

Pre and Post COVID-19 situation and Impact of COVID 19 on Hospitality Industry

Ajitha Prabhakar, Abdullah Bhukhari, Ram Amit Subash, Ashmeet Singh, Prof. Meenal Pendse
MBA Marketing, MIT WPU

ABSTRACT

The research paper presents a highlight of the necessary changes that hospitality sector needs to implement due to outbreak of Corona virus, known as Covid-19. So, our survey collected data from a group of samples about all the sectors covered by hospitality of hotels, restaurants. Travelling, zoo & amusement parks, recreational facilities were focus of our survey. All the changes that were made due to corona virus, and even may remain after pandemic. A brief public opinion about satisfaction level after those mandatory changes was taken, even opinion about them before those changes. Services are much focused towards safety and for well-being of health of the customers, with minimum human interaction for the hospitality services.

Keywords: *COVID-19, Hospitality sector, Safety measures, Consumer decision, Mandatory changes.*

INTRODUCTION

The world is still finding ways to cope up with Current Covid-19 Pandemic and there is no part

of world that has remained unaffected due to spread of Corona Virus worldwide. The globalized world went into partial or complete shut down due to deadly virus outbreak, the overall impact it had on Human life, Economic Growth and Business is not measurable and has never ending effect on Short-Run as well as on the Long Run.

Nearly the hospitality sector Globally including those of India is Hit Hard by Low Demand and very Few Future Bookings, nothing could have ever prepared the Hospitality Industry for the Covid-19 Shock.

- IATA estimated that Global Airlines need 200\$ Billion USD Emergency Fund for Survival.
- Foreign tourists' arrival in India declined mainly from the month of February, as spread was across countries.
- Indian Government has suspended all travel visas, with unexpected resumption for allowing visas for foreigners.
- Further the large booking for winter season (strong season for Hospitality Industry) are done in summer season,

which evaporated due to current pandemic.

- For complete 3 months hotel restaurants were completely shut down, which has devastating effects on economy as well as employment to those people who are associated to this Industry.
- Other Recreation and Entertainment services Part of Hospitality Sector are totally shut and like other service providers people associated to these are also suffering a great loss, with no schedule to resume back to their Services.

The study conducted surveys the Before and After phases for the whole Hospitality Industry Keeping in Focus all the Industries that are included in the sector. Also detailed study of customer reviews towards the necessary Standard Operating Procedures (SOP) which were made compulsory by the Government for whole Industry. The consumer acceptance and its magnitude towards negative or positive attitude towards new rules to avail services in the Hospitality Sector for availing any services.

Likelihood of continuation of some services or additional measures taken by service providers, either to continue it even after pandemic is Ended or not to go with the mandatory safety measures.

How the Hospitality Sector compiling of Hotels, Travel, Tourism, Recreation services would look

like or expectations of Consumers towards the services before they avail it during pandemic or after pandemic is presented through survey of various age Groups, income groups, different professionals putting different views about different industries is Explained.

OBJECTIVES

- To analyse the mandatory changes that were implied in hospitality sector due to covid-19.
- To understand customer's expectation in hospitality sector post covid-19.
- To analyse the impact of pandemic on the digital platforms in hospitality sector.

SECTOR PROFILE

HISTORY OF HOSPITALITY INDUSTRY IN INDIA

The cause of the hospitality business in India can't be followed to a conclusive purpose of time, there is proof of its quality in any event, during the Indus Valley Civilization and Vedic Era. In days of yore, travel was overwhelmingly embraced for journey and exchange. The idea of scorch Dham (i.e. visiting strict spots situated in the four corners of India) among the Hindu people group is a significant pointer of criticalness concurred to journey by their precursors.

The nation stands dabbled with numerous such places of worship, some of which are frequented by individuals everything being equal. Old writings and writing, as likewise Hindu folklore, have numerous references to travel and the arrangement of convenience offices for voyaging pioneers and dealers by the specialists of those days.

Ancient India was notable for its silk, flavours, gold, and gemstones. Record of popular voyagers of the yesteryear discusses Indians exchanging with nations like Greece, Italy, Indonesia, Malaysia, China, and Japan, among others. The main method of transport were animal, and vessel and boats that confounded streams and oceans for network with removed grounds.

The origin and evolution of the lodging business in the India can be extensively classified in the given three-time frames:

Ancient and Medieval Era:

The beginning of the hospitality sector in India stands established in the Hindu way of thinking of '**atithi devo bhava**', suggesting that an unannounced visitor is to be concurred the status of God. While it isn't clear when hospitality developed as a business action in old India, there is proof of convenience offices for explorers and visitors, however not as composed as we see them today.

Record of numerous unfamiliar guests and thinkers who came to India compliment the hospitality facility. Well known Chinese researchers Fan Hien (AD 399-424) and Huein Tsang (AD 629-643), who came during the rules of Chandragupta Vikram Aditya and Harshvardhan separately, have referenced the presence of sanctuaries for travellers.

Colonial Era:

The sorted-out presence of the hotel industry in India began coming to fruition during the pilgrim time frame, with the appearance of Europeans in the seventeenth century. The early hotels were generally worked by individuals of unfamiliar cause to oblige the necessities of the European colonizers and later authorities of the Raj.

Among the main such properties were travellers like Portuguese Georges, Paddy Goose's, and Racquet Court, which opened in Bombay somewhere in the range of 1837 and 1840. Notwithstanding, inside a time of around ten years, a large portion of the bars vanished and more decent hotels like Hope Hall Family Hotel started to show up.

Until 1900, practically all hotels were developed and run according to Western conventions. The primary Indian style hotels were Sardar Griha, which opened in 1900, and Madhavashram in 1908. The two universal wars acquired a new

parcel of hotels Mumbai, a significant port city of the occasions.

