



A Study on Impact of Covid 19 on Hospitality Industries among the Hotels Residing in Vadodara

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ABSTRACT

The purpose of this study is to examine the effect of COVID-19 on the tourism industry in India. The tourism industry as compared to the other important industries of a country is highly affected due to the internal and external shocks. In the past few months, the drastic outbreak of the novel coronavirus has caused great losses to the tourism industry. The Indian tourism industry accounted for billion, around during calendar year 2019. Economies, India stood 10th in terms of the size of travel and tourism spend in 2019.

To put parameters around that uncertainty, our colleagues created nine potential scenarios for recovery of national economies, based on the extent to which the pandemic spread is controlled, as well as the effectiveness of economic policies intended to counter the effects of quarantine.

Keywords- Hospitality Industry, Covid 19.

1.INTRODUCTION

The government of Wuhan, China, stated on December 8, 2019, that hundreds of new virus cases have been diagnosed as coronavirus illness 2019 (COVID-19). Since then, COVID-19, a new strain of SARS, has spread throughout several countries, becoming a global epidemic. COVID-19 is a highly transmissible respiratory disease that spreads through contact with other infected people and causes symptoms like fever, cough, and breathing difficulties. Asymptomatic individuals can potentially transmit the virus, with up to 40% of infected people staying asymptomatic. Other factors that aid infection include: COVID-19 transmission speed and efficiency; airborne transmission close contact between infected and non-infected individuals; immunocompromised individuals with specific underlying health conditions (e.g., hypertension, diabetes, cardiovascular disease, respiratory problems); susceptibility of people; and contact with people who have travelled to areas with a high numbing factor.

The current study aims to comprehend current research on the topic of the hospitality industry in the face of the COVID-19 pandemic. In the time of COVID-19, a systematic review of the contemporary literature is considered to identify and classify research focusing on the hospitality industry. The primary goal of the systematic review is to identify, summarise, and analyse the findings of all relevant individual studies that address predefined research questions. The effects of Covid 19 are wreaking havoc on the global economy. The global economy had gone into hibernation overnight as a result of Covid 19. Never before has the global economy suffered so much in such a short period of time. The global hospitality and tourism industry is one of the largest and most severely affected. Every single country, including India had to close its doors, displacing millions of people and leaving hoteliers in the dark about their future. With no vaccine in sight for some time, the effects of Covid 19 will leave scars that will take time to heal.

To summarise, the primary challenge that a government faces during a crisis such as a pandemic is reducing both types of uncertainty. This is critical for industries that are vulnerable to such uncertainty, such as the hospitality industry. Policymakers would be wise to enact measures that provide detailed transparency about their implementation their long-term plans to promote predictability. Uncertainty about current and future government spending (and stimulus packages) causes stock market volatility and disrupts many macroeconomic variables such as debt, GDP, and consumption. Our findings can also help policymakers fine-tune their aid policy and tourism planners better prepare for future government interventions during epidemics like COVID-19.

2.REVIEW PAPERS

1)(The Hospitality Industry in the Face of the COVID-19 Pandemic: Current Topics and Research Methods by mohammadrezadavahli) This study reports on a systematic review of the published literature used to reveal the current research investigating the hospitality industry in the face of the COVID-19 pandemic. The presented review identified relevant papers using Google Scholar, Web of Science, and Science Direct

