Volume 22 Issue 18
Originally issued as F2

Global Journal of Management and Business Research: F
Real Estate, Event and Tourism Management
Volume 22 Issue 2 Version 1.0 Year 2022
Type: Double Blind Peer Reviewed International Research Journal
Publisher: Global Journals
Online ISSN: 2249-4588 & Print ISSN: 0975-5853

A Study on the Challenges Faced by the Hotel and Startagies to Overcome them Post COVID-19

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Abstract- We heard information on Coronavirus and its adverse effects on the hotel industry. Yet, earlier, the hotel industry had to deal with numerous crises and viruses. In 2003, for instance, the SARS virus affected the industry. There was a 50 percent fall in hotel bookings, leading to a decrease in international tourist arrivals of almost 9.4 million, with losses between $30 billion and $50 billion. Despite the above-mentioned facts, by 2006, the travel industry was able to recover and report immense growth, with a total contribution of $5.160 billion to global GDP the same year. The papers reviewed concentrated on various aspects of the hotel industry, including the problems of hospitality workers, job loss, income impact, COVID-19 spreading Industry trends, consumer demand, prospects for hospitality industry recovery, safety and fitness, travel activity, and consumer choice. The reality is that the pandemic is temporary and will pass. We should therefore continue to plan for the future, as well as take steps to reduce long-term coronavirus damage and to promote faster recovery. Field surveys, secondary data collection, addressing the resumption of activities are the first steps in this direction. This study also intends to show the various challenges faced by hotel and its staff post COVID-19 pandemic with past public health before and after the pandemic Crisis, economic calculation of the effects of the pandemic.

Keywords: *COVID-19 pandemic; hospitality industry; challenges; strategies.*

GJMBR-F Classification: *DDC Code: 914.1504824 LCC Code: DA980*



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A Study on the Challenges Faced by the Hotel and Startagies to Overcome them Post COVID-19

Saranjeet Singh [α], Jyoti [σ] & Prof. (Dr.) Rajiv Mishra [ρ]

Abstract- We heard information on Coronavirus and its adverse effects on the hotel industry. Yet, earlier, the hotel industry had to deal with numerous crises and viruses. In 2003, for instance, the SARS virus affected the industry. There was a 50 percent fall in hotel bookings, leading to a decrease in international tourist arrivals of almost 9.4 million, with losses between $30 billion and $50 billion. Despite the above-mentioned facts, by 2006, the travel industry was able to recover and report immense growth, with a total contribution of $5.160 billion to global GDP the same year. The papers reviewed concentrated on various aspects of the hotel industry, including the problems of hospitality workers, job loss, income impact, COVID-19 spreading Industry trends, consumer demand, prospects for hospitality industry recovery, safety and fitness, travel activity, and consumer choice. The reality is that the pandemic is temporary and will pass. We should therefore continue to plan for the future, as well as take steps to reduce long-term coronavirus damage and to promote faster recovery. Field surveys, secondary data collection, addressing the resumption of activities are the first steps in this direction. This study also intends to show the various challenges faced by hotel and its staff post COVID-19 pandemic with past public health before and after the pandemic Crisis, economic calculation of the effects of the pandemic.

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I. Introduction

A crisis is a "low probability, high impact event that threatens the viability of the hotel and is characterized by ambiguity of cause, effects and means of resolution, as well as by a belief that decisions must be made swiftly" (Karam, 2018). The hospitality and tourism industries have been exposed to crises that are "natural like earthquakes and floods, environmental like oil leakages, geopolitical like terrorism attacks, political disturbances or wars, social crimes or road accidents and epidemic diseases" (Jawabreh, 2019). Sawalha, Jraisat and Al-Qudah (2013) found that social unrest, terrorism, political instability and financial problems were the major crises that hotels in Jordan were exposed to. The Standing Committee for Economic and Commercial Cooperation of the Organization of Islamic Cooperation-COMCEC (2017) on the other hand highlighted fraud, floods, terrorism, political unrest, crime, fire and climate change as crises facing the tourism industry. The year 2019 witnessed the beginning of a global crisis and health pandemic, the covid-19. The covid-19 or coronavirus disease first emerged in Wuhan China on 31st December 2019 but spread across the world (World Health Organization WHO 2020; 2021). The contagious disease has infected and/or killed many people (Worldometers, 2020; 2021). The covid-19 was declared a public health emergency of international concern on 30th January 2020 and global pandemic on 11th March 2020 (WHO 2020). Crises can have negative and positive effects on industries and societies (Karunathilake, 2020). The hotel, hospitality and tourism industries have suffered damages resulting from the covid-19 pandemic. Decline in visitor arrivals with consequent staff layoffs, reduction in business turnover and profits, falling government tax revenues, reluctance to invest by overseas and domestic entrepreneurs and reduced customer numbers are some of the damages that result from crises in the hospitality and tourism industries (COMCEC, 2017).

II. Objectives

- To study and analyse the working environment in Radisson blu Greater Noida.
- To find out the problems across the department.
- To study how hotels overcome the strategies of post covid-19.