Modern Era:

Post-independence, there were large jumps in the hotel exchange the nation. The Oberoi Group of Hotels and the Taj Group assumed control more than a few British properties, kept up exclusive requirements of administrations and characteristics, and extended their business abroad. The later decades saw corporates like the ITC likewise join the hotel industry with properties under ITC Welcome Group.

Throughout the most recent couple of decades, different notable global hotel chain has come to India. These incorporate Hyatt Hotels and Resorts, Inter-Continental Hotels and Resorts, Marriott International, Hilton Hotels, Best Western International, and so on.

SWOT Analysis

Strengths

- Taking all mandatory measure to keep safety. (Sanitization).
- Rapid measures were undertaken such as imposing travel restrictions and lockdown that enabled India to balance its supply and demand

- Existing infrastructure like schools, railway coaches, hotels, offices, etc., were converted into isolation wards.
- All domestic/international travellers and offices are mandated to undergo a compulsory thermal screening check
- The medical and health system is gradually gearing up to take on the new challenge

Weaknesses

- Lack of testing kits and relief materials like medical equipment, PPE, masks, and ventilators.
- Lack of awareness among specific sections of the society
- Psychological barrier relating to isolation: people fear the quarantine conditions.
- Highly susceptible to diseases and poor immunity (India ranks 135 out of 195 on UNDP Health Index)
- Shortage of emergency healthcare infrastructure and professionals.
- Ventilators to population ratio 40000: 1.3bn

Opportunities

- India can emerge as a world leader (setting example for other nations on how to fight the crisis)
- Development of standard operating policies and procedures in the form of emergency preparedness and response plan for the present and future outbreaks.

- Involve start-ups, MSME, corporate R&D and academic institutions for providing innovative solutions for fighting Covid.

Threats

- Failure in contact tracing may lead to worsening of the present situation and increase in the probability of being hit by the second wave of covid-19.
- Coronavirus has attained level 3 of the epidemic, i.e. community transmission stage.
- Breach of lockdown protocols and social-distancing norms
- Increased chances of spread of infection.
- Higher chances of frontline workers contracting the disease.
- Dwindled the economy and overall growth of the nation

TOP 3 HOTEL GROUPS IN INDIA

1. INDIAN HOTELS COMPANY LTD (IHCL)- TAJ HOTELS



Tata group is a global enterprise founded by Jamshedji Tata in 1868. They have 100 different independently operating companies in six continents. The mission of the Tata group of company is to “improve the quality of life of the customer it serves on a global level”. Tata brand has a positioning as the company which has a lasting promise behind its business, many of which are industry leaders. IHCL is honoured to be one of the first of those timeless and tireless initiatives.

IHCL is rebranding themselves by proving themselves as the strongest brand equity to multiply its portfolio while aligning to high growth segments. This includes reinventing excellence and reviving the portfolio across all brands.

Indian Hotels Company Limited (IHCL) provides a fusion of warm Indian hospitality and world class services to its guests. The group was incorporated in 1903 with its first ever hotel, The Taj Mahal Palace, Mumbai.

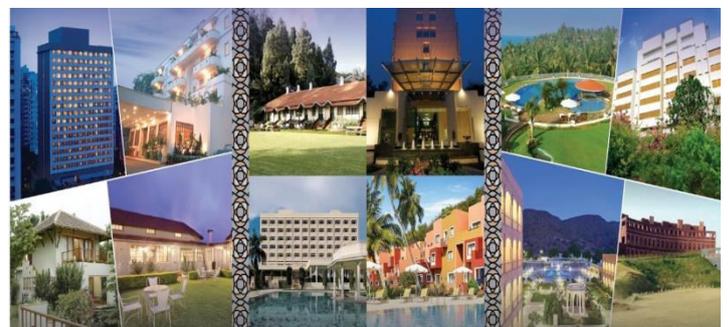


Fig 1. Indian Hotels Company Ltd (IHCL)

2. MAHINDRA HOLIDAYS AND RESORTS INDIA LTD.



Mahindra Holidays & Resorts India Ltd (MHRIL) could be a leading player within the leisure hospitality industry incorporated within the year September 20th 1996. the corporate could be a a part of Mahindra Group and is that the market leader within the business with over 2.43 lakh members and 61 resorts.

The company offers a spread of solutions to their customers with the range of products and services which incorporates the following:

- Club Mahindra Holidays is engaged within the vacation ownership business. Zest another product of the corporate within the vacation's ownership space entitles their members short breaks for 6 nights annually in studio apartments.
- Club Mahindra Fundays may be a corporate product-based on the point-based system. Mahindra Homestays provide the shoppers with choice of homes across different budget categories and property types.

- Club Mahindra Travel may be a travel integration service for Club Mahindra Holidays' members to require care of their range of travel needs from accommodation to the deals on air tickets complete holiday packages replete with sightseeing tours and meals to documentation requirements.
- The company provides family holidays primarily through vacation ownership memberships. Their members can value more highly to stay and holiday at resorts in an exceedingly range of holiday destinations for a pre-determined number of days during a year for a set number of years. Their resorts offer the employment of furnished accommodation like apartments and cottages and an experience through resort specific amenities and facilities like restaurants ayurvedic spas kids clubs and a spread of holiday activities.



Fig 2. Club Mahindra resort at Shimla

3. MAKE MY TRIP



India's leading online travel company MakeMyTrip.com was founded within the year 2000 by Deep Kalra. Headquartered in Gurugram, Haryana, the corporate provides online travel services including flight tickets, domestic and international holiday packages, hotel reservations, rail and bus tickets. MakeMyTrip originated from India.

The company's mission is to supply customers a 1 stop buy all their travel needs. It aims to relinquish the most effective possible user experience across their entire travel journey, which has effective planning resources, superior booking experience across all channels and in journey 24x7 live customer support.

MakeMyTrip lets the users book air tickets, bus tickets, buy holiday packages, book hotels and accommodations and lease. Users also can access other travel related services provided by third party vendors like visa processing and travel insurance. of these services are available through their app, website or through MakeMyTrip owned and franchise stores.

