

# **Impact of Covid on Hotel Industries in Trivandrum District of Kerala State**

REVATHI WARRIER A

## Chapter-1

### Introduction Of The Study

#### Introduction

The Hotel Industry Plays An Important Role In Providing Various Facilities For The Transaction Of Business, For Meetings And Conferences And For The Accomodation Of Tourists. From A Humble Beginning In The Past, This Industry Has Moved To A Position Of Undisputed Importance In Our Economy. Hotels Are Essential For The Material Well Being Of Nations And Communities Just As Adequate Transport, Communication And Retail Distribution Systems Are For The Various Goods And Services. The Most Important Thing A Hotel Does Is Attracting Tourists. The Quantitative And Qualitative Growth Of This Industry Decides The Future Of Tourism In All Destinations. Hotels Are Important Attractions For Visitors Who Bring With Them Spending Powers And Tend To Spend At A Higher Rate Than They Do When They Are At Home.

Hotel Industries Have Been Facing Downfall As A Result Of The Covid-19 Outbreak From December 2019. It Shook The Whole World. This Has Shook Even The Seventh Largest Economy Of The World, That Is India. India Has A Lot Of Varieties Of Star Hotels Which Host A Lot Of Meetings And Also A Greater Attraction Of Foreign Tourists And Domestic Tourists. One Of The Fast Growing States Of India Is Kerala And One Of The Fastest Growing Cities Is The Capitall Of This State Trivandrum, Which Is A Hub Of Various Star Hotels And Also A Hub Of Tourists.

#### Definition Of Hotel

According To The Famous British Hotel Proprietor's Act Which Was Established In 1956, The Definition Of 'Hotel' Means That It Is An Establishment Held Out By The Proprietor As Offering Food, Drinks And If Required Sleeping Accomodation Without Any Special Contract To Travellers Presenting Himself Who Appears Able And Willing To Pay A Reasonable Sum For The Services And Facilities Provided And Who Is In The Fit State To Be Received.

#### Tourist

It Is The Sum Of Phenomena And Relationship Arising From Travel And Stay Of Non-Residents In So Far As They Do Not Lead To Permanent Residents And Are Not Connected With Earning Activities.

#### Objectives

To Study The Impact Of Covid On Hotels In Trivandrum

Study Focused Mostly On The 20 Hotels In Trivandrum District

Business, Employmment Generation Of The 20 Hotels Which Have Surveyed

Data Of Pre And Post Covid Phenomena

Exploring The Impact Of Covid On Tourism Sector In Relation To Hotels

## Methodology

The Survey Was Conducted On Census Method. Mostly The Data Used Was Secondary Data. The Data Found Out Has Been Represented In The Form Of Tables, Line Graphs, Bar Diagrams, Pie Charts. The Details Of 20 Hotels In Trivandrum And The Impact Of Covid On Business, Employment, Etc Were Covered.

The Survey Was Started In The Month Of May And Completed By June. The Data Represented Is From A Period Before 2019, Where The Covid Pandemic Began And After 2019 Till 2020-21.

Statistical Data Were Mostly Collected From Department Of Economics And Statistics.

The Methods Used- Are Secondary Data

Phone-In Interview Regarding Questionnaire Survey

## Review Of Literature

The Journal Of Hospitality And Tourism Research Is An Internationally Scholarly Research Journal That Publishes High Quality Articles That Advance The Knowledge Base Of The Hospitality And Tourism Field

Bagri S C (2012) Stated In An Effort To Increase Guest Satisfaction, Hotels Should Make A Concerted Effort To Increase Employee Satisfaction Through Policies And Programs That These Employees View As Beneficial

Bhatia A (2013) Stated The Ministry Of Tourism Can Analyze The Strengths And Weaknesses Of Indian Tourism Industry And Explore The Favourable Opportunities Coming Its Way And Minimize The Effects Of Threats Posed So That Indian Tourism Industry Can Be Benefitted From It.

B A Prakash (2020) In His Journal 'The Impact Of Covid-19 On Kerala's Economy Has Stated The Problems Arised In The Economy Due To Covid-19 Pandemic

Kamalakshi M V (1996) In Her Journal 'Hotel Industry In Kerala With Special Reference To Tourism' Stated About The Influence Of Tourism In Boosting The Hotel Industry Of Kerala.

## Scope Of Study

The Study Has Been Attempted To Discuss Firstly The Conditions Prevailed In The Hotel Industries. The 20 Hotels Which Have Been Studied Are Part Of Major Tourist Preferred Hotels In The City Of Trivandrum. The Trend Of Hotel Industries Pre And Post Covid Can Be Noticed In This Study. The Data Collected Can Be Further Used In The Predictions Of The Level Of Hotel Industries And Its Relation To Tourism.

## Limitations Of Study

Due To The Lockdown Due To The Pandemic, It Was Difficult To Collect Primary Data From The Hotels In Trivandrum And Due To This Problem Only 20 Hotels Can Be Surveyed. Questionnaire Survey Is An Approximate Of The Telephonic Interview Done To The Staffs Of Hotels As The Complete Reveal Of Hotels Which They Worked Was Impossible Because Of The Losses They Incurred Due To Pandemic. Data Has No Other Sources Other Thyan The Statistics From Department Of Economics And Statistics And Also Datat From The Kerala Tourism Survey.

## Scheme Of Study

The Study Has Been Divided Into Four Chapters-

The First Chapter Is The Introduction Itself.

The Second Chapter Dictates The Details Of The Study Area Which Focuses On The 20 Hotels Which Surveyed In The District Of Trivandrum

The Third Chapter Is About The Detailed Analysis On The Impact Of Covid-19 On The Study Area, That Is The Hotels Which Have Surveyed And Also The Impact On Tourism Sector

The Fourth Chapter Is The Summary Of The Findings Of The Study Area. This Has Been Further Divided Into The Condition Of Hotels Before Pandemic And After Pandemic.

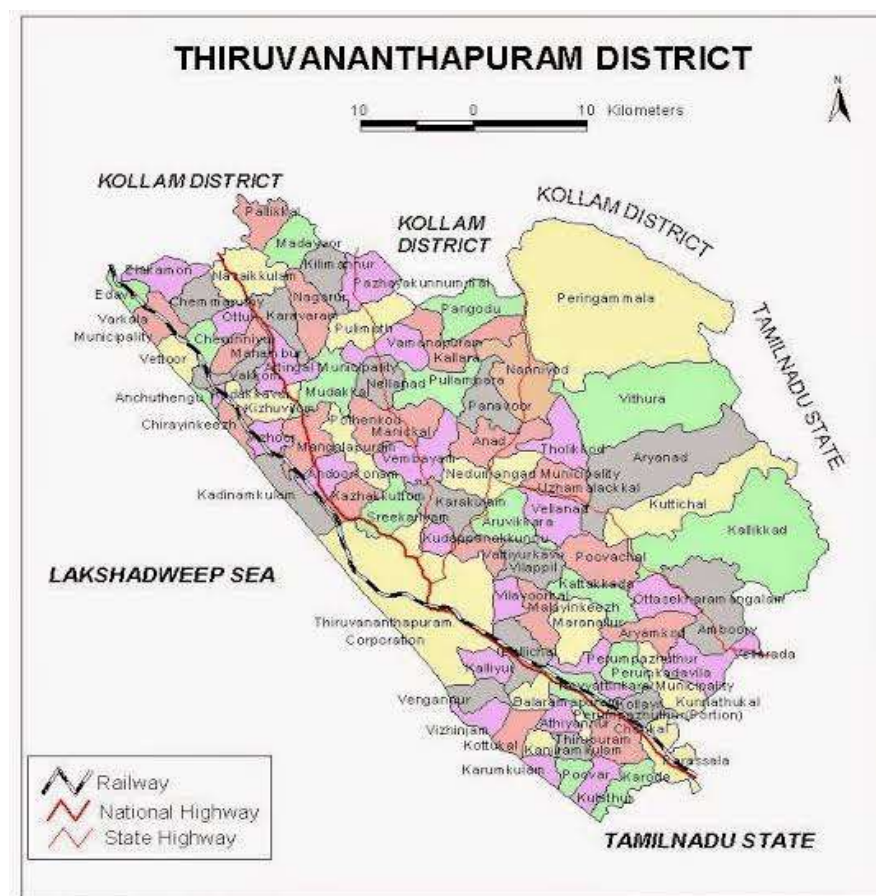
The 20 Hotels Have Been Surveyed To Recognize And Assess The Impact Of Covid On Hotel Industries. Since Hotel Industries Is One Of The Major Sectors Providing Income For The State As Well As The National Government, This Study Has Helped To Achieve The Trend Of The Business Of The Hotels Surveyed. Not Only These Hotels, But Also Various Other Hotels Have Been Impacted With Covid-19 Which Stranded The Tourism Industry Of The State. In The Next Chapter The Details Of The Study Area Has Been Covered.

## Chapter-2

### Details Of The Study Area

#### Introduction

Trivandrum Also Known As Thiruvananthapuram Is The Capital Of The State Of Kerala. This Is One Of The Best Commercially Operated And Vibrant Destinations Of The State. As It Is The Capital Of Kerala, It Hosts A Lot Of Hotel Industries And Also The City Is Vibrant For Its Tourism. Some Of The Places In Trivandrum With The Proximity Of The Beaches Is A Tourist Hub Of The State. The Hotel Industries In The Capital Is Divided Into Various Major Centres And Minor Centres. The Major Centres Are Kovalam, Veli, Ponmudi, Varkala. The Minor Centres Are Neyyar, Kollam, Thirumallavaram Beach. The Map Showing The District Of Trivandrum Is Given Below.



