



Problems Faced by Hotel Industry during Covid Period [with special reference to Sayaji Hotel]

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ABSTRACT

As a part of general subject project report, we are supposed to give a subject topic on which we have to carry out this project report. As our project report on "PROBLEMS FACED BY HOTELS AND HOSPITALITY SECTOR DURING COVID PERIOD" [with special reference to SAYAJI HOTEL] we worked on this and found out about the problems and difficulties faced by the hotels and hospitality industry during covid-19 period and how the authority's faced the problems and tried to overcome, Researcher was supported by stratified random sampling of 60 employees from various hotels and departments. Structured questionnaire was used for collecting the data. The data was analysed through the percentage analysis, this report is based on the primary as well as secondary data found from various online and offline sources.

Keywords: hotel industry, significant issues, economic inflow, labour scarcity, technology demand during covid, cleanliness & hygiene reforms after covid, guest service standard, personal experiences, sustainability, competitiveness after covid, and marketing tactics to survive in the business after covid.

INTRODUCTION



Sayaji Group of Hotels is a sophisticated collection of individually designed hotels catering to both leisure and business travellers with stylish guest rooms and versatile meeting facilities. Besides earning recognition for our world-class amenities and services in the hospitality sector, **Sayaji** has spread its wings with its Pan-India presence.

Sayaji Group of Hotels is known for its bespoke experiences and signature hospitality. We are a home-grown Indian brand competing with the biggest hotel entities from across the globe. The management solely believes in providing exemplary luxury, quality, and service. The brand works on combining diversity with culture and inheriting the core values, especially including taking utmost care of people and their well-being. Sayaji group of hotels consists of 13 hotels pan India with approx. 3200 + staff members within the organisation. Our research was mainly conducted through the staff members of effately by sayaji which is located near kala ghoda circle alkapuri Vadodara.

Introduction to the Hotels and Hospitality Industry

Hospitality Industry is one of the oldest industries in the world, patronized initially by businessmen (traders), philosophers, religious people and

scholars, which is a part of Travel and Tourism Industry. The key constituents of this industry are hotels, motels, inns, resorts and restaurants. In a larger and broader perspective Hospitality Industry is involved in tourism, entertainment, accommodation, transportation (airlines, railways, car rentals, cruise liners and travel intermediaries including travel agents and tour operators. tour operators.

History of Indian hotel industry

In initial days before our independence there were only a few Indian companies holding hotels in India like Indian Hotels Company Limited (The Taj Group) and East India Hotel (Oberoi Group). India gained independence in the year 1947, and the hotel industry saw an era in which no hotel expansion was undertaken. In the year 1956, Pandit Jawaharlal Nehru, who was the Prime Minister of India during that time, identified that the travel and tourism industry could act as a driving factor for the country's monetary development and instigated towards building class hotels in India for foreign personage?

Characteristics of Indian Hotel Industry:

High Seasonality: The Indian hotel industry usually faces high demand during October–April, whereas the monsoon months experience low demand. It is the quarter of December - March that

earns 60% of the year's turnover for Indian hotels.

Labour Intensive:the semi-skilled, and unskilled workers both in a direct and indirect manner. The average employee-to-room ratio in Indi is at 1.6 (2008-09), which is way greater than international standards.

Fragmented:A large number of small and unorganized players account for a huge market share in the Indian hotel industry making it highly fragmented. The Taj, Oberoi, ITC Hotels, and East India Hotels comprise of the major players in the organized segment.

Challenges faced by the hotel Industry during covid

Shortage of skilled employees:

Unavailability of work force was the biggest problem after the covid period to the Industry, this is especially true in the interior regions of the country which attract tourists but unlike the metros and tier two cities are not able to sustain skilled and educated employees.

Governmental pressures:

Some of hotels were converted in covid centre's which had affected the business adversely even after the covid -19.

Maintaining staff in a good health:

After the business were resumed the biggest point of discussion was to maintain the staff health and help them staying covid free for an un interrupted business cycle ,this could not take place as there were high no of covid cases in many organisation.

Financial budern:

as witnessed whole hotel industry world wide had experience '0' business for sevral months sustaining the business with 0 income and maintaining to pay the fixed expences of the property was a tough task.

Pearing mental stress:

Handling mental stress this was the biggest problem as majority of the staff members had a very bad experience about covid and some of them were not ready to work also, managing the staff and handling the stress to self was an tough task for the higher authorities.

Excess of Room Inventory:

Working income earnings of finest hotel categories are anticipated to decline in the coming financial years as there is a gap in the number of rooms coming up and the meager increase in international traveler.