Besides this B2C model, they need also introduced MyBiz, to supply various corporate

travel related services. MyBiz lets businesses manage the travel and accommodation of its employees easily through various features like one dashboard, MyBiz wallet for central payment processing and Instant Refunds to MyBiz Wallet on Cancellations etc.

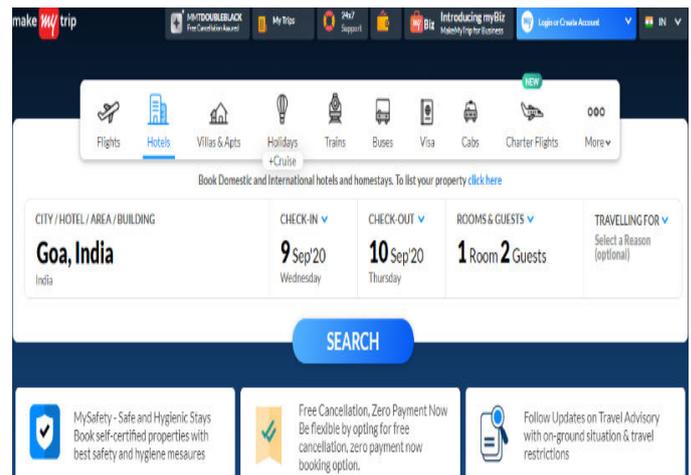
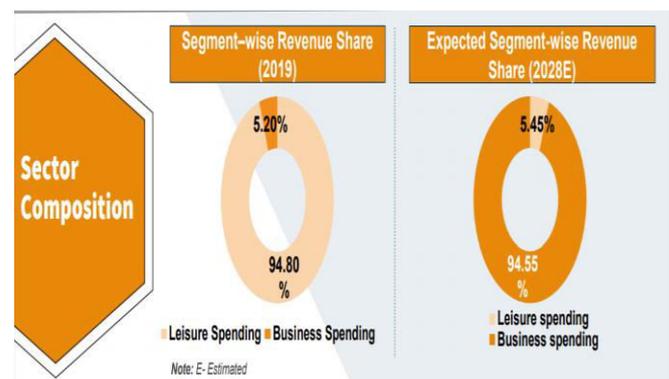


Fig 3. Make my trip webpage

Five major segments of hospitality



sector

Fig 4. Sector Composition

As a whole the hospitality Industry is complexly made up of 5 major segments. All these

functioned with one another as a complete sector, to fulfill needs of the customers as a single hospitality sector.

1. Food & Beverages Segment

Under this segment the businesses which food is prepared for the customers, most of these businesses are located in different businesses such as airports, malls, multiplexes. All of these businesses were of various sizes like small, medium scale to luxurious and fancy. Main servings were food items, regional and multi-cuisine servings. And the beverages include types of alcoholic & non-alcoholic drinks along with food or separately is included in this sector.

2. Lodging or Accommodation Segment

Accommodation segment means a place to sleep or stay overnight or even more. This type of businesses varied by the service they offer, like casual to luxurious resorts, price they charged for the service, location where they were located. We can also include Bed and Breakfasts included in private homes, are part of accommodation segment, also hostels and campgrounds were counted in this segment.

3. Travel Segment

Basically, the industry that is into business of moving people from one place to another, purposes for travelling could differ either for business or for pleasure. Purpose for travel differs from country to country, there are several modes for transportation from one place to

another like Buses, Trains, Ships, and Airplanes. This segment also covered rental cars, taxi services, ferry services, cruise lines & airlines.

4. Tourism Segment

Includes all the businesses that include that are into organizing and promoting travel & vacations. Some of them are travel agencies, tour operators, cruise companies, meeting & convention planners, and also visitor bureaus. A total package includes different hospitality services, such as transportation, accommodation, meals and entertainment. The money charged for the whole package covers up for all the services included in it, tour planning companies work for selling it to the consumers.

5. Recreation Segment

All those activities that provide people to relax, rest, and enjoy comes under this segment. Goal of these services is focused upon refreshing a person's mind and body. Types of recreation business are entertainment that provides movies, concerts and theatres to watch, attractions such as museums, state fairs, zoos, festivals, sports that you watch others play, NBA, IPL, CWC, also sports we take part into.

Role of Travel

We can categorize travel into pleasure travel the where people are totally travelling for the relaxation and resting themselves. A period

when a person is free from his daily duties of work, and rests is called vacation. Another type of travel includes travelling to visit relatives or friends. Reasons for such could be to enrich their lives, to bring all family and friends closer together, they can do what they want to do, get rid of day to day stress and to be live and energetic.

On the other hand, Business travel happens in the week days not in the weekends, and it has multiple modes of transportations and many locations to travel. It can be compulsory travel for the success of the business and as a part of profession or job, most of employers decide what employees travel and most of expenses are also paid off for accommodation, food, and travel.

Big organizations come up with the budget for the travelling for business purpose in the year. But their travel needs to be economical and efficient also some other challenges they face are time, language and other barriers with long absence from home. Also, they have benefits like travel in business class-flights, frequent flyer-miles, with favored treatment at hotels and car-rental services.

By 2024 travel & tourism is forecast to support 346,901,000 jobs is 10% of total employment with growth predictions of 4% annually. The industry supports 266 million jobs in the world-which is 1 in 11 of all jobs in the world.

TRENDS IMPACTING THE HOSPITALITY INDUSTRY



Fig 5. Key Trends of Tourism

Local experience:

Another pattern that those in the hospitality industry are getting to grasps with is the longing for sightseers or explorers to appreciate nearby experience. Numerous individuals would essentially prefer not to experience a day to day existence like their own, however in an alternate area. Rather, they need to experience the valid lifestyle in the area they visit.