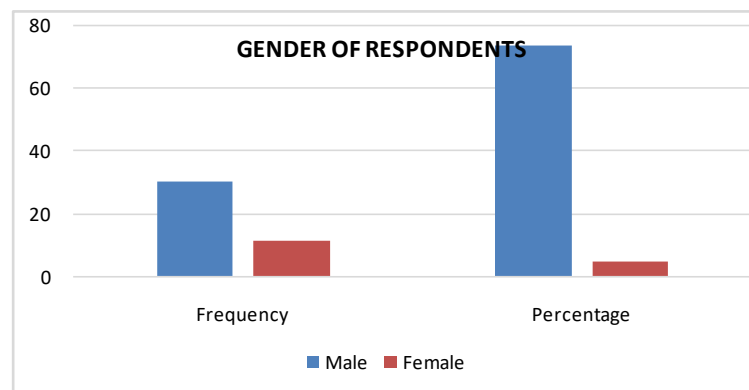
databases.2)COVID-19 cripples global restaurant and hospitality industry , Kaitano Dube, Received 30 Apr 2020, Accepted 18 May 2020, Published online: 04 Jun 2020) The restaurant and hospitality industries are crucial socio-economic sectors that contribute immensely to the global economy. However, these sectors are vulnerable and sensitive to natural hazards such as the COVID-19 pandemic and any resultant economic downturns. This study investigates the impact of COVID-19 on the global restaurant industry using data from OpenTable and other sources.3)(Wuhan and Hubei Province, China ,David W. Knight, Lina Xiong) The purpose of this paper is to present initial findings from a vulnerability assessment based on the perceptions of practitioners working in four tourism and hospitality sectors in Wuhan and Hubei Province, namely, cruise lines, hotels, travel agencies and touristic attractions.. 4) (COVID-19's impact on the hospitality workforce – new crisis or amplification of the norm? ,Tom Baum,Article publication date: 28 July 2020) The purpose of this paper is to highlight the immediate impacts of the COVID-19 pandemic on the hospitality workforce *in situ* between mid-April and June 2020.This is a viewpoint paper that brings together a variety of sources and intelligence relating the impacts on hospitality work of the COVID-19 pandemic at three levels: macro (global, policy, government), meso (organisational) and micro (employee. 5)(Reviving the Indian hospitality industry after the Covid-19 pandemic: the role of innovation in training Vikas Gupta, Garima SahuArticle publication date: 27 July 2021 Issue publication date: 11 October 2021) This study aims to identify the innovative training programmes used by the hotel industry in India to support guests and employees during the Covid-19 pandemic. It also discusses the role of contemporary training programmes in boosting consumer confidence and enhancing their re-visit intentions. The study centres on 28 virtual in-depth interviews (conducted via video conferencing applications) with hotel industry stakeholders in India based on two sets of semi-structured questionnaires. 6)(The negative effect of scarcity cues on consumer purchase decisions in the hospitality industry during the COVID-19 pandemic, JosephChen ,Available online 29 December 2020.)Existing literature shows a positive effect of demand-driven scarcity cues on consumer purchase intentions. Hospitality businesses with high market demand tend to be preferred as consumers perceive these services to be popular and have superior quality. In this research, we demonstrate that, due to the COVID-19 pandemic, consumers form a novel inference about demand-driven scarcity cues: consumers consider scarce hospitality businesses to be less safe to consume. 7) (Impact of COVID-19 on tourism and hospitality students' perceptions of career opportunities and future prospects in India,Chetan Shah ,AbhishekChowdhury &Vikas Gupta)This research examines the impact of COVID-19 on Indian tourism and hospitality students' perception of career opportunities and future prospects. Our findings indicate that perceived industry image influences prospective employees' career decisions. Students consider the industry to revive itself in the near future and therefore, in spite of the slowdown due to the pandemic, they still preferred to work in the industry..8) (COVID-19: Impact of Lockdown on Tourism & Hospitality Industry , Author(s): Amit Joshi, PriyankaBhaskar , Subject(s): Economy, Tourism , Published by: Facultatea de Management, Academia deStudiiEconomice din Bucuresti) Summary/Abstract: As countries are isolating themselves from rest of the world to secure themselves from the pandemic- COVID 2019, it is definite imperative that the world economy will suffer a deep adverse impact. Amidst lockdown imposed by the Indian government, it is paramount to understand which companies are predominantly adversely affected and how those companies are managing their human resources. The authors initiate to divulge the consequences of lockdown arising because of COVID19 on the Hospitality and Tourism sectors in India9) (Covid-19 Impact on the Indian Economy: A Review of Uttarakhand's Travel, Tourism and Hospitality SectorK.R. Jain* a , AnujaDhyani,b ,Department of Commerce, D.A.V.(P.G.) College, Dehradun, UK, India Email Id: drkrjain@gmail.com) This study examines the impact of COVID-19 on the Indian Economy with reference to travel, tourism and hospitality sector in Uttarakhand. The outbreak of corona virus in China shook the world due to its adverse impact on the global economy. The corona virus pandemic is leading a massive disruption in the economy of the country. Key sectors continue to be spooked by the outbreak. Supply chain disruptions apart, lack of demand is affecting sales of mobile phones, electronics and automobiles. India went through elongated country-wide lockdown to combat the pandemic by restricting movement of its people. These lockdown directly affected the travel industry like aviation, rail and road transport. This further adversely affected the hospitality sector.

RESEARCH METHODOLOGY

The respondents has been selected from various hotels from Vadodara. Descriptive methodfor carrying out this research. Descriptive method is primarily used if research has to describe an existing phenomena or situation based existing facts and information this particular study will identify effect of covid 19 on hospitality business.

