

# GLOBAL COVID-19 PANDEMIC AND ITS IMPACT ON HOTEL INDUSTRY IN GATHERING MOMENTUM OF TOURISTS IN INDIA - A PERSPECTIVE OUTLOOK

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## **ABSTRACT**

The COVID-19 Pandemic has caused significant damage in every sector. Its impact on tourism and hotel industry is immense. The wheels of global economy is artificially halted by applying the brakes of COVID-19 and it has not any limit to any boundaries which hampers all the spheres of the economic activities as well as commercial and managerial practices. The attitude towards in avoiding the pandemic of COVID-19 especially in Hospitality industry is the importance of the study in which wider and larger parts of the sector got a severe blow in functioning the smooth way of perspective outlook of this sector. The outbreak of the first and second waves of COVID-19 affected travel industry in a larger and temporal manner. A spatio-temporal analysis on the consequences of COVID-19 was dealt in detail and its subsequent policy measures to be followed are also analyzed. There is a persistent demand for operating more and enough airlines received top most priority in the agenda of travel operators in India. It is very pertinent to note that industry and other wings of tourism is in the downward trend because of the spread of global contagious disease. No country is free from the outbreak of this disease and it would automatically generated unwanted and unexpected trend and projections in the Aviation and tourism sectors. The author is much interested to analyze the cons of the spread of the Covid and throw lights the real picture and outlook of the sector by suggesting certain remedial measures to be followed in order to bring the normalcy and set a good right on the path of the wheels of the economy. It is very difficult to project the future outlooks and its happenings in this crucial juncture on the smooth functioning of this sector and also analyzing the global features that would hampers the travel and hospitality sector in the second and third quarter of 2020. Hence bureaucrats and policy makers would pay much attention on revamping and reshaping this sector in a better outlook is also discussed in detail. The announcement of seven successive lockdowns to bring back the economy by the government and also to avoid the epidemic happenings. .

**Keywords:** Waves of Covid – Spike Rate – Global position – Real outlook – Normalcy – Remedies

## INTRODUCTION

The travel & tourism sector in India accounts for more than 9% of the total employment opportunities resulting in direct employment to 43 million Indians. Corona virus pandemic effect on the area is very brutal and recuperation is looking 3 to 4 quarters away. Going forward post lockdown we will see a major shift in industry trends and consumer behavior. The impact of the Corona virus pandemic might lead to a bleak FY21 for the travel industry as indicated by CARE Ratings.

Tourism constitutes 10% (\$275 Billion) to India's GDP (Business Line). This is no limited quantity and will require a joint arrangement by the administration and the business to beat the devastation brought about by Covid-19. This article revolves around the impact of Covid-19 and the conceivable recuperation turn out of the Indian hotel Industry. The marked, chain and some extravagance independent lodgings comprise 1.4 lakhs rooms which is just 5% of absolute rooms accessible. The rest 95% are Bed and Breakfast, Guest Houses and unbranded spending hotel. The lodging business faces a misfortune of Rs. 620 crores (Business Line). A few confident people accept that if the viral endures till June 2020 and business gets in the second half of the year then the pandemic would have caused only 18-20% disintegration of public inhabitation while there will be a 12-14% drop in the ADR (Average Daily Rate) (Hotelivate Report). This will assume that hotels simply switch on the lights and business will be the same as usual. This is an ambitious assumption. It will be business as unusual instead. As customer will sneak to return to typical travel, the lodgings should likewise proceed delicately to re-open. The following are recommendations that should be taken to return to normal. The number one thought post Covid-19 will be on wellbeing and security which converts into cleanliness and sterilization issues of the hotel. The key is to give physical proof of the hotel's anxiety for wellbeing and safety. In the fallout of the dread assault on the Taj Hotel, reacted without a doubt to security fears by raising security checks at the doors of the hotel along with self and staff screening in the patio preceding entering the hotel. This time, the checks and screening should be raised for wellbeing purposes. The security will check for fever with a distant thermometer, shower a light sanitizer fog, and keep hand sanitizers at the reception, elevator lobbies and guest rooms. Guarantee the dissemination of natural air in visitor rooms and show indoor air quality. The visitor room will have a sign referencing "This room has been sterilized for your wellbeing and security".

