunities for corporate mergers and diversification in the tourism sector are brought about by COVID 19. Small travel and tour companies could combine like OYO, which connects all small-town hotels to a worldwide network, to support one another's businesses and gradually get back on track.

By doing this, internal rivalry between businesses or hotels would be eliminated, and both enterprises' productivity and earnings would increase. The most unfortunate part is that people are unable to leave even in areas with the purest air. Since the Ganga is well-known, this should also be seen as an opportunity to raise awareness, uphold cleanliness, and draw tourists. The river is pure, Delhi and other cities are clean, etc. The world faces a challenge in the post-COVID era, but we must seize the chance for personal growth.

Drs. Prashant Khemariya, Jaya Sharma, Shivali Kharoliwal, and Pravin Kumar Patel (2020): In their research paper titled "The Effects of Novel Corona Virus (COVID-19) in the Tourism Industry in India," the authors only present statistical data up to April 2020 in order to illustrate the impact of the coronavirus on the travel industry. They also offer both short- and long-term solutions to help the industry recover from the financial crisis.

Up until March 2020, there was a 30% decline in domestic travel and a 25–30% decline in foreign visitors to India. Traveling was limited to emergencies or business needs. Reservations for hospitality businesses in India fell by 50% between March 2 and March 9. For a few months at least, the government ought to grant some reprieve from paying taxes and other levies.

They ought to set aside money for planning roadshows and other marketing initiatives in potential markets. According to the researcher, in order to stop the virus from spreading, fitness certificates had to be provided and made mandatory. 2020's Dr. Siddhartha Jain: As per Dr. Jain, this was demonstrated by the sudden surge of reservation cancellations following the WHO's declaration of a

pandemic on March 11.

The only equations that function in Lockdown and social alienation are the norm these days. Additionally, guests are afraid to enter any hotel or spend even a single night there. It appears that hotels will need to update their standard operating procedures to take the new trends into account. They will need to uphold standards for sanitation, personnel hygiene, appropriate waste disposal, and biological waste, which includes things like masks, gloves, kits, and so on. Every room and lobby area needs to have the appropriate UV light sterilizers and disinfectants. The hospitality business needs to shift its marketing from promoting a luxurious stay to emphasizing a safer stay. And to supply everything needed to ensure that their stay is secure. There is now a lot of criticism from their clients, however through the only way for them to survive in the market when the pandemic is contained is through effective marketing and retention.

2020's Dr. Amit Kumar: The tourism sector has been severely damaged by COVID, with an estimated 38 million jobs lost. Over thirty-five percent of workers are not getting paid when they go on vacation. The tourism and hospitality sector contributes around 9.2% of India's GDP. The fear has festered in people's minds, making them hesitant to consider the alternative of staying in a hotel, therefore the recuperation will take six to twelve months. Since the government has already granted a three-month moratorium, it is necessary for it to step in and lend assistance by reducing its debt load

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HVC: 2020. This research aims to measure the effect of COVID-19 on the Indian hotel business and provides countermeasures. The article describes how the COVID-19 pandemic reached the Indian market and the actions the Indian government took in response. On April 15, the government stopped all travel visas, with a few exceptions, which further decreased traffic. Fiscal policy recommendations made in the article include giving the hospitality, travel, and tourism industry a 12-month corporate tax holiday, appointing a think tank to assess the situation, and granting the industry a one-time exemption. HVS believes that in order to win back the trust of its repeat clients, hotel managers will need the team's unwavering support in providing consistently high-quality services.

Hotels shouldn't think about making layoffs unless the circumstances make it impossible for them to continue operating.

HVS states that the hotel industry ought to make use of its stopgap. When they are permitted to reopen, they should prepare and reopen their plans in advance so they can take the appropriate actions to cover their margins.

2020's JLL Hotels and Hospitality The author has attempted to illustrate the effects that a number of hotels have either closed down completely or have been turned into quarantine centers under the VandeBharat Mission. Currently, only a small number of hotels are operating with low occupancy. The epidemic has not only delayed the establishment of new hotels but also affected those that are already operational. a few months. Operator support has been given to some of these new hotels, such as the deferral of management fees, but it hasn't been all that strong for the majority of them. In comparison to smaller cities and locations that are close to larger cities, business cities are predicted to see the greatest market pickup in the upcoming months. Each hotel has listed a few issues that they expect to encounter, such as staff shortages of masks and gloves, distance markers, and improved food safety, to name a few. In summary, the industry is under tremendous strain due to a combination of factors such as delayed opening, support requirements, and operational issues. Their income has decreased, and currently it is more advantageous for the to function as a COVID center.

Daniel Scott, Michael Hall, and Stefan Gossling (2020) ^[8] the purpose of the paper is to compare the current COVID-19 pandemic to previous pandemics and to examine the relationship between COVID-19 and the climate catastrophe. It explains how travel restrictions have affected the service sectors like catering and laundry in addition to contributing to the industry's demise. In contrast to other businesses, the tourism sector is incapable of compensating for future capacity losses. Tourism used to be impervious to outside shocks, but this is no longer the case. Travel and tourism have a significant impact on the economy and contribute to the spread of disease since they are essential to epidemiology and disease surveillance. Travel numerous toxic chemicals released by industry have a negative impact on the climate. In summary, the COVID-19 pandemic has had a significant impact on the tourism sector, but there may be an opportunity to implement constructive measures to counteract climate change. Another significant obstacle they must overcome is their shared need to draw lessons from this worldwide catastrophe in order to hasten the transformation of sustainable tourism.

Christina G. Chi and Dogan Gursoy (2020) ^[3] This essay examines the current situation and attempts to ascertain how COVID 19 has affected the hotel sector. It talks about the precipitous drop in hotel revenues and occupancy rates, as well as the repercussions of those declines on travel restrictions. The pandemic has had an impact on future studies in the hospitality sector as well as how businesses will function in that business. Research is required to ascertain the significance of each of these safety measures, the ways in which they will affect the attitudes and behaviors of consumers, and whether or not they are willing to pay a premium and how much more. Technology is currently a major factor in the hotel sector's efforts to minimize personal touch and boost safety. As a result, funding and research in machine learning and artificial

intelligence become crucial. In conclusion, fresh research is required to guarantee the industry's smooth operation in light of the new conditions under which it will function. 2020's BW online Bureau this essay examines the pandemic's consequences on the Indian hotel industry and suggests ways for it to recover. Since February, the number of foreign visitors to India has decreased, and it is not anticipated to pick up quickly because of travel limitations and public concern. Travel inside one's own country is therefore essential for recovery. The current pandemic shutdown has resulted in a sharp decline in hotel revenue and occupancy. The hotel industry's only hope is for the government to directly assist demand revival through monetary and fiscal policies. Operators could also postpone a number of brand requirements and offer a refund or waiver of payments to lessen the sector's losses. However, hotels can take steps to end the gag order, such as creating a budgeted reopening plan, using the time for upgrades in addition to organizing and planning for a reopening, and managing tasks. force, encouraging team members to return, maintaining digital platforms for sales and marketing, expanding locally, and upholding price charts, in addition to offering front-of-house amenities, generating supplemental income and keeping services reasonable.

