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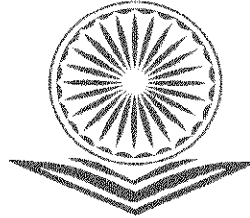
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CONTENTS OF PART - I



| S. No. | Title & Author | Page No. |
|--------|---|----------|
| 1 | A Case Study on Rebuilding of Travel Challenge in Globally Adarsh Kamat Ashish Bhivase Ashish Nevgi | 1-9 |
| 2 | A Case Study on Sanitation Procedure in the Kitchen Post COVID 19 Abhishek Kamble Mohsina Ansari Ashish Nevgi | 10-13 |
| 3 | A Case Study on International Travelling Rules and Regulation Post Covid-19 Abhishek Kamble Mohsina Ansari Ashish Nevgi | 14-21 |
| 4 | A Case Study on Pre and Post Covid - 19 Revenue of Hotel Adhi Tawade Gaurav Saliian Ashish Nevgi | 22-30 |
| 5 | A Case Study on Change in Menu with Respect to Health in Food Establishments & Importance of Nutrition in Food Post Covid- 19 Aman Kavle Mohsina Ansari Ashish Nevgi | 31-43 |
| 6 | A Case Study on Importance of Overall Efforts & Challenges Faced By Hospitality Industry Leading for Revival Angel Fernandes Mohsina Ansari Ashish Nevgi | 44-52 |
| 7 | Case Study on Pre and Post COVID-19 Protocol Followed in Coffee Shop Areena shaikh Gaurav Saliian Ashish Nevgi | 53-59 |



CONTENTS OF PART - I



| S. No. | Title & Author | Page No. |
|--------|--|----------|
| 8 | A Case Study on Working of Outdoor Catering Services Pre - Covid and Post - Covid Arnav Shirodkar Gaurav Salian Ashish Nevgi | 60-65 |
| 9 | A Case Study on Co-Ordination Between Food & Beverage & Culinary Department with Respect to Hygiene Post Covid - 19 Aryan Singh Mohsina Ansari Ashish Nevgi | 66-73 |
| 10 | To Study the Recovery of Airline Industry Post Covid-19 Ashish J. Nevgi | 74-93 |
| 11 | A Case Study on Revival and Continuity in Travel Avantika Pai Ashish Bhivase Ashish Nevgi | 94-102 |
| 12 | A Case Study on Training-Up during Covid-19 in Hotel Housekeeping Operations Bilal Madre | 103-110 |
| 13 | A Case Study on Pre and Post Covid Service in in- Room Dining Branel D'souza Gaurav Salian Ashish Nevgi | 111-119 |
| 14 | A Case Study on Housekeeping Service to the Quarantine Guest following the Covid Protocol Chinmay Shelar Gaurav Salian Ashish Nevgi | 120-128 |
| 15 | A Case Study on Post Covid Food & Beverage Industry Gaurav R. Salian | 129-135 |

1. A Case Study on Rebuilding of Travel Challenge in Globally

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Abstract

As tourism is one of the fastest growing industries today, thus within the tourism industry events are getting more and more important. People have become more interested in events of all kinds, and will travel far away to participate in events that they find interesting. Events can offer various Economical and social benefits for destinations, and therefore destination managers can and should employ events effectively in a tourism role.

It has become widely accepted that every community and destination needs to adopt a long-term, strategic approach to event tourism thereby planning and development in order to realise the full tourism potential of events. This study was launched as a response to the lack of studies on how event tourism strategies are actually used in destinations.

At the end of the study a model that describes how event tourism strategy development in tourism organisations can be seen to follow certain stages is developed. In relation to the model, the study suggests that the stage to which tourism organisations have come in relation to strategic event tourism management depends on factors such as the ownership structure and resource base of tourism organisations, city involvement in relation to events, and the capacity and events infrastructure of destinations.

Introduction

World tourism is considered as a significant factor in the economy of many nations. Today tourism related infrastructure in various parts of the country has improved the quality of life of the local people and helped to promote local arts and crafts. Tourism has contributed to increase awareness about conservation of the environment and the cultural heritage. Tourism is the fastest growing industry in modern world. People have always travelled to distant parts of the world to see monuments, arts and culture, taste new cuisine etc. The term tourist was firstly used

as official term in 1937 by the League of Nations. Tourism was defined as people travelling abroad for period of over 24 hours.

Swiss Professor Walter Hunziker and Kurt Krapf (1994), describe the concept of tourism “Tourism is the sum of phenomena and relationship arising from the travel and stay of non-residents, in so far as they do not lead to permanent residence and are not connected with any earning activity”

As per the IASET and Tourism Society of Cardiff in 1981, “Tourism may be defined in terms of particular activities selected by choice and undertaken outside the home environment. Tourism may or may not involve overnight stay away from home.”

Geographers study the spatial expression of tourism as a human activity, focusing on tourist generating and tourist receiving areas. The study can incorporate a variety of scales, climate, tourist recourses to local landscape, resorts etc. From the geographical point of view, tourism has three main components:-

1. The tourist from one country to another country is known as generating areas.
2. The destination area of tourist receiving countries or region or local areas.
3. The route travelled between respective destinations.

Tourism 2020 vision is the World Tourism Organization long - term forecast and assessment of the development of tourism up to the first 20 years of the new millennium. An essential outcome of the Tourism 2020 vision is quantitative forecasts covering a 25 years period, with 1995 as base year and forecasts for 2000 and 2020. Tourism 2020 vision calls these motivating factors the three E's - Entertainment, Excitement and Education.

The COVID-19 pandemic has been a health and economic crisis with devastating effects on developing countries, especially those dependent on tourism. As governments have attempted to protect their populations, lockdowns, quarantines, and major restrictions on national and international mobility were implemented. This, coupled with the decision of consumers to limit international travel resulted in a sharp contraction for the tourism sector with severe economic consequences, particularly on countries that rely on the sector.

Attraction, accommodation, supporting facilities, and infrastructure are the basic elements of tourism. For the better development of tourism, these facilities should be developed in respective areas and for this public as well as private sector should take a lead. The flow of domestic tourists will depend on the location of tourist spot and population density of an area. Accessibility is an essential factor for better development of tourism.

Vaccines and the uneven prospects for tourism.**Diverse impacts**

The COVID-19 virus has so far – by June 2021 – infected 179 million people globally and contributed to 3.9 million deaths (WHO, 2021). After abating somewhat in February and March, 2021 daily cases increased to almost one million a day and still amount to 400,000 per day. Vaccine doses administered are approaching 2.4 billion. Vaccinations appear to have slowed the spread in some countries, such as Israel, the United Kingdom, and the United States of America. In most developing countries, access to and distribution of vaccines is a limiting factor, and the virus continues to spread at an alarming rate in India, Brazil, and in many countries where tourism is important for people's livelihood such as Maldives and Seychelles. On the other hand, other countries where tourism is an important sector such as Thailand, Morocco, and Barbados, appear to have done well in controlling the spread.

A Shot in the Arm

Vaccines are a critical part of the solution, albeit with considerable uncertainty, even once access and distribution problems are overcome. While effective at limiting severe cases and deaths from the virus, so far it is not clear that current vaccination efforts completely halt the spread of infection. There are people who are reluctant to receive the vaccine, as they fear adverse short or long term effects. In addition, people who have had the vaccine may take less care with other preventative measures, and therefore expose themselves and others. Fears that vaccinations will be less effective against new variants of COVID-19 add another layer of concern. However, a major challenge currently is the uneven availability of vaccinations and the low number of vaccinated people in many countries. Given these constraints, it is unlikely that tourism will bounce back to its prepandemic levels within a year or two.

The massive contraction in tourist arrivals**Staying Home**

The United Nations World Tourism Organization (UNWTO) reports that almost all countries have implemented travel restrictions of one sort or another, such as travel bans, visa controls and quarantines (UNWTO 2020). As a result, international tourism was almost totally suspended in April and May of 2020. Inbound tourist arrivals declined 74 per cent between January and December 2020, about 1 billion trips. However, if the pre-COVID months of January and February 2020 are excluded, the fall in arrivals amounts to 84 per cent.

The most affected regions are North-East Asia, South-East Asia, Oceania, North Africa and South Asia. Least affected regions are North America, Western Europe and the Caribbean.

This shows that the greatest impact has fallen on developing countries. The reduction in tourist arrivals across developing nations is relatively consistent, mostly between 60 and 80 per cent.

A Grim Outlook for Some

The UNWTO (2021b) reports that tourism experts do not expect a return to pre-COVID arrival levels until 2023 or later. In fact, nearly half of the experts interviewed see a return to 2019 levels in 2024 or later (UNWTO, 2021c). The main barriers are travel restrictions, slow containment of the virus, low traveler confidence and a poor economic environment.

Travel has adapted to the impact of COVID particularly in terms of travel restrictions. Domestic travel has increased, but this does little to help developing countries that are dependent on international travel. Retirees, who tend to spend more per trip, are more likely to stay at home. Younger travellers, such as backpackers, who seem more willing to travel during this pandemic tend to stay longer but spend less than older travelers. Cruise ships, involving extended confinement, are likely to be less popular. Developing countries dependent on cruise ship arrivals may need to diversify their industries.

The proportion of vaccinated people can be an indicator of tourists' wanderlust and their possibilities to travel. Although the proportion in the countries of origin as well as in the destination can be decisive, it is likely that tourists will nevertheless hesitate to travel long-distance, preferring closer destinations with high vaccination levels. The share of vaccinated people varies significantly across countries, from below 1 per cent to over 60 per cent (Reuters COVID-19 Vaccination Tracker). It is likely that tourism in countries with a high share of vaccinated people will rebound faster than in countries with a low share. Travel within Europe and North America, for example, is likely to pick up faster beginning this summer than many developing countries, who are still struggling to get sufficient vaccines and are thus expected to rebound slower.

Last Summer and an Update

In July 2020, UNCTAD, in its report COVID-19 and Tourism (UNCTAD 2020a), presented three scenarios on the potential economic impact of the pandemic on the tourism sector and sectors directly or indirectly linked to it. A 12-month lock-down was estimated to incur a cost of US\$3.3 trillion, including indirect costs. Unfortunately, even the worst-case scenario has turned out to be optimistic. Few observers expected that international travel would still be very low after 12 months.

This note updates this report and estimates the economic effects going forward. As in the previous report, a general equilibrium model that captures the backward and forward linkages

between sectors is used. Therefore, indirect losses to upstream industries that supply food, beverages, accommodation and transport to the tourism sector are estimated. It is also taken into account that labour and capital no longer needed in the tourism sector may be employed in other sectors. In the short run, however, labour and capital are likely to remain unemployed due to frictions in labour and capital markets. It is difficult to find alternative uses for empty planes, cruise ships and hotels, and in the short term for staff who work in these industries. In a prolonged downturn, the ability to reemploy labour and capital in other industries is crucial.

It is useful to examine inputs used in the tourism sector, as these determine the indirect effects of a tourism downturn. Globally, labour and capital account for half the inputs, with agricultural products (food and beverages) and services (accommodation and transport) contributing most of the rest. Figure 3 provides a general picture on the composition of inputs for the sector, although there is much variation between countries and between tourism sectors. It is worth noting that even in developed countries where labour is expensive, such as France or Norway, payments to labour account for a large proportion of inputs. This reflects the high wage rates rather than the number employed. In many developing countries, such as Turkey, wage rates are low but the number of employed is high. As a generalization, our data from the Global Trade Analysis Project (GTAP), which is based on national accounts, suggests that labour accounts for around 30 per cent of tourist services expenditure in both developed and developing economies.

Possible scenarios for 2021

The three scenarios presented below are consistent with UNWTO (2021b) projections for 2021

1. The first scenario is a reduction in tourist arrivals as observed in 2020. Reductions averaged 74 per cent with considerable variation between countries. This average reduction is close to the 75 per cent reduction in UNWTO's pessimistic scenario.
2. The second scenario is a reduction in arrivals averaging 63 per cent, which the UNWTO sees as an optimistic outcome in 2021.
3. The third scenario takes into account varying rates of vaccination and assumes a 75 per cent reduction in countries with low vaccination rates, and a 37 per cent reduction in countries with relatively high vaccination rates.³ The cut-off point is economies with 50 per cent of their population vaccinated at the end of May. There are 55 such economies, according to Our World in Data.⁴ This includes major destination countries such as the United States, Italy, France and Spain as well as many smaller economies.

Cascading effects

A feature of Computable General Equilibrium modelling is intersectoral effects. This means a reduction in output in one sector leads to a reduction in demand for inputs from other sectors, and so on down the supply chain. It also means that labour and capital no longer needed in one sector can be re-allocated into other sectors. If there is a fall in demand for labour and capital, wages and rates of return need to fall or employment falls. Idle factors of production lead to a fall in output, measured by GDP at the national level.

A partial recovery, from a loss of 74 per cent to 63 per cent, reduces the loss in global GDP by 30 per cent to \$1,696 billion. With the benefit of vaccinations being more pronounced in some countries than others, losses are reduced in most developed countries but are worsened in developing countries where the absence of widespread vaccinations keeps tourists away. At a regional level, there are significant differences between scenarios 2 and 3, but the major beneficiaries in absolute terms are the United States, France, Germany, the United Kingdom and Switzerland. These countries have high levels of tourists and high vaccination rates. Developing countries will carry the greatest burden. Globally, the blow to international tourism given by COVID-19 has caused a loss in GDP of more than \$4 trillion only for the years 2020 and 2021, if indirect effects are taken into account as our estimates suggest.

The estimated GDP effects of the observed loss in tourism receipts are shown in figure 5 and in more detail in Appendix. For example, international tourism contributes about five per cent of the GDP in Turkey and the country suffered a 69 per cent fall in international tourists in 2020. The fall in tourism demand is estimated at \$33 billion and this leads to losses in sectors that supply tourism, such as food, beverages, retail trade, communications and transport. The total fall in output is \$93 billion, about three times the initial shock. The decline in tourism alone contributes to a real GDP loss of about 9 per cent. This decline was partly offset in reality by fiscal measures to stimulate the economy.

Labour Market Effects

The estimated losses in employment of unskilled labour is due to the fall in tourist arrivals. The losses vary according to the proportion of unskilled labour employed in the tourism industry and the extent to which the tourism sector is hit in a specific economy. There is a somewhat similar fall in wages and rates of return for skilled labour and capital.

If labour and capital could be readily re-employed in other industries, the overall impact of a fall in demand for international tourism would be somewhat less than its direct effects. The loss of tourism receipts would be partially offset by output in other sectors. Obviously, in tourist

dependent developing countries this is difficult to do in the short run, but more achievable in the longer run. With tourism not expected to fully recover until perhaps 2023 the policy question is whether and how to support the sector until that time.

Policy implications

Tourism is a major economic sector and has a particular socio-economic importance, as it employs many women and young people and provides a livelihood to many informal workers in developing countries. The current pandemic has a devastating effect for the tourism sector. UNWTO (2021a) estimates that 100 - 120 million direct tourism jobs are at stake. Taking the impact on closely linked sectors into account, the drop in international arrivals has caused an estimated loss of about \$2.4 trillion in GDP in 2020 and it is possible that a similar loss occurs again this year. More positive scenarios for this year with a stronger rebound in tourism in the second half still show a loss of about \$1.7 to 1.8 trillion compared to 2019 levels. The recovery will depend to a large extent on the uptake of vaccines, the removal and coordination among countries of travel restrictions and the rebuilding of travelers' confidence.

