



A STUDY ON HOSPITALITY AND TOURISM MANAGEMENT PRE AND POST COVID

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ABSTRACT

This research demonstrates that the geospatial method adds greatly to identifying pre- and post-COVID 19 pandemic situations and aiding in sound decision-making, not only in Rajasthan but globally. Results reveal that hotels with a more management mindset are more likely to use dynamic pricing techniques. When the pandemic's intensity is severe, hotel managers resort to a more streamlined booking portfolio. Hotel owners and the pricing community as a whole may use our theoretical implications and practical management levers to increase profits as much as possible during the epidemic. This research set out to learn how the hotel industry's top brass think the sector would fare in the near future, and whether or not the response to the shutdown and following decline in domestic and international travel should have been handled better. Research like this is important because it draws attention to the fact that more precautions may have been taken to mitigate the disaster's effects. Qualitative surveys sent through email to partners in the hotel sector and their responses provide light on the days and hours leading up to the lockdown.

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KEYWORDS COVID-19, dynamic analysis, gradual adjustment, tourism and hospitality.

INTRODUCTION

Against this backdrop, nations that rely heavily on tourism are among the most impacted by the global economic downturn caused by the epidemic. The UN World Tourism Organization (UNWTO) has predicted that by the end of 2021, foreign visitor arrivals would be 87% lower than they were in the first quarter of 2019. As a result, 260 million fewer tourists from across the world would visit the area than they would have in the years before the epidemic. For the Asia-Pacific area, this means that foreign visitor arrivals have dropped by 96% since January 2021, when the strictest travel restrictions were put into place. In order to reopen restaurants, bars, hotels, and other businesses dependent on tourism, "Travel Bubble" proposes eliminating quarantine restrictions between nations. As a result, Singapore, New Zealand, Brunei, and Hong Kong (China) have all relaxed their post-COVID-19 travel restrictions and reopened under the "Travel Bubble" moniker (UNWTO,2020). Because of its unparalleled global scope, Covid-19 poses a formidable challenge to all businesses with an international or national



influence on key business operations. The hotel and tourist sector has been hit particularly hard, but the whole economy has felt the effects. The cancellation of economic operations has had a significant impact on the hotel and tourist business, primarily due to the national lockdown policy and foreign travel restrictions. Prior to the pandemic, however, these sectors were thriving over the world. However, many businesses still suffer a financial calamity because of this worst-case scenario, which either causes them to go bankrupt or forces them to implement a cost-cutting program. As firms in the studied regions shifted to digital services, the effect of the second wave was mitigated compared to the first. Yet the second wave has wreaked havoc on the nation's healthcare system, with a record number of infections in recent days leading to tougher regulations all around the country. The already faltering travel and hospitality sector has been further derailed by this. In 2020, it will face a similar dilemma. This time, businesses are permitted to bring food to regions under lock-downs, and although COVID-19 hasn't had as much of an impact on the places with less stringent restrictions, it has had a significant impact on the amount of visitors that visit those locations.

LITERATURE REVIEW

Lina Zhong et.al (2022) Focusing on whether or not COVID-19 had a significant impact on the acceptance of robots by hotel guests and whether or not guests had higher levels of acceptance of hotel robots since the initial COVID-19 outbreak in China was brought under control, this study seeks to compare consumer acceptance of robots in hotels before and after the initial COVID-19 outbreak in China was contained. Chinese hotel guests were included in the sample before and after the outbreak of COVID-19; 247 replies were collected before the outbreak and 601 responses were collected thereafter. Using a mock experiment, we constructed and evaluated many hypotheses. The findings demonstrated that COVID-19 facilitated a more positive reception of robots by hotel guests. There was a shift in emphasis after COVID-19, with the utility, social effect, attitude, and value of robots seen as more important than their simplicity of use and anthropomorphism. Customers placed a higher value on robots due to the fact that they provided a contactless service. As a result, consumer expectations for robot usability dropped. Furthermore, societal implications of robot usage ranked higher on people's lists of concerns. Vacationers are beginning to see robots and the services they may bring more positively. Whether or whether this shift is temporary and driven by a pragmatic response to COVID-19 is still up for debate. We recommend that hotels develop a new customer profile that takes into account visitors' feelings about being served by robots. Hoteliers should think about deploying robots in response to the demographics of their clientele (e.g. according to guest age levels). This study proved that consumer mindsets and actions regarding new technology are influenced by significant crises. As a consequence of COVID-19, hotel customers have begun to focus more on the benefits of robot hotel staff as a way to lessen the likelihood of spreading the virus.