Research Gap

Upon examining numerous research papers, we discovered that many questions remained unanswered and some aspects were not thoroughly investigated in order to reach a conclusion regarding the pandemic's effects on the hospitality sector.

There were no studies that aimed to understand consumers' cautious thinking or fear factor by directly asking them in primary research whether they would be willing or scared to stay in a hotel. Additionally, we aimed to examine the number of hotels that utilized the pandemic as a chance to transform into isolation or COVID-19 care facilities, as well as whether these conversions resulted in a rise or fall in costs.

Problem Definition

Our primary goal in writing this essay is to comprehend the hospitality sector and the difficulties it faces today. The

following are the main points:

- Analysing the effects of COVID-19 on the hotel industry and the roadmap for the future.
- Gaining insight into the customers' expectations and recommendations, as well as their level of fear or strength in staying in hotels.
- Inquiring about the cost increases or decreases experienced by a select few hotels-some of which have been converted into COVID care areas-will help determine just how hard the industry was hit.

Research Methodology

Research Design

The influence of the pandemic on the hospitality business is being investigated in this study using a combination of exploratory and explanatory research designs, which has enabled us to analyze the issue in-depth and gain a better understanding of it.

Sample Selection

We decided to collect the data using the convenience and snowball technique under the non-probability sampling method. The purpose of the forms was to gather responses from our friends, family, and acquaintances in order to compile information for the hotel employers and staff.

A total of 108 responses were gathered for the sample. Of these, 22 were from the hotel owners and the remaining 86 came from the patrons.

There were no restrictions on the sample's age, gender, or city.

Data Collection

To understand the pandemic's effects on the industry from both perspectives, primary data was gathered via online questionnaires from the hotel owners' employers as well as their patrons.

Secondary data was gathered to provide a succinct overview of the industry and to provide guidance on the creation of a questionnaire.

Analysis

Customer

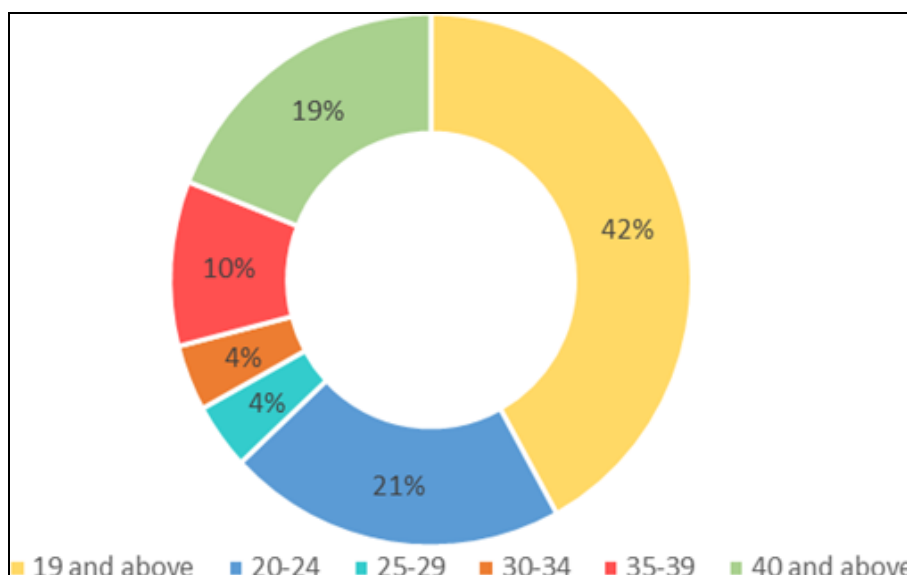


Fig 1: What age are you?

The study involved 86 clients of different ages participating in the survey. Twenty were either younger than 19 or under the age of 19. Of the respondents, 48 were in the 20–24 age range. The age groups of 25–29 and 30–34 each had two

customers. 5 Customers ranged in age from 35 to 39, with 9 being over 40. The purpose of this classification is to determine whether customer decisions during a pandemic are influenced by age.

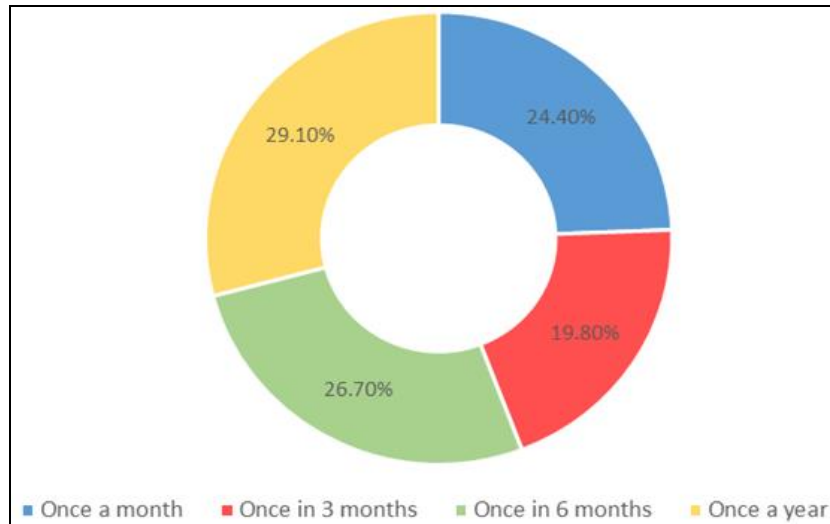


Fig 2: How frequently do you go to the lodging?

According to our analysis of the frequency of hotel visits, 24.4% (21) of the respondents came once a month, 19.8% (17) once every three months, 26.7% (23) once every six months, and 29.1% (25) once annually. In order to obtain a

more accurate assessment of the impact of COVID on this industry, this analysis enabled us to concentrate more on the individuals who visited frequently.