Companies in the hospitality business are reacting to this, so as to provide food for these requests. hotels may give nearby items, while different choices like Airbnb and farmhouse convenience can offer a truer visitor experience. Besides, travel planners and visit administrators can assist explorers with participating in nearby local activity.

Healthy and Organic Food & Drinks:

In the past, a large part of the hospitality industry was made up of fast food restaurants and bars selling alcoholic beverages containing sugars. However, there has been some cultural change, which makes people more aware of the things they put into their bodies, leading to a healthy eating and drinking trend.

For restaurants, this means a re-soaking menu with healthy options, including gluten free, dairy free, low fat, vegetarian, vegan and organic options. However, the trend for healthy food and drink extends to healthier drinks sold behind bars, along with hotels, catering services, and even vacation as well as healthy room service options.

Sustainability:

Progressively, clients are worried about natural issues and need to realize that the organizations they manage are acting morally. Therefore, maintainability has been one of the most observable hospitality patterns of late occasions, with a developing number of hospitality organizations advancing their eco-cordiality.

For Examples of the hotel in Italy, which promote vegetarian and vegetarian options from hotels, use smart light bulbs and smart heating to save energy. Within the housing sector, decisions are also to be made on using more durable

materials for things such as towels and bed sheets.

Personalisation:

In almost all industries, the need for personalisation is a major trend, and the hospitality industry is no different. This is mainly driven by the rise of big data. Meanwhile, an increasing number of hotel guests should be treated as individuals rather than just another anonymous customer.

Personalization can be deployed in various ways. For example, at the hotel, returning customers may be provided automatically with similar services as they had previously stopped, while GPS technology and booking data can be personally welcomed by a member of staff upon arrival. In addition, with the rise of smart devices, hotel guests can also be enabled to use their own devices and accounts on entertainment platforms.

Smart hotels:

In basic terms, a smart hotel is an hotel that utilizes web empowered gadgets, which are fit for sending information to each other. Keen lodging plans are connected to the possibility of the 'internet of Things' and have risen as a more well-known idea since smart speakers and technologicalcentre points became famous

A smart hotel, for example, allows guests to control heating or air conditioning from their phones, or can turn on the TV by giving voice

commands to a smart speaker. In many cases, smart rooms automatically adjust things such as the brightness of light bulbs or the temperature of the radiator, so that optimum conditions are maintained.

Artificial intelligence:

Artificial intelligence plays various parts inside the hospitality industry, yet the fundamental one is to improve client support. One case of this is AI-controlled chatbots, which can be utilized for online client associations, eliminating long holding up times and giving quick, wise reactions to questions.

For example, a few hotels have presented AI and voice-controlled client support or traveller data centre points inside their inns. In the interim, AI can likewise be utilized to figure out information naturally make changes in accordance with measures, etc.

Virtual reality

In the course of recent years, virtual reality headsets have become standard customer items, bringing virtual reality innovation into the standard. This is one of the most conceivably game-changing accommodation patterns, on the grounds that VR innovation has the ability to carefully adjust an individual's whole environmental factors. Then, travel planners can utilize virtual visits/360 recordings of vacation spots to sell occasions.

Augmented Reality:

Augmented reality innovation is like virtual reality technology from multiple points of view, yet rather than making another computerized condition for clients, it is worried about upgrading true situations through graphical or instructive overlays. Not at all like VR innovation, it likewise ordinarily requires nothing other than a smartphone and an application.

augmented reality applications can be planned with the goal that clients can point their telephone at a café and see surveys, or opening occasions. Lodgings and other convenience types can likewise utilize augmented reality to give interactive vacationer data maps inside their properties, or to make fun chances to make client produced content

LITERATURE REVIEW

Kumar (2020), proposed a study on "Disastrous impact of Coronavirus (COVID 19) on Tourism and Hospitality Industry in India". The study showcases the worst effect covid-19 has on 38 million Indians directly associated and also crores of people indirectly related to the tourism industry. Also sought series of reliefs for the travel and tourism industry like GST exemption for whole year, also extended loan repayment for 3 to 6 months. Also, disturbing fact by (WTTC) world travel and tourism council, that

employment of 5 crore people from all over the world in this industry could be lost. (Kumar, 2020)

Baum, T., & Hai, N. T. T. (2020). Proposed a research paper on “Hospitality, tourism, human rights and the impact of COVID-19”. This study broadly focuses on factors that have curtailed the right to travel for international as well as local tourists with number of factors like, borders closing, closure of attractions & tourism facilities, return to mothership. The predictions about how slowly and steadily people will start travel to visiting friendly relatives and further to safe places, also a devastating fact 75% of small business related to tourism and hospitality may never re-open after the pandemic situation is over. (Tom Baum, 2020)

Gursoy, D., & Chi, C. G. (2020). Presented a study on “Effects of COVID-19 pandemic on hospitality industry: review of the current situations and a research agenda”. The research suggests how hospitality scholars should tackle with public sentiments of fear due to corona virus, how will again they ready to visit restaurant or hotel, as after lockdown also 50% of people are not willing to dine-in or stay at hotel immediately. Experts of the industry has to come up with new ideas, approaches, and models which could help them attract lost customers safely and again get this industry booming. Also, recent technological advances in AI and robot technologies has helped a lot to deliver services

in this covid-19 era, safely without human interactions. (Dogan Gursoy, 2020)

Farzanegan, M. R., Gholipour, H. F., Feizi, M., Nunkoo, R., & Andargoli, A. E. (2020). Presented a comprehensive study on “International Tourism and Outbreak of Coronavirus (COVID-19): A Cross-Country Analysis”. The in detail explains the relationship between international tourism and corona virus cases along with associated deaths. Study covered more than 90 countries, found that those countries which were more open to international tourists across globe had a greater number of covid-19 cases and related deaths, than the other countries which are less open internationally for tourism and hospitality. The correlation shows inspite of taking so many preventive measures the figures of outbreak and deaths remained robust throughout whole pandemic era. Statistical relation with its all implications is also explained in the conducted study.