The organization said that for the year 2020, the business is required to book an income loss of Rs 125,550 crore, loss of more than 40% y-o-y. It's not all inauspicious be that as it may, this may be an open door for the business to expand Average Room Rates (ARRs) in the wake of seeing development somewhere in the range of FY97 and FY08, inhabitation rates declined for all major cities in FY09 and FY10 led by the macro-economic factors that were affected due to the monetary emergency and the Mumbai dread assaults that risked the travel industry in the nation during the period. Experts accept that a comparative circumstance could emerge after the COVID-19 pandemic.

## INTERNATIONAL AND NATIONAL STATUS

### Global Level

Corona Virus the deadly virus has almost taken half of World lives. India is vulnerably affected due to this COVID outbreak Moreover, Singapore, U.S, and Australia have restricted foreign national entry to the country for those who had been in China. There are many domestic as well as international flights in India , which forced to be cancelled due to the frenzy identified with the rise of Corona Virus. The airline industry is severely affected due to the cancellation of the flights from and to India due to Corona Virus. Abrogations of flights have seriously affected the business, as the deals and income of the Airlines Company have been reduced significantly. Furthermore, many cruise lines have suspended sailing from and to India. Since the outbreak of virus has started the Cruise lines have limited passengers Also if the suspension of travel continues for the long term then it is expected that the company will get financially weak. It will hamper the organization monetarily which is hard for the organization to endure. The Corona Virus has attacked India and other nations in one of its busiest seasons especially when millions of people are traveling both out and in of the country. More than 20 percent of global tourists are comprised of Indian tourists This helps out the international travel companies carry out business with the Indian people Several nations like Britain, U.S. have suspended their exchange and travel relationship with China simply because of the frenzy of spreading the infection. The impact of this deadly virus called COVID- 19 is already spread across the Asian continent. According to the nation's travel industry department, China alone achieved \$127.3 billion in the year 2019 .The rate of cancellations of travel and tourism agreement with China and other Asian nations is expanded where this pneumonia-like infection has spread progressively. As indicated by the travel service, individuals were simply tired and in the event that they were asked with respect to any visit they either state they are not intrigued or they will visit in the coming year. Close about 75% of explorers of Luxury Travel organization have suspended their tickets for Southeast Asian nations which are to be withdrawn by February and March .A lot of holiday destinations in Southeast Asia regions like Beijing, Shanghai, Xi'an, Chengdu, in India along with various destination in Malaysia and Singapore had been booked by the worldwide vacationers, which were dropped and rebooked for other location like Southern Africa, Maldives, and Australia (Briefing and Associates, 2020). Even many investors, who invested in the Chinese industries like electronic and cosmetic industries have expected that the impact of the tedious virus will last for about six to twelve months. This means that the effect of the Corona Virus has a negative impact on the tourism segments of India.

### BACKGROUND AND MOTIVATION OF THE RESEARCH

Epidemiological evidences point at the outbreak to have association with a seafood market in Wuhan a city in Hubei province in China. The first case was reported in China (on 12 December 2020), but by the month end in January 2020, the virus had infected around two thousand people in the country. From the probable place of origin

the zoonotic transmission began and spread in countries all over the world. This became possible due to the virus's higher tendency of getting transmitted among human population.

The travel industry is named as a muddled mental cycle and the effects of SARS are additionally fundamentally mental in nature. The previous SARS episode was spread across various nations counting China, Hong Kong, Taiwan, Canada, Singapore and some more. Regarding the effects of SARS on friendliness and the travel industry, different investigations have been distributed. The tabulated review is based on the select papers that concern hospitality and tourism in the light of health crises that impacted the industry to various degrees. To that end, most relevant studies accessed through databases like Scopus, Google Scholar, Science Direct were utilized. Although the researches on varied impactful health crises in tourism and hospitality literature have been proliferating from past few decades, to compile the review table only select relevant studies from post-SARS period were considered.