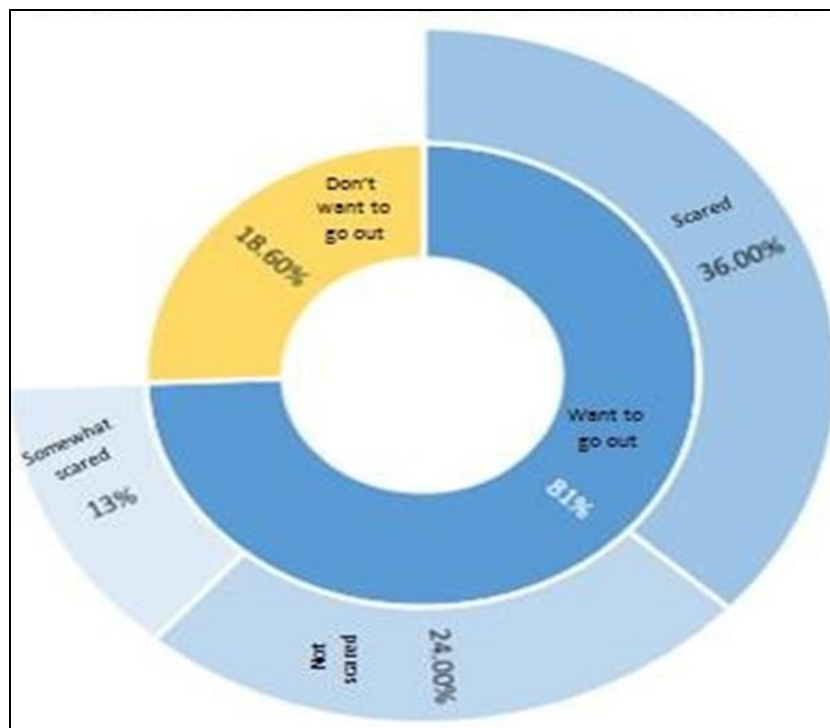


Fig 3: Want to get out because you're bored? If so, what level of willingness do you have?

A small number of people were afraid to go, while a larger number were brave enough to go out and stay in a hotel. On the other hand, there were some individuals who had conflicting opinions and weren't entirely sure if they would check into a hotel during such circumstances. 81% of the population expressed a desire to leave their house after spending so much time at home. Of those surveyed, 24% were brave enough to venture out and book a hotel stay,

while 36% were extremely afraid to do so. Even during these trying times, while 13% of respondents said they were undecided about their choice and felt a little afraid. In order to further analyze that, we classified 1 to 3 as willing, 4 as mixed, and 5 to 7 as unwilling. The willingness to go question in our survey was on a scale of 1-7, where 1 represented willingness and 7 represented unwillingness.

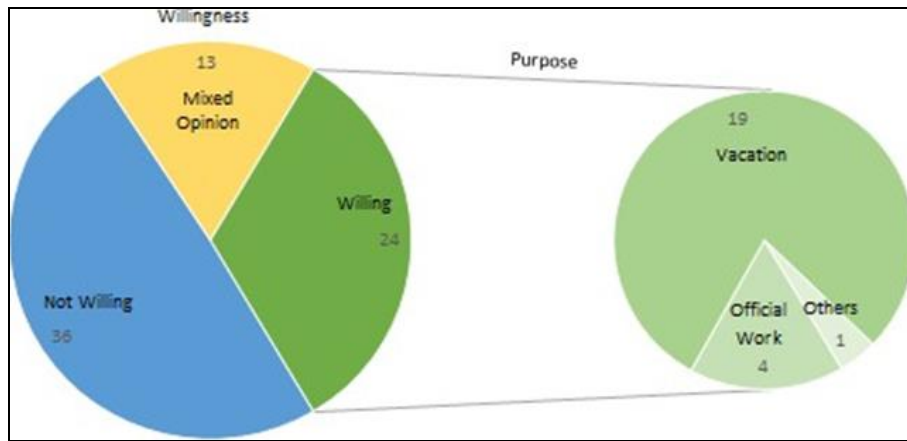


Fig 4: Why are you prepared to check into a hotel?

An analysis of the individuals who were bored and wanted to go out was conducted. There were thirty-six individuals who were afraid to go out and stay in a hotel, twenty-four who were brave enough or more accurately not afraid to go out and stay in a hotel, and thirteen who were indifferent to the fear. Of those who expressed interest in going, 19 were willing to travel for a hotel holiday, and 4 were only willing to travel for official or business-related reasons. Following the airline business, the hotel sector has been impacted by the pandemic the second most. Our data indicates that many individuals are not willing to travel and stay at a hotel for security concerns, demonstrating the negative impact on the industry. Additionally, it has been noted that as soon as things become better, people will be willing to.

unsure if, in the present, they would go out and stay in a hotel; if they did, it would be for business travel, a visit with a loved one, or a vacation. Therefore, to summarize, we can say that, among those who travel frequently as well, 50% of people are still afraid to leave their homes and stay in hotels due to the pandemic. This is a significant percentage given that the industry depends heavily on these frequent travelers. After going over our answers and speaking with a few people, we discovered that many business travelers who had previously traveled frequently were unable to do so. This demonstrates the extent to which the industry has been impacted by both work and vacation.

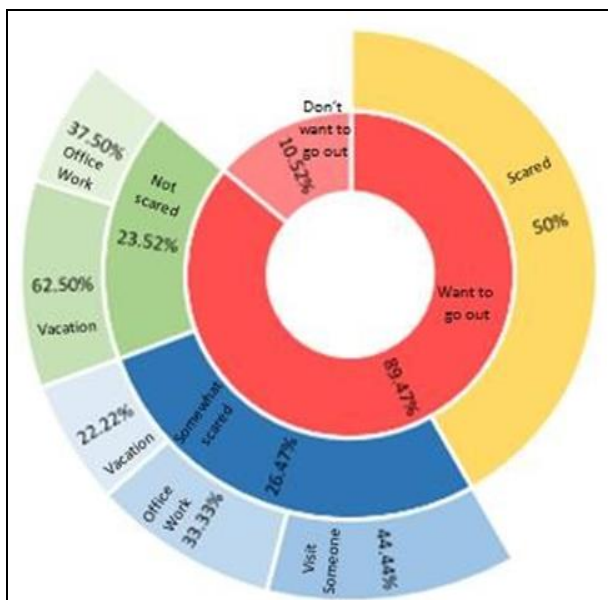


Fig 5: An examination of those who frequently visited hotels

We looked at the responses of those who frequently visited hotels, meaning once a month and once every three months, to obtain a more accurate picture of the impact. 89.47% of those surveyed said they would prefer to go out and stay in a hotel. Of the 50% of respondents who said they would never go in this scenario, 23.52% felt brave enough to say they would go out and stay in a hotel for a business trip or vacation. Then, 26.47% of respondents expressed some fear and were

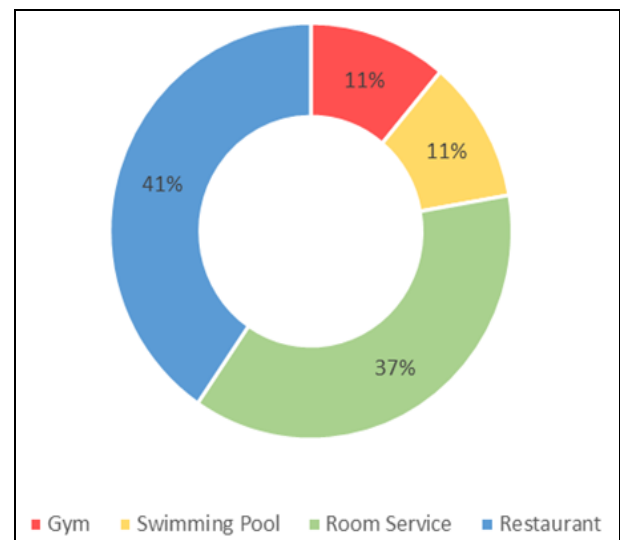


Fig 6: Which services from the hotel are you willing to use?