Article by - ResearchAndMarkets.com, 2020.

Study on – Covid 19 impact on hospitality industry, 2020 market report

In this article stated that before Covid 19 outbreak the ever-expanding global tourism industry was one of the major factors driving the growth of the hospitality industry before the coronavirus outbreak. The number of international tourist arrivals had risen continuously over the past decades. As per the

growth projection made by the World Tourism Organization (UNWTO), the number of tourist arrivals across the globe was expected to cross 1.5 billion by 2020.

The key factor which is affecting the hospitality industry is that the market after the pandemic include the decrease in tours and travels as most of the flights are getting cancelled.

The government all across the globe are cancelling the foreign visits and locking down most of the area which is one of the other major reasons behind the slowing down of hospitality industry. Travel and tourist segments along with the recreation segment are majorly declining due to the lockdowns happening across the world.

In this article is stated that there is sudden cancelation for both individual and group event in hotel reservation due to Covid 19. additionally, since the COVID-19 outbreak, many cities in the Asia-Pacific are on complete lockdown, which is in turn restricting the growth of the hospitality industry.

Impact of the Novel Coronavirus on the Hospitality industry

By KS LEGAL & ASSOCIATES – SONAM CHANDWANI

In this article stated that Indian hospitality industry has gain losses of around 620 crores in the initial days of lockdown. Various big hotel chains and small resort chain has also gain loss of around 130 – 150 crores whereas the alternate

accommodation facility provider has suffered the losses over 420-470 crore which is huge and bad for the India market when the stock is already crashing.

The main reason of loss facing by hospitality industry is A few global airlines have cut their tasks to Indian goals. Indian airlines have suspended total activities to worldwide goals and decreased their household tasks. To add on to this, the administrations have mentioned individuals to stay at home and work from their home.the major problem with the hospitality industry in India is that the maximum employers working in these industries are either on contract basis or on casual working and these employer accounts to around 30-40% of the staff and they all come from a weaker background so shutting the chains and other services will affect them economically according to author The Government of India should provide for a scheme to pay the workers and employers who are working for the Hospitality Industry. The 'MANREGA' scheme money should be used to pay for these workers.

In Delhi lots of Five star hotels have been allotted to many patients who wants to be treated at these hotel at the charge of 3000 Rs, per day and in the recent news the government has also decided the treat the patient in the isolation rooms in the hotel 'The Lalit' in New Delhi to lessen the burden on the hospitals. So, all these factors might lead to increase in the revenue of the hospitality sector in the near future.

METHODOLOGY

Research Type: Quantitative Research

This paper is carried out by collecting and analyzing the numerical data to find patterns and make predictions.

Research Design: Descriptive Research

Descriptive research focuses on expanding knowledge on current issues through a process of data collection. Descriptive studies are used to describe the behavior of a sample population. In this paper we have researched and analyzed the factors that impacted the hospitality industry during Covid-19

Sampling Design:

- Purposive Sampling:

This type of sampling involves the researcher using their judgement to select a sample that is most useful to the purposes of the research.

- Snowballing Sampling:

If the population is hard to access, snowball sampling can be used to recruit participants via other participants. The number of people you have access to “snowballs” as you get in contact with more people.

Type of Sample data:

- Primary data:

To collect for a specific information which needs to be original and a higher relevant data the researcher uses primary data which can be taken by either interacting with people or handing out questionnaires as a survey.

- Secondary data:

Data is collected from various articles, news report, company reports of HVS, Deloitte and many others.

Data collection method: Survey by questionnaire using Google forms

Sample size: 151 respondents

Sample frame: Mostly Student of the age group 18-24

PROBLEM STATEMENT:

The problem statement here is to know the perception of the customers have changed due to COVID-19. How much the customers gave importance to the listed factors Pre- Covid and how much importance they are going to give Post- Covid is being analysed.

Hypothesis:

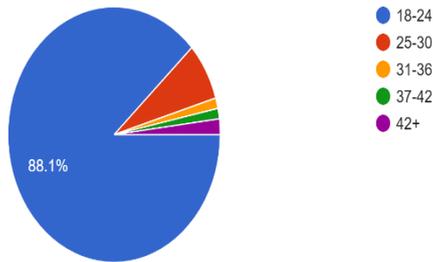
H₀: The factors affecting the decision of customers regarding hotel stay did not change Pre and Post Covid.

H₁: The factors affecting the decision of customers regarding hotel stay did change Pre and Post Covid.

DATA INTERPRETATION

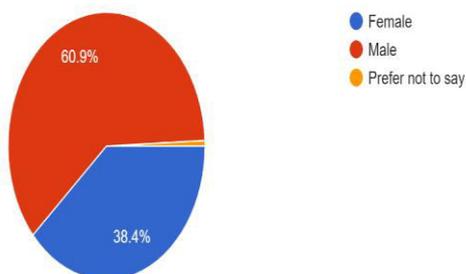
1) Basic details: Age, Gender, Profession, Income Range

Age
151 responses

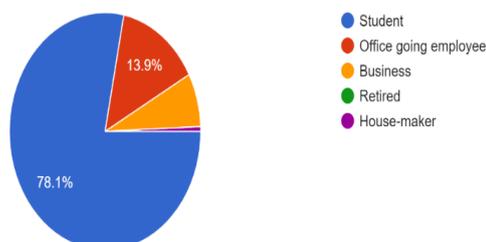


Interpretation: Maximum people from our respondents represented the age group of 18 to 24 years of age. our biggest limitation for this study was that we were only able to collect the data from group of students which represented the age group of 18 to 24 years of age. other respondents comprised hardly 10 to 12% of other age groups. So, it is very biased towards young aged people’s opinion.