The impacts of earlier SARS outbreak on hotels in Hong Kong were severe, so much so that the staffs' were asked to take annual leaves, probationers and contract employees were fired, and banks were claimed for credit reimbursement suspensions for clearing a path to pay for the representative compensations. Similarly, on the financial front, identified that Taiwanese hotel stocks performance were acutely impacted during the same outbreak that triggered panic among shareholders and confirmed extreme fragility of the hotel organizations toward plagues and furthermore motioned at the dismal outcomes of future flare-ups.

The confidence building measures among investors and minimization of panic and uncertainty, were among some measures indicated in the study. Noted several changes that previous SARS outbreak brought about in China. This included expanded feeling of cleanliness at the eateries, uplifted feeling of physical exercises and decrease of spitting propensities for sound environmental factors, regularizing of temperature assessment in schools also, improved wellbeing administrations in emergency clinics differentiated the readiness for SARS episode among Thailand and Hong Kong, and discovered Hong Kong's reaction to be better in containing the unfavourable impact of the disease. They also accentuated on the framework proposed by Pacific Asia Travel Association (PATA) to address the eventualities. The system included decrease (early admonition signs discovery), availability (related readiness), reactions (tasks during consequences), and recuperation (studier endeavours to re-visitation of regularity). More recently attempted to explore the issue that small enterprises in hospitality faced during the ongoing crisis and offered preliminary frameworks through inductive analysis. The exploratory work resulted in nine theoretical dimensions that revealed the actions and reactions of hospitality actors toward coping with crisis.

## REVIEW OF LITERATURE

The current pandemic may have similar origin, however unlike earlier SARS outbreak, the impact has been profound that is still unfolding in countries like United States, Brazil and India. Effects of pandemic on tourism and hospitality in India are continuing to become serious with the sector embracing for higher unemployment rates. The potential job loss in tourism and hospitality has been estimated at 38 million, which is 70 percent of the industry.

workforce. Federation of Associations in Indian Tourism & Hospitality (FAITH) has doubled the estimates of losses in India's tourism sector from earlier INR 5 lakh crore to INR 10 Lakh crore, The pandemic effects will be effectively visible on the country's inbound, outbound and domestic tourism, adventure travel, business travel, and cruise holidays (Dash, 2020). Post lockdown predictions and preparations would need a better understanding of the current situation. To this end, trends like "stay cations" and "work cations" are being opined by hospitality practitioners to remain dominant in near future. In the light of rising corona virus infections in India, government bodies have assumed multi-layered and multi-pronged approaches, wherein government at centre invoked 'National Disaster Management Act' and further activated state disaster response funds for individual Indian states to tackle the rising pandemic. .Beside beginning lockdowns and steady opening of financial exercises, public has been urged to guarantee social removing, practice proper cleanliness, veil wearing and evading get-togethers except if fundamentally required. For resuming tourism activities to revive the sector, governments at various levels have initiated check-ins with relevant COVID-19 negative reports, encouragement on minimum days stay at hospitality establishments.

The on-going pandemic has also taken a serious toll on the education sector cross the globe. COVID-19 pandemic has affected 90 percent of the student population globally, with more than 1.5 billion students from over 190 countries are out of the schools The situation remains basic in the advanced education also, yet the universities are venturing capable of addressing the necessities of understudies however online classes. It is beneficial to specify that the sectorial instruction, for example, the travel industry and friendliness that inexorably rely upon functional meetings, are probably going to be influenced altogether. The previous SARS outbreak also placed a strong negative impact on hospitality and tourism education in Hong Kong. The past SARS episode additionally positioned a solid negative effect on neighbourliness and the travel industry training in Hong Kong. Such instructive impacts were felt from Mainland China; Hong Kong, Singapore to even Canada. In India's setting the travel industry and neighbourliness industry has been picking up force from recent years now, which has brought about a significant push to training in the travel industry and hospitality.