It is clear that most people who would wish to get a hotel room at this time would choose to use the restaurant. The majority of respondents said they would feel at ease ordering room service. A small percentage of patrons may even be keen to use the pool and fitness center. Consumers want to go out because they're bored at home, but they all have different opinions about which services are currently safe to use. It is evident that the most desirable services are room service and restaurants because it is thought that these establishments can easily adhere to safety and social distancing regulations. Pools can be a place where the illness is easily spread.

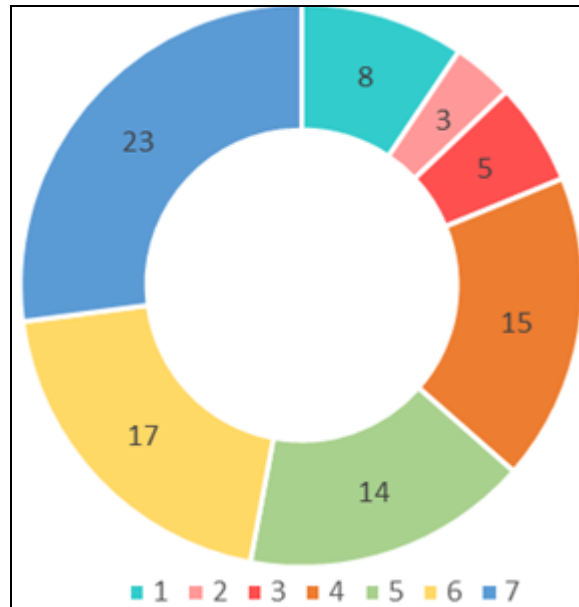


Fig 7: Would you be prepared to spend extra on safety precautions?

The majority of respondents appear to be willing to pay more than the going rate during COVID-19. Consumers desire to put their safety first. The responders prioritized their safety above all else, but they were still willing to take a vacation to the hotels. They reasoned that by charging more, fewer guests would stay at the hotel and the staff

would be more inclined to adhere to safety regulations. Just 19% of those surveyed said they would not be willing to pay more.

Responses were to be submitted on a scale of 1 to 7, with 7 denoting willingness and 1 representing unwillingness.

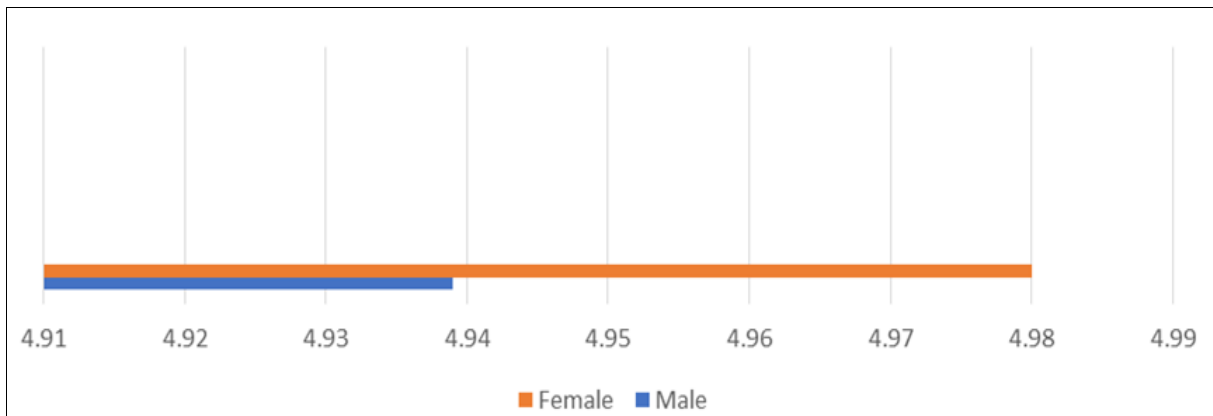


Fig 8: Readiness to pay extra for safety precautions tailored to a person's gender.

It is evident that, when it comes to hotels, women are marginally more willing to pay more for improved safety than men.

Advice for the hotel

The responders offered suggestions for what the hotels ought to do during these pivotal moments. The following were the principal recommendations:

- Preserving social distance.
- Complete and frequent sanitization
- A social gulf between staff and clients.
- Safety gear should be worn by all.
- The COVID test for clients and staff.
- Sales and discounts.

Employer / Employee

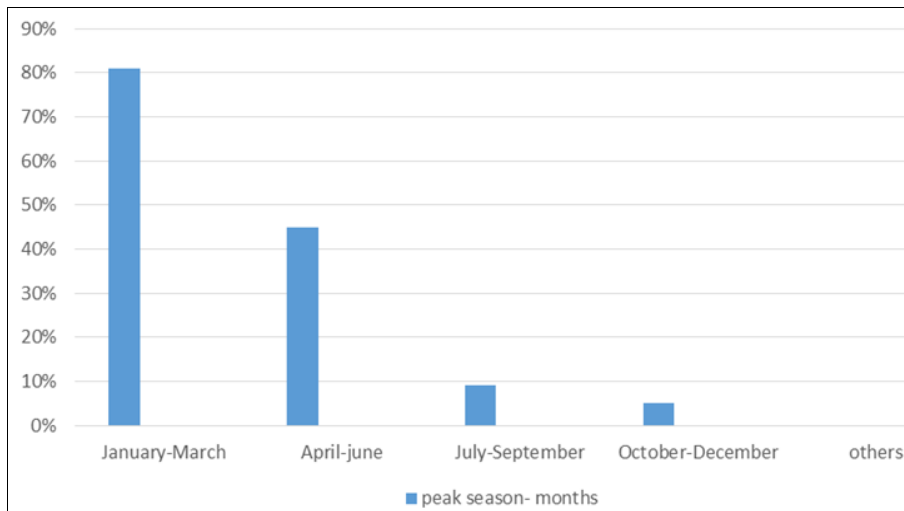


Fig 9: Which season do you think is the peak for you?