Three policy dimensions are important

First, bringing tourism back on track including in developing countries. Much needs to be done to restore the confidence of travellers, who are concerned about health, and the risk of cancelled travel plans and becoming stranded overseas. Vaccinations seem the most important element.

So far, the vaccine rollout has varied greatly between countries, from almost complete to hardly started. Rolling out the vaccine globally as soon as possible is an economic priority. Vaccinating 40 per cent of the global population by year's end and 60 per cent by mid-2022 is an aspirational goal, but difficult to achieve and could cost \$50 billion, according to International Monetary Fund, World Health Organization, World Bank and World Trade Organization (IMF, 2021) estimates. Nonetheless, the estimated benefits far exceed the costs. While vaccination is incomplete and herd immunity not achieved, stepping up coordination and communication on travel requirements is critical. For example, the UNWTO and the airline industry body International Air Transport Association (IATA) collaborate on a destination tracker. The European Union digital COVID certificate is a major advance in this sense, and IATA is also promoting a travel pass to facilitate the inclusion of travel documents such as vaccination certificates and test results. Other measures to facilitate travel could include cheap, fast and reliable testing. Agreed protocols for testing on departure may remove the need for quarantine on

arrival. Common standards are required so that destination countries accept testing in the source countries.

Second, it is important to mitigate the socio-economic impacts on livelihoods. Developed countries have used fiscal measures to support tourism businesses and workers. This is essentially borrowing from the future, and while helpful as a transitional measure, incurs a debt that will need to be repaid at some stage. Where the support is for otherwise healthy businesses, it is likely to pay off. This strategy is a challenge for most developing countries in particular where tourism is large. Social security nets do often not exist, and informality is high. Workers should be protected rather than specific jobs in declining sectors, for example through training.

Third, countries need to make strategic decisions regarding the future of tourism in their countries. Some tourism businesses will not survive even once travel restrictions are removed. Governments need to decide which to support and for how long. Long term implications of the pandemic need to be considered. Some structural adjustment is likely to be necessary. It seems likely that COVID-19 will be around for some time. A return to normal before 2023 seems optimistic. Furthermore, environmental considerations, for example, may become more important and could increase costs for long-distance flights or increase social pressure to avoid them. Other changes may be a reduction of confidence in cruise ships, more domestic tourism in the three largest source regions, United States, Europe and China. Developing countries dependent on tourism might consider how they can diversify resources away from tourism.

Conclusion

The current narrative study in the context of the COVID-19 tourism impacts attempts to involve all participants in the same community of travel stakeholders, and it may not be consistent. For instance, the COVID-19 pandemic has a significant impact on tourism organizations (including intermediaries, transportation planners, and accommodation or attraction providers) based on attributes such as the size, venue, management, and governance types of the tourism industry. Similarly, the travel needs that are very different from leisure and business travel, local and individual tourists show that the various consequences of the COVID-19 are expected and are critical for discussion in specific market sectors. Tourism research in COVID-19 can reveal different distinguishable forces of the pandemic. They can also include advanced predictive capabilities, because of such differences in the context, to predict or test any specific recommendations on identifying any discrepancies and weaknesses that may arise in different tourism stakeholder groups. Specific major tourism stakeholders, including tourism workers, residents, entrepreneurs in the tourism field, and tourism education such as university

staff, students, and scholars, are not included in the analysis. The latest cases and issues related to COVID-19 have further worsened travel stakeholders' travel business and working conditions, making their situation more complicated. Investigations in the field of COVID-19 and tourism stakeholder behavior are critical.

Small commercial hoteliers are at risk of losing their property assets because they cannot receive "accommodation charges" to pay their mortgage as COVID-19 is expected to maintain and strengthen current concepts and models, this "root" of tourism work. All this comes from the ongoing recession and rising costs for travel companies. The COVID-19 tourism research requires a careful study of workers' mental, physical, and psychological conditions with a COVID-19 background, such as health, participation, virtual work environment, and other human resources. For instance, during isolation time of the COVID-19, virtual teams and jobs, regular governance, recruitment, leadership, and promotion opportunities fail to encourage, motivate, and retain employees who have re-changed their values and principles.

Besides, other specialized subjects in the field of COVID-19 are worth investigating. Social entrepreneurship over the past decade increased due to tourism, such as during the 2008 economic crisis. The COVID-19 facilitates these tourism social projects, aiming to build social impact, address the social problems arising from COVID-19, and help those in need. The rapid expansion of relevant social tourism enterprises in COVID-19 provides several opportunities to practice and accurately understand this concept in new biodiversity, stakeholders, and conditions.

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2. A Case Study on Sanitation Procedure in the Kitchen Post COVID 19

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Abstract

The coronavirus pandemic has brought about a massive transformation in the way the hospitality industry functions. Right from social distancing to contactless dining, the industry is carving out a new normal every single day in a bid to maintain business continuity. Apart from operations, we will see significant changes in the design of the spaces especially that of an area considered the heart and soul of hotel operations: kitchens.

In the Before-COVID (BC) era, the hotel kitchens were designed keeping in mind numerous factors that helped in achieving maximum levels of efficiency and hygiene. In the After-COVID (AC) era, hotels will implement far more stringent measures, especially in standard operations. Operational efficiency, hygiene, safety and technology adoption are likely to emerge as key drivers of the design.

For the industry that has been devastated by the pandemic, adapting to the forthcoming changes is the only way of survival and business recovery. Top consultants from the domain take us through the meaningful changes that will transform the hotel kitchens post-COVID-19.

Hygiene and safety are not a new concept for the hospitality industry. However, the COVID outbreak has forced hotels and restaurants worldwide to further enhance their hygiene and safety protocols. As a part of their hygiene practice, they are now altering their kitchen spaces as per social distancing norms, which, in a way, are giving rise to new concepts.

Introduction

Realign the kitchen

Kitchens are likely to realign sections based on their functionality and social distancing norms. According to hospitality pre-opening “Implementing a scientific design to space will

ensure the least contact between the kitchen functions. suggests that various sections, such as cleaning and washing, receiving, preparation and a production and food pick-up need to be clearly defined so that the team does not intrude onto each other's sections. "While hotels have generally larger areas to play around with, the challenge will be for the restaurants to come up with innovative design as they have much smaller kitchens. This is especially true in the metro cities, where the real estate costs are high and the operators have to squeeze in as much revenue generating area as possible, making their kitchens cramped. They should also put in SOPs for sanitation, kitchen and restaurant processes, and staff training,"

Cost-effective design

Given the losses borne by the industry, the first step towards business recovery, as suggested by experts, is a cost-effective kitchen design. The need to follow social distancing norms may lead to reduced seating in the dining area, which, in turn, may result in reduced revenue generation for the owners.

However, according to Prateek Gaikwad, Technical Director, Span Asia, the leading suppliers of locally fabricated commercial kitchen equipment, the hoteliers should consider implementing cost-effective solutions rather than spending an oversized budget on redesigning the spaces.

He suggests hotels can eliminate extra equipment, reduce kitchen floor space and enhance better mobility, which will not just help attain better safety and hygiene standards in the kitchen but also reduce the required break-even point for the owners.

The post-COVID era will also see the emergence of turnkey kitchen design solutions. According to Gaikwad, turnkey would soon be in trend and as a result, only one contractor would be appointed to carry out all activities, from design to implementation of all services. This, in a way, will help to reduce the overall project completion time, avoid errors in the implementation stage and drastically reduce the overall cost of the project.

Safety Norms for Hotel Kitchens

Project Manager, HPG Consulting, Bangalore believes making changes in the design will partly solve the problem. He says, instead, that every hotel should focus and invest in mechanisms that elevate and enhance the hygiene and safety standards.

The biggest challenge will be to instil confidence in people when it comes to sanitation policies and programmes. Some of the steps that designers say hotels will have to implement:

Employee hygiene: According to hospitality pre-opening and operations consultant, hotels and restaurants should have a robust entry and exit policy, along with infrastructure for staff and vendors who are allowed into the kitchen. He also proposed a proper cleaning and sanitation routine to be followed and appropriate sanitation points at all stations. proposes installing a sanitation chamber, which will disinfect the employees entering the hotel. also suggests a thermal imaging connected to hotel B.M.S for guests and employees, which, in a way, will help them identify symptomatic carriers directly to their centralised server.

Reduced floor space and movement: To encourage social distancing in kitchens, the number of chefs and staff employed should be reduced. The kitchen design should be such that the overall floor space is reduced and movement for each chef is as less as possible.

Washing and sanitising equipment: Span Asia emphasises adequate importance should be given to washing and sanitation equipment in the receiving bay to ensure all raw materials such as vegetables are washed before being taken to the stores. on the other hand, proposed installation of UV chamber in receiving dock, so that all the sourced materials are sanitised.

Separate dry and wet garbage areas: The most crucial part of any kitchen is the waste disposal area. Care should be taken to separate dry and wet garbage area. Also, there should be a provision of including cold room for wet garbage to prevent contamination.

Use of PPE (Personal Protective Equipment): Use of PPE such as gloves and caps by chefs and kitchen staff was always a core requirement for safety and hygiene, even in the Pre-COVID era. However, it was not a strict mandate. Post-COVID, the kitchen staff will compulsorily be asked to wear them.

Kitchen ventilation: A well-designed kitchen exhaust and ventilation system are of utmost importance to ensure the correct temperature is attained in both the zones of kitchen i.e hot and cold. Use of treated fresh air in cold kitchens, use of scrubbers for exhaust and air washers for fresh air, and more focus on hood design with the use of multiple filtration systems will help to eliminate the chances of contamination. Varghese also suggests including a U.V filter in return air A.H.U, which will help in killing the bacteria present in the atmosphere of kitchens.

Good manufacturing practices: By definition, good manufacturing practices are the basic operational and environmental conditions required to cook food safely. This ensures that

ingredients, products and packaging materials are handled safely and that food products are processed in a suitable environment.

Clear segregation of hot and cold areas: The two areas have to be segregated and operating at the correct working temperatures.

Refrigeration and cold storage: Dedicated refrigeration should be provided for each kind of cuisine to store the mise-en-place.

Literature review

- Washing and sanitizing equipment
- Use of ppe
- Kitchen ventilation
- Realign the kitchen
- Less effective design
- Manufacturing goods should be in good condition

Summary

The hospitality industry, like many other industries, is grappling for answers to never-heard-before concepts such as contactless dining and chefs, given to constant conversations and interactions, maintaining social distancing. Creativity could take a backseat in the immediate future, or may be, the crisis will encourage chefs to become far more imaginative.

Conclusion

Overall kitchen plays an important role in the hotel. If the kitchen is neat and clean there is no doubt how the food is. And Staff also need to be in good grooming and wear all safety uniform.

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3. A Case Study on International Travelling Rules and Regulation Post Covid-19

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Abstract

Modern travelers wish to explore the world at their own pace, following their own expectations and cultural interests. The travel industry should adapt to this new market environment. A large part of cultural travels is based on history and historical events, and books are a near endless repository of such facts. Moreover, novels are a friendlier gateway to culture than handbooks or reference books. And readers often grow the necessity to see, feel, and taste the imaginary world they are reading about in their own language. By leveraging on books and on modern information and communication technologies, we envision a new way to define travels based on the "Cultural Travel Clouds". This paper discusses this vision.

The tourism economy has been heavily hit by the coronavirus (COVID-19) pandemic, and measures introduced to contain its spread. Depending on the duration of the crisis, revised scenarios indicate that the potential shock could range between a 60-80% decline in the international tourism economy in 2020. Beyond immediate measures to support the tourism sector, countries are also shifting to develop recovery measures. These include considerations on lifting travel restrictions, restoring traveler confidence and rethinking the tourism sector for the future.

Introduction

On 31 December 2019, a cluster of pneumonia of unknown etiology was reported in Wuhan City, Hubei Province of China. On 9 January Chinese authorities reported in the media that the cause of this viral pneumonia was initially identified as a new type of coronavirus, which is different from any other human coronaviruses discovered so far. Coronaviruses are a

large family of respiratory viruses that can cause diseases ranging from the common cold to the Middle-East Respiratory Syndrome and the Severe Acute Respiratory Syndrome (SARS).

The clinical signs and symptoms of the patients reported in this cluster are mainly fever, with a few patients having difficulty in breathing, and chest radiographs showing bilateral lung infiltrates. Some cases were operating dealers or vendors in Huanan Seafood Market. From the currently available information, preliminary investigation suggests that there is no significant human-to-human transmission, and no infections among health care workers have occurred. More information is required to better understand the mode of transmission and clinical manifestation of this new virus. The source of this new virus is not yet known.

International travelers: practice usual precautions

While the cause of the pneumonia seems to be a novel coronavirus, transmission potential and modes of transmission remain unclear. Therefore, it would be prudent to reduce the general risk of acute respiratory infections while travelling in or from affected areas (currently Wuhan City) by:

- avoiding close contact with people suffering from acute respiratory infections;
- frequent hand-washing, especially after direct contact with ill people or their environment;
- avoiding close contact with live or dead farm or wild animals;
- Travelers with symptoms of acute respiratory infection should practice cough etiquette (maintain distance, cover coughs and sneezes with disposable tissues or clothing, and wash hands).

Health practitioners and public health authorities should provide to travelers information to reduce the general risk of acute respiratory infections, via travel health clinics, travel agencies, conveyance operators and at points of entry.

If a traveler on board of an aircraft/a ship has signs and symptoms indicative of acute respiratory infections, the model of Maritime declaration of health (Annex 8 of IHR) or the health part of the aircraft general declaration (Annex 9 of IHR) can be used to register the health information onboard and submit to POE health authorities when required by a State Party.

A passenger locator form can be used in the event of a sick traveler detected on board a plane. This form is useful for collecting contact information for passengers and can be used for follow-up if necessary. Travelers should also be encouraged to self-report if they feel ill. The

cabin crew should follow the operational procedures recommended by International Air Transport Association (IATA) with regard to managing suspected communicable disease on board an aircraft.

International traffic

No restrictions recommended

Wuhan city is a major domestic and international transport hub. Currently, there are no reports of cases outside of Wuhan City. Given the heavy population movements, expected to significantly increase during the Chinese New Year in the last week of January, the risk of cases being reported from elsewhere is increased.

WHO does not recommend any specific health measures for travelers? It is generally considered that entry screening offers little benefit, while requiring considerable resources. In case of symptoms suggestive to respiratory illness before, during or after travel, the travelers are encouraged to seek medical attention and share travel history with their health care provider. WHO advises against the application of any travel or trade restrictions on China based on the information currently available on this event.

As provided by the International Health Regulations (2005) (IHR), countries should ensure that:

- routine measures, trained staff, appropriate space and stockpile of adequate equipment in place at points of entry for assessing and managing ill travelers detected before travel, on board conveyances (such as planes and ships) and on arrival at points of entry;
- procedures and means are in place for communicating information on ill travelers between conveyances and points of entry as well as between points of entry and national health authorities;
- safe transportation of symptomatic traveler's to hospitals or designated facilities for clinical assessment and treatment is organized;
- a functional public health emergency contingency plan at points of entry in place to respond to public health events.