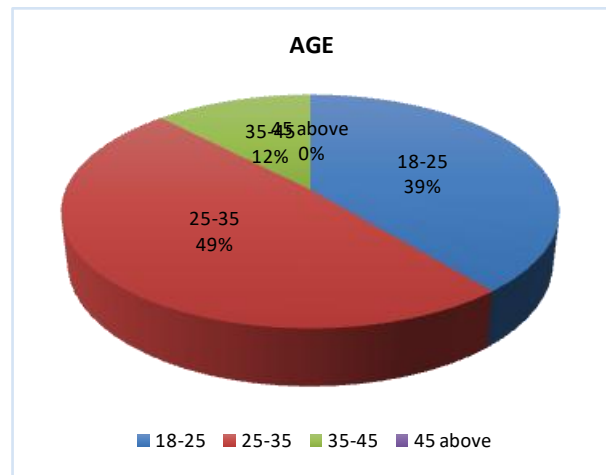
1. Gender wise distribution of respondents

SEX	FREQUENCY	PERCENTAGE
MALE	30	73.2
FEMALE	11	26.8
TOTAL	41	100



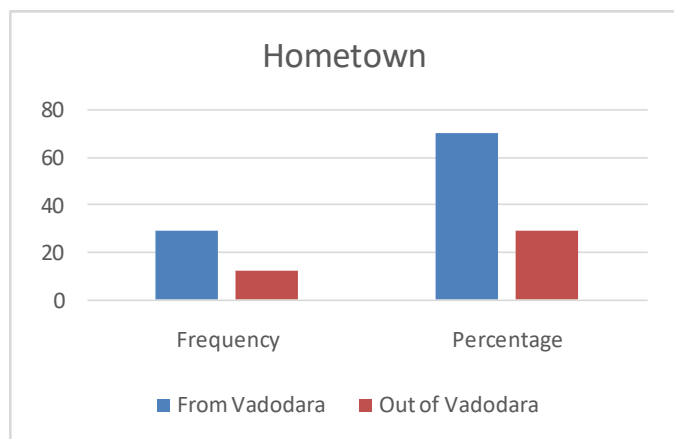
2. AGE WISE DISTRIBUTION OF RESPONDENTS

AGE	FREQUENCY	PERCENTAGE
18-25	16	39
25-35	20	48.8
35-45	5	12.2
45 above	0	0
TOTAL	41	100



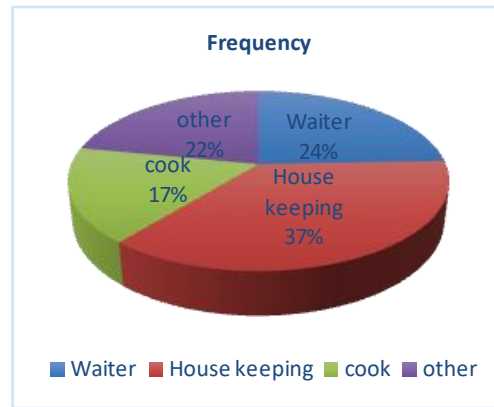
3. Hometown

Location	Frequency	Percentage
Vadodara	29	70.7
Out of Vadodara	12	29.3
Total	41	100



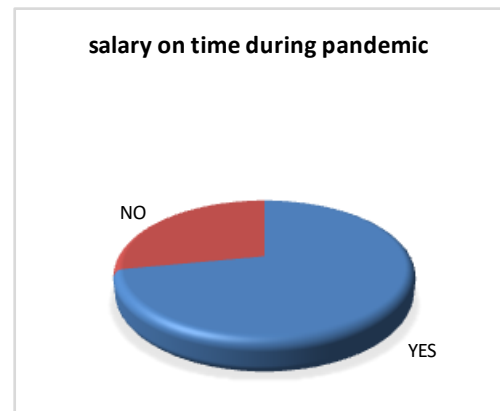
4. Designation

Designation	Frequency	Percentage
Waiter	10	24.3
House Keeping	15	36.6
Cook	7	17.1
other	9	22
Total	41	100



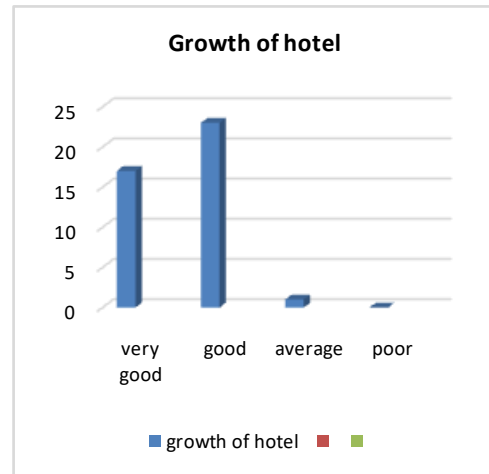
5. Did management pay salary on time during pandemic