Based on our survey, the majority of hotels indicated that October through December is their busiest season, followed by April through June. A small number of hotels stated that their busiest months are January through March, then July through September. This suggests two things. First, the winter and summer vacation seasons are these hotels' busiest times. Since the epidemic, the majority of offices, colleges, and schools have moved to online platforms, negating the need for traditional holiday breaks. Due to platform shifts, many schools began operating earlier than usual, which also caused the vacation times to be pushed back. Additionally, the travel limitations would have a substantial impact on the festivities that coincide with these holidays, thus it wouldn't be incorrect to anticipate fewer visitors during these times. India, a country known for its festivals, saw a spike in travel

over these months, with many hotels being overbooked. The virus then reached India in March, at which point our Prime Minister formally declared an official nationwide lockdown. After that, many hotels were forbidden from operating from April to June, and those that were allowed to remain open were converted into COVID centers. They therefore did not receive any income during this time. It would be fascinating to see their revenue and bookings for this year, even though the lockdown has now been removed and the hotels are up for business especially in the October–November high season. Even though the lockdown has been lifted and the hotels are up for business we follow to see their earnings and reservations for this year. Especially in the festive season of October and November.

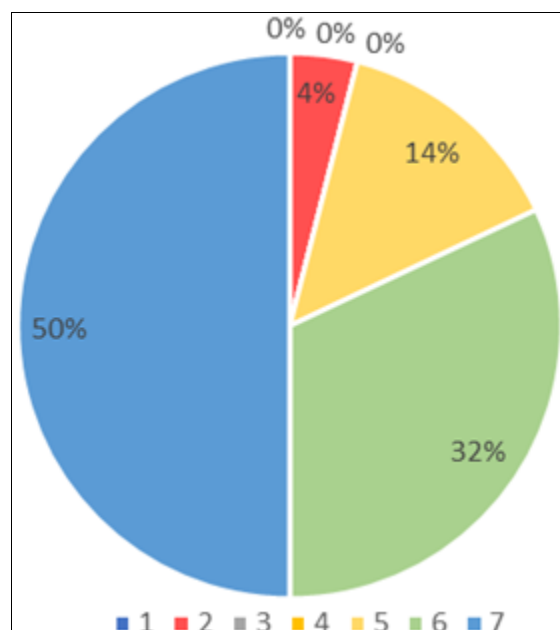


Fig 10: Has the coronavirus affected your business?

According to the data gathered, the majority of hotels have been severely impacted by the pandemic, with ratings from 1 (least affected) to 7 (most affected), with 7 (50%) being the highest, followed by 6 (32%) and 5 (14%). The pandemic 2 has just slightly impacted a small number of hotels (4%). This data makes it abundantly evident that the

pandemic had a devastating impact on the hotel sector and ultimately led to their demise. Both their foot traffic and sales have dropped. The impact on the sector has been significant because the majority of hotels were closed under lockdown for at least five to six months, and several cities even reopened them after that. In addition to this, but also

Many of their facilities, including are still closed in several of the cities, and their opening hours have been curtailed. Along with all the restrictions, these hotels also have to adhere to safety regulations and improve sanitation on their property, which is a significant step that will raise their operating expenses.

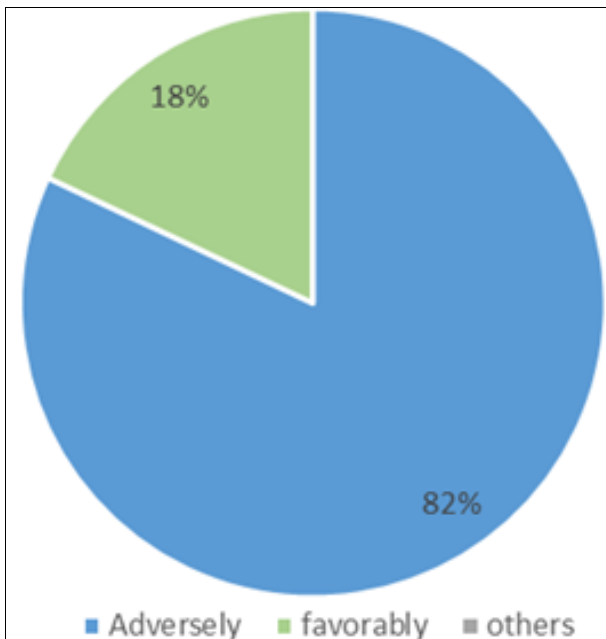


Fig 11: How has the COVID situation affected your costs?

Just 18% of the respondents said their costs had been positively impacted, compared to 82% who said their costs had suffered. Restricted opening hours, additional safety regulations and sanitization, fixed overhead costs that must be paid at the time of lockdown, and the investment spent in switching to a contactless channel can all have a negative impact on costs.

While the pre-pandemic period has resulted in lower relative costs for most hotels, some have managed to withstand the overall negative impact seeing a decrease in expenses.

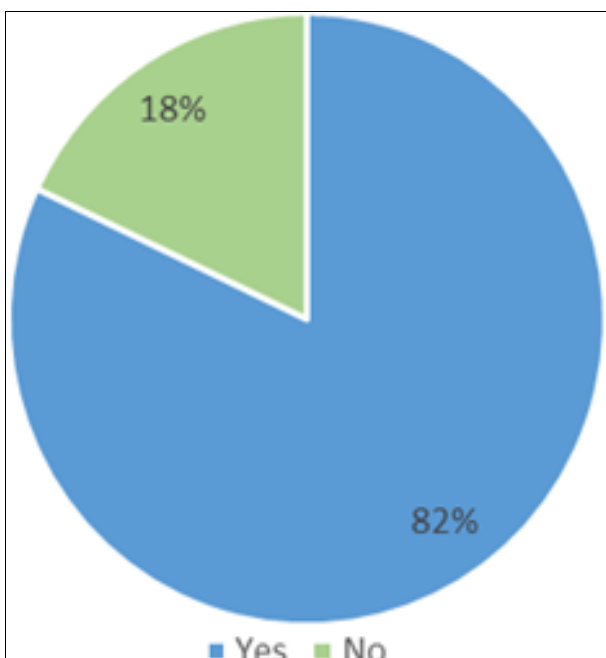


Fig 12: Have you taken any steps to reduce expenses?

According to the data gathered, 82% of hotels have turned to cost-cutting measures to reduce losses or boost profits, while only 18% of hotels have left their costing system unchanged.

The hotels that used cost-saving strategies included making bulk purchases, cutting back on electricity use, contracting out staff and non-permanent hires, operating the hotel partially, and reducing the amount of non-essential services provided.

As previously said, since the pandemic has had a negative effect on most hotels' costs, cost-cutting measures aim to protect these establishments from future losses and make up for those they have already suffered. It resembles an essentiality that would keep these hotels from closing and then opening again.

When asked if they had taken any action to cut costs, the employers that replied in the affirmative primarily stated that they had fired the contract workers.

- Close non-essential services like the gym and swimming pool.
 - A decrease in personnel or total manpower
 - Has only partially opened the hotels, meaning they are only running at half capacity.