III. Literature Review

- The negative effects of crises on the hospitality and tourism industries have been evident during the covid-19 pandemic (Sigala, 2020). Travel was restricted as most countries banned national, regional and international flights, cruise and travel (Biwota, 2020). National curfews and lockdowns restricting movement were moreover imposed globally (Gursoy and Chi, 2020). These restrictions were aimed at curbing the spread of the disease.

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Consequently, the United Nations World Tourism Organization-UNWTO predicted that international tourist arrivals could decline by 20% to 30% in 2020 due to the border closures leading to major financial and job loss (UNWTO, 2020).

- In Kenya, the Kenya Private Sector Alliance (KEPSA) revealed that the covid-19 crisis affected the country's international and domestic tourism source markets thus reducing tourist arrivals (KEPSA, 2020). Hospitality facilities in the country were also forced to stop operations in March 2020 and food service businesses such as restaurants were encouraged to offer deliveries and takeaways only (Standard Newspaper Kenya 2020). There were moreover restrictions and cancellations of business-related travel such as conferences (KEPSA 2020) and events like festivals, funerals and weddings. Bars and golf courses were eventually closed. These resulted to a drop in the number of hospitality customers. Some hotels therefore had to temporarily or permanently stop operating (Standard Newspaper Kenya, 2020). However, other hotels, both locally and globally, took advantage of emerging business opportunities by turning their establishments into covid-19 quarantine and isolation facilities (Standard Newspaper Kenya, 2020) and hosting covid-19 frontline health workers who needed accommodation (Kaushal and Srivastava, 2021).
- By early December 2020, several countries had developed vaccines to manage covid-19 (WHO, 2020). These vaccines were eventually rolled out across the world. However, it emerged that covid-19 manifested in waves meaning that the number of confirmed cases would surge over different periods of time (Africa Centre for Disease Control and Prevention, 2020).

IV. Methodology

This Paper is based upon the both qualitative and quantitative methods of research, the sample papers and the other information which was gathered through the medium of online media that is the google forms. For this paper I have personally taken reviews from more than 50 people. I have also met people personally to gather information for the same. The people whom I have taken my reviews from were in the age category of 18-50 years that included the permanent employees as well as the trainees that were present in the hotel Radisson Blu ,Greater Noida. Based on my survey some bar charts and some pie charts have been generated after conducting the survey. The information that I gathered through the medium sources of my research are almost the accurate and have been checked by the hotel experts and some other people working in the same industry.

V. Data Sources

a) Primary Data Sources

My primary data source will be my observations during my onsite training in Radisson Blu,Greater Noida and my questionnaires survey , observations while handling the strategies of post covid.

b) Research analysis data

1. The Staff of Radission blu Greater Noida is providing best hospitality

We took a survey to get to know a few things we asked people about that that the staff of radisson blu greater Noida is providing best hospitality and we got tp knows that 85.7 % of people agree about that and 14.3% are disagree of that.

2. Radisson blu is taking care of all the covid safety measures

As we did a survey of that and we got to know that all the staff is taking care of all the covid safety measures and the result is 100%.

3. Radisson Blu staff is wearing mask and gloves

We asked people, ``Do you observe covid protocols in Radisson blu then we got to know that yes people observe and they also have the proper sanitizing dispenser for guests in most of the place of the hotel.

4. Is the staff aware about the hotel policies?

As we discussed with people who visit Radisson blu greater Noida and in the survey we got to know that people agree that staff is fully aware about the hotel policies.

5. Do you recommend the hotel Radisson Blu Greater Noida to visit and stay?

We did a survey on this and we got to know that people are happy and satisfied with the staff and services provided by radisson blu Greater Noida and they really recommend the hotel and want to visit and stay again.

6. How would you rate the staff of the front office department of Radisson Blu Greater Noida?

We asked people how much they would rate the front office department on the scale of 5-5 and 10-10 and we got some good results. It shows the Front office department is working good and hard.

7. Do you feel secure and safe in the rooms of Radisson Blu Greater Noida ?

According to this survey, we know that Yes people feel safe and secure in the premises of radisson blu greater Noida and why not because it's a 5 star property and it's a brand and brand always takes care about the guest satisfaction and cares about them.

8. Does the Front Office Department of Radisson Blu Greater Noida follow the SOPs of the hotel?

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According to the survey we got to know that people 100% agree that the front office department of radisson blu greater Noida follows the SOPs of hotels.

As it's a brand and brand always follows all the SOPs given by the company and as it's an international brand and people also think and suggest 100%.

9. Do you feel the room is properly sanitized by the Hotel?

As we did a survey and we found out that some people are happy with that and some people are not happy and if we talk about the percentage than 75% people agree and 25 % percent people do not agree.

VI. Conclusion

Through this research I got to know various things about how employees are working in this situation and keeping the standards high. By this research we are able to get to know what exactly the employees think about the department and how they feel working in this situation.

After the pre-covid era the challenging part is to overcome this situation and get back to the new normal and that's what the hospitality industry does so well and is still now.

We put shield face masks to ensure 100% safety of the guest contactless check ins and check outs introduced during this era and people started getting used to this new normal.

We hope that the hospitality industry grows as fast as possible!

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