Above reflected discussion also typifies the explanation of adaptive behaviour displayed by the entities in the face of adversity. In the current context the coping mechanism for both industry and academia are important to be considered, which must include pertinent learning and alternatives for survival amidst the pandemic and subsequent revival. It must be noted that unlike before, current pandemic has resulted in plenty of data that can help decision makers across sectors and may assist in salvaging the lost momentum Current review attempted to synthesize major researches that affected the tourism and hospitality industry, while it is also important to note that a very few studies were found to have been directed with respect to SARS flare-up in the background of neighbourliness and the travel industry training. Nevertheless, a summary of select studies have been presented in which may be used as a reference point for future researches.

## **SIGNIFICANCE OF THE RESEARCH**

The focal and state legislatures of India likewise want to advance state the travel industry, since homegrown travel will see a flood before worldwide travel. Industry's leaders anticipate that when the storm passes, the hospitality domain will see a sprint of transformation, creativity and new normal lasting change in consumer behavior. Subsequently, the accommodation business should make strides toward making safe get-away spaces for our visitors. So as to guarantee safe removing, the business should make game plans for long remains at the private villas and apartments. To relieve the impacts of COVID, it can likewise rehearse a chill off period between inhabitations.

With worldwide limits sealed and Indians staying indoors, the demand for hotels has been nearly nil in India for about three months now.

## **STATEMENT OF THE PROBLEM**

With development limitations set up, the land owners have been not able to upkeep their master properties from distance. For other people, confronting various merchants for support while everybody is hoping to keep up a safe distance has been a big concern. To aid the property owners in taking a safer stance, the service providers will have to introduce new services also that help the owners in maintaining and sanitizing their properties. The pandemic has shown us the importance of business deftness, cooperation, and catastrophe arranged preparedness and compassion. Organizations are back to where everything started, finding innovative ways to deal with cut costs, work with lesser assets, oversee obscure dangers, strike a solid work life balance, have significant visitor commitment and support ourselves for the 'new ordinary. India's Hotel industry is dreaming neighborliness to persevere through the COVID-19 pandemic. But how far can innovative thinking go at a time when people are unwilling to even step out of their homes? The Covid flare-up in India and the resulting 177-day government-upheld 7 progressive lockdown has disabled the cordiality business. A number of restaurants and cafes have close up shop in the last two months, while large hotel chains are under pressure to pay salaries. The Hospitality business has experienced numerous emergencies previously and recouped. The fact of the matter is the pandemic is impermanent and will pass and the business is preparing itself for the industry is bracing itself for the new changes that will be seen once the lockdown is totally lifted. Hence the present research largely embodies "GLOBAL COVID-19 PANDEMIC AND ITS IMPACT ON HOTEL INDUSTRY IN GATHERING MOMENTUM OF TOURISTS IN INDIA- A PERSPECTIVE OUTLOOK".

## **SCOPE OF THE RESEARCH**

Indian Hospitality sector has undergone various changes and unexpected happenings which are largely hampers the real speed and tempo of further development. Any research whether it is a social or scientific research having its own scope and significance. This part of Research is also having futuristic outlook in solving the research questions and research gaps which have not been advocated in the earlier studies

The present research is having a vast scope of analyzing the present condition of Covid pandemic on hospitality sector and how it deteriorates the smooth functioning of the earlier activities of the hospitality sector. Journey limitations due to COVID-19 continue to impact hospitality, travel and tourism sectors within India and all around the world in order to determine the impacts of this pandemic on the hospitality industry in India.

Because of time constraints the researcher have not been paid much attention on Macro level and forced him to undertook micro studies which have not been touched in a particular angle and one can conclude that it is a best parametric tool of ascertaining the significance and scope of the research problem which is a part and parcel of the research Problem in determining the usefulness of the research problem to the society.