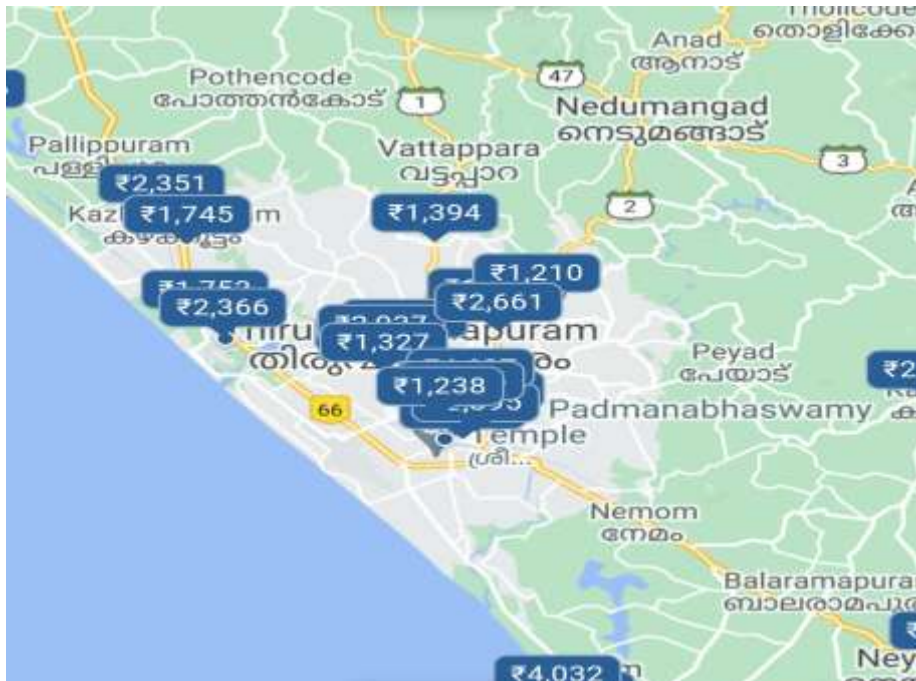
Lat-8.5241°N

Lon-76.9366°E

There Are Many Star Hotels In Trivandrum As The Trivandrum Is A City Region. A City Always Contain Enumerous Hotels For The Boosting Of Tourism. Guests Arrive Here For A Perfect Accomodation. Searching A Hotel In Trivandrum, The Best Option Is Around The City. Mainly The Hotels In This Region Are Five And Four Star. The Map Showing Star Hotels With The Rates Is Given Below:-

Lat-8.5241\*N

Lon-76.9366\*E



The Hotel Industries In Trivandrum Is A Booming Business Field. Due To The Pandemic Which Occurred From 2019, The Closure Of Hotels Have Drastically Affected The Tourism Sector Of The District As Well As The State Itself. The Dissertation Survey Was Conducted On 20 Hotels In The District. These Hotels Are Located To Specific Attractions Of The City. Some Are Located Centre Of The City And Some Are Near To The Beach. Gokulam Grand Turtle Is Both A Resort And Hotel. It Has An Inbuilt Ayurvedic And Health Spas. The 20 Hotels Which Have Been Surveyed As Part Of This Dissertation Are As Follows:-

Vivanta By Taj

Gokulam Grand Turtle Hotel

Hilton Garden Inn

Hycinth

Taj Green Cove

The South Park

Hotel Apollo Dimoro

The Central Residency

Uday Suites

Windsor Rajadhani

The Residency Tower

Maurya Rajadhani

Mascot Hotel

Safiri Residency

Ambara Suites

Ginger Trivandrum

Biverah Hotels

Ruby Arena

Uthradom Towers

Saras Park

These Are The Selected Hotels For The Dissertation Study. And These Have Specific Classification. The Number Of Stars Represent The Quality Of Hotels Which Have Been Granted By The Head Of Hotel Industries.

Four Types Of Hotels Are Classified From These Based On The Star Rating:-

Five Star

Four Star

Three Star

Two Star

The Table Shows The Hotels And Their Star Rating

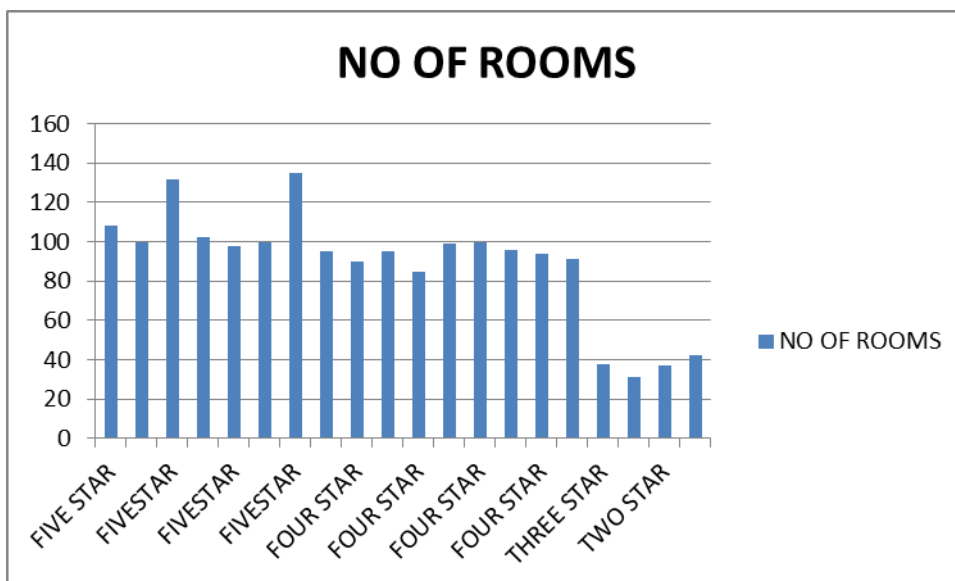
SL NO	HOTEL NAMES	5 STAR	4 STAR	3 STAR	2 STAR
1	VIVANTA BY TAJ	5			
2	GOKULAM GRAND TURTLE	5			
3	HILTON GARDEN INN	5			
4	HYACINTH	5			
5	TAJ GREEN COVE	5			
6	THE SOUTH PARK	5			
7	HOTEL APOLLO DIMORO	5			
8	THE CENTRAL RESIDENCY		4		
9	UDAY SUITES		4		
10	WINDSOR RAJADHANI		4		
11	THE RESIDENCY TOWER		4		
12	MAURYA RAJADHANI		4		
13	MASCOT HOTEL		4		
14	SAFIRI RESIDENCY		4		
15	AMBARA SUITES		4		
16	GINGER TRIVANDRUM			3	
17	BIVERAH HOTELS			3	
18	RUBY ARENA			3	
19	UTHRADOM TOWERS				2
20	SARAS PARK				2



The Hotels Which Have Studied Has A Lot Of Rooms For The Accomodation. The Table Below Shows The Hotels And Their Rooms Available.

SL NO	HOTEL NAMES	STAR RATING	NO OF ROOMS
1	VIVANTA BY TAJ	5	108
2	GOKULAM GRAND TURTLE	5	100
3	HILTON GARDEN INN	5	132
4	HYACINTH	5	102
5	TAJ GREEN COVE	5	98
6	THE SOUTH PARK	5	100
7	HOTEL APOLLO DIMORO	5	135
8	THE CENTRAL RESIDENCY	4	95
9	UDAY SUITES	4	90
10	WINDSOR RAJADHANI	4	95
11	THE RESIDENCY TOWER	4	85
12	MAURYA RAJADHANI	4	99
13	MASCOT HOTEL	4	100
14	SAFIRI RESIDENCY	4	96
15	AMBARA SUITES	4	94
16	GINGER TRIVANDRUM	3	91
17	BIVERAH HOTELS	3	38
18	RUBY ARENA	3	31
19	UTHRADOM TOWERS	2	37
20	SARAS PARK	2	42

The Table Can Be Represented In A Graph For Easy Understanding Of The Data:-



Mostly From The Data We Can Understand That The Rooms Are Available More In Five Star And Four Star As These Hotels Are Concentrated In The City Centres As Well As In Various Tourist Destinations,For Example Near To The Beach.

Many Workers Are Employed In These Hotels As Receptionists, Chefs, Maintanance Keepers Even Security Officers Etc. The Table Below Shows The Number Of Employees In These 20 Hotels:-

SL NO	HOTEL NAMES	STAR RATING	NO OF EMPLOYEES/ COMPANY SIZE
1	VIVANTA BY TAJ	5	50-200
2	GOKULAM GRAND TURTLE	5	50-200
3	HILTON GARDEN INN	5	50-200
4	HYACINTH	5	50-200
5	TAJ GREEN COVE	5	50-200
6	THE SOUTH PARK	5	50-200
7	HOTEL APOLLO DIMORO	5	50-200
8	THE CENTRAL RESIDENCY	4	50-100
9	UDAY SUITES	4	50-100
10	WINDSOR RAJADHANI	4	50-100
11	THE RESIDENCY TOWER	4	50-100
12	MAURYA RAJADHANI	4	50-100
13	MASCOT HOTEL	4	50-100
14	SAFIRI RESIDENCY	4	50-100
15	AMBARA SUITES	4	50-100
16	GINGER TRIVANDRUM	3	30-70
17	BIVERAH HOTELS	3	30-70
18	RUBY ARENA	3	30-70
19	UTHRADOM TOWERS	2	20-50
20	SARAS PARK	2	20-50

The Employee Range Depend Upon The Size And Capacity Of The Hotels And Also The Facilities Involved. Qualified Employees Are Considered For The Job Vacancies In Five Star And Four Star Hotels. Mostly These Hotels Have The Capacity Within 50-200.

