Volume 22 Issue 17
Originally issued as F1

Global Journal of Management and Business Research: F
Real Estate, Event and Tourism Management
Volume 22 Issue 1 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 Aspects Regarding Assurance of Guest's Safety by Hotel Crowne Plaza, Greater Noida, Post Covid-19

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In this research paper, we have conducted a survey of 50 guests to identify their satisfaction towards guest safety in hotel Crowne Plaza, It has been found that at Hotel 'Crowne Plaza, Greater Noida' implemented the precautionary measures which were issued by Government of India, WHO, FHRAI for the re-opening of hotels and restaurant.

This study had also shown few suggestions and some alternatives which can be used are a bit different and much more safer when compared to pre-Covid-19 conditions.

This research has helped in knowing that how much precaution and action taken by the Hotel 'Crowne Plaza' Greater Noida during pandemic to ensure safety towards the guest. . It will also helpful for small hospitality property and restaurant to take action for safety and security for the guest.

Keywords: *safety assurance, covid-19, crowne plaza hotel, precaution.*

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



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A Study on Aspects Regarding Assurance of Guest's Safety by Hotel Crowne Plaza, Greater Noida, Post Covid-19

Manoj Kumar Verma [α], Monalisha Dash [σ] & Prof. (Dr.) Rajiv Mishra [ρ]

Abstract- People are afraid to come out of their houses due to Covid-19. Physical socializing and interaction with other people has become a threat to life and people are moving towards the virtual ways of interacting with people. This has become a bane for hospitality industry. But still restaurants and hotels are taking necessary precautionary measures for the safety of the guests.

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I. Introduction

During covid-19 when people avoid the human touch and avoid to contact with each other but for the business and earning guest need to travel and need shelter and food which is provide by the hospitality industry so this research paper will show us how Crowne Plaza hotel take responsibility to assurance of guest safety of the guest.

Hotel adopted some new technology and practices for fighting with covid-19 and safety of the guest and employees. Technology like foggier machine, ox meter, non-contact inferred thermometer etc. And housekeeping department make some new practices like cleaning the guest area and lobby, lift regularly. Security department check the temperature and front office make contactless check-in and sanitized the guest luggage.

Hospitality industry affected all over the world due to covid-19 pandemic and gives an example how much the life of human being threat. One of the most affected sector due to covid-19 but hospitality industry is still moving and try to recover.

In this research paper will show that how much the team of Hotel 'Crowne Plaza' Greater Noida put itsall affords for fighting with covid-19 with the various rules that government has made compulsory to be followed strictly for the guest safety and security like social distancing, wear mask and lockdowns after 10pm.

Crowne Plaza operation during Covid 19:

- Occupancy- Crowne Plaza deal with Korean guest during lockdown 1.0 Korean
- Guest occupied the room hotel was not fully closed.
- Staff availability- only 1/3rd of staff each department are allowed the work during lockdown1.0 but after taking necessary action hotel allowed his full staff.
- RT-PCR test for employees- if any employee or guest fell sick then hotel doctor checked –up for RT-PCT report.
- Vaccination of employees- free vaccination arranged by the hotel.
- Staff training- team member made aware for government guide line for covid-19

II. Use of Latest Practice Adopted by Hotel for Guest Safety Assurance

Fogger Machine: Housekeeping department used fogger machine to sanitize the whole building. This machine is used in public areas such as lobby, restaurant, bar, guest floors, etc. for spraying of disinfectant. It consumes very less amount of disinfectant. Fogger machine not only disinfects Covid-19 and other bacteria but also can be used to kill mosquitoes by spraying fumigant liquids. It's length, width and height is 39 X 43 X 22 centimetres respectively and dry weight is 800 grams. It can contain upto 5 Litres of disinfectant liquid. It has an effective range of 5-8 metres. Its power consumption is 800w/110v, 1200W/220v.