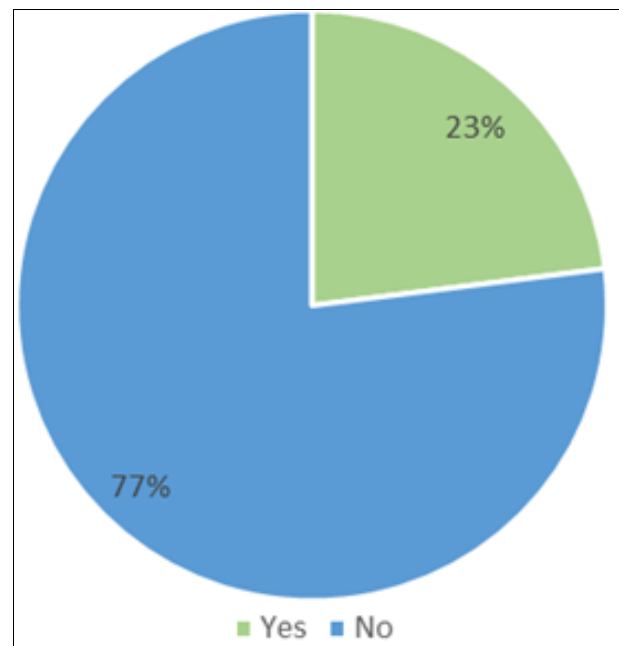


Fig 13: Was a COVID care area created out of your hotel?

Only 23% of the hotels had been transformed into COVID-affected areas, compared to nearly 77% that had not. Owing to space constraints, the government forced a number of hotels and banquet halls to be converted into COVID care areas in order to house additional beds and offer medical services to the afflicted individuals. Extended services were permitted for these hotels. In order to meet the demands of the government, the hotel employee was also required to get training in order to aid these patients.

The hotel and the closest coronavirus facility were connected. Although these hotels helped patients during the lockdown and limited operating period, this also increased their expenses even though they received minimal assistance and had their excise duty reduced. However, this also increases people's anxiety about staying at these hotels, and their burden of ensuring safety has been worse.

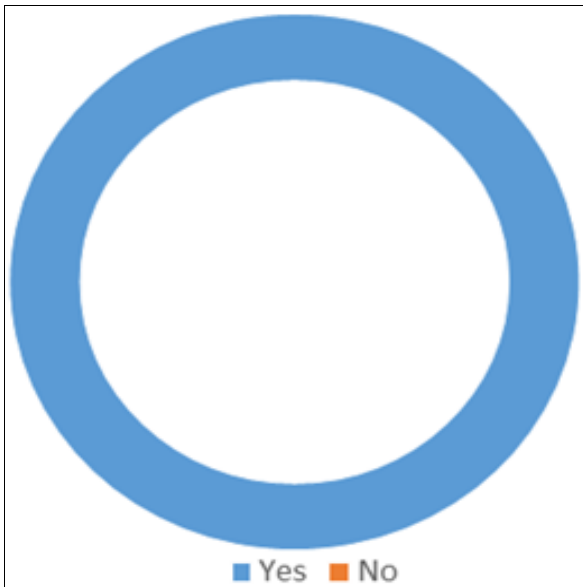


Fig 14: Do you have a program in place for training employees on the new safety measures?

We questioned businesses and employees about the training program in relation to the new COVID-19 measures in the questionnaire. and if their staff received this training from them or not. And just as anticipated, we got the desired outcome: all hotels, 100 percent of them, had training programs in place to prepare their staff for upcoming events. What safeguards are you putting in place to ensure the security of your clients?

We gave them a few options for this specific question in order to ensure consistency in the replies, but we also gave them the option to fill in their own response.

The choices we offered were as follows:

- Cleaning tunnels
- Regular staff examinations
- Preserving social distance
- Closing a few facilities (such as the gym, pool, and buffet); also, in order to make our analysis simpler, divided the choices into the following categories:
- Adhering to any three
- Adhering to any two

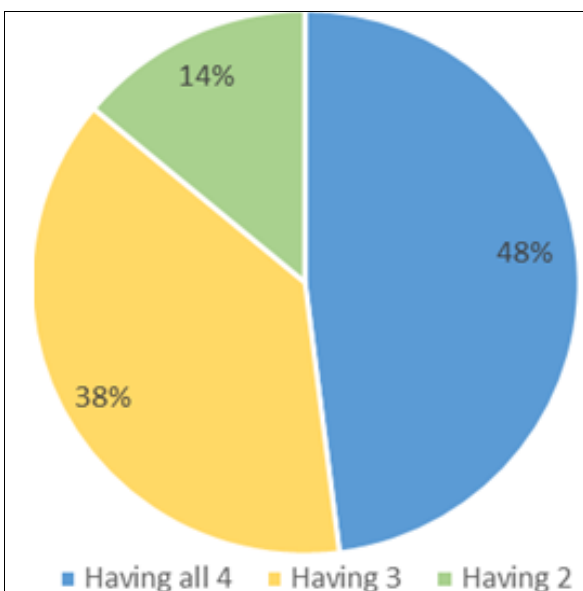


Fig 15: Actions Made by Hotels

Here, we observe that the highest percentage of employers (48%) attempted to adhere to all safety protocols for staff members as well as the fundamentals of the hospitality sector to satisfy clients and maintain customer satisfaction. companies who follow at least three safety measures, varying in scope and budget, comprise the second greatest percentage (38%) of companies. All told, around 85% of the companies were only doing 75 percent of what they could to keep their workplace safe and protect their employees. We can conclude from this sample that Hotels are prepared for future events as well as the influx of guests.

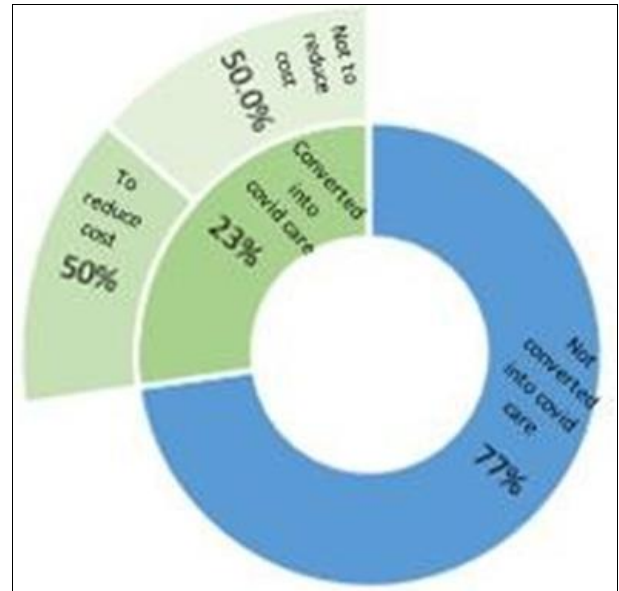


Fig 16: Did you turn your hotel into a COVID care facility in order to cut expenses?