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Arpita Ghosh et.al (2021) The current research set out to look at how the epidemic has affected the economy and way of life in one town in Himachal Pradesh, India, namely in the hospitality and beauty industries. Resulting from the study, we can say All hotels assessed experienced complete losses during the lockdown and the multiple unlocks that followed, with the exception of those employed as quarantine centers. During the lockout, revenue and average guest occupancy dropped by 100 percent at all of the salons polled. Strategy: SPSS's non-parametric Kruskal-Wallis test was used to confirm the results. This is the first research of its kind based on primary data to examine the effects of COVID on livelihood in Paonta Sahib (gateway Himachal Pradesh). Constraints in the study: A global assessment and set of policy recommendations is necessary for the future. Some policy implications emerge from even a



cursory examination of the tourist industry, including the possibility that company reorganizations and novel business models may be useful in weathering the current downturn.

S.S.N. Ariyawardana et.al (2021) A viable agricultural country in the past, Sri Lanka is now attracting visitors from all over the world as a one-of-a-kind South Asian tourist destination. Several locations in Sri Lanka are well-suited to the Agro-tourism model because of the country's tropical environment, agricultural history, and status as a popular tourist destination. Therefore, the emphasis of this research is on Nuwara Eliya, a prospective tourist haven where agro-tourism might be practiced as part of a more holistic approach to sustainable travel. Based on secondary data and information gleaned through archival research, the results of this study highlight the challenges, benefits, and potentials of contemporary agro-tourism activities in Nuwara Eliya. To do so, we used the five principles of sustainable agriculture recognized by FAO to our analysis of 15 agro-ecological areas developed by the Department of Agriculture, Sri Lanka in the administrative division of Nuwara Eliya. Therefore, our evaluation shed light on issues associated with policy implementation, ineffective resource management, coordination failures, environmental contamination, and a lack of information and awareness regarding the existing practice of agro-tourism within the studied areas. In order to coordinate agro-tourism activities in Nuwara Eliya, this study suggests launching a monitoring, certification, and awareness program to evaluate the long-term viability of the industry's methods. This should be done in tandem with an institutional coordination flowing process designed to enforce the interactions between the tourism and agricultural sectors. Finally, this research has offered employment and commercial prospects, cultural and social potentials, technical and methodological capacities that may be crucial in developing a long-term, sustainable strategy for agro-tourism operations.

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Rajeev Singh Chandel et.al (2021) COVID-19, commonly known as SARS-CoV-2, is a new coronavirus that was initially detected in China (Wuhan City) in December of this year and has since spread throughout the world. As of February 3, 2020, three COVID-19 cases have been reported in the Indian state of Kerala. The study's goal is to use geospatial technology to map the effects of the COVID 19 epidemic in Rajasthan and provide an evaluation of the situation there, after which they will propose a number of control measures to be implemented. Research objectives included (a) identifying and mapping impacted regions of Rajasthan and (b) initially monitoring and anticipating instances of COVID-19 in the research area. There are four primary steps in this process. In the first stage, players analyze, evaluate, and manage the risks associated with the pandemic scenario on three main levels. The next stage is to use geospatial technologies based on bulk screening to pinpoint high-risk areas for the spread of COVID-19. The third stage involves assessing and mapping potential pandemic threats. The fourth step is to assess the likelihood of the risk happening and address it accordingly. The worldwide epidemic of COVID 19 is the most serious health risk we face today. The early risk of instances of COVID 19 in Rajasthan may be assessed and mapped with the use of geospatial technologies.

Tom Baum et.al (2020) The goal of this article is to provide a "real-time" evaluation of the effect of the COVID-19 epidemic on the right to engage in hospitality and tourism, and to show the areas where this right is threatened. In this piece, I'll be discussing some recent events and how they seem when seen through the perspective of human rights. Rights to travel and visit other countries, especially in sections of Asia, Europe, and North America, were impacted in a manner never before seen during times of peace. Our freedom to engage in the hospitality and tourist industries is under more attack than ever before. The degree to which these rights



will be restored after COVID-19 is a pressing issue that will need more investigation. Due to the dynamic nature of this analysis, it will need to be revisited as time progresses.