### **OBJECTIVES**

- ❖ To bring out the clear cut picture of the COVID-19 Pandemic effects on Hospitality sector and its sequences.
- ❖ To analyze the causes and consequences of the outbreak of COVID-19 in India on Hotel and Tourism Industries.
- ❖ To apprehend Inter-sectorial and Inter-industrial variations of output a clear cut picture of the present condition of the hospitality sector and its ill consequences.
- ❖ To narrate the problems and difficulties involved in implementing suggestive measures to bring back the normalcy of the sector from the COVID-19 Pandemic effects.
- ❖ To suggest correct policy options and policy Initiatives to be followed in future for its revamping Strategy.

### **RESEARCH QUESTIONS/ HYPOTHESES**

To achieve the broad objectives of the present research researcher put some important questions related to the broad theme of the research problem,

- What are the real causes and its impact of COVID-19 in the global level and how it hampers India's Hospitality sector?
- How to overcome the difficulties and the problems unnecessarily created in this sector under the post COVID period?
- On what angle government help and policy initiatives are needed?
- How to avoid a future general downward trend of the developmental activities in this arena?
- How to project and predetermined the future trend in avoiding the risk and uncertainties which will be met in future?

### **HYPOTHESES**

- Larger part of revenue and employment opportunities is perfectly correlated with higher intensity of COVID-19 epidemic in containment zones.

- Awareness of the Public in travelling in various modes of transport and social distancing is closely related with each other among containment and non-containment zones.
- India's travel industrial Projections in future is an unnecessarily alarming factor.
- International downhill of tourists is the most determinant factor of Hospitality sector.
- Inter-Industry and Intra-Industrial Development of Hospitality sector is largely varied with projection of figures.

## **METHODOLOGY**

Data pertaining to the impact of COVID-19 on tourism and hotel industry is largely confined to the various sources Ministry of civil aviation, Ministry of Tourism, reports of CMIE, ITDC and manual of travel operators. Similarly data about the hotel occupancy, no of tourist visited both domestic as well as foreign tourists have been collected from the quarterly reports of hotel and restaurants association. The paper has embraced an auxiliary exploration procedure and consequently the means to perform optional examination have been carefully followed. The first step of secondary research is to develop a research question on which the investigation study will be developed. Here, the exploration question is – “What are the impacts of rising Covid in the travel industry in India”. The second step of this research methodology is to detect the secondary data set. Subsequently, the 3<sup>rd</sup> step is evaluation of the secondary data set and the 4<sup>th</sup> step is to prepare and evaluate the secondary data to conclude. For conducting secondary research mainly the researchers perform literature reviews which include textbook reviews, encyclopedia, and journal article reviews Besides this, news articles and web pages are also considered for the secondary data for the research study. For the attempted exploration on the effect of the Covid on the Indian diaries, government archives, authentic records just as factual information bases are surveyed that help in social event the required data for the study.

## **ANALYTICAL OUTLOOK AND STATISTICAL INTERPRETATIONS**

The effect of the Covid pandemic may prompt a somber FY21 for the Hospitality and tourism industry according to credit rating agency CARE Ratings. The office said that for the year 2020, the business is required to book an income loss of Rs 125,550 crore, loss of more than 40% y-o-y. It's not all grim however, this might be an opportunity for the industry to increase Average Room Rates (ARRs) after witnessing growth between FY97 and FY08, occupancy rates declined for all major cities in FY09 and FY10 led by the macro-economic factors that were affected due to the financial crisis and the Mumbai terror attacks that jeopardized the tourism in the country during the period. Specialists accept that a comparative circumstance could emerge after the COVID-19 pandemic.