The employers were also questioned over the conversion of their hotels into COVID care facilities. Only about 23% of them were converted, meaning that most of them were not. This indicates that hotels remain a secure location for patrons to stay as they are not in close proximity to patients afflicted with the coronavirus. Another inference that can be made is that 50% of the hotels that were turned into COVID care did so to cut expenses due to their prolonged closure following the lockdown.

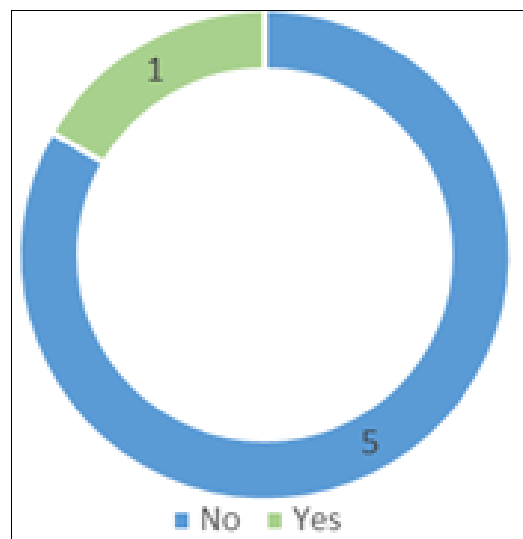


Fig 17: Did you get any concessions from the government?

The government made certain concessions to just one of the responses that indicated that they were willing to be transformed into COVID-19 care. This demonstrates how careless the administration is in light of the dire

circumstances. On the other hand, another perspective is that they are under too much pressure to provide the badly injured population with the necessary medical aid while managing a hospital.

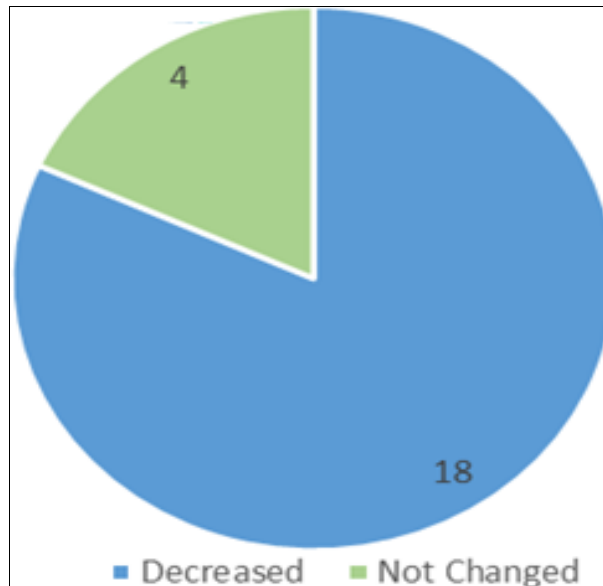


Fig 18: How you revised your room rates compared to your previous rates?

In comparison to pre-COVID times, 18 out of 22 hotels have lowered their costs, demonstrating a strong dominance in the number of hotels that have done so. This may have happened as a result of the high prices, which might

potentially seriously harm client acquisition and sales. What about your previous agreements with clients, like reservations you made for banquet rooms and corporate meetings?

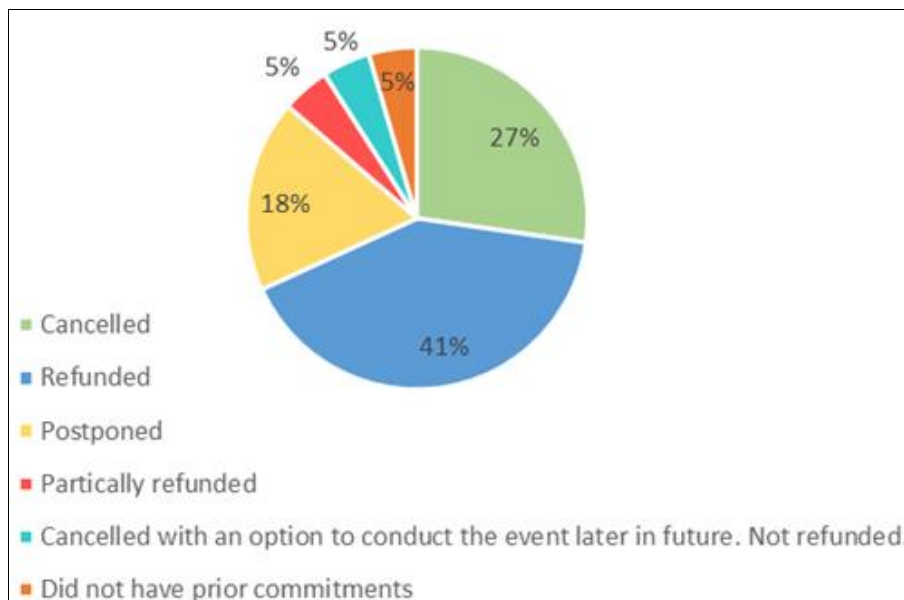


Fig 19: Previous Obedience to Clients

In these difficult circumstances, 41% of hotels and chains made the decision to return any money that had been received according to previous agreements because they did not want to damage their reputation with consumers and ultimately hurt their business. In contrast, 27% of the hotels

kept the advance, meaning they pocketed the money and didn't attend the event. 18% People who were planning gatherings at hotels cancelled at a relatively lower rate; this could be because the hotels declined to release their advances.

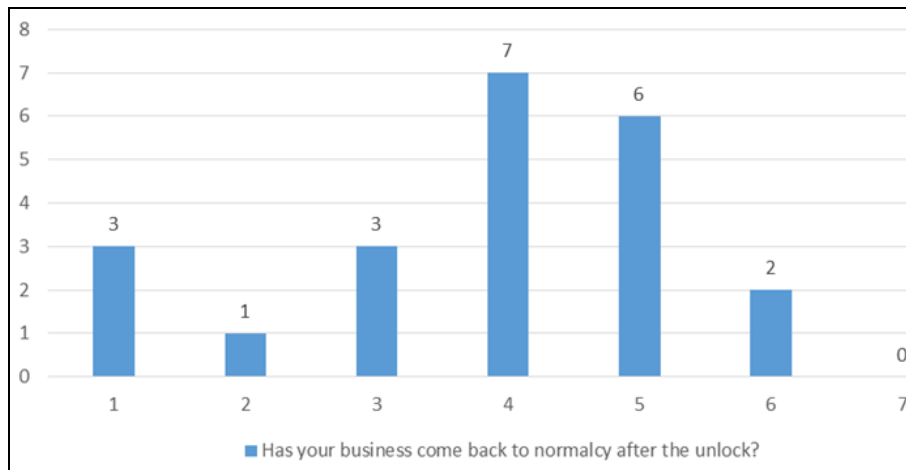


Fig 20: Has your company resumed its regular operations since the unlock?