Md. Ashraful Azam Khan et.al (2020) The purpose of this research is to provide a global perspective on the issues and challenges caused by the COVID-19 pandemic in Malaysia's tourism and hospitality industry, as well as to draw lessons from the devastating effects of the pandemic and consider potential solutions and strategies for post-pandemic recovery. We are engaged in conceptual research here. To achieve this, we conducted a thorough literature study of the most recent chosen literature from academic and online news portals and relevant online platforms, to extract the state of the art information as it stands at the moment. This research, which is classified as a post-crisis analysis based on both present and historical occurrences, sheds light on the COVID-19 pandemic by revealing the ambiguities around key results from the past. This paper concludes, based on an analysis of the relevant literature, that the focus should be on studying, teaching, and engaging with current tourism-related concepts and theories to provide a holistic pedagogy to rebuild and transform the tourism and hospitality industry rather than maintaining the current tourism and hospitality trajectory in the post-Covid 19 pandemic era. The paper's practical significance lies in its ability to aid tourism and hospitality managers by giving them a preview of the industry's current and future challenges and by providing critical recovery strategies for the industry in the post-pandemic phase, allowing the associated tourism and hospitality operators to plan effective business strategies, activities, and policies in light of the new normal. Based on a post-crisis analysis of current and past events, this study reveals how the tourism and hospitality industry in Malaysia is particularly susceptible to the Covid-19 pandemic, and it proposes some crucial sustainable resilience strategies for a recovery in the post-pandemic period from a global perspective.

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SCENARIO 1: MODEL WHEN HOTELS MUST HAVE THE SAME PROFITS AS PRE-COVID-19

Let's pretend for a moment that hotels plan a soft launch on the premise that profit comes first (Π_{before}) and after (Π_{after}) are the earnings before and after COVID-19 regulation. Let's use the notation TR for revenue in its whole, TC for total costs, and K for constant expenses. 1 This means that:

$$\Pi_{before} = TR - TC - K.$$

Let's suppose we assume that after COVID-19, hotels reopen at h% (h 14 0:5 or 0:8) of their normal occupancy. Fixed expenses are expected to remain the same upon reopening, denoted by a. This means that:

$$\Pi_{after} = h \cdot TR - a \cdot TC - K,$$

It's possible that we didn't make enough money before COVID-19 for us to make the same amount after it.

$$\frac{TR}{TC} = \frac{1 - a}{1 - h}.$$



The return-to-dollar $\frac{TR}{TC} = g$ is at its pre-COVID level. Therefore, we have:

$$a = 1 - g(1 - h).$$

The necessary requirement for maintaining at least the same level of profit as previously is a $a \leq 1 - g(1 - h)$. We may deduce that in order for this upper limit to be nonnegative:

$$h \geq 1 - \frac{1}{g}.$$

Previous research (e.g. Assaf and Tsionas, 2018) has indicated that h should be more than 0.5 when the return-to-dollar is 2, while h should be bigger than 1.0 when the return-to-dollar is $\frac{2}{3}$. Figure 1 depicts the relationship between a and h in (4) for a range of g values. When h is increased, a must also increase. Since we hold roughly 9% of h with only $g = 1:1$, we may gradually reopen the door to trade once again at the 9% level. Gradual reopening should begin at 33.3% with a return-to-dollar of roughly 1.5, therefore this metric is crucial to any such effort. Opening at less than 33.3% capacity even with g 141.5 suggests a negative

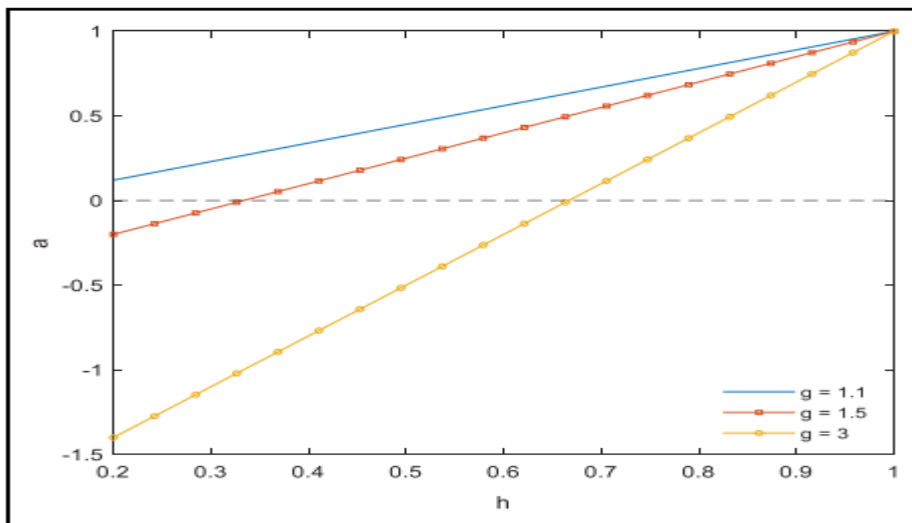


Figure 1. Relation between a and h.

with a value of a , suggesting that the hotel be subsidized. Opening at a reduced capacity is not feasible without government assistance. As g 14, it is impossible to reopen with capacities below roughly 65%.