OBJECTIVES OF THE STUDY:

1. It is imperative that hotels learn to respond quickly if they want to remain in business.
2. It's time for hotels to rethink their approaches in the wake of the COVID-19 outbreak.
3. In order to answer the request for empirical insights into how a hospitality business at Sayaji might survive during the COVID-19 epidemic, the research was based on a crucial case in a private hotel in Sayaji.

REVIEW OF LITERATURE

Arnold Japutra may 2021 This study explores the impact of COVID-19 on the hospitality industry, particularly hotels in Indonesia, one of the largest developing countries. It examines the challenges faced by hotel managers and the strategies used to survive. Through the lens of complexity theory, we discuss whether the strategies being deployed are beneficial, redundant, or detrimental for hospitality businesses. Based on semi-structured interviews with 13 hotel managers in Jakarta, Bandung, and Bali.

Fie hao, quxio ,kayechounjuly 2020 This exploratory study reviews the overall impacts of coronavirus disease 2019 particularly on China's hotel industry. A COVID-19 management framework is proposed to address the anti-pandemic phases, principles, and strategies. This study also suggests that COVID-19 will significantly and permanently affect four major aspects of China's hotel industry—multi-business and multi-channels, product design and investment preference, digital and intelligent transformation, and market reshuffle.

Mrdhwali (2020) This rapid assessment has provided an overview of the ongoing crises up to the end of March 2020, and discussed how it compares to earlier crises. With the magnitude of the COVID-19 pandemic, there is an urgent need not to return to business-as-usual when the crisis over, rather than an opportunity to reconsider a transformation of the global tourism system more aligned to the SDGs.

Arie jacobi (2021) SME firm was selected because they hold an important position in the economy, especially from the point of persuasion of the growth of local and regional economic systems. This is important for at least three parties, clients, companies, and the relevant authorities' bodies, to strategize on continuing the existence of the effect in SMEs by accordingly controlling the selected elements. This study found the relationship between government policy and SME firm performance.

Jiangy (2020) Due to the Covid-19 pandemic, the world's economy was shut down almost overnight The pandemic has confronted the hospitality industry with an unprecedented challenge. Strategies to flatten the COVID-19 curve such as community lockdowns, social distancing, stay-at-home orders, travel and mobility restrictions have resulted in temporary closure of many hospitality businesses.

RESEARCH METHODOLOGY

Research design

Descriptive research

Research equipment :

Questionnaire

Sampling method :

Non-probability technique

Sampling frame

Convenience sampling

Sample design

Data has been presented with the help of bar graphs, pie- charts, etc.

Sources of data:

Both the primary sources and secondary sources of data have been used to conduct the study.

Primary source:

The primary data for this study has been collected by approaching the salaried employees via internet (digital survey method).

Secondary source:

The secondary data are collected from articles published on various websites (desk research).

Plan of analysis

- Diagrammatic representation through graphs and charts

- Suitable inferences will be made after applying necessary statistical tools.
- Findings & suggestions will be given to make the study more useful

Methods for Data Collection

- Primary Data
- Secondary Data

Primary Data

Primary source of data was collected by questionnaire.

Secondary Data

Secondary source of data was collected from

books

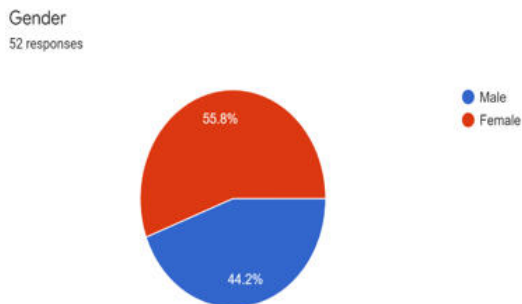
journals

magazines

websites.

DATA ANALYSIS AND INTERPRETATION

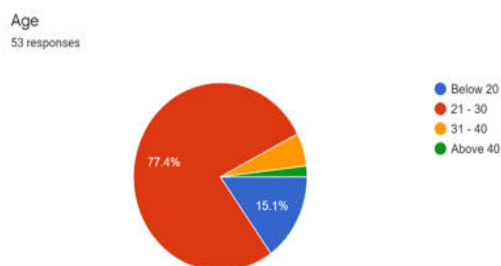
1. Gender Wise



Interpretation:

The first interpretation of the chart shows the gender wise distribution of the sample survey. From the data collected it can be analysed that there is 55.8% female working and 44.2% male are hotel owners which shows that Hotel industry is female dominated.

2. Age Wise

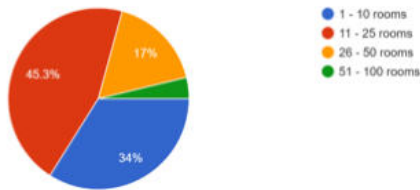


Interpretation:

The second interpretation of the chart shows the age wise distribution of the sample survey. From the data collected it can be analysed that there are 77.4% owners of the hotels are between age 21-30.