Gender
151 responses



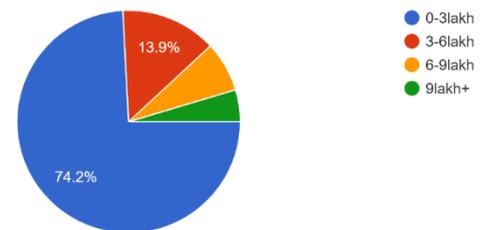
Profession
151 responses



Interpretation: Most of the respondents comprised of Males, like they constituted 61% of males and 39% of female respondents. that too includes mostly students as we had a limitation to get data from only group of students due to Covid-19 Pandemic. so, therefore we can say from gender’s point of view males were the main respondents.

Interpretation: Maximum number of people we gathered data were students, and is completely biased towards students and those young peoples. other people were office going

Income
151 responses



employees around 14%, followed by a few business doing people representing a very small part of study. So, most responses were from students, followed by office employees, last were the business doing peoples.

Interpretation: The maximum people those were part of our study are into the Income bracket of 0 to 3 lakh rupees per annum. that again can be

derived due to the limited reach of our survey, as most of them were fresh graduates and students comprise around 74%. following them are people with income from 3 to 6 lakhs around 14%. Again, the larger income groups are very few or minimal among whole data.

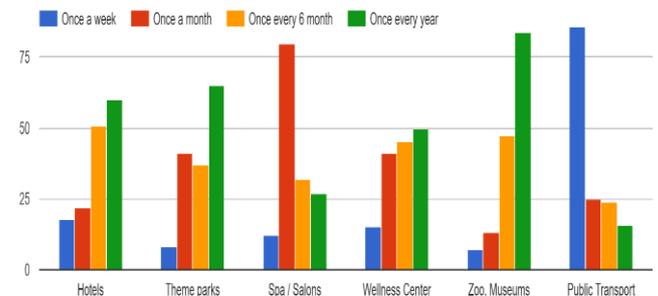
DEMOGRAPHICS SUMMARY TABLE

<u>Parameter</u>	<u>No. of respondent</u>	<u>Percentage</u>
<u>Age Group</u>		
Between 18-24	133	88.1%
Between 25-30	11	7.3%
Between 31-36	2	1.3%
Between 37-41	2	1.3%
Between 42-46	3	2%
Between 47-51	151	100%
Between 52-56		
Between 57-61		
Between 62 & Above	58	38.4%
Total	92	60.9%
	1	0.7%
<u>Gender</u>	151	100%
Male		
Female		
Prefer not to say	118	78.1%
	21	13.9%
Total	11	7.3%
	0	0%
<u>Profession</u>	1	0.7%

Student	151	100%
Office going employee		
Business	112	74.2%
Retired	21	13.9%
House maker	11	7.3%
Total	7	4.6%
	151	100%
<u>Income</u>		
Rs. 0-3lakh		
Rs. 3-6lakh		
Rs. 6-9lakh		
Rs. 9lakh+		
Total		

2) How often different services were availed?
 (Pre & post Covid- Comparison)

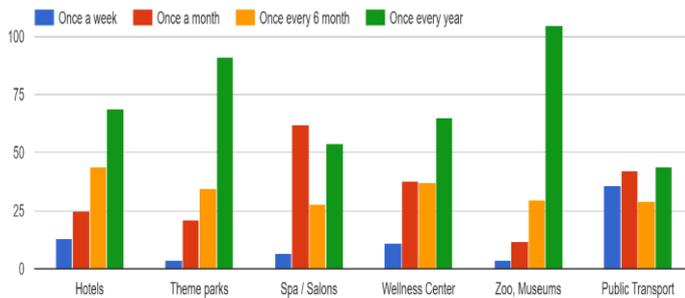
On an average, how often you used to avail these hospitality services; PRE-COVID19?



Interpretation- The comparison focused on how the Hospitality Services were used. Before Covid-19 and How Hospitality services are availed after Covid-19 pandemic or how they are expected to be used after this Pandemic.

- we can draw conclusion that most of people of our study preferred to go to

On an average, how often you used to avail hospitality services; POST-COVID-19?



hotels once a year before pandemic and after pandemic also maximum of them wants to visit once a year only, others wanting to go once a month and once every six months have remained similar only, but there is a dip in people wanting to go once in every week.

- The people’s opinion about going to theme park is same for people going once a year are almost same before pandemic and even after pandemic, but there is a sharp decrease in people going every month, every 6 months, or even people going every week have dipped.
- people’s opinion towards availing spa and salon services have dipped seriously with most people willing to visit spa and salon’s every month before pandemic, but now all people prefer once in every year instead of once in a month, that is a

serious impact of pandemic on this industry.

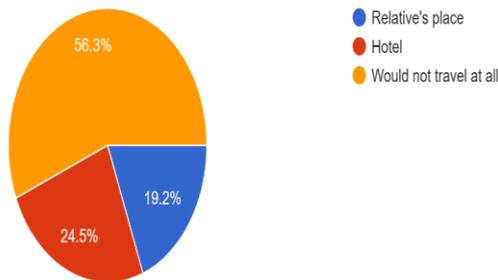
- people availing services of wellness centres are also now only wanting to visit once a year, before it was more, they preferred to go once every month or once every six months, this could be a great loss for this industry due to covid-19 Pandemic.
- the sample’s opinion on the visit to Zoo and Museums has dipped for visiting once a week, once a month, or once every six months. but it has remained constant for people who were visiting once a year and still visiting once a year after the pandemic also.
- one can derive that people those who were travelling once a week before pandemic are now not at all willing to travel once a week a week after pandemic, but people travelling once every month, or once every six months, and even once a year traveller have increased due to Covid-19 Pandemic.

3) Where did people prefer to stay during their travel in times of COVID- 19

Interpretation:

If you travel during COVID-19, where would you prefer to stay?