POST-COVID COMMERCIAL REAL ESTATE AND HOTEL INVESTMENT TRENDS AND SENTIMENT

According to the latest research from the Urban Land Institute and PwC on Emerging Trends, most commercial real estate in 2020 was negatively impacted by COVID-19. Properties that might serve as breeding grounds for the coronavirus have been picked out, and many of them have been closed or have had their hours limited. These include places like workplaces, stores, residences, hotels, and even stadiums and performing arts centers. 46% of those polled in the



report said they were confident in making long-term strategic real estate investment decisions; 74% of lenders and 67% of equity investors pointed to tighter underwriting standards for new real estate projects; and the majority of respondents predicted poor to fair hotel investment and development prospects in 2021. (PwC, 2021). According to Smith's research on tourism, most 2020 projects have been delayed rather than scrapped (Hood, 2021). As a result of worse performance, the hotel sales market declined in 2020. As economic instability increased, loans became harder to come by, and a huge disparity between bid and ask prices became the norm. Private equity and institutional investors pounced on hotel deals that were finalized at discounts of 15 to 40 percent below their pre-pandemic prices.

COVID-19 AND HOSPITALITY SECTOR

In addition to the energy industry, the hotel industry is one of the world's largest sources of employment. Economically, the globe has been hit hard by the COVID-19 epidemic, and as a result, unprecedented measures have had to be taken (Fernandes, 2020). There has been a dramatic drop in demand for hotels and other hospitality services in India as a result of the COVID-19 outbreak. India, like most other countries, is under some kind of lockdown, the repercussions of which are unprecedented. This includes warnings not to go abroad, delays in granting visas, and the imposition of Section 144 (prohibition against large assemblies). Even though 2019 was a banner year for India's hoteliers, 2020 is expected to be "even greater." The business continued to boom into the new year. The country felt the tremors of the national COVID-19 pandemic commotion towards the end of February 2020, and they became stronger at the beginning of March. Quickly, hotel occupancy fell across the board in major cities, something the industry had never seen before. It is estimated that the Indian tourist industry will lose a total of Rs 5 lakh crore and lay off between 4.5 and 5 crore workers if a pandemic of COVID-19 were to occur. A full ban on national and international travel has had a devastating effect on the hospitality industry, according to the authorities (AlBattat A.R.). Simply put, hotel and restaurant profits are directly tied to the volume of visitors. Mainstream hotel businesses saw a brusque drop in occupancy rates. Almost 50 million jobs would be lost in this sector globally due to hotel booking cancellations, according to the World Travel and Tourism Council. Prices for rooms have been cut in half, and the future seems bleak as new cases of the virus are reported on all sides of the globe. Major hotel companies like Marriott, Intercontinental, and Hyatt have seen their share of the pie decrease to the tune of around 16%. The Mobile World Congress, a massive technology industry trade show, has also been postponed or canceled. Companies like Walt Disney have estimated losses of \$175 million due to the COVID-19 pandemic (Creswell, 2020). For safety reasons, many of the biggest gambling events are postponed or cancelled. The Olympics, one of the most important sporting events in the world, have been postponed for a year.

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When governments throughout the world declared lockdowns and social separation, it had an impact on the food and beverage industry. As a result, fast food restaurants and bars closed their doors immediately. As of right present, India's hotel sector is not eligible for any kind of government assistance package. While discussions continue about a driving force for small and medium-sized enterprises, restaurants will need to do a lot of persuading of their guests to maintain generating traffic. This may not seem like a sign of things to come in the food service administration sector. The news is scary enough to make even those who aren't afraid of the coronavirus think twice before placing an online order for food. This also demonstrates how helpless the food administration sector currently is. According to a research from a New Delhi-based hotel consulting organization, the sector would feel a significant effect from this event and will need significant time to recover.



As of 2020, the hospitality sector in India was responsible for over 10% of the country's gross domestic product, or about \$275 billion. If the virus continues to spread at its current rate, this figure might plummet by another 10%, creating a dire scenario in the years to come. The fact that 30–40% of the hospitality workforce in India is contingent or temporary is a major issue for the sector as a whole. Therefore, the Industry must continue to pay them even if the hotels close in the future so that the workers can provide for themselves at this trying period. The Prime Minister has been encouraged by the Federation of Associations in Indian Tourist & Hospitality (FAITH), a major trade group, to intervene in the form of financial aid for the tourism sector so that it may recover from the devastating effects of the COVID-19 Pandemic.