The scale for answering this question was 1 to 7. We can infer from the replies that the company is largely, if not entirely, back on track. According to the graph above, 13 out of 22 respondents (or 59%), believe that the company is recovering, while others believe that there is still a long way to go.

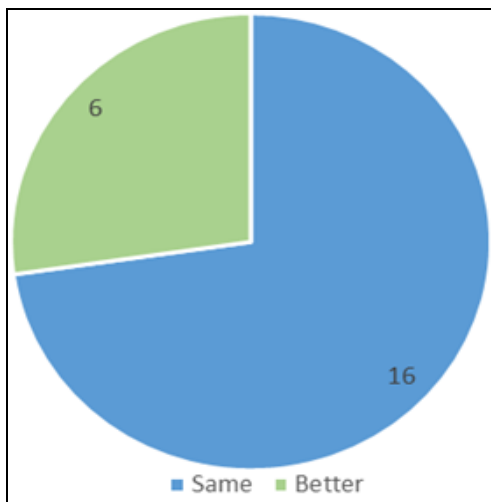


Fig 21: In the next three months, where do you see your business going?

While the aforementioned individuals indicated that the business is returning to normal, they do not believe that things will improve any faster and that it will take some time for things to stabilize. They also do not anticipate that people will be booking holidays anytime soon. Out of the 22, six individuals maintain a positive view and anticipate that business will improve in the near future.

Outcomes and Discussions

The customers and the employees are the two main categories of the research that was done. 86 clients participated in the study. The age range of the responders ranged from 15 to nearly 60 years old. Nearly the customers' sex ratio was one-to-one. The responders typically made one or two hotel visits each year. There was nowhere these people could remain in a motel during this protracted outbreak. Despite the possible difficulties, we discovered that the majority of these clients would still like to stay in a hotel. Thirteen percent were slightly afraid out of all those willing to stay in a hotel in the current circumstance, and

thirty-six percent were scared. Eighty percent of those who expressed interest in going did it as a vacation, and sixteen percent were employed. The respondents generally believed that dining out and room service were safer options than the swimming pool and the gym. It was believed that the former had a lower risk of contracting the virus. Sixty-three percent of these clients were prepared to spend more. Thirteen percent were willing to pay more for a safer stay, despite the increased hotel fee. In addition, the respondents offered the hotels certain recommendations, such as comprehensive and routine sanitization and social distancing guidelines. Employers and employees in the hotel sector made up the second group of respondents. These hotels typically have their busiest months from January to March, then April to June. Eighty-two percent of the respondents said that there was a significant influence on their firm. Eighteen percent indicated it influenced it somewhat. The majority of hotels included in the study experienced a negative impact on their expenses as a result of additional safety regulations, sanitization, and the continued payment of fixed overhead. Of the hotels under investigation, 23% were transformed into a COVID care facility. Those with mild symptoms were accommodated in these hotels. Medical training was mandated for hotel staff. There were employee training programs offered by every hotel. Forty percent of the participants stated that their hotels closed some amenities, such as the gym and swimming pool, cleaned the tunnels, checked on staff on a regular basis, and maintained social distancing. Of the remainder, 38% adhered to three of these four protocols to guarantee the security of their clientele. In an effort to recover their expenses, half of the hotels that were turned into COVID-19 treatment canters decided to close. The government only provided compensation to 33% of the converted hotels. The vast majority of hotels lowered their lodging rates. But, in order to draw clients, the others did not alter them. Forty percent of the hotels gave their customers a complete refund for earlier reservations. An additional 18% rescheduled them, and 27% cancelled them. Only 59% of the hotels have begun the process of recovering, with the remaining hotels believing that there is still a long way to go. Eighty percent of those surveyed said they expected their business to remain unchanged over the next three months. The others, on the other hand, were more upbeat.

**Conclusion, future scope and limitations
Limitations on the Research**

- The research was conducted on a small sample size,

with a limited focus on the hotel industry due to our limited reach and the minimal replies we obtained from employers and hotels. And not about tourism & travel.

Suggested actions for the hotels

- Utilize robots and artificial intelligence to minimize in-person interactions. (Even though this requires significant investment, the expenses can be recouped in 15 years because automation is the way of the future).
- Due to the relatively low demand, the hotels should run at 50–70% of their capacity.
- Why Maintain a sufficient social distance by working with fewer employees, which will also result in cheaper costs and ultimately higher earnings.
- Completely digitizing all paperwork and documents to be filled out at check-in and check-out, among other things.
- Provide further savings to entice customers to make payments online or through non-cash methods of money transfers.
- Plans should be developed for hotel workers to remain on the premises, and potentially spread illness to other guests, ensuring the safety of both staff and patrons. (Hotels may choose to make this optional).

Final Reports

Based on the data that we have, it can be inferred that most of our clients wanted to go out during these times to stay in hotels. Eighty percent of those who are eager to go out do it as a vacation. Additionally, not many were prepared to pay more for a service that would guarantee their trip's security and safety. According to the employers, January through March was their busiest month. Eighty percent of companies have stated that Their company suffered greatly, and their expenses were negatively impacted as well. Despite rising costs, the hotels maintained social distancing in place and intact for the purpose of fostering customer satisfaction, as well as a sanitization tunnel, daily sanitization of the reception area and corridors along with the luggage, and adequate training for staff to be prepared for any emergency. Concerning the cost-cutting strategies, only 33 percent of the sample became COVID care centers, and of those, 50 percent did so in order to cut expenses. They also closed other non-essential amenities like the gym and swimming pool and reduced staffing, terminating contract workers, among other actions. Additionally, hotels were trying to lower their rates to draw clients. Out of the employers polled, 59% think business is getting back to normal, and 80% think it will remain that way over the next three to six months. As we covered in the research gap, we have made an effort to address a few most important queries surrounding the topic. We made an effort to comprehend how terrified guests are to remain at a hotel during these trying times. We recognized that while people are itching to get away from their houses and unwind at hotels, they are also afraid of the possible negative outcomes. Additionally, the hotels are making every effort to ensure that guests have a comfortable stay customers, who may observe that the majority of hotels are combating this pandemic by taking all necessary safety precautions. The hotels themselves responded that this has undoubtedly resulted in an increase in the costs associated with keeping its patrons and that this was the only way they could survive in these unfavourable conditions. One noteworthy observation we made regarding expenses was that an Indore hotel owner decided not to open his establishment until recently because he believed

that doing so would ultimately result in loss rather than profit if certain limitations were lifted. Upon realizing the potential to transform into COVID hospitals, the hotels were not observed pursuing that course of action. Many were rejected as COVID-19 hospitals.

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