There Are Various Important Facilities And Services Offered By These Hotels To Guests. They Are:-

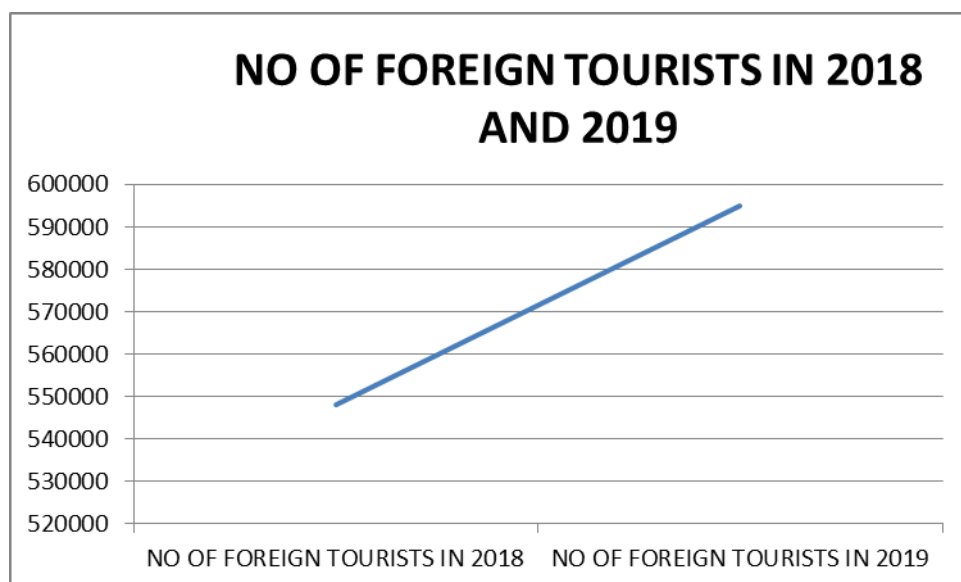
<b>GENERAL FACILITIES AND SERVICES</b>	<b>OUT OF THE 20 HOTELS SURVEYED</b>
LAUNDRY SERVICE	AVAILABLE IN ALL FIVE STAR HOTELS
DOCTOR ON CALL	NONE
ONLINE RESERVATION	AVAILABLE FOR ALL
BANQUET AND CONFERENCE HALL	AVAILABLE ON FIVE STAR AND FOUR STAR
PICKUP AND DROP	AVAILABLE IN FIVE STAR AND FOUR STAR
SPECIAL ROOM FOR PHYSICALLY CHALLENGED	AVAILABLE IN FIVE AND FOUR STAR
MONEY EXCHANGE	AVAILABLE IN ALL
SWIMMING POOL	AVAILABLE IN FIVE, FOUR AND THREE

Out Of The Hotels Surveyed, It Can Be Noted That The Doctor On Call Facility Is Not Available As The Customers Itself Have To Call If An Emergency Happens. All Other Facilities Are Available In Various Other Star Hotels.

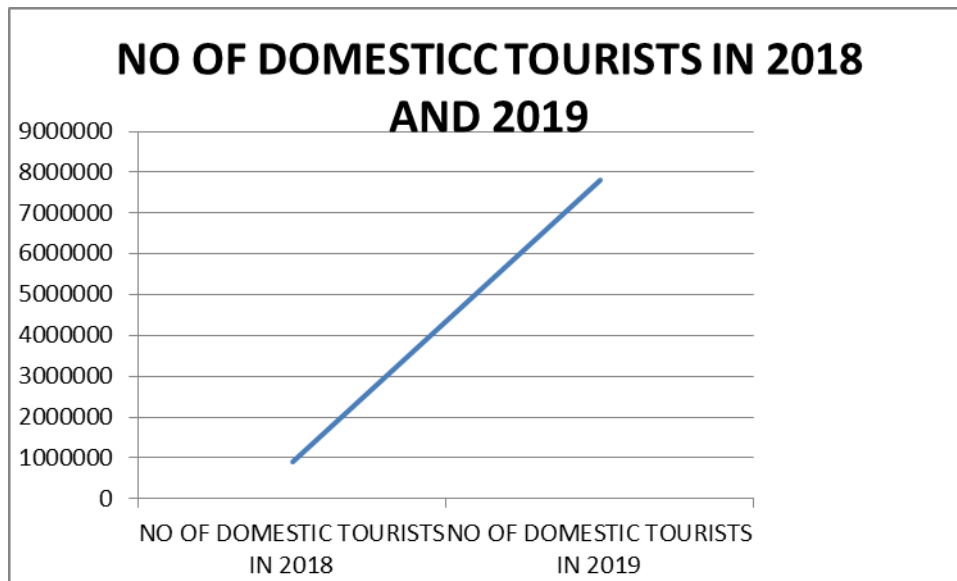
Many Numbers Of Tourists Arrive In The Capital As The Capital Trivandrum Hosts A Number Of Cultural Centres And Tourist Hubs. Trivandrum Is A Leader In India When It Comes To The Destination Management, Tourism Promotion As Well As Tourist Arrivals. Trivandrum Is Surrounded By Beaches Like Varkala, Kovalam And Arabian Sea On The West Side And On Eastern Side It Has The Western Ghats Which Aboards A Lot Of Wildlife Sanctuaries And National Parks And Various Other Ecotourism Spots. Tourists Arrive Mainly For The Ayurvedic Resorts And For The Love Of Adventurism. The Tourist Statistics Are Shown Below:-

<b><u>FOREIGN</u></b>	<b><u>DATA</u></b>
NO OF FOREIGN TOURISTS IN 2018	548203
NO OF FOREIGN TOURISTS IN 2019	594885
FOREIGN EXCHANGE EARNING 2018	10271.06CRORES
FOREIGN EXCHANGE EARNING 2019	8764.46CRORES
<b><u>DOMESTIC</u></b>	<b><u>DATA</u></b>
NO OF DOMESTIC TOURISTS IN 2018	919211
NO OF DOMESTIC TOURISTS IN 2019	7802330
REVENUE GENERATED IN 2018	45010.69CRORES
REVENUE GENERATED IN 2019	36258.01 CRORES

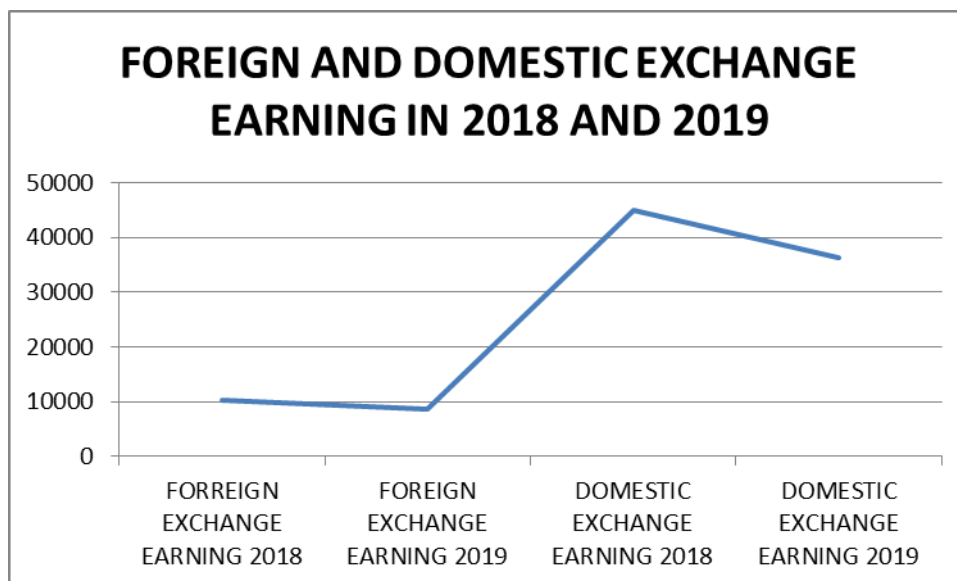
These Can Be Represented In Graph. The Graph Given Below Shows The Number Of Foreign Tourist And Domestic Tourists:-







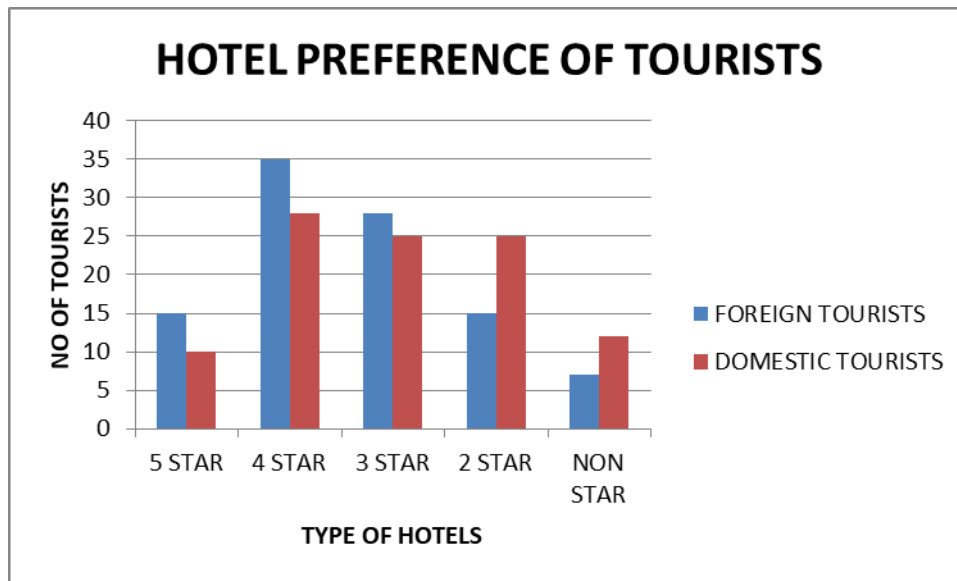
This Graph Shows The Foreign Exchange Of Foreign And Domestic Tourists:-



The Tourists Prefer Various Hotels. Out Of The Surveyed Hotels, Category Wise Preference For Hotels By Foreign And Domestic Tourists In Percentage Are Given Below:-

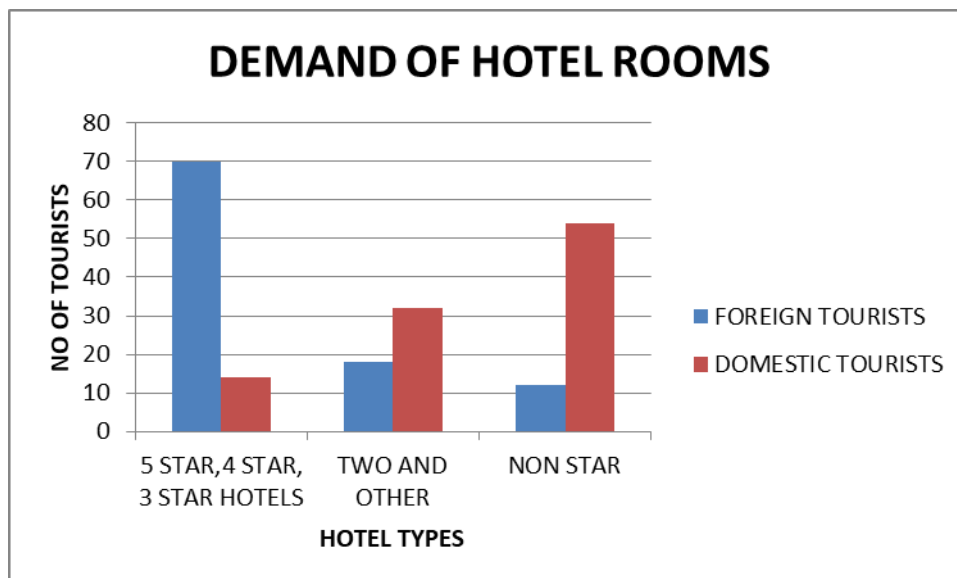
CATEGORY OF HOTELS	FOREIGN TOURISTS	DOMESTIC TOURISTS
5 STAR	15	10
4 STAR	35	28
3 STAR	28	25
2 STAR	15	25
NON STAR	7	12
TOTAL	100	100