This is an update to the WHO advice in relation to the outbreak of the novel coronavirus nCoV, published by WHO on 10 January 2020. Since that date, travel-related cases linked to Wuhan City have been reported in several countries. For details about the current outbreak in

China and the exported cases, please refer to the Diseases Outbreak News and the situation reports published by WHO.

So far, the main clinical signs and symptoms reported in this outbreak include fever, difficulty in breathing, and chest radiographs showing bilateral lung infiltrates. As of 24 January 2020, human-to-human transmission has been confirmed largely in Wuhan city, but also some other places in China and internationally. Not enough is known about the epidemiology of 2019-nCoV to draw definitive conclusions about the full clinical features of disease, the intensity of the human-to-human transmission, and the original source of the outbreak.

International Travellers: Practice usual Precautions

Coronaviruses are a large family of respiratory viruses that can cause diseases ranging from the common cold to the Middle-East Respiratory Syndrome (MERS) and the Severe Acute Respiratory Syndrome (SARS). In case of symptoms suggestive of acute respiratory illness before, during or after travel, the travelers are encouraged to seek medical attention and share travel history with their health care provider.

Public health authorities should provide to travelers information to reduce the general risk of acute respiratory infections, via health practitioners, travel health clinics, travel agencies, conveyance operators and at points of entry.

WHO's standard recommendations for the general public to reduce exposure to and transmission of a range of illnesses are as follows, which include hand and respiratory hygiene, and safe food practices:

- Frequently clean hands by using alcohol-based hand rub or soap and water;
- When coughing and sneezing cover mouth and nose with flexed elbow or tissue – throw tissue away immediately and wash hands;
- Avoid close contact with anyone who has fever and cough;
- If you have fever, cough and difficulty breathing seek medical care early and share previous travel history with your health care provider;
- When visiting live markets in areas currently experiencing cases of novel coronavirus, avoid direct unprotected contact with live animals and surfaces in contact with animals;
- The consumption of raw or undercooked animal products should be avoided. Raw meat, milk or animal organs should be handled with care, to avoid cross-contamination with uncooked foods, as per good food safety practices.

WHO technical guidance on surveillance and case definitions, laboratory guidance, clinical management for suspected novel coronavirus, home care for patients with suspected novel coronavirus, infection prevention and control, risk communications, disease commodity package, and reducing transmission from animals to humans is available on the WHO website.

Health measures related to international traffic

The current outbreak originated in Wuhan city, which is a major domestic and international transport hub. Given the large population movements, expected to significantly increase during the Chinese New Year in the last week of January, and the observed human to human transmission, it is not unexpected that new confirmed cases will continue to appear in other areas and countries.

With the information currently available for the novel coronavirus, WHO advises that measures to limit the risk of exportation or importation of the disease should be implemented, without unnecessary restrictions of international traffic?

According to Chinese authorities, all unnecessary or non-essential large-scale public gatherings will not be approved during the Spring Festival, which starts on 25 January in China.

Advice for exit screening in countries or areas with ongoing transmission of the novel coronavirus 2019-nCoV (currently People's Republic of China)

- Conduct exit screening at international airports and ports in the affected areas, with the aim early detection of symptomatic travelers for further evaluation and treatment, and thus prevent exportation of the disease. while minimizing interference with international traffic.
- Exit screening includes checking for signs and symptoms (fever above 38°, cough), interview of passengers with respiratory infection symptoms leaving the affected areas with regards to potential exposure to high-risk contacts or to the presumed animal source, directing symptomatic travelers to further medical examination, followed by testing for 2019-nCoV, and keeping confirmed cases under isolation and treatment.
- Encourage screening at domestic airports, railway stations, and long-distance bus stations as necessary.
- Travelers who had contact with confirmed cases or direct exposure to potential source of infection should be placed under medical observation. High-risk contacts should avoid travel for the duration of the incubation period (up to 14 days).

- Implement health information campaigns at points of entry to raise awareness of reducing the general risk of acute respiratory infections and the measures required, should a traveler develop signs and symptoms suggestive of infection with the 2019-nCoV and how they can obtain assistance.
- Advice for entry screening in countries/areas without transmission of the novel coronavirus 2019-nCoV
- Evidence shows that temperature screening to detect potential suspect cases at entry may miss travelers incubating the disease or travelers concealing fever during travel and may require substantial investments. However, during the current outbreak with the novel coronavirus 2019-nCoV, the majority of exported cases were detected through entry screening. The risk of importation of the disease may be reduced if temperature screening at entry is associated with early detection of symptomatic passengers and their referral for medical follow up.
- Temperature screening should always be accompanied by dissemination of risk communication messages at points of entry. This can be done through posters, leaflets, electronic bulletin, etc, aiming at raising awareness among travelers about signs and symptoms of the disease, and encouragement of health care seeking behavior, including when to seek medical care, and report of their travel history.
- Countries implementing temperature screening are encouraged to establish proper mechanism for data collection and analysis, e.g .numbers of travelers screened and confirmed cases out of screened passengers, and method of screening. In implementing entry screening, countries should take into account national policies and capacity.
- Public health authorities should reinforce collaboration with airlines operators for case management on board aircraft and reporting, should a traveler with respiratory disease symptoms be detected, in accordance with the IATA guidance for cabin crew to manage suspected communicable disease on board an aircraft.
- Previous advice with regards to procedures for a sick traveller detected on board a plane and requirements for IHR capacities at points of entry remains unchanged (see WHO Advice published on 10 January 2020).
- WHO advises against the application of any restrictions of international traffic based on the information currently available on this event.

Summary

This document provides protocols to be complied by international traveler's as well as those to be followed by airlines and all points of entry (airports, seaports and land border).

This Standard Operating Procedure shall be valid w.e.f. 11th January 2022 (00.01 Hrs. IST) till further orders. Based on the risk assessment, this document shall be reviewed from time to time.

i. All traveler's should

a. Submit complete and factual information in self-declaration form on the online Air Suvidha portal (<https://www.newdelhiairport.in/airsuvidha/apho-registration>) before the scheduled travel, including last 14 days travel details.

b. Upload a negative COVID-19 RT-PCR report*. The test should have been conducted within 72 hrs prior to undertaking the journey.

c. Each passenger shall also submit a declaration with respect to authenticity of the report and will be liable for criminal prosecution, if found otherwise.

ii. They should also give an undertaking on the portal or otherwise to Ministry of Civil Aviation, Government of India, through concerned airlines before they are allowed to undertake the journey that they would abide by the decision of the appropriate government authority to undergo home/institutional quarantine/ self-health monitoring, as warranted.

iii. Continuing with the earlier approach, travelers from certain specified Countries (based on epidemiological situation of COVID-19 in those Countries) are identified for additional follow up. These include the need for additional measures as detailed in para (xviii) below. The listing of such specified Countries is a dynamic exercise based on evolving situation of COVID-19 across the world and will be made available on the websites of Ministry of Health & Family Welfare, (mohfw.gov.in) and the link of the same will be available at website of Ministry of External Affairs and Air Suvidha Portal.

iv. All travelers who need to undertake testing on arrival, should preferably pre-book the test online on Air Suvidha Portal, to facilitate timely testing.

Conclusion

If travelers under home quarantine or self-health monitoring, develop signs and symptoms suggestive of COVID-19 or test positive for COVID-19 on re-testing, they will

immediately self-isolate and report to their nearest health facility or call National helpline number (1075)/ State Helpline Number.

International travelers arriving at seaports/land ports

International traveler's arriving through seaports/land ports will also have to undergo the Same protocol as above, except that facility for online registration is not available for such passengers currently.

Such traveler's shall submit the self-declaration form to the concerned authorities of Government of India at seaports/land ports on arrival.

They shall be managed at isolation facility and treated as per laid down standard Protocol including contact tracing mentioned in para.

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4. A Case Study on Pre and Post Covid- 19 Revenue of Hotel

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Abstract

The purpose of this study is to investigate the implementation of revenue management (RM) pricing practices and managers' perceptions towards this practice in a budget hotel chain, and to provide recommendation to improve the adoption of and perception towards this practice.

Methodology – A single case study method was adopted to conduct in-depth qualitative research in a hotel organization. In depth data was collected through semi-structured interviews, observations, and documentation.

Findings – The research findings indicate the implementation of RMS (1) needs to be clearly communicated and made tangible to employees; (2) can impact the profitability of the budget hotel sector and not only mid-scale or luxury sectors; and (3) remains a profit-oriented decision with little consideration for customer outcomes.

Research Limitations – The findings may not apply to midscale or luxury properties as the results cannot be generalized to other hotel chains in other countries that apply complex pricing structures. Future research might develop multiple case study design to increase the rigor of the research by focusing on themes or patterns uncovered in a single case study.

Practical Implications – The practical application of the study is twofold: (1) the recommendation to maintain ongoing implementation activities such as designing operational plans and training programs; (2) the recommendation for a RM pricing strategy that maintains positive price fairness perceptions and results in positive behavioural intentions.

Originality – This study helps advance our understanding of the characteristics that influence the success of RM implementation in the budget hotel context and provides us with

useful insights to design effective dynamic strategies to enhance the implementation process both for the organization and its stakeholders

Introduction

In order to understand revenue management, we must first define it. Within the hotel industry, the widely accepted definition is: "Selling the right room, to the right client, at the right moment, for the right price, through the right distribution channel, with the best cost efficiency".

It involves the use of performance data and analytics, which serve to help hotel owners to more accurately predict demand and other consumer behaviours. This, in turn, allows them to make more sensible decisions regarding pricing and distribution, in order to maximise revenue and, therefore, profit.

As a concept, revenue management actually began in the airline industry, where companies found ways to anticipate consumer demand in order to introduce dynamic pricing. However, it is applicable in any industry where different customers are willing to pay different prices for the same product, where there are only a certain amount of that product to be sold, and where that product must be sold before a certain point in time.

To carry out effective revenue management, a business must also have some way of forecasting demand and consumer spending habits, so that informed adjustments can be made. For instance, hotels can use past data, existing bookings, weather forecasts, and other industry data to inform their revenue. The process of revenue management generates incremental revenues by accepting and rejecting reservation requests based on the value of the reservation request.

For hotel owners, hotel revenue management provides the ability to make the most out of a perishable inventory of hotel rooms, allowing them to maximise the amount of money the business generates. Essentially, it allows decision-makers to make informed, data-driven choices, rather than relying on instincts or guesswork.

The use of revenue management has typically resulted in an increase in income by two to five percent; as the hotel industry is generally defined by low variable cost and high fixed cost, most of those extra revenue usually flows directly into profits.

Fixed Cost is which need to be paid regardless of how many rooms are sold and regardless of how much money is generated from guests. Therefore, through a revenue

management strategy, hotel owners can ensure their costs are met and their prices and services are dynamically optimised.

As we mentioned above a revenue manager is required to be able to sell the right product (room) to the right customer at the right time. In order to be successful at these tasks yield management includes the acquisition of a sound understanding of the price sensitivity of all different market segments and the ability to forecast demand for the respective sub markets. Only then, a revenue manager will be able to adjust the various rates and control the capacity of rooms that will be available for sale.

Of course nowadays, a manager responsible for the yield management process does not need to do all calculations and forecasts by hand. Most businesses, in this case hotels, make use of a so called revenue management system or software, which is directly linked to the property management system. The revenue management application then analyses the historical and already existing booking data and thus provides the revenue manager with information, which should support him in making pricing or capacity decision.

Managing room rates manually requires a lot of experience the right gut feeling and of course available labour time. This is the reason why small and medium sized hotels and resorts should resort to the use of an automated revenue management or Pricing systems. Many of these businesses are not able to have a full time revenue Manager or cannot afford to spend time on extensive rate calculations and number crunching. If the system's rate recommendations seem out of line or not adequate the hotel manager or person in charge has always the opportunity to override the system's rate suggestion.

Literature review

Occupancy and Room Rate:-The two factors that determine how much revenue a hotel earns from its rooms are occupancy and average daily rate. Occupancy is the percentage of rooms sold each night. If a hotel has 125 rooms and sells 93, the occupancy rate is 74.4 percent. The other factor is average daily rate. A room that sells for \$350 during high season could go for as little as \$150 in the off-season. The difference is huge. At a 74.4 percent occupancy rate at \$150 per room sold, the revenues generated are \$13,950. At \$350 average room rate, the revenues are \$32,550. Ideas to increase either the occupancy or the average daily rate increase

Total revenue

- **Social Media:**-Use Twitter, Facebook, Google+ and LinkedIn social networking sites and media to get your hotel some buzz. Spread the word by offering tips about the restaurant scene, local events, travel tips and special discounts and offers.
- **Discounts:**-Business hotels sell rooms during the week. Resort hotels generate the most revenue during high season, whether that's during the summer for beach locations or during the winter for ski resorts. Selling rooms at discounted rates in the off times generates additional revenue by increasing the occupancy rate. If your hotel is in the city and has mostly business guests, offer a discounted rate for those who stay over on a Friday night. Ski resorts take advantage of fall colour packages or perhaps summer wildflower tours. Beach resorts can tout the privacy and seclusion of an off-season stay.
- **Packages:**-Many hotels have amenities that could be packaged together and offered as special deals. For a hotel located close to a golf course, the package includes breakfast, two rounds of golf and a room for the night. Downtown hotels might arrange for tickets to a sporting event or evening at the symphony as part of the package. Holidays are a natural for packaging such as a romantic Valentine's with suite, champagne and chocolates in the room and dinner in the hotel restaurant. The package is a bargain for guests but adds additional revenue to the hotel's coffers.
- **Food and Beverage:**-The more guests in the hotel it would seem the higher the food and beverage revenue, but it doesn't always turn out that way. Guests may not want to wait in line for busy meal times or perhaps they just want to explore the restaurants rather than eat in the hotel. Consider offering guests a happy hour where the drinks are slightly discounted and the appetizers are complimentary. A twist on this idea is to sell the appetizers on a piecemeal basis, such as shrimp for \$1.50 each, mini tacos for \$1.00 or sliders for \$1.25. If your hotel is upscale, consider a wine tasting or cheese tasting at a reasonable fee. Give a discount for diners who eat dinner early or late.

Summary

A general overview of revenue management itself is provided and the current state of the art in revenue management, as demonstrated by industry leaders, will be assessed. The assessment will include an investigation on current revenue management practices in regards to the five pillars of revenue management.

The complexity of the hotel marketplace and the competition within the hospitality industry grows steadily. Therefore, business owner and managers need to find ways of optimizing processes within their operations, with the interest of becoming more efficient and gaining a competitive edge over their competitors.

Revenue management has been one of many business and revenue optimization techniques and has been in use by key players within the hospitality industry for quite some time. It is Important that small and medium sized enterprises follow this lead, In order to stay innovative and competitive.

Revenue management strategy adopted of an organization should be at all cost work in the interest of the organization. Before coming up with the rough estimates of forecast data several factors should be considered to ensure that the projections are highly achievable.