3. Size of Hotel

1. What is the size of your hotel?
53 responses

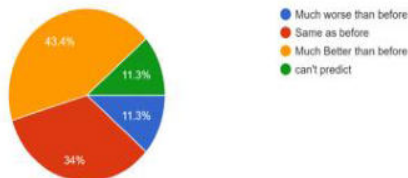


Interpretation:

The third interpretation of the chart shows the size of the hotel. From the data collected it can be analysed that there are 17% hotels whose size is 26-50 rooms, 34% hotels whose size is 1-10 rooms and 45.3 % hotels whose size is 11-25 rooms.

4. Future Development of Business

2. How would you evaluate the future development of your business compared to your current situation?
53 responses



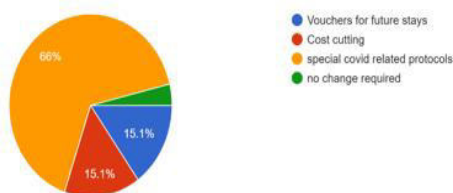
Interpretation:

The fourth interpretation of the chart shows the future development of business compared to current situation. From the data collected it can be analysed that there are 11.3% hotels whose current situation can't be predict, 11.3% hotels whose current situation is much worse than before, 34% hotels whose current situation is same as before and 43.4% hotels whose current situation is much better than before.

5. Impact of Covid-19 crisis

Chart A

3. As a result of the Covid-19 crisis, did you implement any of the following strategies?
53 responses

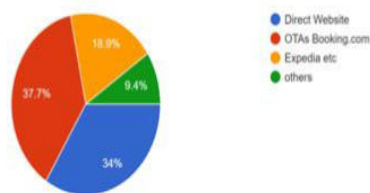


Interpretation:

This chart shows the implementation of new strategies due to covid-19 crisis. From the data collected it can be analysed that 66% of hotels implemented special covid related protocols, 15.1% of hotels implemented cost cutting and 15.1 % of hotels implemented vouchers for future stays.

Chart B

5. Before the covid-19 crisis, which was the top online bookings originated from the following online channels?
53 responses:



Interpretation:

The above interpretation of the chart shows the impact of covid-19 on bookings of hotel. From the data collected it can be analysed that during covid-19 crisis 51.9 % bookings got cancelled at range of 20-30%, 27.8% bookings got cancelled at range of 30-40% and 13% got cancelled at range of 10-20%.

FINDINGS

1. How much the hotel Industry had suffered as a whole in the covid period.
2. Level of mental and emotional stress on the industry due to covid.
3. Interpersonal relationships of an organisation were being suffered at some levels due to zero business during the period.
4. With Reference to the hotels we have visited, most of them had taken extra care of their employees during the period.
5. It is also been observed that because of the lack of precautions taken by the customers the hotel staffs suffer from the consequences.
6. Monetary losses to the industry.
7. Safety measures taken by the organisations after covid-19 breakdown.

SUGGESTIONS

Upgrading health first: as seen in most of mid level organisation also there were no medical aid or insurance present which had proven to a biggest draw back to industry during covid-19.

Vaccinating: as per the vaccination myth and the industry having un educated employees organisation should help the employees learn about the vaccinations and getting vaccinated.

Develop Scheduling: Hotels should design internal programs in order to generate attractive career opportunities for their employees. The employees should see their job as a professional development prospect with genuine potential for progression.

Better Communication: When goals, objectives and pertinent daily business information are poorly communicated, they result in confusion and loss of confidence amongst employees. Many a times reports and communiques are prepared without taking perspective of the end users' requirements, their aptitude, and possibly the limitations on their time to evaluate, examine, absorb and eventually act on the information made available. Therefore aligning communication to the ability and requirement of employees will yield favourable results.

CONCLUSION

The research throws a light on the challenges faced by the hotel Industry during covid in India, also suggesting some measures to combat them. These suggested measures if practiced could fuel economic growth not only for the hospitality industry but would also contribute to the Indian Economy. Technological and medical advances need to be adopted quickly before for savvy guests' needs. The delayed process of license acquisition must be worked on by government of India to make the entire process quick, simple and transparent. There should be rationalisation of taxes and there should be uniformity of taxes charged in all the states throughout the country (especially after the covid 19 outbreak tax relaxation should had been offered). These days there is a slump in the market with excess room inventory, therefore there is a shift towards promoting Domestic Travel (as international travel may be restricted or be at minimum level due to covid for a few months, this scenario may not hold good few years down the line). It can be concluded that leisure and entertainment are growing industries globally. With provision of better infrastructural facilities along with a stable socio political and economic environment, the sentiments of tourists will definitely improve towards India.

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