This Can Be Represented In Graphical Format As:-



These Tourists Have A Lot Of Demands Regarding Rooms. The Following Table Gives The Demand Of Hotel Rooms In Percentage:-

HOTEL TYPES	FOREIGN TOURISTS	DOMESTIC TOURISTS
5 STAR, 4 STAR, 3 STAR HOTELS	70	14
TWO AND OTHER	18	32
NON STAR	12	54
TOTAL	100	100

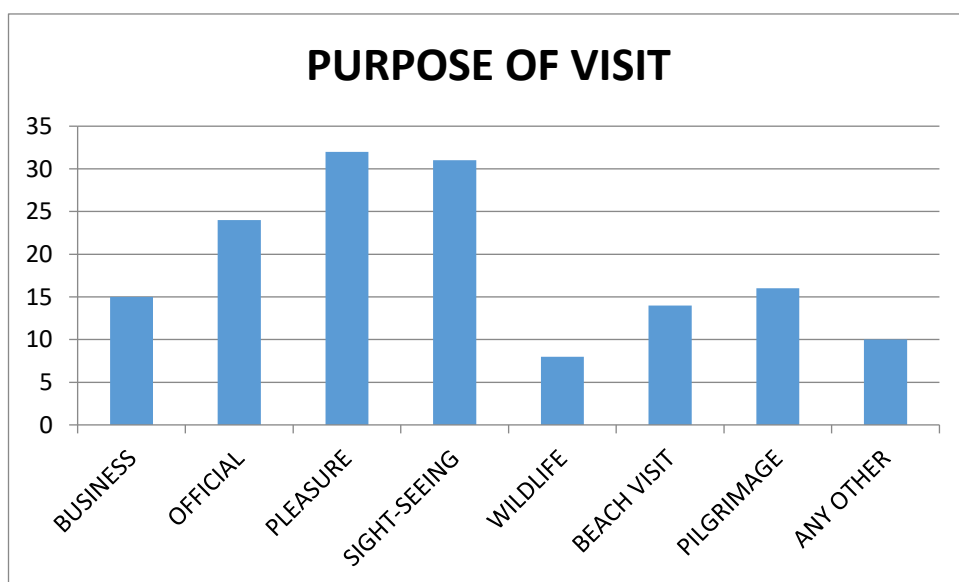


Most Of The Tourists Stayed In These Hotels As These Were Accessible And Had More Facilities Compared To The Other Hotels. The Tourism Here In Trivandrum Is Having A Global Presence And With Its Clear Strategy For Growth Sheer Marketing Activities,It Has Gained A Lot Of Tourists From All Over The World Especially From Uk, Usa, France, Germany, Saudi Arabia And Australia. An Equable Climate, A Long Shoreline With Serene Beaches And Exotic Wildlife, Waterfalls, Sprawling Plantations And Paddy Fields, Enchanting Art Forms, Magical Festivals, Historic And Cultural Monuments, Exotic Cuisine, All Of Which Makes Trivandrum A Unique Experience.

There Are A Lot Of Activities Which Attract The Tourists In These Hotels That Have Been Surveyed. Many Tourists Preferred Hotels Which Are Near To The Beaches Instead Of Hotels In Cities. Domestic Tourists Preferred Hotels With High Facilities Which Is Situated In The City Centre. Moreover These Hotels Also Play An Important Role In Conducting Of Business Meetings And Various Other Event Managements. The Distribution Of Domestic Tourists Is Given Below-

SL NO	PURPOSE OF VISIT	FREQUENCY
1	BUSINESS	15
2	OFFICIAL	24
3	PLEASURE	32
4	SIGHT-SEEING	31
5	WILDLIFE	8
6	BEACH VISIT	14
7	PILGRIMAGE	16
8	ANY OTHER	10

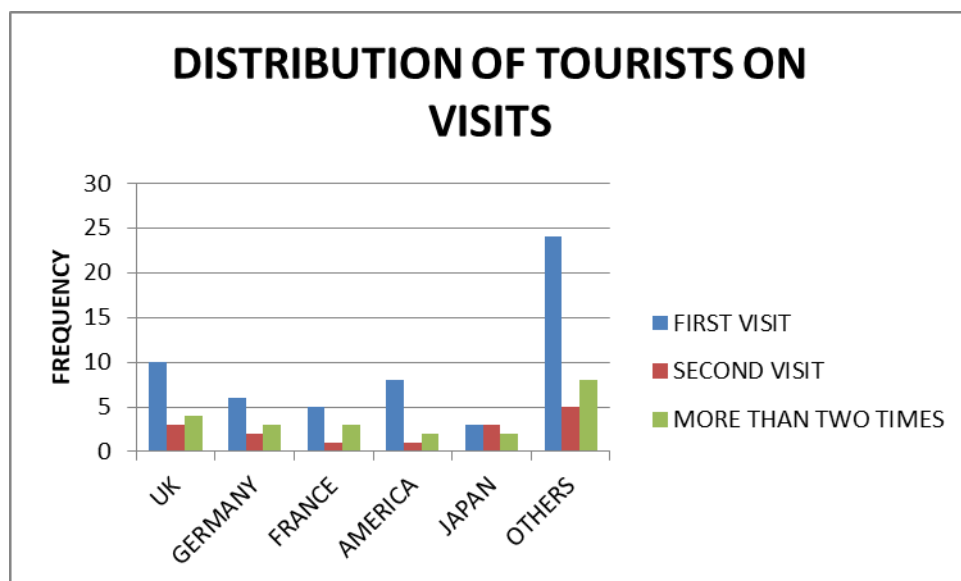
These Can Be Represented In A Graph:-



Mostly Tourists Arrive For The Purpose Of Pleasure And Sight Seeing Opportunities In These Hotels. Next Comes The Official Visit Purpose. Next Is The Pilgrimage Followed By Business Visits.

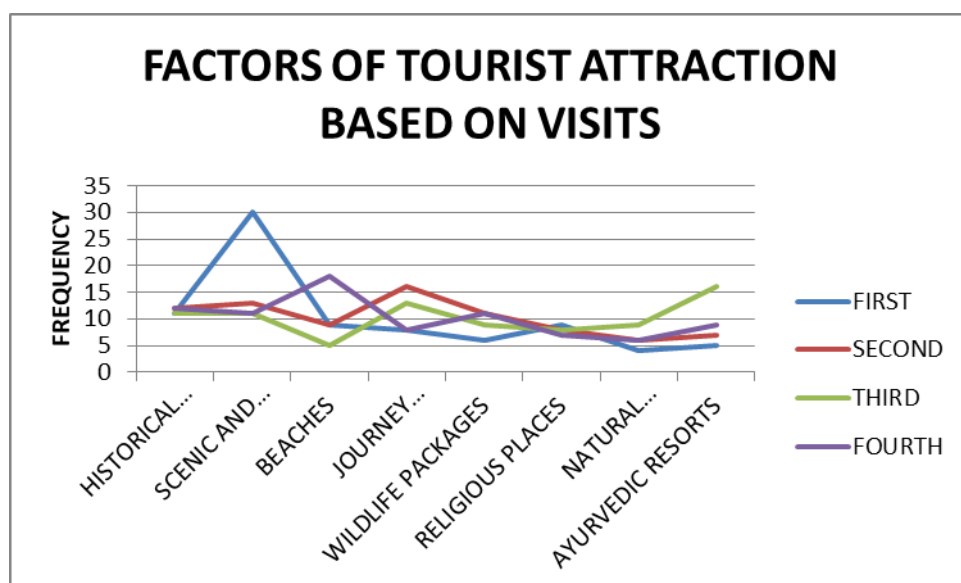
The Distribution Of Foreign Tourists Can Be Represented. This Distribution Of Foreign Tourists Is Given Below:-

COUNTRY	FIRST VISIT	SECOND VISIT	MORE THAN TWO TIMES	TOTAL
UK	10	3	4	17
GERMANY	6	2	3	11
FRANCE	5	1	3	9
AMERICA	8	1	2	11
JAPAN	3	3	2	8
OTHERS	24	5	8	37



There Are Various Factors That Attract Tourists To A Destination. The Potentiality Of Kerala As A Tourist Destination Depends On The Availability Of Those Factors Highly Preferred By The Tourists. Below Is The Table Showing The Preference For Various Factors Of Tourist Attraction Based On Their Visits:-

SL NO	FACTORS OF TOURIST ATTRACTION	FIRST	SECOND	THIRD	FOURTH
1	HISTORICAL MONUMENTS	11	12	11	12
2	SCENIC AND NATURAL BEAUTY	30	13	11	11
3	BEACHES	9	9	5	18
4	JOURNEY THROUGH BACKWATERS	8	16	13	8
5	WILDLIFE PACKAGES	6	11	9	11
6	RELIGIOUS PLACES	9	8	8	7
7	NATURAL VEGETATION	4	6	9	6
8	AYURVEDIC RESORTS	5	7	16	9



It Can Be Noted From The Table That Many Tourists Visit In Trivandrum For The Scenic And Natural Beauty. And Secondly Is To Visit The Historic And Cultural Monuments. In Trivandrum The Napier Museum, The Natural History Museum, And Various Other Palaces Of Historical Origin Are Visited. If We Look At The Beaches Which Are Frequently Visited It Will Be The Shankhumukham, Kovalam, Varkala. The Ayurvedic Resorts Are Mostly Concentrated In Kovalam. Tourists Who Want A Pilgrimage Journey Always Visit The Sree Padmanabha Swamy Temple.