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1. Oximeter – Oximeter is used to check the oxygen level of staff and guest who are entering the hotel. With the help of oximeter, accurate rate of pulse of a person as well as the spo2 level (blood oxygen saturation level) in the body can be measured very easily and quickly. It has a 1.4 x 2.4 inches big OLED display. This Oximeter is IP22 certified water resistant. It's a very small device having dimensions 5.5 x 4 x 3 in centimetres and weighs only 140grams. It needs 2 AAA batteries to run.
2. Oxygen Concentrator - A 5 Litre Dr trust Oxygen concentrator machine is provided globally to every Hilton property for emergency purposes. This can produce 5 litres of concentrated oxygen within 30 minutes of time with 93% oxygen level. This can fulfil a person's clinical needs for a limited duration. It has a digital LCD display which indicates the oxygen concentration level, flow rate and time. Due to the small size, it becomes more accessible for the person in need.
3. Non-contact Infrared Thermometer – This is only used at the entrance gate to check temperature, generally from a distance of 2-5 centimetres, while avoiding cross infection when pointed at forehead. It is used pretty commonly in every public places nowadays. It can store up to 32 temperature readings. Its dimensions are 15.5 x 9.6 x 4.3 in centimetres and weighs only 150 grams which is quite light. The screen size is 4 x 3 centimetres. It alarms when someone with higher temperature stands in front. It requires 2 AAA batteries.
4. Contactless Check-In experience – The employees are encouraging every guest to digitally check-In through the Crowne Plaza Mobile application, choose a room of their choice and access the room with digital key inside their mobile. Self-attested soft copy of identity proof, RT-PCR test report or vaccination certificate can be submitted along with other required documents through mobile.
5. During the confirmation call, the GSA usually informs the guest about this feature.
6. Keyless and contactless entry and exit – Mobile Phones can be used as key for accessing a room, gym and pool area with the help of Bluetooth and Wi-Fi. This avoids any unnecessary contact with any unpleasant surface. Though, this initiative is being globally followed but the brand Crowne Plaza is one of the first ones to introduce this technology in India.
7. Contactless order taking and payment method – There's a QR code that is supposed to be scanned for ordering. It is Smartphone based software designed to reduce the number of physical contact required. Payment can also be made through UPI payment method using various apps such as Pay TM, GPAY, etc. This is a good and unique initiative taken when safety and social distancing are paramount.

III. Objectives

- To compare the changes made in service procedures before and during Covid-19.
- To identify latest technology used for guest safety assurance in Hotel Crowne plaza, Greater Noida
- To evaluate guest's satisfaction rate through safety measures taken by Hotel Crowne plaza, Greater Noida, post Covid-19.

IV. Literature Review

- Research Topic name –"Trust & assurance revival by the leading hotels in Odisha during the Covid-19 pandemic."

Mr. Smrutirekha, Ms. Priti Ranjan Sahoo, Mr. Jagat Krushna Mangaraj said in their research paper that the hospitality and tourism sector is one of the most affected fields by the novel coronavirus across the globe. It is essential to keep a watch on the trend for recovery of the economy post Covid-19. The researchers mainly focused on the strategies used by hotels inOdisha during pandemic which was used in regaining the lost trust of customers. Such strategies gave assurance of the guest's safety in the hotels. They also said that hygiene and cleanliness are the new foundation of gaining trust and assurance of the guest satisfaction.

- Research Topic – "Training-Up during Covid-19 in Hotel Housekeeping Operations in Selected Hotels of Kolkata."

Mr. Sanjay Kumar, Ms. Suman Ghosh, Mr. Banani Mondal said in their research paper that, during the pandemic the housekeeping department played a crucial role in hospitality industry as the industry is based upon the guest satisfaction, it is essential to maintain good hygiene at all time. Researchers focused on the learning and development of housekeeping staff as per the new SOPs, to educate them about Covid-19 and creating a team that maintains a healthy, safe and hygienic environment for guests staying and visiting the hotel.

- Research Topic –'The role of human- machine interactive devices for post-covid 19 innovative sustainable tourism inn ho chi minh city, Vietnam'

According to authors vasilikivrana, doanxuanhuy minh said in their research paper that human machine interactive devices are integrating AI and VR and have a significant effect on overall service quality, and avoid human touch during covid and post covid -19 and give safety and assurance to the guest and tourist satisfaction and loyalty.

By observing this research paper the researcher want to say that AI and VR gives safety and assurance to the guest post covid 19.

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- Research Topic-'evaluation of precautionary measure taken for covid-19 in the hospitality industry during pandemic'.

Mr.saitdurgan, mr.ozgurdavras said in his research paper the precautionary measure taken against covid-19 in the hotel are most important things. Author wants to design a dimensional structure for safety measurement author also examine the trip advisor between june and august 2020. There are so many negative comments about social distancing and facemask.

V. Methodology

Primary Data Source: A well-developed questionnaire will be shared with respondent to get primary information.

Secondary Data Source: As a secondary piece of information, we checked out the guidelines issued by the World Health Organization and FHRAI on their official website.

VI. Graphical Representation

As per the pie chart, almost all guests i.e. 82% had said that their temperature was checked at the entrance, which shows that the hotel employees were serious about customer's safety. This also shows that employees are concerned for their personal health as well and are taking responsible measures.