EFFECTS OF COVID-19 ON BUSINESSES

In this study, we asked participants to think of five ways in which COVID-19 has affected them. Given the constraints of the format, replies were brief and to the point. The reason for this inquiry was to learn what was first in the listeners' thoughts. Three main themes arose from the responses to this question: budgetary limitations, difficulties in acquiring and retaining human resources, and future uncertainty. This is not necessarily the sequence in which they occurred. It's a sad moment for the sector, since many people will lose their jobs and hotels will close. Will take the industry months to become profitable again (P01). According to Table 5, the greatest worry is from the effect on personnel, followed by revenue and budgetary restrictions. Operators are feeling the pressure of market uncertainty and a lack of bookings, as they worry about not meeting their goals, having a hard time preparing their budgets for 2021, and not having enough business booked for 2022. A single reference each of the final two notions suggests that they may be unique to individual operations; for example, a game lodge worker provided the lone mention of increased poaching during lockdown. These additional answers further illustrate the industry's complexity and the challenges associated with developing backup plans. Some of the players, as indicated by the preceding accounts, were not ready for this tragedy, and the entire shutdown of their firm and the market has been devastating. Employees provide the intangible elements that give the service sector its distinctive character. To that end, it's encouraging to see employee happiness ranked so highly. People have speculated in different contexts that once an employer lays them off or suspends their services without any regard for how they will support their families, some of those workers may reevaluate their commitment to the company. One further plus is that personnel started working better together, their communication skills were fine-tuned, and their output increased.

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Table 1: Effects of COVID-19 in the various hospitality operations

Participants' comments	Number of times mentioned
Almost 100% decline in revenue	16
Employees not earning full salaries	13
No new business/bookings	12
Unknown future of the industry which will have a ripple effect on us all	11
The severe strain on cash flow - financial distress, Capex program suspended	11
Lower team morale as a result of the unknown	7
Hotels closed or mothballing until reopening	5
Not reaching goals or achieving budgets	4
Everything coming to a standstill	4



Employees staying at home	4
It's difficult to work from home	4
The revised business model for improved efficiency	4
Team building and comradeship	3
Staff retrenchments	3
Seeking new ways for the future ie. Post-COVID-19	2
No face to face with clients	2
Improving communication	2
Employees missing out on benefits such as free meals and tips	2
Challenges in preparing for the 2021 budget	2
Reduced marketing spend from third party affiliates due to online marketing	1
Poaching in the reserve could be a reality	1
No future bookings for 2022 because of uncertainty	1
Increased concerns about staff and client safety	1
Clients taking longer to settle debts	1

In this period, one travel agency had an increase in customers, the company said. In their capacity as online travel agents, customers were unable to successfully cancel or rearrange tickets with their chosen airlines due to overwhelming volumes of customer inquiries and agent workloads. For help, they contacted tour providers:

People who previously avoided using travel agents in favor of researching their trips online will soon come to appreciate the benefits of working with a professional, as we frequently received requests for help from clients who had been unable to find answers to their questions online and were very appreciative when we were able to provide them with answers and find suitable alternatives (P06).

Now that they have the flexibility to work from home, several workers have increased their output and taken the initiative to launch new initiatives. Because this respondent was included in the second round of questionnaire distribution, they had previously spent many weeks in lockdown and were thus familiar with the issue being studied. They reflected on how rapidly their management approach needed to adjust to accommodate the new setup. Some workers may be very productive when left alone, while others need regular check-ins with their supervisors and peers. All employees are now working from home; regular meetings and tasks are being completed; communication is frequent and sometimes heated; and output has increased as a result (P19). A contributor said, "This financial year looks grim on the basis of low economic growth" (P03). While the most often cited replies were listed first, there are some recurring topics that stand out. It's encouraging to see that some industry members are already thinking forward, as seen by references to meetings with customers and projections for the next fiscal year.

CONCLUSION

The research has relevance in both the business and academic worlds. As for the former, the paper's results should help authorities and companies better understand present and future trends, allowing them to develop strategies, products, and service characteristics that will allow them to capitalize on the tourist and hospitality sector in the post-pandemic era. This essay advocates for a call to tourism researchers, students, and educators to launch analysis, action



plan ideas, and additional study to investigate the variables that might discourage hospitality and tourist customers in the wake of a pandemic. Due to the large number of people it employs, the T&H sector is crucial to the success of many developed and developing economies. It is, however, a luxury expenditure, thus it is one of the first things to be "cut." Because the devastating impacts are likely to last for some time, it also looks to be an industry that cannot bounce back soon. Rather of being proactive, the hotel business often reacts to problems. Several attendees noted the phrase "uncertainty," suggesting a reduced trade period ahead; yet, the hotel industry must learn to adapt to COVID-19 since there will be no post-COVID-19 phase.

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