After The 2019 Outbreak Of The Corona Virus, Economy Has Stumbled A Lot. Hotel Industries Are The Mostly Affected Ones During The Lockdown Which Had Been Underwent For Almost Eight Months. The Covid Pandemic Has Brought The Tourism Industry To A Standstill. For Kerala And For Especially The Capital City Trivandrum, Which Thrives Mostly On Tourism, This Was A Heavy Blow. The Hotel Industries Is Expecting A Dull Season Ahead, As The Number Of Covid 19 Positive Cases Are On The Rise. The Tourism Industry Was Already Suffering After The Floods Which Happened Both In 2018 And In 2019, Along With The Outbreak Of Nippah Virus. But Even In This Midst Of Everything, The State Recorded Highest Number Of Tourists In The Last 24 Years. Trivandrum Earned A Total Of The Revenue Of Rs 8700.12 Crores In 2018 And 2019 Combined; This Was Exclusively From The Tourism Sector. The Summer Season Mostly Attracts Tourists For The Sightseeing And For The Relaxation But The Season Brought Zero Returns In 2020. The Detailed Analysis Of The Impact Of Covid19 On The Hotels Which Were Surveyed Wil Be Given In The Next Chapter Of The Dissertation.

### Chapter-3

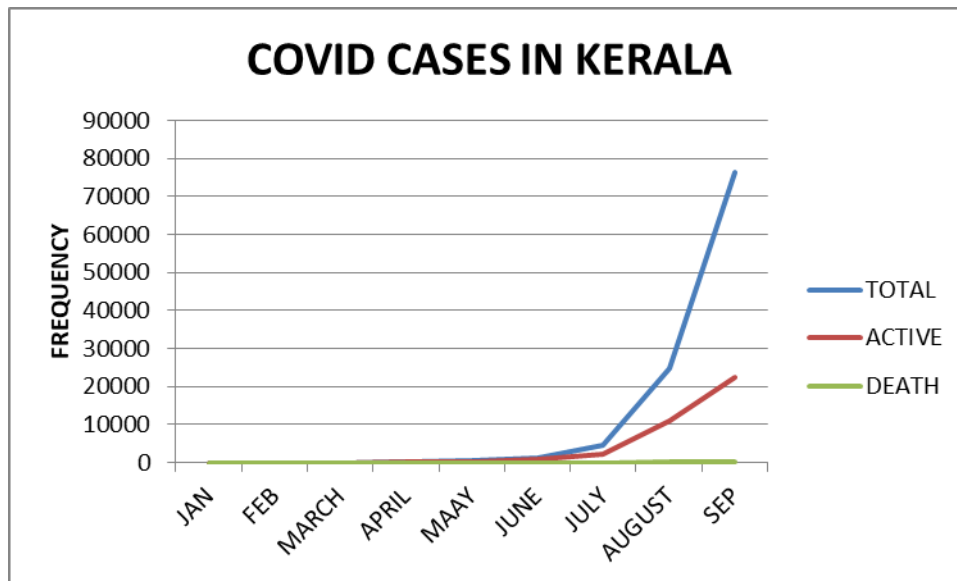
#### A Detailed Analysis On The Impact Of Covid On The Study Area

##### Introduction

Covid 19 Has Affected All Over The Globe. The Hardest Hit Among It Is The Hotel Industry Sector. Research Suggests That The Recovery To The Pandemic Will Take Another Ten Years Or So. It Has Also Impacted The Hotels In Kerala As The Kerala State Is The Number One State Which Promotes Tourism. Due To The Pandemic, The State Showed Less Arrival Of Tourists Which Affected The Hotel Business Of The State. The Capital City Trivandrum Is Also The Hardest Hit District In Kerala As It Is Also The State's Capital And Also The Centre Of Tourism. This Covid 19 Pandemic Made The City Worst After The Flood Hit And Outbreak Of Nippah Virus In 2018. The Covid 19 Which Was Identified In The Last Months Of 2019 Began To Spread At An Unprecedented Rate Across The Kerala As Well. The First Case In Kerala Was Reported From The Thrissur District. Between January And March The Rate Was Very Slow. But After The Month Of March The Spread Began To Happen And Leading To The Lockdown. The Total Number Of Cases Increased To 76526 And Deaths 299 As On Mid Of September 2020. The Total Number Of Covid Cases In Kerala Is Given Below-

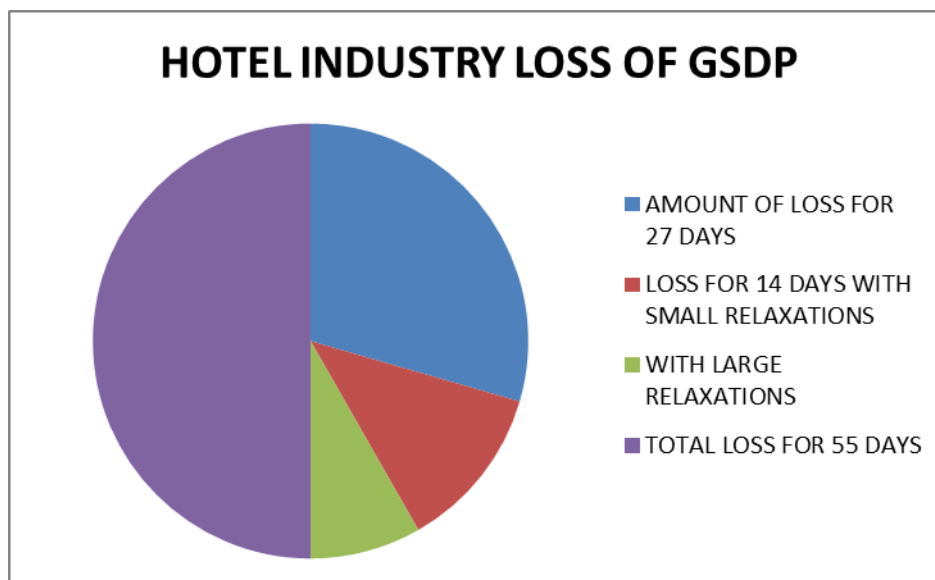
MONTH	TOTAL	ACTIVE	DEATH
JAN	1	1	0
FEB	2	2	0
MARCH	3	0	0
APRIL	265	237	2
MAY	498	102	4
JUNE	1327	708	11
JULY	4594	2130	26
AUGUST	24743	10862	82
SEP	76526	22512	299

This Can Be Given In The Form Of Graph As-



In Trivandrum The Confirmed Cases Were 19260, With The Active Cases 4590 And Deaths 129. There Was A Loss Of GsdP Due To 55 Day Lockdown In The State. GsdP Is The Gross State Domestic Product. The State Loss Of GsdP In Hotel Sector Is Given Below-

SECTOR	AMOUNT OF LOSS FOR 27 DAYS	LOSS FOR 14 DAYS WITH SMALL RELAXATIONS	WITH LARGE RELAXATIONS	TOTAL LOSS FOR 55 DAYS
HOTEL INDUSTRY	7557.3	3145.24	2114	12816.54



#### Questionnaire Survey

For Better Understanding Of The Impact Of Covid On Hotel Industries Which Have Taken For The Study Purpose, A Set Of Questions Have Been Prepared. The Questionnaire Survey Was Done By Telephone Interview Due To The Present Condition Of The Covid. The Prepared Questions For The Questionnaire Survey Are Given Below-

What Is Your Age?

How Long You Have Been Working?

What Are Your Responsibilities?

How Many Rooms Are There?



Were You Laid Off Due To Covid Situation?

Is The Hotel You Work Standalone?

Is The Hotel You Work At Part Of A Chain/Brand?

Was The Business Running Profitably Prior To The Lockdown?

How Was The Business Before Pandemic?

What Loss Was Incurred Due To Pandemic?

How Stranded Tourism Affected Your Hotel?

How Did The Lockdown Affect The Employment Sector?

What Are The Safety Measures Followed?

Was There Working From Home Option For Employees?

What Were The Assistance Provided To Employees?

What Were The Mitigation Plans Taken?

Have Government Measures Helped During The Time Of Pandemic?

To What Extent Covid 19 Affect Plans For The Holiday Season?

When Was The Ideal Time For Tourists Season?

How Much Is The Loss Incurred From 2019 To 2020

From These Questionnaire, Information Regarding The Impact Of Covid On The Hotels Surveyed Have Been Understood. These Questionnaire Can Be Further Explained In The Form Of A Table. The First Table Gives The Response Of Owners Of Each Hotels:-

Response Of Owners Of Each Hotels

NAME OF HOTEL	AGE OF OWNER	EDUCATION	TYPE OF HOTEL	IMPACT ON EMPLOYER	IMPACT ON FAMILY	IMPACT ON ADMINISTRATION	PROFIT OR LOSS
VIVANTA BY TAJ	35	MBA	5	YES	YES	YES	LOSS
GOKULAM GRAND TURTLE	34	BBA	5	YES	YES	YES	LOSS
HILTON GARDEN INN	38	BBA	5	YES	YES	YES	LOSS
HYACINTH	38	MBA	5	YES	YES	YES	LOSS
TAJ GREEN COVE	42	MBA	5	YES	YES	YES	LOSS
THE SOUTH PARK	40	MBA	5	YES	YES	YES	LOSS
HOTEL APOLLO DIMORO	38	MBA	5	YES	YES	YES	LOSS
THE CENTRAL RESIDENCY	38	BBA	4	YES	YES	MINIMAL IMPACT	LOSS
UDAY SUITES	42	BBA	4	YES	YES	MINIMAL IMPACT	LOSS
WINDSOR RAJADHANI	45	BBA	4	YES	YES	MINIMAL IMPACT	LOSS
THE RESIDENCY TOWER	44	BBA	4	YES	YES	MINIMAL IMPACT	LOSS
MAURYA RAJADHANI	43	BBA	4	YES	YES	MINIMAL IMPACT	LOSS
MASCOT HOTEL	43	BBA	4	YES	YES	MINIMAL IMPACT	LOSS
SAFINI RESIDENCY	38	BBA	4	YES	YES	MINIMAL IMPACT	LOSS
AMBARA SUITES	39	BBA	4	YES	YES	MINIMAL IMPACT	LOSS
GINGER TRIVANDRUM	40	BBA	3	YES	YES	MINIMAL IMPACT	LOSS
BIVERAH HOTELS	42	BBA	3	YES	YES	MINIMAL IMPACT	LOSS
RUBY ARENA	45	BBA	3	YES	YES	MINIMAL IMPACT	LOSS
UTHRADOM TOWERS	41	BBA	2	YES	YES	MINIMAL IMPACT	LOSS
SARAS PARK	45	BBA	2	YES	YES	MINIMAL IMPACT	LOSS