Statements	Frequency	percentage
Yes	29	70.7
No	12	29.3
Total	41	100



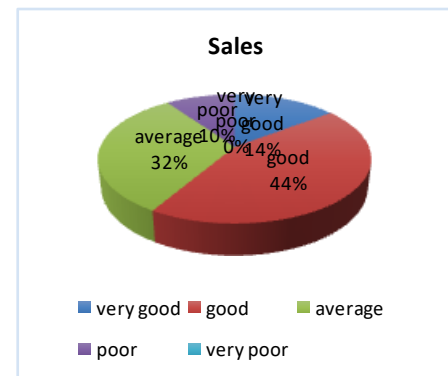
6. Growth of hotel before pandemic

Statement	Very good	Good	Average	Poor	Very poor	Total
Frequency	17	23	1	0	0	41
Percentage	41	56	3	0	0	100



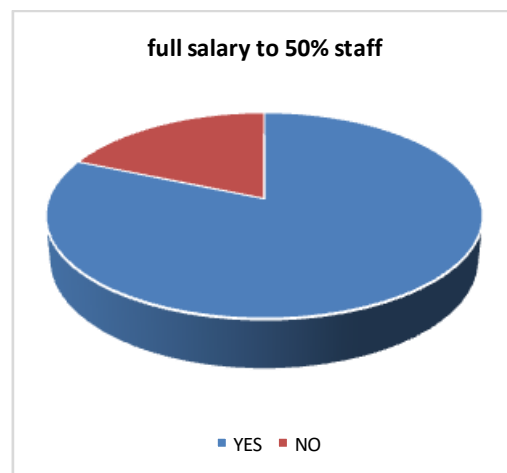
7. Growth of hotel after pandemic

Statement	Very good	Good	Average	Poor	Very poor	Total
Frequency	6	18	13	4	0	41
percentage	14	44	32	10	0	100



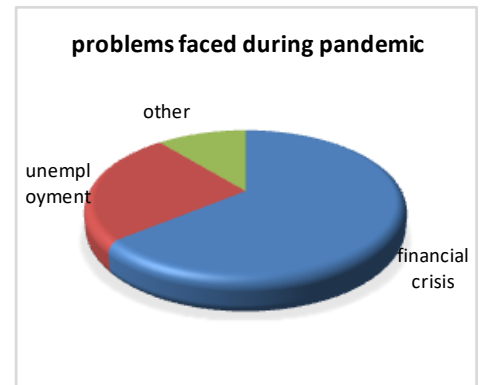
8. Was management paying full salary to the 50% staff

Statements	YES	NO
Frequency	14	27
percentage	34.2	65.8



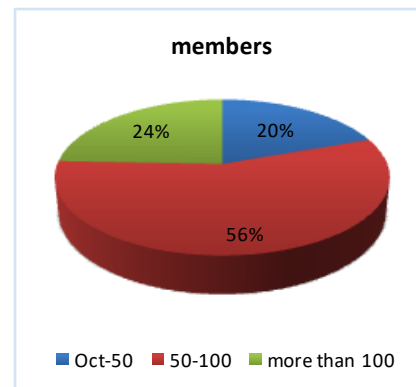
9. Problems faces during pandemic

PROBLEMS	FREQUENCY	PERCENTAGE
Financial crisis	33	80.5
Unemployment	2	4.9
Other	6	14.6
Total	41	100



10 .Number of staff in hotel

STAFF	FREQUENCY	PERCENTAGE
10-50	8	19.5
50-100	23	56.1
More than 100	10	24.4
Total	41	100



RESULT & CONCLUSION

Result

- It is found that majority of the respondents were not getting full salary when there were 50% staff during pandemic.
- It is found that most of the respondents believed that there are 50-100 staff members in hotel.
- It is found that majority of the respondents were agreed that management co-operates with them during pandemic.
- It is found that most of the respondents faced financial crisis during pandemic.
- It is found that majority of the respondents has 4 members in their family.
- It is found that majority of the respondents can't managed their family with the salary they get during the pandemic.
- It is found that most of the respondents did not satisfy with the 50% staff during the pandemic.
- It is found that majority of the respondents has more work load during pandemic with 50% of staff.
- It is found that majority of the respondents believed that management implement strategy to run business during pandemic.
- It is found that most of the respondents agreed that management co-operate with them during pandemic.
- It is found that majority of the respondents doesn't want any change in hotel or management.

Conclusion

- To conclude, this unprecedented public health crisis has become a catastrophic economic crisis to the entire globe and consequently the tourism, hotel and event sector. The recovery has to be gradual parallel to the recovery of other sectors, combatting the outbreak and regaining economic performances. Thus the measures proposed are to be implemented incrementally in response to the evolving conditions. Therefore, ensuring the safety of the guests and the staff has become a top concern of the hospitality industry stakeholders. At the same time, to recover business losses and to rebuild the positive image in the mind-set of the guests it is essential to initiate strong marketing and promotional campaigns both locally and internationally. Further, promoting flexible services' would be another strategic tool to attract potential customers.

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