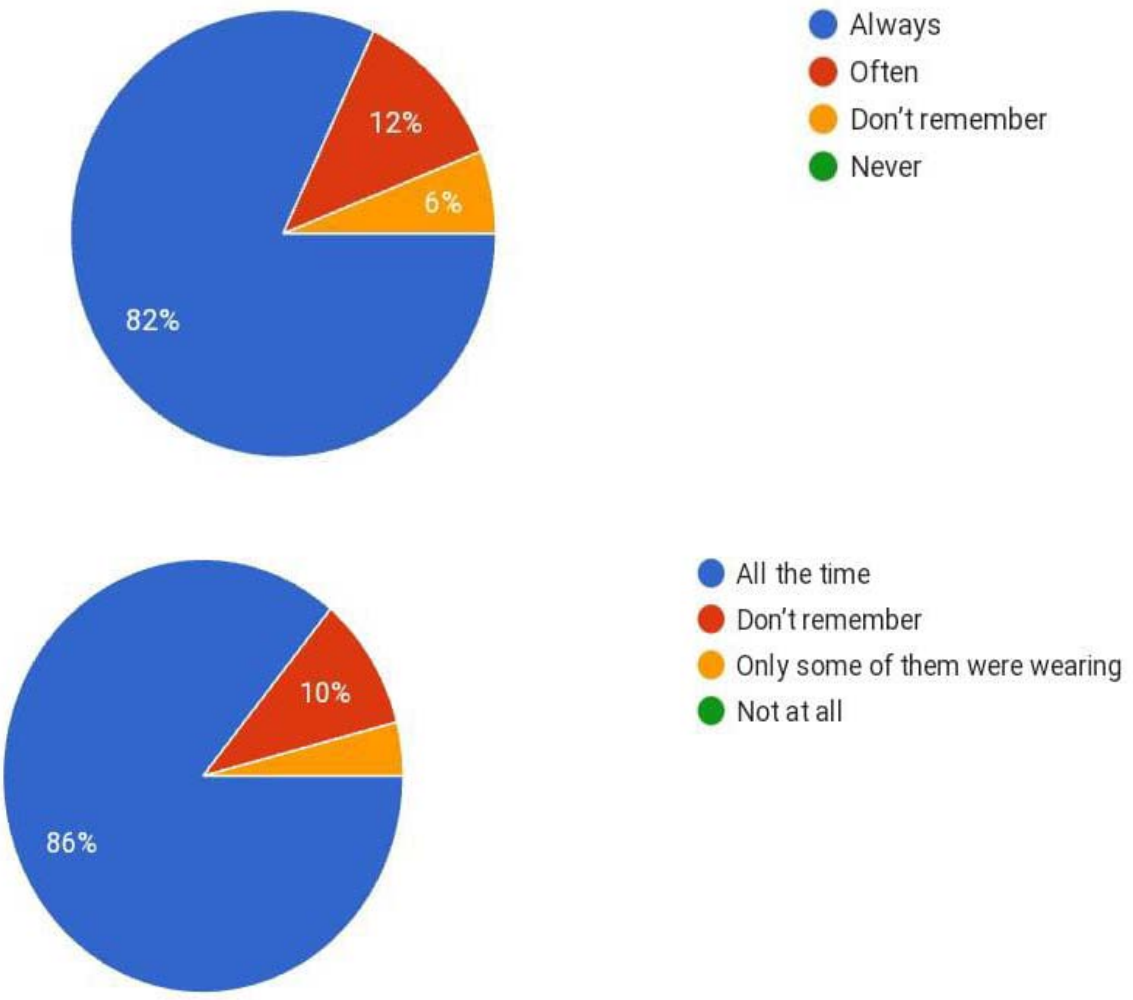

Figure 1

As per the outcome of the survey filled by the guests staying at the Hotel Crowne plaza Greater Noida, majority of the agreed i.e. 89.5% to the fact that staff members were wearing mask while doing hotel tasks. This is a good thing that staff members are taking the situation seriously and not as a joke.

VII. Conclusion

According to the history of hospitality industry travellers comes to hotel and inns for shelter, food and enjoyment. No one can imagine this type of pandemic in this era where everyone trying to isolated themselves

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and avoid the human touch. This affected the moment of travellers and hospitality industry. Hospitality industry plays a crucial role in GDP so hospitality industry needs to take some precautions for fighting to Covid -19 and need to again welcoming the guest in the industry.

For this Hotel 'Crowne Plaza' Greater Noida take some action and some changes in the service of the Hotel. Before Covid -19 the used to make buffet setup for breakfast, lunch and dinner but after Covid hotel served the food on the guest table with ppt kit and shield mask and only one person for the one table.

For the room dine-in order served in the disposal flatware upon the guest request and hotel take some training season for the covid-19 for the staff.

Housekeeping department changes his cleaning process after the global pandemic as well as f & b service department and kitchen department change their service style.

Earlier front office department check-in process is almost manually and keys were made on the front office desk but after covid-19 for the guest safety and assurance hotel use mobile key and contactless check-in process.

For the safety and security of the guest security department checked the temperature and full body sanitization of the guest while entering in the hotel. And reduce the seating area in the lobby and restaurant and make some rule like social distancing and write some massage on the lobby and restaurant guest area.

Table, chair and sofa were sanitized after leaving the guest and Plexiglas wall used at the front desk.

For the safety everyone wear the face mask for reduce the contamination and face mask available on the front office desk, restaurant and lobby area for the guest and employees. Hotel 'Crowne Plaza' Greater Noida employees are fully vaccinated at 30th January 2022.

Not only customer safety is important but the staff safety is important is also necessary for the hotel. Hotel provide automatic hand sanitization and full body sanitization at the entrance and employees temperature also checked while entering in the hotel and temperature write down on the sheet with name, employee code and where he come from.

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