The Second Table Gives The Response Of Employees:-

Response Of Employees Of Each Hotels

NAME OF HOTEL	AGE OF EMPLOYEES	EDUCATION	TYPE OF HOTEL	IMPACT ON EMPLOYEES	IMPACT ON FAMILY	IMPACT ON ADMINISTRATION	PROFIT OR LOSS
VIVANTA BY TAJ	25-35	BBA		5 YES	YES	YES	LOSS
GOKULAM GRAND TURTLE	25-35	BBA		5 YES	YES	YES	LOSS
HILTON GARDEN INN	25-35	BBA		5 YES	YES	YES	LOSS
HYACINTH	25-35	MBA		5 YES	YES	YES	LOSS
TAJ GREEN COVE	25-35	MBA		5 YES	YES	YES	LOSS
THE SOUTH PARK	25-35	MBA		5 YES	YES	YES	LOSS
HOTEL APOLLO DIMORO	25-35	MBA		5 YES	YES	YES	LOSS
THE CENTRAL RESIDENCY	20-28	BBA		4 YES	YES	MINIMAL IMPACT	LOSS
UDAY SUITES	20-28	BBA		4 YES	YES	MINIMAL IMPACT	LOSS
WINDSOR RAJADHANI	20-28	BBA		4 YES	YES	MINIMAL IMPACT	LOSS
THE RESIDENCY TOWER	20-28	BBA		4 YES	YES	MINIMAL IMPACT	LOSS
MAURYA RAJADHANI	20-28	BBA		4 YES	YES	MINIMAL IMPACT	LOSS
MASCOT HOTEL	20-28	BBA		4 YES	YES	MINIMAL IMPACT	LOSS
SAFINI RESIDENCY	20-28	BBA		4 YES	YES	MINIMAL IMPACT	LOSS
AMBARA SUITES	20-28	BBA		4 YES	YES	MINIMAL IMPACT	LOSS
GINGER TRIVANDRUM	25-35	BBA		3 YES	YES	MINIMAL IMPACT	LOSS
BIVERAH HOTELS	25-35	BBA		3 YES	YES	MINIMAL IMPACT	LOSS
RUBY ARENA	25-35	BBA		3 YES	YES	MINIMAL IMPACT	LOSS
UTHRADOM TOWERS	25-35	BBA		2 YES	YES	MINIMAL IMPACT	LOSS
SARAS PARK	25-35	BBA		2 YES	YES	MINIMAL IMPACT	LOSS

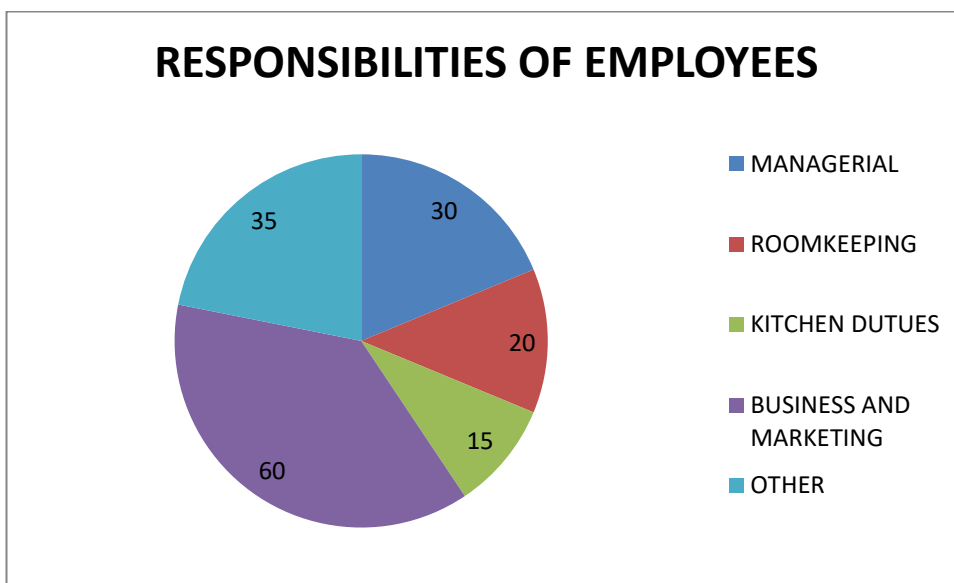
The Response Of Hotel Employees As Well As Of Owners Are Almost Similar Because The Impact Of Covid Pandemic Has Affected The Administration, Their Income And This Affected Their Families. The Detailed Analysis Of These Has Been Dealt Below.

The Age Group Of People Who Were Employed In The Surveyed 20 Hotels Were Given Below-

SL NO	HOTEL NAMES	AGE OF EMPLOYEES
1	VIVANTA BY TAJ	18-27
2	GOKULAM GRAND TURTLE	18-27
3	HILTON GARDEN INN	18-27
4	HYACINTH	18-27
5	TAJ GREEN COVE	18-27
6	THE SOUTH PARK	18-27
7	HOTEL APOLLO DIMORO	18-27
8	THE CENTRAL RESIDENCY	18-29
9	UDAY SUITES	18-29
10	WINDSOR RAJADHANI	18-29
11	THE RESIDENCY TOWER	18-29
12	MAURYA RAJADHANI	18-29
13	MASCOT HOTEL	18-29
14	SAFINI RESIDENCY	18-29
15	AMBARA SUITES	18-29
16	GINGER TRIVANDRUM	20-28
17	BIVERAH HOTELS	20-28
18	RUBY ARENA	20-28
19	UTHRADOM TOWERS	20-28
20	SARAS PARK	20-28

Mostly The Young Adult Age Groups Are Employed Based On Their Skills And Level Of Work Experiences. The Employees Are Engaged In Various Tasks Even During The Covid Pandemic. The Duties There Were Engaged Were Managerial, Roomkeeping, Kitchen Duties, Business And Marketing And Others. The Data Is Shown Below-

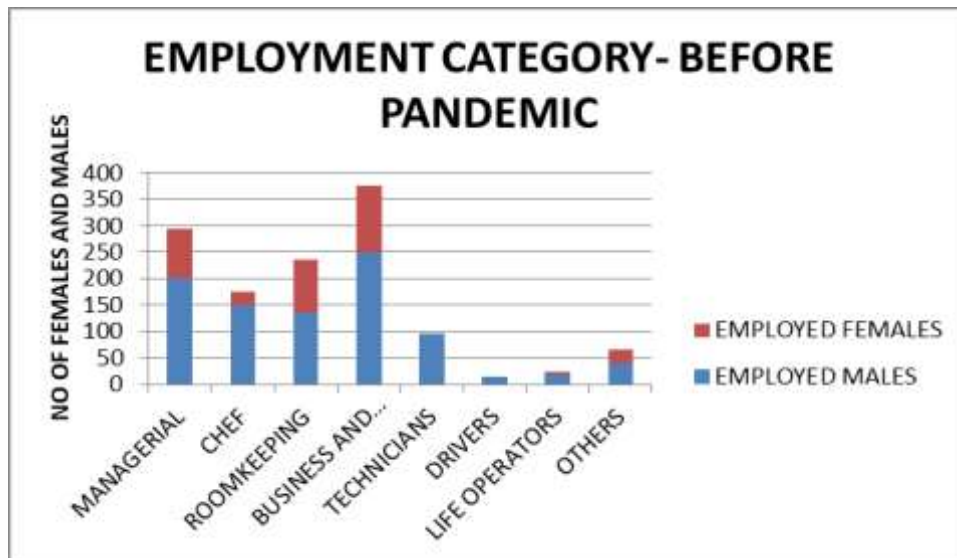
RESPONSIBILITIES OF EMPLOYEE	PERCENTAGE
MANAGERIAL	30
ROOMKEEPING	20
KITCHEN DUTIES	15
BUSINESS AND MARKETING	60
OTHER	35



Mostly During The Pandemic Time, Business And Marketing Has To Be Done Utmost And Hence The Responsibility In That Field Is More Than Other Responsibilities Given. The Second One Is Managerial Where Managing And Administration Has To Be Done In A Perfect Manner During The Times Of Pandemic, So More Employees Were Required In That Field. There Were Many Employees Who Were Suspended From Their Job Positions Due To Lack Of Income Generation To Employees. Many Have Lost Jobs Likewise. A Comparison Has Been Made Regarding The Total Number Of Employees In The Hotels Surveyed Before The Pandemic And After Pandemic.