151 responses



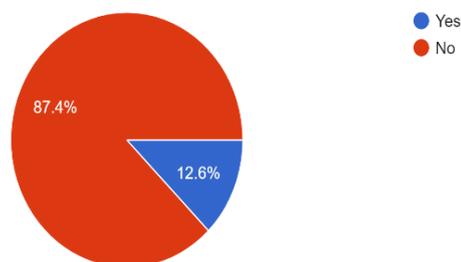
The COVID-19 pandemic that spread quickly since last December has influenced human life and economies over the world. 43.7 percent of the individuals have demonstrated a solid sentiment towards travelling and 56.3 have preferred that would not travel at all during such situation and take precaution as much as possible.

During the travel, only 19.2 percent of population has chosen to stay at the relative place. This might be due to they think staying at relative place would be safer.

Whereas the 24.5 percent of respondent has chosen hotel for staying during their travel.

Did you stay in a hotel during COVID-19?

151 responses



These is due to the respondent are willing to pay more on safety and hygiene during this pandemic situation. Hotel and lodging service are

providing the regular check-ups and maintaining the mandatory norms.

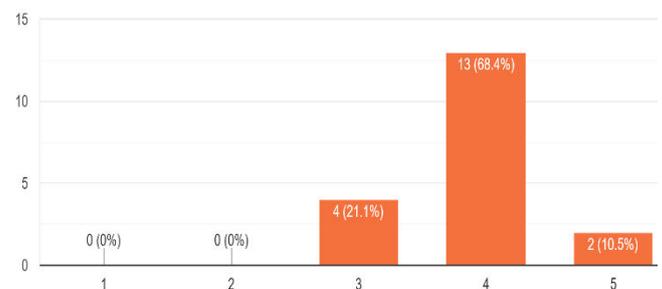
4) Experience of people who travelled and stayed in a hotel during COVID-19

Interpretation:

When respondent was asked whether they have stayed in hotel during Covid 19 situation only

On an average, how much would you rate your experience during your stay?

19 responses



12.6 percent of respondent have stayed in hotel.

On other hand majority of respondent (87.4%) stayed at indoor and take precaution as much as possible.

Another question was asked to respondent about the experience of the respondent at the hotel during the Covid 19 pandemic.

Among the respondent, 21.1 percent respondent have responded that their stay at hotel was moderate. This was due to most of the hotels and lodge were converted into quarantine centre or emergency Covid ward and due to lockdown, the majority of staff has lost their job from

hospitality sector. Due to the respondent might have faced problem.

The 68.4 percent of respondent have responded that their stay at hotel during Covid 19 pandemic was very satisfy with a rating of 4 on the scale of 5. The five-star hotels were open for the travellerwho were stuck in the city due to lockdown most of the hotel does not even charge a single penny from the customer and allowed to stay at hotel till the lockdown is over.

Hence, due to above statement the 10.5 percent of respondent have responded that stay was extremely satisfied with a rating of 5 on the scale of 5 at the hotel during Covid 19 pandemic.

5) Paired t- test Using SPSS to test the impact of the mandatory changes that were implied during COVID-19

Hypothesis:

H₀: The factors affecting the decision of customers regarding hotel stay did not change Pre and Post Covid.

H₁: The factors affecting the decision of customers regarding hotel stay did change Pre

and Post Covid.

From the above conducted test, assuming 95% confidence interval, alpha value of 0.05, we check the sig(2-tailed) value if its less than 0.05 or not.

If the 2-tailed value is less than 0.05, we reject H₀.

If the 2-tailed value is not less than 0.05, we do not reject H₁.

Interpretation:

There are certain elements that has to be understood for using IBM SPSS Statistics Tool such as:

1. The tool doesn't show numbers after 3 decimal digits. As the sig.(2-tailed) can't be zero but it is close to zero which can't be seen in the analysis above.
2. The Critical Value (the value from the t-table) is derived from the tool itself and not mentioned it in the analysis above.

Paired Samples Test

		Mean	Std. Deviation	Paired Differences		t	df	Sig. (2-tailed)
				Std. Error Mean	95% Confidence Interval of the Difference Lower Upper			
Pair 1	Pre Safety Measures - Post Safety Measures	-.32450	1.11085	.09040	-.50313 -1.14588	-3.590	150	.000
Pair 2	Pre Contactless Housekeeping - Post Contactless Housekeeping	-.68874	1.37203	.11165	-.90936 -.46812	-6.169	150	.000
Pair 3	Pre Thermal Testing - Post Thermal Testing	-1.03311	1.52935	.12446	-1.27903 -.78720	-8.301	150	.000
Pair 4	Pre Location - Post Location	-.09934	.95746	.07792	-.25329 .05462	-1.275	150	.204
Pair 5	Pre Digital Menu - Post Digital Menu	-.45033	1.31498	.10701	-.66178 -.23889	-4.208	150	.000
Pair 6	Pre Indoor facilities - Post Indoor facilities	-.21854	1.14830	.09345	-.40319 -.03390	-2.339	150	.021

As the scale here says that 1(lowest priority) to 5(highest priority). We have tried to check the how the factors that were implied for Covid 19 has impacted the customer's decision regarding hotel stay directly impacting the hospitality sector.

Factors such as Safety Measures, Contactless Housekeeping, Thermal testing, Digital Menu has got 2-tailed value less than 0.05. So, we reject H_0 and interpret that these factors have impacted the customer's decision regarding hotel stay. They did not care or give much importance to them before covid-19 but now they are prioritising a lot.

Factors such as Location, Indoor facilities has got 2-tailed value more than 0.05. So, we do not reject H_1 and interpret that these factors have not affected the customer's decision regarding hotel stay.