## **IMPORTANT FINDINGS AND OUTLOOK**

### **Current Position of Hotel arena in India**

Maybe the most obvious and prompt effect of Covid-19 is found in the Hotel and tourism sector in all from businesses as well as leisure demand in the region, hotel markets in Pune, Ahmedabad, Hyderabad, Jaipur, Mumbai,

Bengaluru and Agra witnessed a positive growth during the period between FY11 and FY19 while Goa, Kolkata, New Delhi and Gurgaon witnessed slower growth during the period. Noida and Chennai markets witnessed a decline in occupancy rates (ORs) during the period ARR, on the other hand witnessed higher growth between FY97 and FY09, post which most of the cities went in for expansions and supply increased. Nonetheless, with expanded gracefully, rivalry expanded too which lead to a decline in ARR between FY09 and FY16. The normal room rates have seen a peripheral uptick somewhere in the range of FY17 and FY19 on back of lower flexibly augmentations in the market just as expanded interest, unfamiliar as well as increased demand, foreign as well as domestic. The normal future stock in 11 significant business sectors (across classifications - just marked) is lower at around 50,170 spaces for the following 5 years (FY19 to FY24). Hence, with expanding request on back of progress in financial exercises and lower room additions, “we expect the major markets in the industry to sustain the average room rates (ARRs) going forward and grow at an average of 3.5-4.5 per cent per annum. Also, we expect the occupancy to inch up to an average of about 68-70 per cent by the end of FY22 compared with 66.7 per cent in FY19.” likewise, the lodgings business is relied upon to see an expansion in room income at the pace of around 6-8 percent CAGR throughout the following 3 years. With everything taken into account, despite the fact that the interest might be lesser, this will even now give the business an opportunity to increase the ARR.

- ❖ Maybe the most obvious and prompt effect of Covid-19 is found in the hotel and tourism sector in all its geographical segments - inbound, outbound, and domestic and almost all verticals - leisure, adventure, heritage, MICE, cruise and corporate given various travel restrictions imposed by the Indian Government as well as Governments across the globe, forward bookings for various conferences and leisure travel bookings to foreign destinations have already been cancelled.
- ❖ In India, the vast majority of the midyear occasion appointments have been dropped (around 40-50 per cent most of which was to states of Kerala, Rajasthan, and Goa) impacting domestic tourism the impact on the inbound and outbound passengers is expected to be most severe in the next couple of quarters.
- ❖ India’s total foreign tourist arrivals (FTA) stood at 10.9 million and the foreign exchange earnings (FEE) stood at Rs 210,971 crore during 2019 with Maharashtra, Tamil Nadu, Uttar Pradesh, and Delhi accounting for about 60 per cent of FTAs.

### **Impact of lockdown**

- Be that as it may, presently with movement limitations in India for more than 80 nations and a large portion of the trips of significant carriers being suspended alongside 24 lockdowns in conditions of India till March 31, 2020, the Indian domestic as well as foreign travel and tourism industry is expected to witness a sharp negative impact in 2020.
- “Expecting the impact on be around half during January and February 2020, while the effect being higher at around 70% during March 2020 post the suspension of international flights and about 100 per cent during Q2 2020 (April – June 2020) on the overall foreign travelers.

- With travel advisories being put out, the Indian tourism industry is expected to book revenues of Rs 69,400 crore during H1 2020, a y-o-y loss of over 30 per cent during the period.”
- “During H2 2020, accepting the infection sways dies down, we anticipate that FTAs should even now be lower influencing the FEEs by around 50% to arrive at Rs 56,150 crore vis-à-vis Rs 112,300 crore during H2 2019. In this manner, for the year 2020, the business is required to book an income loss of Rs 125,550 crore, loss of over 40 per cent y-o-y,” said the report.
- Regarding the travel industry, the development rates have been very conflicting throughout the most recent 25 years. In any case, during the significant functions in FY09, the nation saw decay both in domestic as well as foreign travellers led by the financial recession that impacted the world economy. Further the terror attacks in Mumbai jeopardized the international as well as domestic tourism in India.
- The effect on the travel industry will directly affect the business as well. Its revenues stood at Rs 10,030 crore as of FY19 (3.5 per cent y-o-y growth vis-à-vis FY18).
- “Hotel which decides a higher segment of pay from new explorers and food and beverages segment will be the most recognizably horrendous impacted,” it said.
- The hotel area is portrayed by a long incubation period. Hotel substances with late developments or gatherings with a higher arrangement of new assets compared to mature assets will face additional heat on their already weak financials.
- With high obligation reimbursements and pressed productivity, these elements may witness tightening in their liquidity and credit profile.