An effective Revenue Management is characterized by three main pillars. These are pricing, product distribution, and revenue management. It is, therefore, critical to know which method to apply promptly. For the hospitality industry, the concept is done through market segmentation, overbooking controls, and forecasting.

A significant part of hotel management involves optimizing financial results, revenue management have a role to play. The former is focused on optimizing pricing for hotel rooms, so that your hotel generates maximum revenue from room sales. By contrast, revenue management has a broader focus, factoring in other aspects, such as revenue generated from restaurant and spa sales, and the costs involved in generating bookings.

Revenue management is a very critical issue faced by the majority of the hotels, and the most vital aspect is to understand and know how to manage it. Revenue managers must take into consideration the training and development of the personnel who are meant to implement the strategies to earn more revenue and profits as possible.

In literature review we have learn about Occupancy and Room Rate, Social Media, Packages, Discount, Food and Beverages that show us how an hospitality industry's revenue rises.

Every single part in hospitality industry helps in rising the revenue of a hotel. The variables of the customers' behaviours can affect the management of Revenue Management. Customers are aware of what Revenue Management is and its practices and are influenced in their choices by it.

Revenue Management can be associated to accounting department as it generates more revenues and so higher profitability. But it can also be associated to marketing as there are both focused on the customers, the price and the channel of distribution. Then Revenue Management is strongly linked to other departments and cannot work without them.

Revenue Management can be associated to accounting department as it generates more revenues and so higher profitability. But it can also be associated to marketing as there are both focused on the customers, the price and the channel of distribution. Then Revenue Management is strongly linked to other departments and cannot work without them.

Customers are strongly looking for cheap price which means that they are influenced by the economic variable. Then because of this variable Revenue Management will be affected as customers will focus on price the managers will have to find the best way to match to this variable.

However, even if Revenue Management can be affected by the behaviour of customers we also have to envisage that the hotel have a strong power because it will be the one taking the final decision of which price to apply. It seems that in this strategic management, customers and professional of the hospitality industry are satisfy: customers can have good prices for what they want and hotel optimize their occupation rate and earn revenues.

There are different kinds of customers in every hotels and that a same customer can stay in hotels for various reasons as for business one time and another time for leisure. What came out of these two studies is that almost every customer is aware of practices of Revenue Management, even if not clearly sometimes, they know that they are variation of prices. They adapted their behaviour to this by going on internet and trying to find the cheapest channel to book their rooms.

Revenue Management is a strategic way of managing that is well working and that can bring a lot of positive impacts to a hotel. It first tries to ensure the biggest occupancy rate possible with the aim of generates the highest revenues possible. It also bring positive things to the customers has they have the chance to get good prices that was may be not possible for them before creation of it.

It is all positive for the hotel as it will permit to increase the profit but also good for the customers that will be satisfy to find a price that matches to their expectations. However, even if it brings a lot of advantages to the hotels and to customers, negative aspects exist.

Revenue Management that use non-pricing tools as overbooking or length of stay control can give a wrong image of the hotel as customers can be disappointed to not have a room when they arrive or be imposed to stay for more than the number of nights they want.

Revenue Management exists since many years and evolved to become a strong tool to generate revenues to companies of services and this tool works well. However, have to considerate that improvements can be made.

Indeed, we know that there are links and interactions between Revenue Management and other services of a hotel, mainly accounting and marketing department. In order to improve Revenue Management, hotels could focus more on the links and interactions that could be done between them and we could suppose that this strategic tool could work even better that currently. But also it would be interesting to focus on the interaction between Revenue Management and the human resources department because this one could eventually bring positive impact over it.

Conclusion

In order to conclude, Revenue Management can be defined as a management approach to optimize revenue, sometimes based on managing revenues around capacity and timing. As I explained in the beginning of the work, Revenue management has started first in the airline industry, but later on, other industries also begin to use the principles of it in order to optimize their results. The hotel industry have recently started to using this method in order to deal with room inventory more effectively and gain more revenue implementing methods that can predict customer behaviour, optimize product availability and price. Revenue Management has three main pillars which I have been explaining before with more details which are: pricing, revenue management and product distribution. And also is important to differentiate ways of applying this method, but the most common ones if we are talking about hotels, they do mostly market segmentation, forecasting, and overbooking control and performance measurement. In other industries called non-traditional ones apply revenue management such as cargo and freight, IT and internet service and retailing. There are different ways to manage the profitability but every industry applies it as the most convenient for them.

This measurement enable the hotels to ensure the best occupancy from each product like rooms and meeting rooms and forecasting demand and supply by applying market segmentation that will determine the type of customer they have, like business or leisure, length of stay and rate of each type of customer is willing to pay. Other sectors like restaurants normally, in order

to maximize their revenue potential during high demand periods, also in low seasons is important to notice it in order to develop the most suitable pricing strategies.

Revenue Management is a very important issue in which hotels have to face in, but the most difficult thing is to know how to manage it. Therefore, this has to be taken into account and enhance the development of training and paths careers in order to be constantly motivating managers to gain revenue as much as they can.

Marketing and finance and even sometimes human resources. These departments are very important in hospitality as their aim is about managing gains and profits but also generating sales and Revenue Management will be complementary to them.

Recommendation and Implementation

- Given the opportunity to improve the financial ability of the hotel implementing some of the below suggestions will be of great significance. The hotel should build a culture of reviewing the revenue management strategy on a regular basis. Considering the revenue management strategy allows the manager to correct the forecasts that did not work previously as well as incorporating all revenue streams to best suit the aim of another hotel regarding maximizing revenue. The strategy should be created upon a strong foundation with the revenue elements such as the RevPAR and ADR to make tracking process easy and practical.
- Customers, finance department, human resources department and marketing department. All of them are linked to the Revenue Management and if one them is not well operating then it can have effect over the Revenue Management strategy and so over the other departments. Customers are really important because they are the basis of how the Revenue management will be done depending on the kind of customer the hotel is facing to. So we should see that every one of them is operating properly so that hotel doesn't face any problem.
- The customers' behaviours and the variables that influence them Revenue Management team must be aware of these variables and take them into account to ensure a good strategy and to be able to forecast customer's reactions to price variations or regulations as length of stay. We also have to mention that Revenue Management can deteriorate the perceived quality of customers in case of overbooking for example. That can result

in the frustration or anger from the customer that will share its wrong experience will its family and the groups he belongs to.

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5. A Case Study on Change in Menu with Respect to Health in Food Establishments & Importance of Nutrition in Food Post Covid- 19

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Abstract

As we navigate these unprecedented times, many are wondering how to safely shop, order, and prepare food to minimize transmission of the novel coronavirus. Along with important social distancing practices, this page includes some tips for when you do need to go shopping, and how to handle your food when you bring it home. While there is no published evidence of contracting the coronavirus disease (COVID-19) from touching food or food packaging that came into contact with droplets from an infected person (via coughing, sneezing, or even breathing), the virus causing COVID-19 can survive on surfaces and objects for a certain amount of time. [1] This is the reason that, we are strongly encouraged to wash our hands regularly, especially after touching frequently handled objects.

Although we do not have concrete evidence regarding specific dietary factors that can reduce risk of COVID-19, we do know that eating a healthy diet, being physically active, managing stress, and getting enough sleep are critical to keeping our immune system strong. In the face of current uncertainties, we also offer some strategies and resources to help maintain some of these practices. Do what you can, and in some cases (if you can spend some time in the kitchen or get some exercise) try to have some fun along the way! That said, the COVID-19 health crisis is creating a range of unique and individual impacts—from food access issues, income disruptions, emotional distress, and beyond.

Introduction

The COVID-19 pandemic that has spread rapidly and extensively around the world since late 2019 has had profound implications for food security and nutrition. The unfolding crisis has affected food systems¹ and threatened people's access to food via multiple dynamics. We have witnessed not only a major disruption to food supply chains in the wake of lockdowns triggered by the global health crisis, but also a major global economic slowdown. These crises have resulted in lower incomes and higher prices of some foods, putting food out of reach for many, and undermining the right to food and stalling efforts to meet Sustainable Development Goal (SDG) 2: "Zero hunger." The situation is fluid and dynamic, characterized by a high degree of uncertainty.

According to the World Health Organization, the worst effects are yet to come (Ghebreyesus, 2020; Khorsandi, 2020). Most health analysts predict that this virus will continue to circulate for a least one or two more years (Scudellari, 2020).

The food security and nutrition risks of these dynamics are serious. Already, before the outbreak of the pandemic, according to the latest State of Food Security and Nutrition report (FAO et al., 2020), some two billion people faced food insecurity at the moderate or severe level. Since 2014, these numbers have been climbing, rising by 60 million over five years. The COVID-19 pandemic is undermining efforts to achieve SDG 2. The complex dynamics triggered by the lockdowns intended to contain the disease are creating conditions for a major disruption to food systems, giving rise to a dramatic increase in hunger. The most recent estimates indicate that between 83 and 132 million additional people (FAO et al., 2020)—including 38-80 million people in low-income countries that rely on food imports (Torero, 2020)—will experience food insecurity as a direct result of the pandemic. At least 25 countries, including Lebanon, Yemen and South Sudan, are at risk of significant food security deterioration because of the secondary socio-economic impacts of the pandemic (FAO and WFP, 2020). In Latin America, the number of people requiring food assistance has almost tripled in 2020 (UN, 2020a). Food productivity could also be affected in the future, especially if the virus is not contained and the lockdown measures continue. The purpose of this issues paper, requested by the Chairperson of the Committee on World Food Security (CFS), is to provide insights in addressing the food and nutrition security implications of the COVID-19 pandemic and to inform the preparations for the 2021 UN Food Systems Summit. In March 2020, the High-Level Panel of Experts on Food

Security and Nutrition (HLPE) published an issues paper on the impact of COVID-19 on food security and nutrition (HLPE, 2020a), and in June 2020, its 15th report (HLPE 2020b) provided an update on the ways in which food security and nutrition is affected by the pandemic. In the months following the publication of these reports, we have seen many of the concerns outlined in these reports materialize and we have learned more about the complex ways in which the pandemic has affected food security and nutrition.

This issues paper updates and extends the HLPE's earlier analysis by providing a more comprehensive and in-depth review of the main trends affecting food systems that have resulted from COVID-19 and associated lockdown. It also expands the analysis of the pandemic's implications for the various dimensions of food security (HLPE, 2020b).

Food systems include all the activities that relate to the production, processing, distribution, preparation and consumption of food. The three constituent elements of food systems are: food supply chains, food environments and consumer behavior (HLPE 12, 2017). In this document, the term "agriculture" is used in its broad connotation, which includes farming, animal production, forestry, fisheries and aquaculture, and related activities.

Food is key to personal health as well as to the health of the planet given that current patterns of food production and consumption have considerable environmental impacts. Conversely, disasters such as the COVID-19 pandemic can disrupt our food system and change our relationship with food. For instance, in an effort to reduce the spread of infection, border and other logistic restrictions limiting the flow of goods and people increased the risk of food shortages due to impaired supply chains, including those related to labor shortages [as can be seen in the US and Europe, Furthermore, the partial or complete lockdown measures introduced at regional and national levels, such as the closure of schools, universities, workplaces, non-essential shops and restaurants, banned events, and travel and mobility restrictions, likely changed the way people accessed their food, where they ate, and how their food was prepared. Some of these measures have served as a further obstacle to the distribution of food to vulnerable populations. For example, some programmes that provide main meals for school children were not operational during confinement. Additionally, quarantine due to illness or coming into contact with infected people may have further restricted people's access to food.

A variety of COVID-19 related psychological changes might have also affected food-related behaviors. Even in areas with relatively low disease risks, people were exposed to

extensive communication about the risks of COVID-19, which was likely to have caused some of them stress. Such people may try to cope through stress-related eating, in which they attempt to make themselves feel better by eating or drinking when under stress. For example, during lockdown in Italy, people increased their consumption of processed “comfort foods,” such as chocolate, chips, and snacks, and in some cases this was due to anxiety about their eating habits during COVID-19. A study from Denmark also observed a higher degree of emotional eating during the lockdown, e.g., increased consumption of pastries and alcohol . In Norway, it was found that consumption of high sugar food and beverages was greater for those with increased COVID-19 related worries and general psychological distress than the overall population

Risk perception associated with COVID-19 may influence people's food purchase and consumption behaviors. For example, people may try to minimize the risk of being infected by increasing their use of delivery services, purchasing more packaged food, which is seen as being more hygienic ,buying food with a longer shelf-life (and thus purchasing less fresh food), in order to limit their shopping trips, or eating more healthy food in an attempt to boost their immune system. Additionally, people's concern about possible food shortages may have influenced purchasing behavior, e.g., stocking up on certain foods

It has been shown recently that COVID-19 might present additional health risks due to the metabolic impact of overeating under conditions of home confinement . Ammar et al. reported an increase in unhealthy eating patterns based on their international survey on physical activity and eating behavior ($N = 1,047$, April 2020), something that was also observed during lockdown in a Polish national cross-sectional study ($N = 1,097$) by Sidor and Rzymiski . About half of the participants reported more eating and snacking, while these tendencies were more pronounced in overweight individuals.

In Italy, which was affected much earlier and more seriously by COVID-19 than most other European countries in the first wave of the virus, a total lockdown was introduced at the national level in March 2020. A study by Scarmozzino and Visioli was conducted on 1,939 participants (using a snowballing sampling approach) in April 2020 and showed that about 20% of them gained weight. This study also found and highlighted the increased consumption of processed “comfort foods,” such as chocolate, desserts, and snacks. These observations were partially confirmed by a food consumption study which investigated changes in the sale of food in over 10,000 Italian stores , showing an increase in the consumption of pasta, flour, eggs, long-

life milk and frozen foods, alongside a reduction of fresh food purchases. This study also reported a drop in the sale of snacks, particularly sweet ones, in relation to homemade desserts, although there was an increase in savory snacks. Interestingly, the results of a COVIDiet Study, conducted on a very large sample ($N = 7,514$; snowball sampling approach) in Spain (a country also severely affected by COVID-19) showed that confinement in general led to the adoption of healthier dietary behaviors, measured as adherence to the Mediterranean diet .

While the above-mentioned studies focused on the general population, some studies specifically targeted younger people. A study of 820 adolescents (aged 10 to 19 years) from Italy, Spain, Chile, Colombia, and Brazil showed that COVID-19 confinement notably influenced dietary habits and modified consumption of both processed foods and fruits and vegetables. Gallo et al. investigated the impact of COVID-19 isolation measures on Australian university students and observed increased snacking frequency and the energy density of consumed snacks. Increased energy intake was observed in females (but not males), while physical activity was impacted for both sexes – the proportion of students with “sufficient” physical activity levels was about 30% lower, in comparison with data collected in the years 2018 and 2019.

Studies by consulting companies – addressing changes in shopping behavior during COVID-19 across different product categories (food and others) – reported a marked shift across all categories to “mindful” shopping, “trading-down” to less expensive items, and in particular a strong focus on “essentials”

Groceries was the only product category in which consumers across all countries consistently anticipated spending more .