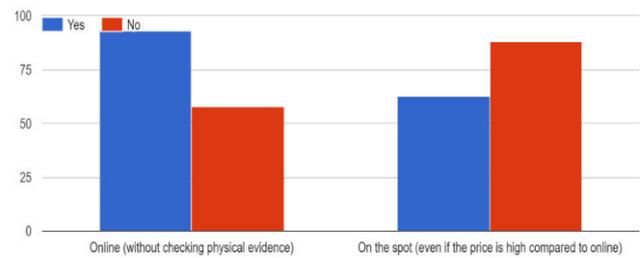
6) Factors that were seen by customers as important while travelling during Covid-19

According to this graph we can interpret that, 90.7% of the sample preferred to maintain social distancing. 83.4% preferred to sanitize themselves and their carry arounds where ever they travel. 39.7% preferred to use the digital medium like for payments of goods or services through their own device which would make less contact. 28.5% preferred to buy or opt for products which are low in products in short, they became price sensitive as the economy has been

hampered leaving majority under financial pressure.

8) Opinion of Online and Offline booking of hotel rooms

In regards to the online platforms like make my trip, yatra etc, what medium would you choose to book the hotel room?



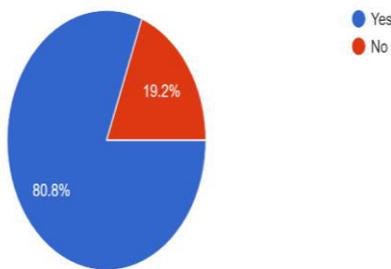
Interpretation:

Here people mostly prefer to have online booking rather than by going on spot and checking the safety measurement by their own as per the expectation, instead of this they are checking the requirements online as everything is already given in details about the services which also saves time. Which concludes still more people goes for online booking.

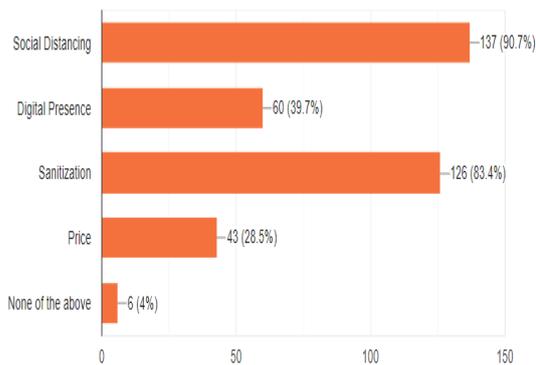
9) Suggestions about the mandatory protocols

Interpretation: Customer always goes for best and safe quality which this survey clearly tells us more than 80% people believe that all of this safety measure currently has been taken should be continued in future. Also, People are willingly to pay more for safety measure.

Would you like to continue the current mandatory protocols post COVID-19?
 151 responses



What did you prefer the most while travelling during COVID-19
 151 responses



ANALYSIS OF FINDINGS

- Factors such as Safety Measures, Contactless Housekeeping, Thermal testing, Digital Menu has been interpreted that these factors have impacted the customer’s decision regarding hotel stay. They did not care or give much importance to them before covid-19 but now they are prioritising a lot.
- Factors such as Location, Indoor facilities has been interpreted that these factors have not affected the customer’s decision regarding hotel stay.
- According to the sample opinion, it is observed that the pandemic has hugely affected the public transport, hotels.
- 90.7% of the sample preferred to maintain social distancing. 83.4% preferred to sanitize themselves and their carry arounds where ever they travel.
- 61.5% of the sample prefer online booking spot and checking the safety measurement by their own as per the expectation.
- Customer always goes for best and safe quality which this survey clearly tells us more than 80% people believe that all of this safety measure currently has been taken should be continued in future.

CONCLUSION

Covid-19 has created a lot of hindrance in the growth of all the sectors in every country leading the world to the worst possible economic imbalance. As we have seen this has not only impacted the economy but also the mindset of the customers who have been using these services all these years. The most doubted and unpredictable part is the future of the sector, the post pandemic reality. Only time will be able to guess this part right.

There is no doubt to believe that hospitality will re-emerge from this big shock wave caused by the effects of the pandemic but this will take an extended timeframe and at varying speeds at different countries. Not only this but also the strategies implemented Pre-Covid would be reformed according to the new norms adapted by the customers. This research paper has been focused on what all the customer expects from the service providers Post Covid and how deeply this sector has been affected?

At the same time, it has been observed that not only the hotels but also other service providers of Spa, Public transport, Zoo, Museum and others would be affected across its operating sectors. In this process many businesses will not emerge from the crisis in its former shape. In many respects, these are also matters that need to be addressed both on an on-going basis as the pandemic and its effects evolve over time and

place and as a retrospect once the new hospitality and tourism world order establishes itself after the pandemic.

REFERENCES

Kumar, A. (2020). Disastrous impact of Coronavirus (COVID 19) on Tourism and Hospitality Industry in India. *Journal of Xi'an University of Architecture & Technology*, 12.

Gursoy, D., & Chi, C. G. (2020). Effects of COVID-19 pandemic on hospitality industry: review of the current situations and a research agenda.

Farzanegan, M. R., Gholipour, H. F., Feizi, M., Nunkoo, R., & Andargoli, A. E. (2020). International Tourism and Outbreak of Coronavirus (COVID-19): A Cross-Country Analysis. *Journal of Travel Research*, 0047287520931593.

<https://www.prnewswire.com/news-releases/covid-19s-impact-on-hospitality-2020-market-report-301042147.html>

<https://www.lexology.com/library/detail.aspx?g=ac20c4c6-282d-45f6-a84d-201e1ca9899c#:~:text=Novel%20Coronavirus%20has%20already%20started,initial%20days%20of%20the%20lockdown.&text=Indian%20airlines%20have%20suspended%20total,and%20decreased%20their%20household%20tasks.>

<https://hvs.com/article/5298-Global-Hospitality-Report>

<https://www2.deloitte.com/us/en/pages/consumer-business/articles/travel-hospitality-industry-outlook.html>

<https://www.ibef.org/industry/tourism-hospitality-india.aspx>