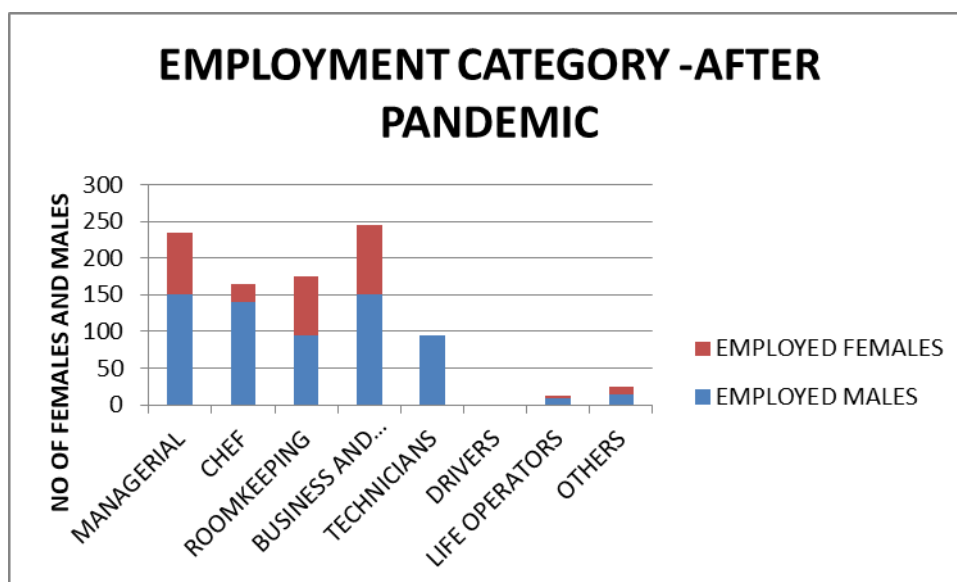
The Table Below Shows The Employment Rate Before Pandemic-

BEFORE PANDEMIC- EMPLOYMENT CATEGORY	EMPLOYED MALES	EMPLOYED FEMALES
MANAGERIAL	200	95
CHEF	150	25
ROOMKEEPING	135	100
BUSINESS AND MARKETING	250	125
TECHNICIANS	95	0
DRIVERS	15	0
LIFE OPERATORS	20	3
OTHERS	40	25



The Table Below Shows The Data Of Employment Rate After Pandemic-

AFTER PANDEMIC- EMPLOYMENT CATEGORY	EMPLOYED MALES	EMPLOYED FEMALES
MANAGERIAL	150	85
CHEF	140	25
ROOMKEEPING	95	80
BUSINESS AND MARKETING	150	95
TECHNICIANS	95	0
DRIVERS	0	0
LIFE OPERATORS	10	3
OTHERS	15	10

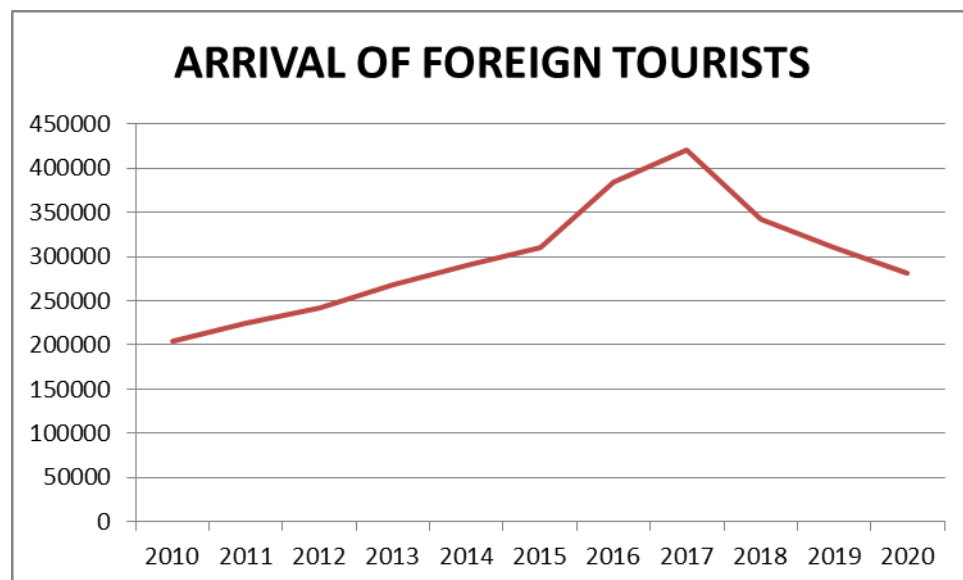


Female Employees Were Already Less Even Before The Pandemic And After The Pandemic Hit, It Has Become Further Low. Chefs Are Employed Almost Equally Because During The Pandemic Mostly Everyone Ordered Food So The Number Of Chefs Were In Greater Demand For Making Food. Likewise, During The Pandemic Business And Marketing Fields Have Shown Not Much Change In The Employment Rate. Even Roomkeeping Required Quite A Lot Of Employees.

Business Was More Before The Pandemic. The Profit Was High For The Star Hotels As Many Foreign As Well As Domestic Tourists Arrive In These Hotels. But The Hotels Have Incurred A Great Loss When The Pandemic Hit. Tourists Were Stranded And This Affected The Economy Of Trivandrum City As Well As The State Kerala.

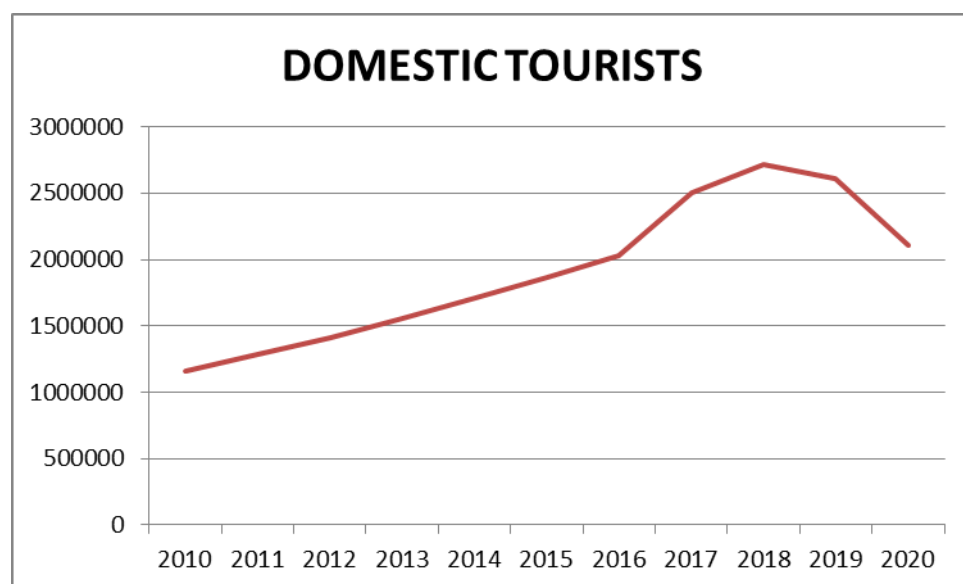
The District Wise Arrival Of Foreign Tourists Is Given Below-

DISTRICT	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
TRIVANDRUM	204049	224387	242739	268444	289612	310223	383608	420719	342761	310451	280689



We Can See A Trend Of Decline From 2018 Due To Floods, Nippah Virus And Lastly Covid Pandemic. The Domestic Tourist Arrivals In The District Has Been Given Below-

DISTRICT	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
TRIVANDRUM	1160640	1288555	1408688	1556435	1707199	1861470	2030384	2505333	2712387	2612387	2103816



Compared To Foreign Tourists More Domestic Tourists Have Come For Holiday Visits Even Though Various Catastrophies Occurred.

There Were A Lot Of Sagety Measures Followed By All The Hotel Staffs. They Were-

Physical Distancing Of Atleast Six Feet

Use Of Face Covers Or Masks At All Times

Frequent Handwashing With Soap

Respiratory Etiquettes To Be Strictly Followed. This Includes Strict Practice Of Covering One's Mouth And Nose While Sneezing And Coughing

Self-Monitoring Of Health By All And Reporting Any Illness At The Earliest To State And District Helpline

Spitting Shall Be Prohibited

Installation And Use Of Aarogya Setu App

Entrance To Have Mandatory Hand Hygiene And Thermal Screening Provisions

Only Asymptomatic Staff And Guests Shall Be Allowed

Adequate Manpower Shall Be Deployed By Hotel Management For Ensuring Physical Distancing Norms

Proper Crowd Management In The Hotel

Details Of Guests Along With Id And Self Declaration Form Must Be Provided By The Guest At The Reception

Guests Should Be Advised Not To Visit Areas Falling Within Containment Zones

All These Were The Safety Guidelines Followed By The Hotel Members, Staffs And Guests. Most Of The Hotels Were Shut Down And Employees Were Allowed To Only Work From Home Regarding Business Arrangements And Marketing, Also To Check The Expenditure And The Revenue Incurred By Each And Every Hotels. There Were A Lot Of Assistance Provided To Employees. For Working From Home Purposes They Were Provided With Laptops And Other Gadgets. But Low Scale Or Paid Workers Suffered Most During This Pandemic When The Hotels Were Shut Down. Some Of The Employees Got Resigned From Loss Of Income And Such. Since Workers Were More, Individualized Support Was Not Possible. Some Of The Employees Were Taken With New Responsibilities. There Were A Lot Of Measures That The Government Took Considering The Lockdown And The Unemployment Of Various Workers In Hotel Industries. Planned Measures Were Taken By The Government Like Following Various Guidelines By Staffs. For Unemployed Staffs, They Were Given Certain Jobs In The Field Of Primary Sectors To Increase Their Wages. Free Rations Were Also Provided To Families Who Suffered From Unemployment And From The Covid Pandemic. There Were Self Employment Scheme For Minorities As Part Of Various Measures By The Government. But Still The Tourism Sector Has Suffered A Great Loss Of Upto 25000 Crore Rupees. Anticipating A 10% Growth Over 2019, The Number Of Foreign Tourists Arrival Estimated For The Period From January To September 2020 Was 901971. However As Per Data From The Department After The Onset Of Pandemic, The Figures For The Same Period Stood At 349575 Showing A 61% Decline In Arrival. The Total Loss Incurred In The Tourism Sector Between January And September 2020 Was 24971 Crore Rupees. The Tourism Sector Had Rebounded Strongly In 2019 After The 2018 Floods And Witnessed 8.52% Growth In Arrival Of Foreigners And 17.81% Growth In Domestic Tourist Arrivals.

Conclusion

As Hotels Were Solely Dependent On Tourism Factors, The Stranded Tourism During The Pandemic Affected Hotel Industries A Lot. The Last Three Years Were Very Stressful Due To Floods, Nipah Outbreak And Also The Pandemic. Even Though In This Midst Tourists Used To Arrive During 2019 Till The Beginning Of January 2020. But Decline Occurred After This Month Due To The Spread Of Covid 19. By The End Of February 2020 The Virus Had Hit The Major Source Markets In Kerala As Well As In Trivandrum. The Hotels Which Were Surveyed Were The Most Preferred By Tourists Because Of The Facilities Available. In Stages, The Government Of India Decided To Suspend All Existing Visas Till May 2020. New Visas Weren't Issued. Health Regulations Like Medical Checkups And Isolation For Observation And Quarantine Have Prompted International Tourists To Cut Short Their Holidays And Return. Domestic Travel And Tourism Also Were Affected With Restrictions And Checks On Travel And Limited Connectivity. The Impact Showcased The Worst Affected In The Field Of Tourism. And This Affected All Sorts Of Tour



Operators, Hotels And Resorts. The Pandemic Has Left With No Option But To Pledge Another New Working Capital Requirements.