The above literature regarding changes in food purchase/consumption patterns during COVID-19 documents general trends, but does not relate them to specific changes in people's circumstances due to the pandemic and resulting lockdown. Making such linkages is important in order to be able to identify the mechanisms underlying such changes, so that more accurate projections of the effects of COVID-19 can be forecast, and measures can be effectively targeted toward minimizing their negative effects on food consumption. Therefore, the main aim of our research was to understand the changes in food consumption behavior and identify the factors influencing individual changes in the food consumption frequencies of different food categories, such as fresh food, preserved food, sweet snacks, and alcoholic drinks.

To do this, we examined three countries that were similarly affected by COVID-19 infection rates in the first wave, but which varied in the extent of their lockdown measures: namely, Denmark, Germany, and Slovenia. The specific examples of government measures in the three study countries illustrate how different households were affected by restrictions in different ways, e.g., not everybody was required to work from home.

To avoid some confounding factors, the study was conducted simultaneously using online panel surveys in late April and early May 2020 in three European Union countries – Denmark, Germany, and Slovenia. The three countries are comparable in terms of all having prompt and extensive government restrictions imposed at the beginning of the pandemic. On the one hand, these lockdown measures considerably limited the spread of the disease at a very early stage of the first wave of the pandemic, but on the other hand, they seriously affected people's lives. Although this paper is focused on changes in food consumption, given the scale of the pandemic and its effects on the food supply system, changes in people's food-related behavior are also likely to have implications for the resilience of food systems.

Our data clearly shows that the mean frequency of food shopping significantly decreased during the pandemic compared to before (paired-samples *t*-tests, $p < 0.001$; This effect was more pronounced for fresh food compared to non-fresh food. Depending on the food category, 42–58% of respondents in Slovenia reported a decrease in shopping frequency for fresh food, while 35% reported a decrease for non-fresh food. Interestingly, these numbers were significantly lower in Denmark and Germany (*Z*-tests for comparison of proportions, $p < 0.05$), where only 27–30% (DK) and 20–28% (DE) of respondents reported a decrease in shopping frequency of fresh food, and 23% (DK) and 16% (DE) for non-fresh food. In other words, the majority of respondents from Denmark and Germany did not reduce their shopping frequency.

The comparison of food consumption frequencies during the pandemic and before with paired-samples *t*-tests revealed that the *mean* consumption frequencies of fresh food significantly *decreased* in the three countries, with slight variations regarding the types of food affected: fruit & vegetables—all countries; meat—all countries; fish—DE, SI; dairy—DE, DK; bread—DE, SI (all effects significant at the level $p < 0.01$ except for dairy in DK with $p < 0.05$ and dairy in DE $p < 0.1$). The consumption frequencies of non-fresh food, by contrast, significantly *increased* in Denmark and Germany in the categories of ready-made meals, sweet snacks (cake & biscuits, sweets & chocolate), and alcoholic drinks, and in Germany, the mean

consumption frequency of canned food also increased (all effects significant at the level $p < 0.01$ except for sweets in DK with $p < 0.05$). In Slovenia, the mean consumption frequencies of non-fresh food did not significantly change except for ready-made meals where a significant decrease ($p < 0.01$) was observed.

However, the comparison of *mean* consumption frequencies does not allow insights into the proportions of people who changed their consumption frequencies during the pandemic compared to before, and it masks the following interesting observations. When analyzing changes in consumption frequency at the individual consumer level, we observed diverging trends in all food categories. Some people decreased, others increased, and yet others did not change their consumption frequency. In some categories, these diverging trends “canceled out” each other so that the mean consumption frequency did not significantly change. Our observation of diverging trends in food consumption changes are novel insights which cannot be detected by looking at aggregated data like trends in retail sales or changes in *mean* consumption frequencies.

Interesting changes in food consumption were observed related to the closure of cafés and restaurants. In Germany and Slovenia, 22% of the respondents used to eat at cafés and restaurants at least once a week before (but not during) the lockdown, while in Denmark only 8% of the respondents fell into this group.

In Germany, these people were more likely to increase their consumption of ready-made meals, canned food, and cake and biscuits, and decrease their consumption of fish and dairy products, suggesting that “eating out” was substituted with convenience food and sweet snacks instead of cooking a meal from scratch. In Slovenia, a partly similar trend was observed. Here, these people were more likely to increase their consumption of ready-made meals and frozen food, while the consumption of fresh meat was more likely to decrease.

In Denmark, by contrast, people who used to eat at cafés and restaurants before the pandemic were more likely to decrease their alcohol consumption, suggesting that these people drink less alcohol when they are at home. Interestingly, such people were more likely to increase their consumption of dairy products.

Summary

Managing Operations in a Foodservice Establishment or Retail Food Store

Continue to follow established food safety protocols and best practices for retail food establishments and important COVID-19 recommendations, including the following:

- Follow the 4 key steps to food safety: Always — Clean, Separate, Cook, and Chill.
- Wash, rinse, and sanitize food contact surfaces dishware, utensils, food preparation surfaces, and beverage equipment after use.
- Frequently disinfect surfaces repeatedly touched by employees or customers such as door knobs, equipment handles, check-out counters, and grocery cart handles, etc.
- Frequently clean and disinfect floors, counters, and other facility access areas using EPA-registered disinfectants.
- Prepare and use sanitizers according to label instructions.
- When changing your normal food preparation procedures, service, delivery functions, or making staffing changes, apply procedures that ensure:
 - Cooked foods reach the proper internal temperatures prior to service or cooling.
 - Hot foods are cooled rapidly for later use – check temperatures of foods being cooled in refrigerators or by rapid cooling techniques such as ice baths and cooling wands.
 - The time foods being stored, displayed, or delivered are held in the danger zone (between 41°F and 135°F) is minimized.
 - Proper training for food employees with new or altered duties and that they apply the training according to established procedures.
- Help customers maintain good infection control and social distancing by:
 - Discontinuing operations, such as salad bars, buffets, and beverage service stations that require customers to use common utensils or dispensers.
 - Finding ways to encourage spacing between customers while in line for service or check out in accordance with the applicable State or local requirements.
 - Discouraging customers from bringing pets — *except* service animals — into stores or waiting areas.
- Continue to use sanitizers and disinfectants for their designed purposes.

- Verify that your ware-washing machines are operating at the required wash and rinse temperatures and with the appropriate detergents and sanitizers.
- Remember that hot water can be used in place of chemicals to sanitize equipment and utensils in manual ware-washing machines.
- If you donate food to food recovery or charitable organizations, check for State and local guidelines. You can also find further information at Conference for Food Protection.

Managing Food Pick-Up and Delivery

- Observe established food safety practices for time/temp control, preventing cross contamination, cleaning hands, no sick workers, and storage of food, etc.
- Have employees wash hands often with soap and water for at least 20 seconds, especially after going to the bathroom, before eating, after blowing their nose, coughing or sneezing, or after touching high touch surfaces, e.g., doorknobs, and doorbells.
 - If soap and water are not readily available, use an alcohol-based hand sanitizer with at least 60% alcohol. Always wash hands with soap and water if hands are visibly dirty.
 - Increase the frequency of cleaning and disinfecting of high-touch surfaces such as counter tops and touch pads and within the vehicle, by wiping down surfaces using a regular household cleaning spray or wipe.
 - Make sure to read the label and follow manufacturer's instructions on use.
- Establish designated pick-up zones for customers to help maintain social distancing.
- Practice social distancing when delivering food, e.g., offering "no touch" deliveries and sending text alerts or calling when deliveries have arrived.
- Conduct an evaluation of your facility to identify and apply operational changes in order to maintain social distancing if offering take-out/carry-out option by maintaining a 6-foot distance from others, when possible.
- Keep hot foods hot and cold foods cold by storing in appropriate transport vessels.
 - Keep cold foods cold by keeping enough coolant materials, e.g., gel packs.
 - Keep hot foods hot by ensuring insulated cases are properly functioning.
- Keep foods separated to avoid cross contamination, e.g., keeping raw foods separated from cooked and ready-to-eat foods.

- Ensure that any wrapping and packaging used for food transport is done so that contamination of the food is prevented.
- Routinely clean and sanitize coolers and insulated bags used to deliver foods.

Meal planning, cooking, and eating

As mentioned, handwashing is a critical step in reducing the spread of COVID-19 and should be done often. Especially before preparing or eating food, wash your hands thoroughly with clean water and soap for a minimum of 20 seconds.

- Although some people feel that canned or frozen items do not provide as much nutritional value as fresh, many processed foods (such as canned beans, canned fish, and some frozen, ready-to-eat meals) can be a good source of key nutrients—with the added benefit of a longer shelf-life. Protein is naturally retained throughout processing, and many foods fortify B vitamins and iron that may be lost during processing. Fruits and vegetables that are quickly frozen after harvesting can retain the majority of vitamin C. Learn more about types of food processing and tips on deciding when to include a processed food in your diet.
 - Canned and frozen items may be harder to access due to consumer stockpiling, causing temporary shortages. If your store has run out of frozen items like vegetables, fruits, chicken, or fish, you can purchase fresh versions and freeze them. Breads and muffins, whether packaged or homemade, also freeze well for several months.
- Wash and chop vegetables, blanch in boiling water for a minute, then immediately place under cold running water to deactivate enzymes that lead to spoilage. Place in an airtight plastic freezer bag, and label with the date. Vegetables with a high water content like lettuces, tomatoes, and cucumbers do not freeze well, but many others like broccoli, asparagus, green beans, carrots, and Brussels sprouts freeze well.
- Some fruits last for months refrigerated in the produce drawer, such as apples. More perishable fruits like bananas, all berries, cantaloupe, and pineapple freeze well. Chop into bite-sized pieces and place in a freezer bag.
- Place fresh poultry or fish in an airtight plastic freezer bag, label with current date, and freeze.

The online survey (compatible for both computer and hand-held devices) was conducted in the spring of 2020 (DK: April 22 to May 6; DE: April 22-27; SI: April 23-30), during the (partial) lockdown period in the selected countries. The sample contains 2,680 valid cases in total: 1,105 from Denmark, 973 from Germany, and 602 from Slovenia. Participants were recruited via consumer panel agencies with quota sampling for the age group 18+ years, gender, and region. Participants completed the online survey upon invitation. Out of 4,171 participants who had completed the survey, 1,491 were excluded (36% of initial sample) because they had not correctly responded to the two attention-check questions in the survey. The survey length, i.e., the time participants needed to complete the survey, ranged between 5 min 28 s to 38 min 56 s; the mean interview duration was 14 min 31 s.

The survey was developed in English and then translated to Danish, German and Slovenian . The survey was pre-tested with a minimum of 10 participants in each country, including experts in food science and consumer research as well as lay people. The questionnaire contained 34 questions. To determine changes in food consumption, participants were asked to report how often they personally consumed 11 categories of fresh food, non-fresh food, convenience food, and snack food during and before the pandemic. The food frequency questionnaire contained a six-point scale ranging from *less than once a fortnight or never* to *daily*:

- fresh food (fruit & vegetables, meat, fish, dairy, bread),
- non-perishable food (frozen food and canned food),
- ready-made meals,
- sweet snacks (cake & biscuits, sweets & chocolate), and
- alcoholic drinks.

Moreover, participants reported their behavior *before* and *during* the COVID-19 pandemic in terms of:

- a. from which channels (e.g., supermarkets, farm markets, home delivery) they obtained various foods (answer format: check all that apply from a list of channels),
- b. the frequency of purchasing four food types: fresh vegetables and fruits, fresh fish and meat, other fresh products, and non-fresh food (answer format: six-point scale ranging from *less than once a fortnight or never* to *daily*),

- c. which meals were typically prepared and consumed at home (answer format: check all that apply from a list of meals),
- d. the main ways household food was prepared, e.g., from take away, from a supermarket, ready to heat/cook meals, home-made meals using either processed and raw ingredients (answer format: check all that apply from a list of food preparation ways),
- e. the frequency of consuming from various eateries away from home, e.g., work canteens, cafés and restaurants, street vendors, free food in hostels (answer format: six-point scale ranging from *less than once a fortnight or never* to *daily*), and
- f. whether meals in the household had been missed due to lack of food and anxiety about obtaining enough food (answer format: three-point answer scale from *never* to *frequently*).

Participants were further asked whether they had experienced certain changes due to COVID-19, including changes in household income and closure of their physical workplace.

Questions were also asked about the extent to which their household had been afflicted with COVID-19, and their own perceived risk of the disease based on three items (with a five-point answer scale from *very low* to *very high*). Finally, they reported on the demographic details of their household and themselves.

Conclusions

Across Denmark, Germany and Slovenia people tended to reduce their consumption of fresh food, except for households with children. This change is related to reduced shopping frequency during the pandemic in all countries, and increased risk perceptions of COVID-19 in Denmark and Germany. In Denmark and Germany, people also increased their intake of non-perishable foods, but not in Slovenia, which may have been due to more people in Slovenia being affected by loss of income. Those who ate out once a week before the pandemic increased their intake of convenience foods in Germany and Slovenia during the first lockdown. Women were more likely than men to increase their intake of fresh fruit and vegetables.

The results presented here suggest that changes in eating behavior during the first wave of the pandemic were driven by contextual factors such as lockdown conditions, and personal factors such as anxiety related to COVID-19, loss of income, household composition, and gender. These results help to identify populations that are particularly vulnerable to nutritional

changes during the pandemic, and potential avenues that could be explored to minimize the negative effects of the pandemic on food intake in consumers.

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6. A Case Study on Importance of Overall Efforts & Challenges Faced by Hospitality Industry Leading for Revival

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Abstract

The Indian hospitality industry, which had laid off millions over the first and second waves of the pandemic, has started hiring once again as leisure and business travel is staging a comeback amid falling infections and widespread vaccination.

Leading hotel chains like ITC-backed Fortune Hotels, Lemon Tree Hotels, and Royal Orchid Hotels, as well as travel platforms such as Makemytrip have restarted hiring as post-Covid travel trends of staycation and workation, wedding bookings, upcoming holiday season - with many planning their vacation around Christmas and year-end, and huge pent-up demand have put hotels and overall travel industry on the path to recovery, company officials said. "From total employee strength of 8,500, we were down to 5,000 at the end of the second wave," said Patu Keswani, chairman and managing director of Lemon Tree.

"We hired 500 last month. With the opening of new hotels, in the next 18 months, we will hire an additional 2,000." The Travel industry's growth over the last two decades has led to the corresponding growth of the Hospitality industry, a now \$600 Billion global industry that directly and indirectly employs 250 million people. However, the recent COVID-19 outbreak is having a devastating impact on the world, leaving the travel and hospitality industries reeling from its repercussions.

According to STR, over 40% of hotels in China are closed temporarily. Similar or more severe closures are expected or already enforced in other countries such as Italy and Spain which have also been hit hard by the crisis. Around the world, hotel markets are seeing a staggering

drop in average occupancy. When and how hard individual countries will be impacted strongly depends on how the spread of COVID-19 is managed locally, how much business vs. leisure travel they rely on and if guests are primarily international or domestic.

