

**“PRE & POST CHALLENGES, IMPACT OF COVID-19 PANDEMIC
ON HOTEL INDUSTRY AND ITS EMPLOYEES”**

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Abstract

Universally coronavirus has formed an unhinged atmosphere for the societies. It is called pandemic by World Health Organisation because it has spread all over the planet. Due to these pandemic infectious viruses, the economic activities have come down and had a serious change in employment, transaction and flow of business. It has created a great financial impact on globe and as well as India. In India sectors like Hospitality have completely closed and only limited flow of business is seen. Due to this pandemic many have lost jobs, cut in salary, head cuts, shrink in hierarchy etc.

Keywords: Hospitality, Sector, Industry, Business, Covid-19, Challenges, Factors, Impact, Food, Hotel, Employee

INTRODUCTION

Hospitality and Hotels is known as the deed of generous frank care and gentleness to a outsider, colleague or whoever is in need. Hospitality comprises friendly treatment of guests or tourists and is a very main sector in the tourism industry. Hospitality industry covers travel, housing, foodservice, meetings, and holiday and recreation. There are many studies that have been conducted relating to the hospitality industry. Researchers advance their assessments in order fill the gap of knowledge and find new ways to serve better in hospitality industry and those researches are really intensify for the people who work in the hospitality industry. In research studies, we can identify several main research areas in hospitality industry such as Hospitality and Hotel Management, Tourism Management, Tourism Economics and Financial Management, Convention and Events Management and Hotel and Tourism Technology Management.

Hospitality and Hotel Management refers professional management techniques used in the hospitality sector and it consist of research areas such as Hospitality and Customer Satisfaction, Tourism and Hospitality Marketing, Hospitality Management, Marketing and Service Quality Management, Foodservice Consumer Choice and Services Strategies, Strategic Management in the Hospitality Industry, Hospitality Marketing and Service Experience and Human Resource Management.

Convention and Events Management consists of research areas such as Convention Industry Management, Service Strategies and Education, Convention Destinations, Convention Tourism and Convention and Exhibition Management. As well as, Hotel and Tourism Technology Management includes Hotel and Tourism Technology Management, Information Technology and Innovation in Hospitality and Tourism, and Information Technology for Tourism. Tourism Industry is all about Gathering and social Interaction. And During COVID-19 it was tuff to move on social gathering and many restrictions were implied on it.

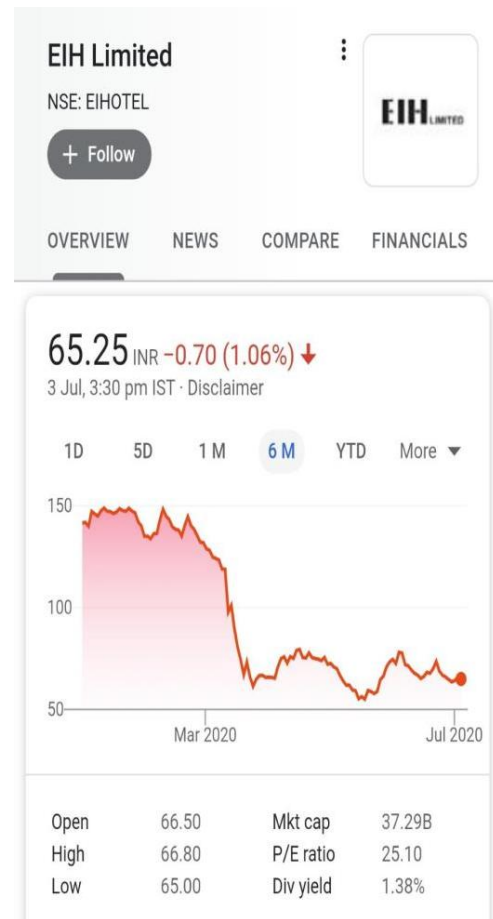
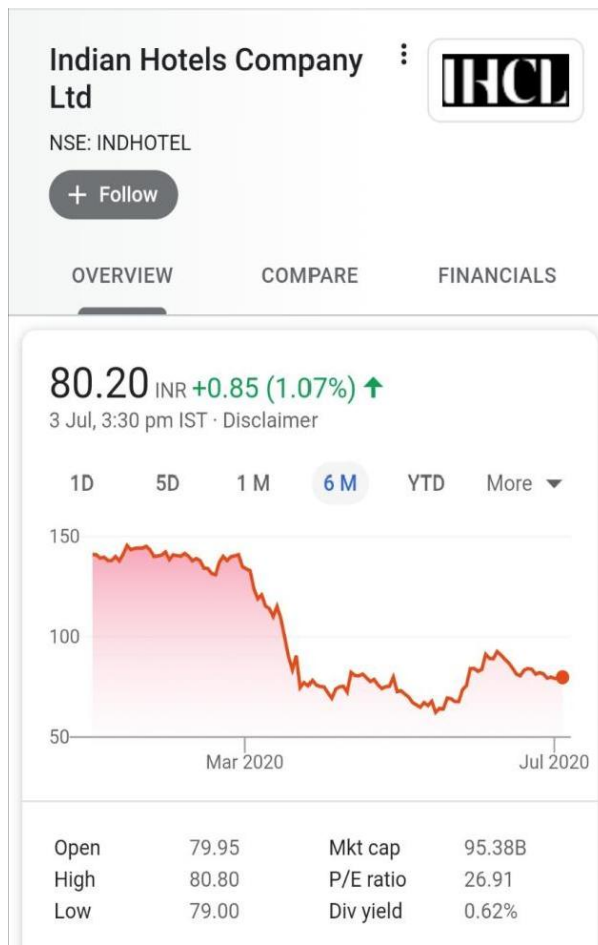
While there is now a great deal of discussion concerning the impact of Covid-19 on and implications for working practices and human resource management (HRM), much of the content and comment on these topics tends to be of a general nature, offering observations and/or guidance that seek to define what a ‘new normal’ might be. For example, that remote working will become the norm, or that working practices will become more flexible. While this may be indeed what happens, because Covid-19 is a global pandemic, we need to understand its impact on working practices, well-being and HRM in specific contexts. It is likely many changes will be common across country contexts, but we should also expect, given institutional differences, that there will be localised nuances. In Australia, through a survey of and interviews with managers and others with people management responsibility, our ongoing research has highlighted some important outcomes.