### **SUGGESTIVE MEASURES AND POLICY IMPLICATIONS**

- ❖ Majority of us will like to maintain a strategic distance from public transportation, enormous functions and occupied eateries. There will be extraordinary wellbeing checks at significant vehicle center points. Airport authorities are coming up with guidelines of check-in 3 hours before departure, long lines for security with stringent rules will discourage travelers for an initial period.
- ❖ For the following not many quarters, we will observe lower expendable salaries and individuals will like to ration their money. Key urban communities like Mumbai, Delhi, Bangalore, Hyderabad, Ahmedabad, Pune, which are set up business sectors for the MICE fragment particularly for huge career conventions and shows will confront troubles in getting such business.
- ❖ Many organizations have discovered that online gatherings are considerably more practical and it's useful. MICE travel will decay.
- ❖ Heritage landmarks like Tajmahal and others, which pull in enormous footfalls and spotlight on mass the travel industry, are probably going to confront challenges, particularly for the following a year. This will affect the inn and retail market of those miniature business sectors.
- ❖ International arrivals will be limited to business activity and the international tourist segment will be wiped out for the next 12 months. The entire the travel industry needs to zero in on homegrown the travel industry and recuperation will be slow.

- ❖ Silver lining – One can see an ascent in a staycation, end of the week escape, metropolitan the travel industry and strange areas. Outbound market business to an enormous degree will remain in India. Homegrown recreation area will begin picking from November mid subject to the immunization.
- ❖ Travel protection for homegrown travel will likewise turn into the new typical.
- ❖ The cordiality business needs to reconsider on its models in a more reasonable manner, mass the travel industry will take several years to recoup completely. For the business to be in the groove again it's basic to put resources into computerized and innovation driven arrangements.

Voyagers will request confirmation on lodging cleanliness levels and wellbeing. The travel industry run economies, for instance Himachal Pradesh, Uttrakhand, and Goa should make a solid effort to adapt up to this troublesome time for the following one year.

Recuperation for the relaxation inns relies upon its area, sort of item, hierarchical structure, obligation influence, showcasing systems, skill, flexibility and business coherence arranging.

Homegrown objections that are inside two hour's drive from key business sectors, for example, Lonavala, Igatpuri may profit by the normal staycation. Everyone in the travel industry environment is enduring and everyone is having liquidity and income issues. Ensure that you work together with your accomplices like budgetary organizations/financiers, sellers, representatives, travel planners; administrators examine and haggle usually pleasing system for this period.

### **Most of the Hotels Chains are rewriting their working SOP's:**

- Revising cleaning and sanitation protocols.
- Revising crisis management protocols.
- Investing time in staff training and staff development. Training them to be ready for the new realities.
- Reworking on working protocols and service processes to make sure distancing when serving customers.
- Revising the service SOP to reduce overcrowding and ensure hygiene.
- Adapting to plated service for the next 12 months.
- Most hotels will showcase their policies and processes to their customers and sales partners

### **It's also a time to re work on your fixed cost structure**

- ❖ Ask executives to take pay cuts for the difficult period and give them incentives to do so.
- ❖ Reduce costs and non-essential expenditure in the short-term.
- ❖ Re Negotiate & reduce fixed lease rentals and shift to variable lease.
- ❖ In mature markets for upscale hotels rooms to employee ratio is 0.5 to 0.6. Whereas in India it is 1.5 or more. In Dubai, which is similar to the Indian market in terms of hospitality experience? A full help upscale business inn of 450 rooms works with 210 representatives. This hotel has 3 F&B outlets and multiple meeting rooms.