Introduction

With the coronavirus pandemic wiping out profits, the Indian hotel industry has been left in a state of total disarray. It will take years for the sector to recover, experts say. The recent COVID-19 crisis may be one of the most influential and unprecedented events for firms, investors, policy makers and many other market participants. Along with the worldwide outbreak of the disease, it has also spilled over economically to major capital markets and sectors, thereby also adversely affecting the performance and stability of the hospitality industry. Across the globe, the entire industry stands in solidarity, supporting those affected and extending support to government efforts, like providing space to hospitals in need. Businesses are pitching in despite huge revenue losses, property shutdowns, and large financial cuts for employees. The hotel and restaurant business in India has been among the sectors hit hardest by the coronavirus pandemic, with the resulting lockdowns and economic slowdown decimating revenues and profits.

When the second wave of the virus was at its peak in April and May, the Federation of Hotel and Restaurant Associations of India (FHRAI), the apex industry body, sought immediate help from the government of Prime Minister Narendra Modi.

It was a desperate appeal for government aid to save the hospitality sector from imminent collapse.

The FHRAI requested a moratorium on loan and interest payments and insisted that, without the support, the sector would collapse.

Hospitality sector is bleeding

"Without wasting any more time, the government should make necessary special provisions to waive statutory charges for the hospitality sector. Ignoring the industry even now will push it to the point of no return," said Gurbaxish Singh Kohli, FHRAI vice president.

Many hotel chains have taken measures such as freezing new recruitment, partially closing hotel floors and shutting down restaurants. In some cases, they have also begun job cuts.

Hari Sukumar, a senior executive of the Jaypee Palace Hotel, told DW that millions of jobs in the hotel industry are at risk due to the pandemic.

"The Indian tourism and hospitality industry is staring at a potential job loss of around 38 million, which is 70% of the sector's total workforce, due to COVID," he said.

"If this trend continues, it will be a setback for national employment," Sukumar added, pointing out that the hotel sector directly and indirectly accounts for about 12.75% of all jobs in India.

Apart from announcing furloughs of staff, leave without pay, closing of hotels and postponement of new hotel plans, many top chains believe that a sense of normalcy will only return if domestic tourism returns.

But the likelihood of such a revival in the short term remains uncertain, casting a dark shadow on the prospects of the hotel sector and employees working in it.

For instance, the Indian Hotels Company Limited (IHCL), South Asia's biggest hospitality group, reported a loss of about 7.2 billion rupees in the pandemic-stricken 2020-21 financial year, as opposed to a profit of 3.54 billion rupees in the previous fiscal year. Last month, the iconic Hyatt Regency Hotel near the Mumbai Airport shut down temporarily because of financial stress.

"This is to inform all the on-roll staff of the hotel that no funds are forthcoming from Asian Hotels, the owner of Hyatt Regency Mumbai, to enable payment of salaries or to support the operations of the hotel," Hardeep Marwah, the hotel's general manager, said in a statement.

In March, Marriott International put out a statement saying it would soon begin furloughing tens of thousands of employees worldwide. The group runs 84 hotels in India and hoteliers said these establishments and staff working for them have also been affected by the company's policy.

It's not just luxury hotels that have been affected — even many small and medium-sized players have also been hit.

"Forget about luxury hotels. Mid-market hospitality players are ruined, and many can't even pay their electricity bills and have decided to either shut shop or are up for sale," Geeta Mehta, a public relations executive, told DW.

Many large hotel chains have reported occupancy ranges below 50%, while in some areas, others are experiencing less than 15%, resulting in no revenue and facility shutdowns, all while having to maintain operational and fixed costs. Lodging businesses are set to decline 60-

65% for Q1 YoY with a projected revival timeline of as much as 3-5 years to be at par with pre-COVID-19 forecasted growth.

Reviving the hospitality industry and rebounding from the crisis will require its management to be patient. Key focuses will be twofold: reengaging past customers from where they left off and identifying newer non-core areas for additional revenue simultaneously to contain costs.

Here are some key actions the hospitality industry needs to take

Rejig Revenue Management

Revenue Management needs to revise all forecasting models to revive business, leisure, and group bookings. This involves repricing inventory, as well as offering complementary services, promotional discounts, and competition-based dynamic pricing.

Reimagine Marketing

Marketing teams need to be creative with offerings -- now's the time to try it all. For example, targeted marketing campaigns specifically focused on segmented audiences and goodwill offers for existing customers are recommended activities. Additionally, create customer-focused brand promotions across your channels -- e.g. special attention can be given to the specific steps taken to maintain hygiene on the premises to give customers the confidence to visit.

Alternate Service Model

During the crisis and recovery periods, hotels can look for alternative service models to increase revenue. Usage of conference rooms for social gatherings and catering services, as well as redesigning Food & Beverage delivery are some examples of improvised services.

Rationalize Finance

While taking measures to increase sales, hotels also need to decrease expenditure and capital costs – some of which will be difficult. Internal cost-cutting measures such as pay cuts and consumables cost reductions, along with external measures like tax concessions and loan rate revisions from banks and governments, are good starting initiatives. Capital spend cuts by deferring dividends payouts, expansion plans, and investment strategies will help hotels sustain working capital until the industry revives.

Until things fall back in place, the hospitality industry will need to stay strong using tough, creative measures so they can sustain themselves, their employees, and their customers.

The fighting spirit and the maturity of the industry that we saw following the 2008 market slump and 9/11 will be seen once again in the days to come. Due to the ongoing spread of COVID-19 and the resulting lockdowns bringing many industries to a standstill, economists now expect a global recession, the length and depth of which will depend on the virus and government intervention. Given all this, the main question hospitality industry professionals and hoteliers are asking, is whether COVID-19 will have long-term effects on travel behavior in both the leisure and business segment and how long it will take for the hospitality industry and the economy as a whole to recover. When looking at customer reactions, the impact event and trade fair cancellations are having on urban hotel markets becomes apparent. For example, when the Gaming Developers Conference in San Francisco was officially postponed, demand for downtown hotels on and around the event date dropped by 90%. During the COVID-19 crisis, governments have taken different measures in the health, public and economic fields. These interventions were aimed at containing the spread of the virus in an attempt to minimize the adverse effects of the COVID-19 outbreak on both the health and economic realms. A brief review of such interventions reveals that governments imposed different actions such as canceling public gatherings, closing workplaces and schools, requiring social distancing, and also providing economic support, creating contact tracing and offering COVID-19 testing policies. The COVID-19 pandemic had an unprecedented negative impact on the hospitality industry. Importantly, COVID-19 has not only directly affected the hospitality industry performance, but also created collateral damage that might indirectly harm it. The literature suggests several possible additional factors behind the poor performance of the hospitality industry that might delay its future recovery. To summarize, these studies show that in addition to the negative effect that government interventions usually have on financial markets, COVID-19 also had various detrimental effects on the hospitality industry. Therefore, combining these two pieces of evidence, we might expect that the impact of government interventions on the hospitality industry would also be negative.

According to industry body Federation of Hotel & Restaurant Associations of India (FHRAI), already 25 to 30 per cent of establishments in the organised sector comprising around 60,000 hotels and 5 lakh restaurants have already shut shop and another 15 per cent could follow suit if there is no impetus from the government to revive the sector.

Literature review

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. Results suggest that the implementation of new training programmes has significantly and positively influenced the re-visit intentions of guests.

The study highlights the fact that the majority of guests prefer hotels that have stringent hygiene and sanitation protocols and where the hotel staff appeared to be more concerned about the safety of the guest during service delivery. Hotels were also found to be implementing various innovative programmes, especially Covid-19 awareness training and environmental management certificate training among other specialist programmes.

We are hopeful that from June onwards domestic tourism will start witnessing some recovery signs. India has so far created a case study in managing the effects of pandemic by implementing the lockdown. This has developed a lot of confidence in the domestic capabilities hence attracting travel enthusiasts to explore more local experiences. This confidence in capabilities is bound to have a positive impact by way of increased trust in domestic travel-tourism players. In the rising needs of essential goods and services among people, the purchasing behaviour of consumers is changing constantly to a major extent. It now becomes even more important for the hospitality industry to bring new fertile models with more opportunities for the development of the business.

"With rising needs of essential/necessary goods and services among people, the purchasing behaviors of consumers are changing constantly to a major extent. It now becomes even more important for our hospitality industry to bring new fertile models with more opportunities for the development of our business.

Due to the outbreak, our economy is constantly fluctuating, but we can still make better use of this lockdown by investing our times in defining new concepts of delivering our services, we can take new initiatives which can shape into potent strategies which can help in policy making. Staying safe at home, and building on our positivity and sail each of our ships to the shores of constructive market," suggested Hari Sukumar, VP-Operations, Jaypee Palace Hotel, Agra.

When the sun rises in 2022, the Indian hospitality industry will be waking up with prayers for survival, desperately looking forward to some form of support from the government as revival from the impact of the coronavirus pandemic of the last two years will be an arduous journey.

Just as the industry was beginning to see a flickering light at the end of a long tunnel towards the end of 2021, the spread of the Omicron variant of coronavirus and subsequent extension of suspension of scheduled international passenger flights till January 31, 2022, has come as a dampener to those who were looking to have some business in the winter season.

With inbound tourist arrivals unlikely amidst the pandemic, the industry wants the government to incentivize domestic travels with income tax benefits for a limited period so as to help the hospitality and tourism sector get up again by tapping the pent up demand for holidays, within the country

Summary

Many experts and foreign agencies worldwide are taking the stand that the coronavirus pandemic is the most challenging crisis the world has faced since the second world war. This has caused an unpredictable market crisis that any of the sectors has ever witnessed. Undoubtedly, the hardest hit industry is aviation, hospitality and tourism which are interdependent on each other. Hoteliers anticipate the following months might be tough for the hospitality industry with no definite vision of a recovery. The prognosis for revival does not look especially promising as of now-considering we have no knowledge of when the restrictions on travel will be lifted. The impending worldwide economic recession is a very real threat, since it's unlikely that people will have the disposable income to travel even after the crisis, besides this the fear of infection will persist,"

Most travelers are already interested in browsing the internet for quick getaway trips with experienced hosts who can guarantee the safety and have stringent health checks. Technologically adept places with medical facilities nearby will be a must. Security and screening will become the norm with wellness at the core of all functions.

A doctor on call will be as important as offering wellness programs, yoga, spa, forest bathing etc. Health and hygiene will be a major fact with guests taking extra precautions in making sure that their rooms and all common areas are not just cleaned but also regularly sanitized with external parties. What we need to understand is that the old world order no longer

exists and mindful, conscious living with an affordable cost that is curated and tailor-made is the new norm. Social media will become the new go-to tour agent and people more than ever will be drawn in by authentic storytelling and experiences

Whilst this focus will continue, the implications for economic growth and corporate profits have to lead to a sharp rebound in worth markets across the globe. The operators and investors are trying to alleviate the cash and capital to stay in close contact with their stakeholders.

Where the primary focus of the policy makers is the safety of their people, the secondary one is to balance the economic parameters to ensure smooth running market. It is the need of hour to stimulate new decisions which can take forward our hospitality enterprises without making it stagnant.

Vivasvat Pal believes that the government needs to step in and recognise the role of hospitality in the growth of the country adding, "It is time that the government realizes the contribution of the hotel industry, particularly heritage hotels, not only to the GDP, but also to employment and to the preservation of ancient buildings and cultural traditions. It is imperative to heavily reduce taxation on the hospitality industry and reduce the costs of bar licenses, visa fees and other associated costs if there is to be any hope of recovery within the next five years."

Conclusion

Currently, many leisure travelers still have the same purchasing power as before and are simply not able to use it due to travel restrictions. This means sights should be set on the future, i.e. the second half of the year, when this crisis will hopefully have passed, and people will be taking the leave they accumulated during this time. Due to the degree of uncertainty because of COVID-19, hoteliers will have to be more flexible than usual when planning, strategizing and budgeting.

In regions where hotels are not forced to close but suffer from low occupancy, the key is not to slash rates but rather to right-size them to match the reduced demand and stay in line with the comp set. Creating attractive package rates which focus on added value, staycation offerings for local segments, alternative ways of monetizing F&B outlets via take-away and delivery, offering paid parking to the public or having creative day-use offerings can raise much-needed cash at this time and attract guests post-crisis. Also, promoting relevant offers now, such as

airport transfers in sanitized cars, show hotels react to the situation and want to make their guests feel comfortable even in this difficult time.

For hotels facing cancellations due to travel restrictions or mandatory closure, offering vouchers or attractive rebooking options instead of cancellations and refunds is a way to keep on-the-books business. When groups cancel, sales must make a note to follow up for re-bookings once business picks up again.

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7. Case Study on Pre and Post COVID-19 Protocol Followed in Coffee Shop

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Abstract

The restaurant industry was effectively brought to a halt by lockdown. Since re-opening, there have been modest signs of recovery, but social distancing and widespread working from home continue to limit progress – and the sector is typically hit hard by recessions.

Lockdown orders between 20 March 2020 and 4 July 2020 closed all pubs, cafes and restaurants in the all over world. During this time, the entire industry more or less came to a complete halt. Some restaurants remained open for delivery and takeaway, but the industry was a shadow of its pre-Covid-19 self.

Since then, we have seen modest signs of recovery, but the industry remains vulnerable. Recently announced social distancing measures to address the resurgence in Covid-19 infections seem largely focused on restricting the operation and use of pubs and restaurants.

The sector is important. Prior to Covid-19, the average UK household spent £27.40 per week, 5% of total expenditure, on food and drink away from the home (Office for National Statistics, ONS, 2020a).

Pubs, cafes and restaurants directly employ 4% of the UK workforce. They also employ a disproportionate number of workers with low qualifications – over 50% of workers have a GCSE or less – who will have few other job opportunities. In addition, pubs, cafes and restaurants are part of the amenities that make neighborhoods and local high streets better.

Hotels had made different protocols for the RDM teams to serve the Guest who is under the Quarantine . Some of the articles on the hotels had also been put into the case study , what all things the hotel carried during the pandemic has also been mentioned. How the role of House

keep staff has been changed during the COVID 19 pandemic has also been mentioned in the case study.

Introduction

Restaurant, breakfast and dining room and bar staff must take Precautions and comply with the basic protective measures Against COVID-19, including physical distancing and hand .Hygiene. In line with WHO COVID-19 guidance for food businesses .On food safety (14), restaurants, breakfast and dining room .And bar staff should regularly perform hygiene practices (frequent handwashing, respiratory hygiene, frequent Cleaning/disinfection of work surfaces and touch points). Gloves may be used but must be changed frequently, and Hands must be washed between glove changes and when Gloves are removed. Disposable gloves should not be used in The food work environment as a substitute for handwashing. Wearing disposable gloves can give a false sense of security And may result in staff not washing hands as frequently as Required. Frequent handwashing is a greater protective barrier .To infection than wearing disposable gloves. As part of its advice on the use of masks in the context of COVID-19 (6), WHO advises that governments encourage .The use of fabric masks for source control of COVID-19 by The general public in areas of widespread community Transmission in settings where physical distancing of at least 1 metre cannot be achieved. Employees whose work involves Close contact with others, such as in restaurants, breakfast and Dining rooms and bars, should wear fabric masks according To local guidance.