AN OVERVIEW OF CHALLENGES AND IMPACT OF COVID-2019 ON HOSPITALITY AND ITS EMPLOYEES CHALLENGES AND IMPACT PRE COVID 2019



- ✓ Inter and Intra Department Needs and Wants
- ✓ Sales and Revenue
- ✓ Competition
- ✓ Strategic Planning
- ✓ Employee Issues and Grievance
- ✓ Tariff Issue
- ✓ Labour Shortage and Need Of Labours
- ✓ Both Repetitive Jobs and Skilled Labour
- ✓ Processing effectiveness
- ✓ Increasing Health Awareness
- ✓ Employee Engagement
- ✓ Employee Job Rotation
- ✓ Employee Extra Welfare
- ✓ Training Related to Hospitality Service
- ✓ Upselling

NATIONAL STOCK EXCHANGE CHARTS OF HOTELS



Graph Representation Of share Price IHCL and EIH SAFE SIDE AND GOOD NEWS

Food Demand is generally inelastic and its effect on overall consumption will be likely limited, although dietary patterns may alter. There is no evidence to date of viruses that cause respiratory illness being transmitted via food or food packaging. Corona Virus cannot be multiplied in food; they need an animal or human host to multiply. In a Survey 77% of diners (in the Month Of May 2020) said they will go out once it's possible to die out.

CHALLENGES AND IMPACT DURING AND POST COVID-19



- ✓ Re-Engineering Cost
- ✓ U- Turn
- ✓ Contagion/ Wuhan Seafood Market
- ✓ Material Unavailability
- ✓ Logistics Issue and Cost
- ✓ Labour Safety
- ✓ Sanitation Cost
- ✓ Menu Re- Engineering
- ✓ Fear Of Work Environment
- ✓ Top Management Pressure
- ✓ Share Price at NSE
- ✓ Training And Development
- ✓ Adaptability and Adoptability
- ✓ Communication and Coordinating with Officials from Government
- ✓ Guidelines of Covid 2019
- ✓ Inter and Intra Department Needs and Wants
- ✓ Sales and Revenue
- ✓ Strategic Planning Keeping Covid- 19 Guidelines
- ✓ Employee Salary Payment
- ✓ Social Distancing
- ✓ Offers and New Deals
- ✓ New Methodology
- ✓ Creating An effective Working Styles and Habit
- ✓ FSSAI Guidelines
- ✓ WHO Guidelines

- ✓ Complete Shutdown
- ✓ Restricted Timings
- ✓ Losing Business Turnover
- ✓ Lay Offs
- ✓ Take Away Sop and Guidelines
- ✓ Committed Business Negotiation
- ✓ Share and Stock Value Impact

MOVING FORWARD AND THE NEW FOCUS POST COVID-2019



- ✓ Health and Sanitation Stays at first Priority
- ✓ Enrich in standards of Home Delivery and Take Away
- ✓ Social Distancing Understanding the Standards
- ✓ Less Touch and Feel service
- ✓ Wellness Menu, Immune Boosting Menus
- ✓ Zero Waste and Green Service Management
- ✓ Dietary Changes
- ✓ Variance in Prices
- ✓ Employee and employer Mutual Understanding
- ✓ Start to Build Genuine Relationships
- ✓ Entire Lifestyle Changes to Hygiene
- ✓ Innovations to Stay Connected & Help Each Other
- ✓ New Way of Tools & Software
- ✓ Vendors and partners Understanding
- ✓ Support and Going Local
- ✓ Taking New Projects Carefully and keeping Pandemic and Natural calamities in mind
- ✓ Inventory Checks

CONCLUSION

By considering and understanding the scenario of global pandemic, Hotel Industry have been highly affected. The source of business for hotel is through the tourism industry and hospitality sector. It has both positive and negative impact. But since it is global pandemic it should or have to be taken into consideration to move forward. Issue related to Social Distancing is becoming challenge, since hotel activates is purely depend on social gathering and interaction. As the industry is progressing day by day and it is the duty of the employer and also it is highly essential that safety measures are being followed under the direction of WHO, FSSAI and Government is taken up seriously to avoid the threatening impact on business. Unemployment will be increased due to Covid-2019 and hence employee and employer should understand each other issue.

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