#### Chapter-4

#### Summary Of The Findings

##### Introduction

The World Has Been Experiencing A Rare Disaster Of Corona Virus Pandemic Since December 2019. Most Of The Countries Have Been Implementing Quarantines And Social Distancing Practices To Contain The Pandemic And Implemented Lockdown. The Covid 19 Has Spread To 215 Countries And Territories In The World. The Covid 19 Has Created A Multiple Crisis In Several Fields Like Health, Travel, Economy, Finance, Production And Output, Employment And Unemployment, Prices; Emigration And Remittance, Fiscal Situation Of Governments Etc. The Imf Has Pointed That The Global Growth In 2020 Will Fall To -3 Percent.

The National Lockdown In India Has Inflicted Severe Damage On All Sectors Of Economy. In India, As Well As In Kerala, Tourism Sector As It Creates Greater Share Of Revenue For The Government. The National Lockdown Impacted The Tourism Sector A Lot Making Both Domestic And Foreign Tourists Stranded. It Also Affected The Business Of Hotel Industries A Lot. In The Previous Chapter, The Difference Affected To The Hotel Industries Pre And Post Covid Can Be Understood.

##### Before Pandemic

The 20 Hotels Which Have Been Surveyed Were Most Visited By The Tourists As These Hotels Were Star Hotels As Well As These Were Situated In The City Region. Even Amidst The Floods, Nipah Virus That Hit In Kerala, Tourists Both Foreign And Domestic Used To Visit In Trivandrum And Accommodate In These Hotels. Along With That The Foreign Exchange Earnings Were 10271.06 Crores In 2018 And Revenue Generated Through Domestic Tourism Was 45010.69 crores. And Hotels Which Have Been Preferred By These Tourists Were Five Star And Four Star. There Were A Lot Of Purposes For These Tourists To Visit Like Business, Official Visits, Pleasure Visits, Sight-Seeing, Wildlife, Beach Visit, Pilgrimage. It Can Be Noted From The Data That Most Of The Tourists Visited For Pleasure And Second To That Is Official And Third Is Business Purposes. Tourists' Visit Have A Lot Of Factors. It Can Be Noted From The Data That On Their First Visit, The Factor For Preference Was Scenic And Natural Beauty. On Their Second Visit It Was The Attraction Towards The Backwater Tourism. Third Visit Was For The Purpose Of Ayurvedic Treatments Which Were Available In Certain Ayurvedic Resorts.

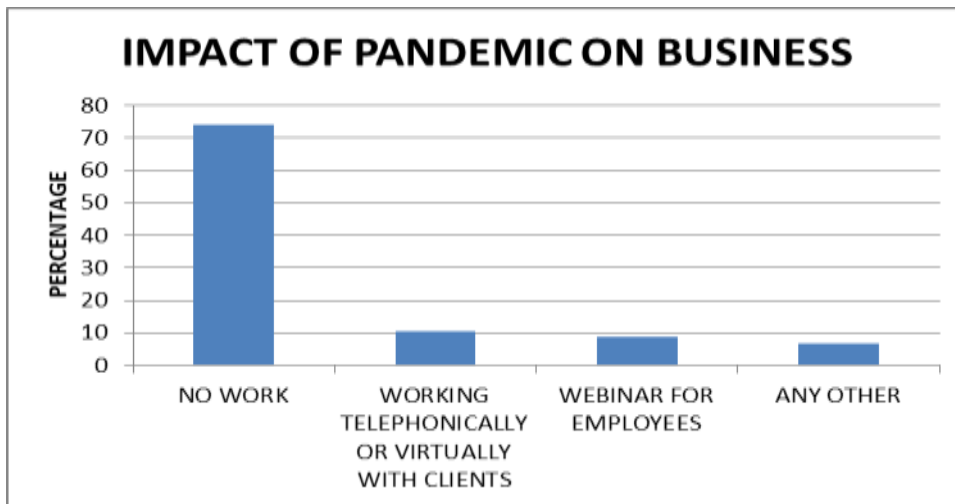
The Business Of These Hotels Were Going Really Good Before Pandemic. Even Employment Rate Was Maximum. In Many Sectors Of The Hotels, People Were Employed. Most Of The Employed Were Men And Mostly Employment Was More In The Field Of Business And Marketing. Vivanta By Taj, One Of The Hotels Surveyed Is A Largest Taj Group Hotel In Which Several Business Meetings, Official Meetings And Even Tourists Accommodations Were Provided. One Of The Five Star Hotels Located Near To The Kovalam Beach Had Ayurvedic Spa Included Which Led To Tourists Coming To That Hotel More. Even The Three Star And Two Star Were Preferred By Domestic Tourists As They Were Affordable Compared To Five Star And Four Star. These Hotels Competed Among The Five And Four Star Hotels. In Five Star And Four Star, Rooms Were Plenty. Tourists Mostly Preferred These Hotels Because Of The Well Furnished Rooms. But There Was One Problem Out Of All The Facilities Available Was The Absence Of Doctor In Call Facility. But The Hotels Are Renewing That Issue. Before The Pandemic, We Can Generally Say That The Trivandrum City Was A Booming Region Of Business And Allied Activities And A Number One Contributor Of The Tourism Industry Revenue Of The State As Well As In India.

##### After Pandemic

Pandemic Has Brought Down Huge Losses For The Country, The State And The Capital Trivandrum. It Has Brought Down Business In Hotels. The Pandemic Has Stranded The Movement Of Foreign As Well As Domestic Tourists. The Table Is Of The Impact Of Pandemic And Lockdown On Business-

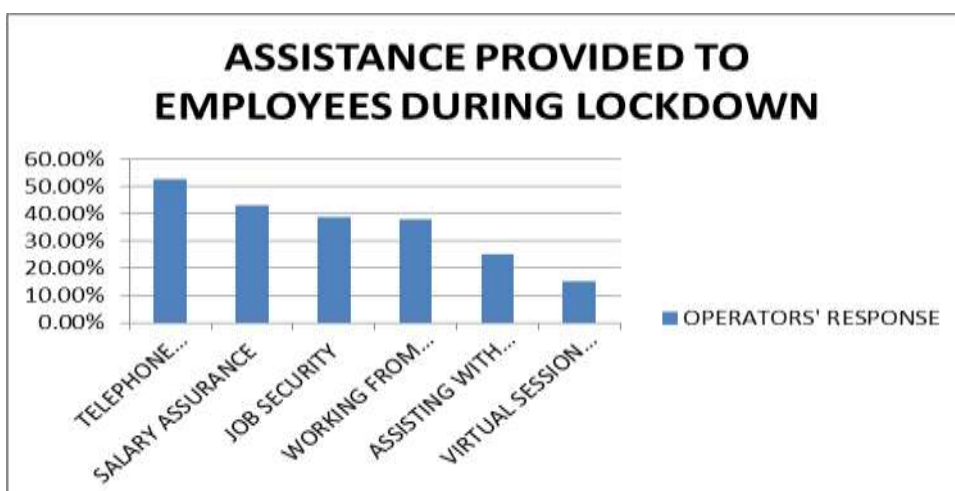
### Impact Of Pandemic On Business

NO WORK	74.07%
WORKING TELEPHHONICALLY OR VIRTUALLY WITH CLIENTS	10.37%
WEBINAR FOR EMPLOYEES	8.89%
ANY OTHER	6.67%



About 42.96 Percent Of The Tour Operators Who Worked With The Hotels Surveyed Claimed To Assist Their Employees Through Salary Assurance. Though Those Weren't Enough To Tackle The Debarment Of Employees During Lockdown And The Rising Unemployment. The Table Below Shows The Assistance Provided To Employees During The Lockdown-

ASSISTANCE PROVIDED TO EMPLOYEES	OPERATORS' RESPONSE
TELEPHONE CONNECTION	52.59%
SALARY ASSURANCE	42.96%
JOB SECURITY	38.52%
WORKING FROM HOME OPTION	37.78%
ASSISTING WITH FOOD/RATION	25.19%
VIRTUAL SESSION ON MENTAL HEALTH	15.04%



Other Than This The Gsdp Loss Was More Due To The Loss In Hotel Business As It Is Part Of Tourism Industry And A Part Of Greater Share Of Revenue For The State Government. Due To Unemployment Of Many, They Were Mentally Laid Off. Even Amidst This, The Hotels Adopted Safety Measures And Various Guidelines To Prevent The Spread Of Further Covid Pandemic Which May Affect The Guests. The Working From Option Was Available But Mostly In The Field Of Business And Marketing Of Hotels. It Was Very Difficult To Maintain The Rooms In Hotels As The Employees Count Was Less Compared To Before Pandemic.

#### Conclusion And Recommendation

There Are A Lot Of Ways That Can Revive The Hotel Industries Which Have Been Affected By Covid Pandemic. Proper Following Of Guidelines Issued By The Government Is The First Step

Convert Hotels To Paid Quarantine Centres

Avoid Buffets In Hotels

Pay The Regular Employees In Tourist Units Half Of The Pay Till Revival Of Tourism Business By Owners

Provide More Time For The Repayment Of Funds Which Are Borrowed As Loans From Financial Institutions, Also Give Tax Concessions And Allow More Time To Pay Arrears Of Tax

Change The Focus From Luxury Tourism Meant For Rich To An Affordable Tourism Meant For Middle Class Domestic Tourists To Promote Kerala As A Health Tourism Hub And Attract Foreign Tourists

It Can Be Noted That The Adverse Effect Was More In The Tertiary Sectors Of The Economy. Due To Curfew Like Situations There Was A Huge Loss For The Menial Workers Who Used To Work In Hotels. The 69 Days Lockdown Has Pushed Various Workers To A Stage Of Acute Unemployment. An Industry That Thrived On Feeding Hundreds Of People Daily Is Now On The Verge Of Tough Times. But The Kerala Government Has Been Providing Full Support To The People Who Have Lost Jobs In Hotels And Also Supporting More To Promote Tourism Even During Tough Times. It Can Be Predicted That Soon The Tourism Industry May Flourish And Be Like How It Were Before Pandemic

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Hotel Industry In Kerala With Special Reference To Tourism

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