- ❖ As an industry we need to ensure that no one is left behind. But we can only do that if we act now, together, collaborating in the spirit of solidarity around common goals. In the long run, tourism will continue to be a major economic and development driver for the country. Over the long haul we tend to “overlook” negative circumstances. How about we trust all together we will have the option to control the infection inside the following couple of months.
- ❖ Then the travel industry will return more grounded in summer 2021. It is time for resilience so that we together can rebuild and re-engineer domestic tourism in the new market conditions that will emerge.

### **LIMITATIONS AND FUTURE RESEARCH**

This examination is dependent upon specific impediments that must be tended to some of them are highlighted here and future directions of research have been indicated. Above all else the exploration depends on the subjective investigation that despite the fact that utilizations talk with reactions from directors or senior faculty, may not legitimately run after speculation of the outcomes. Accordingly with the current issue hearty observational examinations are esteemed important in quick course to consider the pandemic's business effects and make model based assessments and suggestions. Nonetheless, this examination makes a sturdier point in giving an exploratory position to trigger other observational examinations. The researchers from here can take various variables exhibited as sub-themes and major broad themes that accumulated through perspectives obtained from the industry experts and may operationalize them in future investigations. Quantitative investigations or even triangulation studies can bring deeper insights and help enrich literature. In this way scales advancement to consider the episode impacts, industry reaction and change in movement and customer conduct are firmly suggested. Another significant impediment that ought to be addresses is that the points of view detailed in the examination are from India. A few different topics may surface and a few components showed from ebb and flow examination may not make a difference in different situations, which stays a strand that could be picked in future explores. Arbitrary examples from various topographical and social arrangements may contribute toward fresher discoveries. It is additionally essential to take note of that circumstance is as yet advancing and the issues that were unmistakable half a month or months back may not be as powerful presently, for example the ascent and decrease in the quantity of cases and its shifted sign in different geological settings. This expands the pertinence of studies that factor in the transient change in the conditions. Going ahead, there positively would be need of more committed issues managing the COVID-19 flare-up for guaranteeing writing catches its advancement and prescribes practices to relieve the effects. One more constraint in the examination is that it generally takes into discernment people working in higher situations in inns with barely any senior people from scholastics. The examination didn't think about different partners perspectives. This leaves a glaring hole for future explores to consider different parts in the relaxation business like travel middle people, aircrafts, eateries at objections, local people at objections, other convenience suppliers, travel and neighbourliness understudies and even various degrees of representatives' and so forth Addressing to these limitations can fill potential lacunae and improve understanding of scholars and practitioners toward dealing with the on-going crisis and minimize future fallouts.

## CONCLUDING OBSERVATIONS

Furthermore, hotels need to revisit their future expenditure plans as the Covid-19 impact is expected to derail future growth. Hotel Industries that will be fast in managing down the superfluous expenses and actualize different effectiveness improvement estimates will have the option to chop down the harm better. Representative expenses are one of the biggest cost parts of the lodgings representing around 25-30 percent of the all out use. While certain interest is relied upon to be affected by virtue of the continuous Covid-19 concern, India is additionally expected to profit by it as interest for MICE from other Asian nations is required to be redirected to India somewhat, advantages of which will be seen just be seen post FY21. "On back of indistinctly sure affections for the local the movement business and MICE drove by social and present day works out, we foresee that the energy ought to get moving ahead and the business to select an improvement of around 3-5 percent in salaries for FY20-FY21," said the report. In 2008, post the emergency, because of expanded interests in advertising and more appeal from organizations just as relaxation interest in the district, lodging markets in Pune, Ahmedabad, Hyderabad, Jaipur, Mumbai, Bengaluru and Agra saw positive development during the period somewhere in the range of FY11 and FY19 while Goa, Kolkata, New Delhi and Gurgaon saw more slow development during the period, Noida and Chennai markets saw a decrease in ORs during the period.

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