Hotels had made different protocols for the RDM teams to serve the Guest who is under the Quarantine . Some of the articles on the hotels had also been put into the case study , what all things the hotel carried during the pandemic has also been mentioned. How the role of House keep staff has been changed during the COVID 19 pandemic has also been mentioned in the case study.

Literature Review

In general, people have strong motivation to engage in social and physical interaction .However, the COVID-19 pandemic dramatically forced the whole world to live in a new normal. A pandemic historically generates fear of other people based on the perceived threat of pathogens . People also tend to have subjective impressions (rather than objective views on actual phenomena) of the disease threat . Therefore, it is important to understand how the

perceived threat of COVID-19 affects various behaviors, including the preference for coffee shop.

We predict that consumers who perceive the COVID-19 threat to be high will prefer private dining restaurants or coffee shop . We make this prediction based on several theories. First, the behavioral inhibition system theory suggests that the anxiety caused by the pandemic can generate avoidance behavior, such as increasing physical distance from others in social interactions. The desire for safety increases, and thus people avoid other people who might carry COVID-19. In addition, the contagion effect focuses on humans' exaggerated inferences of the transmission of the essences of the objects. This effect showed people's avoidance of direct and indirect physical contact . Finally, research on crisis management suggests that consumers show more interest in travel options that are perceived to be prepared (e.g., being certified as clean and safe according to protocols such as the Covid Clean program). This preference for options that reflect preparedness suggests that people show a greater demand for options that involve less risk . Integrating the above,

We hypothesize

H1

The high perceived threat of the COVID-19 pandemic will increase preference for a coffee shop.

H2

The high perceived threat of the COVID-19 pandemic will increase preference for a private (vs. non-private) table in a coffee shop

COVID-19 and the accommodation sector

Hotels and accommodation establishments are places where there is a high degree of interaction among guests and workers. It is these aspects—the lodging of guests, the services this entails (food and beverage, cleaning, activity organization, etc.) —and the interactions specific to these establishments (guest-staff, and staff-staff) that require specific attention. All staff of the accommodation establishment should comply with basic protective measures against COVID-19 including hand hygiene, physical distancing, avoiding touching eyes, nose and mouth, cough and sneezing etiquette (respiratory hygiene), use of medical or fabric masks, stay-at-home orders when indicated and seeking medical attention when symptoms consistent with COVID-19 are present .

Physical distancing measures, hand cleaning and respiratory hygiene

Physical distancing measures, together with frequent hand and respiratory hygiene, are the main measures to prevent transmission of COVID-19. Reducing occupancy rate should be considered if the facilities do not allow proper physical distancing. Although it is probable that guests are already familiar with physical distancing measures, hand cleaning, and respiratory hygiene, they should be reminded as a form of hospitality.

- Physical distancing involves maintaining a distance of at least 6 metre between guests and one another. Wherever possible, the establishment should provide physical barriers between staff and guests (for example a protective plexiglass board at reception and concierge desks).
- Hand hygiene means regularly and thoroughly cleaning hands with an alcohol-based hand rub or washing them with soap and water. Hand hygiene is recommended after exchanging objects (money, credit cards) with guests.
- Respiratory hygiene means covering the mouth and nose with a bent elbow or tissue when coughing or sneezing. The used tissue should be disposed of immediately in a bin with a lid. Hand hygiene should then be performed.

Necessary equipment and personal protective kit at the coffee shop

The coffee shop should have personal protective equipment (PPE) kits for use in the event of a suspected case of COVID-19. It should include the following items:

- Disinfectant and cloths or disinfectant wipes for surface cleaning.
- Medical mask and eye protection, separate or combined, face shield, goggles (disposable)
- Gloves (disposable)
- Plastic apron (disposable)
- Isolation gown (disposable)
- Biohazard disposable waste bag

Staff must be trained in the use of the kit including when to use the full PPE kit and procedures for putting on, removing and disposing of the PPE. If required, local health authorities may help provide the necessary PPE.

Restaurants, coffee shop and dining rooms and bars

Restaurant, breakfast and dining room and bar staff must take precautions and comply with the basic protective measures against COVID-19, including physical distancing and hand hygiene.

In line with WHO COVID-19 guidance for food businesses on food safety (14), restaurants, breakfast and dining room and bar staff should regularly perform hygiene practices (frequent handwashing, respiratory hygiene, frequent cleaning/disinfection of work surfaces and touch points). Gloves may be used but must be changed frequently, and hands must be washed between glove changes and when gloves are removed. Disposable gloves should not be used in the food work environment as a substitute for handwashing. Wearing disposable gloves can give a false sense of security and may result in staff not washing hands as frequently as required. Frequent handwashing is a greater protective barrier to infection than wearing disposable gloves.

As part of its advice on the use of masks in the context of COVID-19 (6), WHO advises that governments encourage the use of fabric masks for source control of COVID-19 by the general public in areas of widespread community transmission in settings where physical distancing of at least 1 metre cannot be achieved. Employees whose work involves close contact with others, such as in restaurants, breakfast and dining rooms and bars, should wear fabric masks according to local guidance.

Information and communication

Guests should be reminded when entering and leaving the restaurant, breakfast, or dining room to clean their hands using alcohol-based hand rub, preferably located at the entrances and exits of those facilities.

Buffets and drinks machines

In the context of COVID-19 buffets are not recommended and should not be offered. If drink dispensing machines are used, there should be adequate hand hygiene facilities for customers, regular cleaning and sanitizing of any utensils used for the dispenser and routine cleaning and sanitizing of the dispenser itself (14).

Should they be used, the parts regularly in contact with the hands of users should be cleaned and disinfected at least after each service and preferably more often.

Table setting

National guidance should be followed on whether indoor dining is permitted during Covid. The premises should have adequate ventilation.

Whenever possible, it is recommended to have a maximum of 4 persons for 10 square metres indoors. Tables should be arranged such that the distance from the back of one chair to the back of another chair shall be more than 6 metre and that guests face each other from a distance of at least 6 metre.

Has the restaurant industry recovered from lockdown?

The restaurant industry has been hit particularly hard by the effects of lockdown. The accommodation and food service industry experienced the largest decrease in working hours of any industry (ONS, 2020b). During lockdown, hours worked for restaurant employees were down 65% over 2019, compared with a 24% decrease for all other workers. Despite the lifting of lockdown restrictions, hours for restaurant employees in July remained 52% lower than 2019 hours, compared with 12% lower for all other industries (see Figure 1).

Evidence from consumer expenditure data shows that UK restaurant spending by households in April and May 2020 was 30% of its total in the same months of 2019 (Surico et al, 2020).

As of mid-September, 18.3% of accommodation and food businesses had temporarily ceased trading, an improvement from 22.5% at the end of lockdown and the high of 81.2% in April. But an average of 27.4% of UK accommodation and food businesses employees remain furloughed, compared with 9.4% for the all UK industries. Nearly half (45.9%) of operating accommodation and food businesses report September turnover down significantly compared with a normal year; and 30% are not confident that they will survive the next three months (ONS, 2020c).

Post-lockdown: Did the Eat Out to Help Out scheme help?

In a May 2020 YouGov survey, between 57% and 63% of respondents stated that they would feel uncomfortable about visiting restaurants, pubs and coffee shops when lockdown restrictions were lifted. To address this post-lockdown hit to the industry, on 4 August 2020, the UK government implemented a major initiative to help the restaurant industry: the *Eat Out to Help Out* scheme. During the month of August, dinners in participating restaurants received a 50% discount on food items, up to £10, purchased in restaurants, pubs and cafes.

Summary

Coronavirus has had a significant impact on shifting business and human structures; Shop is no exception. Here the case study explains integrative information in several country anticipating the drastic changes caused by COVID-19. Creative think is very relevant to keep the business or any establishment to keep it running well. As also mentioned before, the government of any country supported the businesses, including the coffee shops, which is the external strength to keep the entrepreneur's resilience and activities. Finally, it is highly recommended to support well-being during times of change and uncertainty.

Conclusion

“Hygiene is the only way to keep all the diseases away”

To conclude, the findings gleaned from our qualitative survey representing 22 cafés, four restaurants and 79 takeaway outlets, enabled our research to explore in depth the impact of COVID-19 on India’s hospitality restaurant, café, and takeaway sectors. As the nation and its businesses worked through the variables inherent in the Government imposed COVID-19 Alert Levels, we found that our respondents realized, that despite financial losses, that COVID-19 provided an opportunity to engage in strategic innovation. Their innovations were realized within two basic approaches, one mediated by technology the other by direct personal customer contact. Additionally, our participants realized that non-contact delivery provision could provide a point of difference for future business.

While our participant innovations were mediated by two government COVID-19 related initiatives – the wage subsidy scheme, and the ability for businesses to take small government-based business loans – what has emerged is a renewed sense of ‘self’ for our participants reflecting business survival. That renewal has invigorated our participants to differentiate hospitality and its financial contribution to the national economy from that of the wider tourism sector. In more pragmatic ways, that renewal and vibrancy provides the perfect scenario and motivation for the wider sociocultural embrace of a return to normal life and regular business India. In that way, our exploration of COVID-19’s impact on cafés, restaurants and takeaways in India has also provided a unique insight into the nation’s wider socio-culture and psyche.

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8. A Case Study on Working of Outdoor Catering Services Pre - Covid and Post - Covid

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Abstract

The case discusses in detail as Covid19 or Corona Virus started its journey in December 2019 from Wuhan and travelled the whole world. Due to COVID19 “Infection become a Nightmare”. It will take time to regain the people/ customers trust as it become a major crisis for whole over the world. Social distancing is the only way to keep our and yourself from spreading their virus. From the entry gate to premises and to back gate all safety measures have to be taken seriously. Hygiene, Social Distancing, Sanitizing and Government Rules and Guidelines have to be follow. In addition, the main initiatives to support the tourism and hospitality sector that have been undertaken.

The global and national levels are highlighted and, finally, the response and recovery strategies of few of the top chain hotels and banquets to guarantee a COVID-19-free stay in their facilities and to recover the properties to the level of the pre covid 19 era have been discussed. The case also talks about as Covid19 become a disaster for whole over the world and each country is suffering from this virus it will take time to overcome from it. It became a major crisis for Hotel and Tourism industry and this industry have to face many drawback of this disaster in future too.

Introduction

The COVID-19 pandemic is unprecedented and different from any other crises we have experienced in recent history. This pandemic has hit the most vulnerable individuals in developing countries hardest not only in terms of their health but also in terms of their economic survival, especially in India with 276 million people living below US\$1.25 per day (World Bank, 2015). If not supported adequately by relevant government bodies, non-profit organizations

(NPOs) and others, these individuals will experience long-lasting and devastating side effects of the COVID-19 crisis that go beyond health impacts. Unlike any other event before, COVID-19 has demonstrated that decisions made to deal with one crisis, that is, COVID-19, may lead to other secondary and tertiary crises. Many commentators of the pandemic recognize that governments need to take urgent action to tackle COVID-19 such as imposing strict lockdown measures, but these decisions will have an effect on many other aspects of our lives; for example, the United Nations (2020) are expecting an additional 71 million people to be living in extreme poverty due to the COVID-19 pandemic, with South Asia and sub-Saharan Africa being particularly badly affected (p. 24). Already fragile health systems will be further eroded due to COVID-19 and improvements in maternal and child health will be reversed; for example, the under-5 mortality rate per month could increase from 35% to 44.8% with maternal death per month rising from 30.3% to 38.6% (United Nations, 2020). Oxfam (2020) highlights that by the end of 2020, more than 12,000 people per day could die from hunger which may potentially be more than those dying from COVID-19. These examples illustrate that decisions made by governments to tackle COVID-19 have wide consequences—some of these consequences can be seen immediately, while others will take time to emerge. At the same time, the pandemic and its consequences are not unfolding in a linear manner. Governments are faced with multi-layered and complex scenarios that are shaped by multiple competing issues as well as continuously changing and evolving dynamics. Taking into consideration a systems view in the analysis and decision-making process can help governments to better understand the causes and effects of the decisions they are taking because of the systemic and complex nature of the pandemic. Hence, we apply a systems lens to be able to better understand the multitude of connected factors that play a role in the context of COVID-19 in the Indian context, which need to be understood in order to be able to succeed in providing integrated policy solutions to this crisis.

Literature review (Crisis Situation and Hospitality Industry)

The UN Secretary-General has said that, "the UN Comprehensive Response to COVID-19 to save lives, protect societies, recover better". As part of the response, the UN Secretary-General is issuing policy briefs to provide ideas to governments on how to address the consequences of this crisis. The director general of the WHO has recently spoken of a narrowing of the window of opportunity to control the current epidemic. The tipping point - after which our ability to prevent a global pandemic ends - seems a lot closer after the past 24 hours. "The

number of reports from multiple different countries in the past 36 hours showing what is most likely community human to human spread of SARS-CoV-2 confirms fears that the virus is on its way to causing a pandemic " said DR.Benhur Lee from Ichan school of medicine at mount sinai.

SOURCE

Own Elaboration

In the pre-COVID 19 era, ambiance and quality of food mattered the most to the guests for selecting the venue. However, in the post-COVID 19 era, showcasing safety of venues will become a convincing factor .Taking into consideration the reports and expert advice, the most important thing that emerges is heightened hygiene and healthy options on menus. People will be more cautious in selecting the places they visit; it will become imperative for businesses to showcase the high standards of food safety practices to win guests' confidence. The following section will deepen an understanding of how the hospitality industry and specifically, the banquets are facing the return to the "new normal", with the comparison of the pre- and Post-Covid protocols.

Case Analysis

Analysing the first wave of COVID-19, we find a large network of multiple actors, that is, government agencies, NPOs, private enterprises and citizens, which were interrelated in various ways. Existing networks and partnerships among these actors were important, but given the unique nature of the current pandemic, new partnerships were formed, and new modes of knowledge and information sharing were explored, like the extensive use of social media and WhatsApp. when the industry begins its recovery from COVID-19. People will be warier and demanding, not necessarily in terms of selection or rates, but concerning their perception of safety, cleanliness, and sanitation. The pandemic has raised alarm bells not just within the realm of our hygiene and cleanliness standards, but those of our suppliers, and their suppliers likewise! Supply chain visibility will become a crucial aspect of day-to-day operations.

We will see a considerable change in the way events or outdoor caterings are managed . We find that the various actors involved in responding to this crisis had to continuously adapt, innovate and find new solutions, often with scarce funding available, and they had to prioritize among a long list of urgent tasks.

Outdoor catering are institutions where a number of people consume food together and celebrate events like marriage ceremonies, parties, etc. Banquets usually are attended by huge

crowds at a time. In a condition where almost anyone and anything can be a potential carrier of the deadly virus, people's fear of the virus makes them feel unsafe. Therefore, during the post-covid 19 era, there have been provisions made to make the guests feel safe and give them the 'Home away from Home' feel in the hotels and banquets. For this purpose, standard operating procedures or SOPs and Standard covid protocols have been implemented in all the countries with guidance from WHO ie world health organization.

Under these guidelines the following protocols are a must, and if not followed may lead to heavy fines or even closure of that institution

- i. Occupancy of the banquets shall not be more than 50% of their total Capacity.
- ii. Visitors need to show the 'safe status' That have been partly vaccinated or fully vaccinated
- iii. Everyone will have to maintain atleast 6 feet distance in public areas
- iv. Face should be covered at all times with face masks.
- v. They have safe body temperature and not high temperature which indicates fever and other such things.

The managers should look over their hotels and make sure that the employees and outdoor caterers are following the covid-19 protocols The protocols are such as

- Provide face masks and hand gloves
- Provide alcohol based hand sanitizers or hand washes or soaps at frequent intervals Make sure the public and the back areas are being sanitized frequently.
- Provide tissues , water and dustbins with lids that close
- Follow the guidelines issued by the local government.
- Avoid any physical contact with other people
- Do not reuse linen, masks or handgloves.
- Provision of digital menu cards if needed or sanitise the existing menu card after one use
- Wash and sanitize the cutleries and crockeries before use.
- PPE kit should be worn if possible by the employee as precaution

There is no "Zero Risk" when it comes to social gatherings but the spread can be curbed if everyone follows the protocols mentioned above. Ensuring the safety of the guests is the most

important task. There are strict guidelines issued by authorities, and if you don't conform to them, it will soon be time to reconsider your policies and procedures.

Summary

we hope that the world heals soon and overcome all the obstacles and get adjusted to this 'new normal'. We realise that the pandemic is far from over and we will continue to fight this battle against the covid-19 and other issues worldwide. Once things start settling down, the social events will gradually make a comeback, we will continue to have weddings and other events. Humans are social animals, can't stay away from friends and family for long. We will bounce back but only those operators/organisers will survive and succeed who implement all the safety precautions. This will mean more rigorous following of rules and new safety practices

Conclusion

These are challenging times for all the food operators. The hospitality industry is facing a major downfall like never before but we have the potential to recover and bounce back. People in the industry are utilising this time to reinvent & innovate, one will have to be vigilant and careful to follow all the necessary safety precautions to win this battle and get back to the business. We will see a considerable change in the way events or outdoor caterings are managed. Particularly in India, the biggest learning from this pandemic is increased focus on cleanliness and sanitation. The food industry is in the process to introduce major changes shortly.

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9. A Case Study on Co- Ordination Between Food & Beverage & Culinary Department with Respect to Hygiene Post Covid - 19

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Abstract

The sudden breakout of coronavirus disease (COVID-19) rapidly spread across the globe, Leaving no country behind in being affected by the global pandemic in the year 2019–20. As COVID - 19 commenced, within months two major Asian giants initiated the norms of social distancing and Lockdowns in their societies. The indiscriminate nature of the current pandemic has not only impacted The health and quality of life of people but has also disrupted the global economy, supply chains, And countries all over the world. In food and beverage manufacturing industries, the unanticipated Disruption has encumbered its lock on the global food supply chain and service sector as major cities Shut down for several months in China and India. Human existence is dependent upon food, which Renders energy for activity, growth, and all functions of the body. Although both China and India Have shown eminent response to tackle the ongoing pandemic, the food supply chain remains vastly Exposed to significant COVID-19 risks. This research primarily investigates the ongoing COVID-19 Scenario in two major economies (China and India), delivering insight into the pandemic's impact Within the food and beverage manufacturing sectors, and explores the policies adopted and strategies Undertaken for sustainability in food supply chains.

Introduction

The COVID-19 crisis has led to major structural and operational changes for the restaurant industry, from the implementation of new health standards to adaptation of new customer expectations. Here are 100 ideas to allow independent restaurateurs and hotel owners to meet these challenges.

Whether the industry will be moving to some kind of normal in 2 months or 12 there is no doubt this pandemic has and will have an impact for years to come. It has made an impact in many areas of hospitality, and most people focus on how guests are treated but social distancing and Covid- 19 security are just as important behind the scenes, if not more so. Having staff unwell is very damaging for any establishment and a kitchen is a bustling and close contact area and one that could be a hotspot.

Every industry experienced a degree of disruption as COVID-19 swept the nation, yet the food and beverage sector was possibly the most immediately and severely impacted. Agribusiness pivoted to meet evolving demands—from abrupt shelter-in-place orders to supply chain havoc—and emerged as one of the pandemic heroes.

Now, with widespread vaccination imminent, companies are eagerly looking ahead at how the remainder of 2021 will shake out. What's clear is that many of the changes we've seen will endure; in fact, a recent survey from McKinsey^[1] found that nearly 80% of the consumer-packaged-goods (CPG) executives who responded said they believed the pandemic would have a lasting impact on their customers' needs over the next five years.

Here are four noteworthy developments in the agribusiness sector, as well as advice on how food and beverage companies can adjust their strategies to successfully address them

Back of House

Kitchen

- Train employees and display new sanitary measures in the kitchen
- Buy local products and communicate with the customers
- Control products traceability
- Reduce food waste with Winnow Solutions technology
- Set quantifiable targets for reducing food waste
- Wearing a mask for cooks (linen mask for more comfort) and all other employees until the obligation is lifted
- Ensure regular hand washing with a timer
- Review the goods reception protocol (floor marking) and prohibit anyone from outside to enter into the kitchen (supplier/delivery person, etc.)
- Remove packaging before storage or disinfect what cannot be unpacked
- Wash all products coming into the kitchen (for fresh food, do not wash them with a cleaning product, but leave them 24hr in the fridge before their use)

- Reconditioning of all goods received in cleaned containers (plastic or stainless steel) before storage

Management and adaptation of the business model

- Ensure the permanent supply of consumables items (hydro-alcoholic gel, wipes, soaps, gloves, masks, trash bags, etc.)
- Establish a partnership with bicycle delivery companies
- Offer takeaway meals to compensate for the decrease in seating
- Display the takeaway menu outside the restaurant and on the restaurant's website
- Ecological and quality packaging for takeaway and delivery dishes (adapt the meals so that they are easily transportable and keep good quality once delivered)
- Offer tutorials on the internet to explain how to reheat the food
- Provide takeaway meals at collection points at local shops (click and collect model)
- Offer homemade derivative products, for example, delicatessen
- Offer baskets of (organic) products with a recipe (to be cooked online afterwards with the chef)
- Offer picnic baskets
- Create vouchers payable in advance for loyal customers who want to support the restaurant
- Reduce the menu offer to avoid losses and implement daily specials
- Prioritize seasonal products
- Partner with local producers

Sanitary / Cleaning

- Establish and display a restaurant cleaning/disinfection plan, visible to customers to reassure them
- Materialize by marking on the ground or any other ways, the distance of at least 1 to 2 meters between clients and employees
- Remove the waste regularly
- Use bins with lid and pedal
- Check more often and regularly the cleaning of the toilets
- Permanently check the presence of soaps and paper hand drying napkins (unplug air dryers)

- Adapt the ventilation/air circulation system to new sanitary standards. Contact professionals for appropriate advice
- Train all employees in new sanitary procedures (update the Hazard Analysis and Critical Control Points, also called HACCP, if necessary). Control and retrain
- Establish a health chart to follow and involve employees in its establishment (letter to sign)
- Mention Safety and Health clause in the new employee contracts
- Apply the 'job advice posters' of your Ministry of Labour (often available on the internet)
- Organize meals for staff on a different schedule
- Avoid personal items (cellular phone, bags, etc.) in the restaurant and the kitchen
- Wash uniforms on-site preferably or make sure the uniforms are washed at 60 degrees and transport in a closed packaging
- Define the number of people who can have lunch together and leave only the amount of chairs needed
- Mark the chair location on the ground
- Clean the employee room (surfaces or equipment in contact with the hands) after each break
- Pedal taps in the toilets and at the bar
- Swing doors or automatic door opening (including bathrooms)
- Prefer furniture made of aluminium, steel, sky or any material that can be easily disinfected
- Prefer tables and bar tables with a rapidly disinfect able surface

Front of house

- Give priority on reservations to avoid unforeseen groups
- Have an online reservation system
- Have a pre-order system via mobile app or restaurant website
- Extend hours of operation and service
- Give priority to outdoor spaces and have signs and floor markings. Control the flow of clients to avoid overcrowding (safety first, but it is also part of your reputation too)
- Implement an uninterrupted service and spread out customer arrivals

- Have a hydro alcoholic gel dispenser available at the restaurant entrance, on the tables and at the toilet entrance (adapt this measure to the type of establishment, for example upper-luxury hotels will prefer more personalized options)
- Provide a mask to your customers if needed
- Take the temperature of customers upon arrival
- Establish a unique and logical flow of circulation in the restaurant to prevent people from crossing paths
- Provide a cloakroom at the entrance and avoid coats in the restaurant
- Take customer contact details to ensure contamination tracking/traceability if necessary
- Use the COVID-19 tracing applications but consider the right of privacy of each individual
- Respect the distance between tables
- Install customers in staggered rows on rectangular tables
- Place individual disinfectant wipes on the tables
- Install a screen between tables when social distancing is not possible
- Install a Plexiglas display case in front of the bar
- Eliminate unnecessary items on the tables
- Invite the customer to download the menu to their mobile phone using a QR code
- Display the menu on a blackboard or overhead projection on the wall
- Display the drinks menu behind the bar
- Display the bottles of wine/alcohol on a wine list
- Post the origin of the products and goods to inform the customers
- Eliminate dressing items on tables or have individual portions of salt and pepper
- Avoid aperitifs (e.g., chips, peanuts) to share on the table
- Wearing of the gloves according to the type of service while being very vigilant about regular hands disinfection
- Place drinks on the table and let the customers refill their glasses
- Serve individual bread in a paper bag or on request
- Place the cutlery wrapped in a napkin or in a paper envelop
- Protect cheese and dessert carts with Plexiglas windows
- Take orders on an electronic device with instant impression in the kitchen and at the bar

- Have a light signal when the toilets are occupied to avoid too much traffic in the restaurant
- Send the bill via a mobile application directly to the customer's phone
- Add to the electronic bill an online customer satisfaction questionnaire (including hygiene to improve) to be returned by the customer within 24 hours, and act on it
- Prefer contactless payment and disinfect the bank card machine after each use
- For hotels, develop the room service offer
- Target/broaden your clientele base to local customers
- Offer plate service only
- Prioritize the portions on a plate and individual portions on the buffet (if buffets are allowed)
- Develop Show Cooking and Live Station to maintain a buffet and avoid the touch/contact with customers. Install plexiglass screens and sneeze guards to protect the food from customer
- Carry out feedback and share experiences of the uncertainties of the day to adapt the procedures and measures initially planned
- Be present and active on social media and update the website to inform customers on the hygiene and sanitary measures taken in relation to COVID-19 (have an Instagram page, post stories and photos...)
- Work with e-reputation and digital communication agencies or train an employee
- Know and contact influencers on social media to develop local customers and compensate for the loss of international clientele
- Have proactive communication: newsletters and emails sent to customers to reassure them and encourage them to come safely to the establishment

Hygiene

As a concept this is certainly not something new. Hotel kitchens are geared towards the very best hygiene standards but what they are working to avoid is a little different from the current threat. Normally hygiene protocols are all about avoiding bacterial contamination. Viral contamination throws up more challenges. Making sure veg are chopped on a different surface to raw chicken is obvious and it is a simple and age-old principle. But a virus that can be spread by simply breathing is a very different ball game. Also, Covid security is actually less about the customer and more about the employee when it comes to kitchens. The odds of a meal that is about to be cooked transmitting the virus is very low. However, the odds of one chef

breathing and the chef opposite catching it are far higher. What remains the same is hand washing and general cleaning? The normal practices must carry on with renewed vigour in order to keep the team safe. This coupled with masks and space will help a lot.

Kitchen Design

One of the big pressures on hotel kitchens is to try and create social distancing, it can be almost impossible in some smaller hotels and even bigger ones still have narrow galley areas where people pass close by each other. One of the key methods being employed is trying to create one-way flow systems. This means people know which direction others will pass and it avoids bumping into people moving quickly. There are, of course, going to be pinch points and dead ends and these need to be managed. A good restaurant designer can alter how the existing space is used and create new social distancing areas without huge compromise. Space is always going to be a challenge but with CAD design and highly skilled people it can work.

Cold Rooms and Freezers

Cold rooms are a great example of a dead end, staff must go in to get something and then come out again the same way. However, some larger hotels are able to use cold room contractors to create spaces with two doors that allow a one-way flow. This kind of change will work well after Covid is long gone as a planned flow in a busy kitchen is never a bad thing.

Prep Areas

Prep areas can also be a problem. Where once 2 or 3 people could work shoulder to shoulder in a hot fast paced kitchen, they now have to be apart. Space is a big issue for many hotels but careful use of what space there is can allow for people to be moved apart. In some cases, it may be possible to create a new prep area by extending the building or using a previously unused storage area. Certain things are prepped hours before and do not need to be used directly and these kinds of areas are great for that. For fast prep heading straight to the pass or the burners, moving them away is harder.

Defined Spaces

One of the really important steps to making a Covid safe kitchen is defining the work spaces. While one-way flow is really useful, so is avoiding different sections mixing. Leaning round someone to grab a pan is no longer going to work. Set clear sections and make sure people stick to them. Use floor markings and signs to help set out areas.

Face to Face

Chefs working opposite each other may well be a thing of the past. It may be the end of the kitchen island in a commercial sense. A move to chefs working back-to-back rather than face

to face may well be the future. It does mean communication and training is more challenging but the benefits outweigh the negatives.

Outside of Work

One area a hotel may find hard to manage is staff behaviour outside of work. Every precaution put in place in a hotel can be put at risk if staff are ignoring restrictions outside of work. It is really important to build in a sense of responsibility for the business as a whole when it comes to home life. The entire future of the business and their job may be related to how “well behaved” they are at home. Adhering to the rules as they change is critical and something management can help to support by outlining just how important it can be.

The Future

We can't tell what things will be like in 2021 but making changes that work in the long term is not going to be a waste. Social distancing is likely to be with us for months to come maybe even more than a year so creating a kitchen that can function in that environment is essential. Staff understanding how it works and why it is important is also critical.

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10. To Study the Recovery of Airline Industry Post Covid-19

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Abstract

From the ancient times, Indian are well known for their hospitable culture all over the world. In one of the ancient Hindu Scriptures called Taittiriya Upanishads, the Sanskrit phrase *Atithi Devo Bhava* holds a sacred meaning and translates to 'The Guest is God'. *Atithi* is used to describe a 'guest'; *Devo* means 'God' & *Bhava* means 'to be'. *Atithi Devo Bhava* is a code of conduct that has made Indian hospitality renowned around the world for its genuine desire to place the guest above all.

Both hospitality and aviation are the part of travel and tourism. Being the two branches of the same tree, both of these are widely interconnected. Every department of aviation industry that deals with customers' needs hospitality.

Aviation and hospitality are an important part of travel and tourism industry, The aviation industry encompasses almost all aspects of air travel and the activities that help to facilitate it.

Travel, tourism and hospitality is vast industry. Among the other mode of transport Aviation is one of the most efficient and the fastest mode of transport to reach places.

In today's world the hospitality industry is an important constituent of many established service industries. The service industry has flourished and reached the common man since the advent of since the advent of 21st century. As an abstract partner, service industry has been based on hospitality industry. Being an interim part of aviation, the aviation personnel are taught about various aspects of hospitality as well.

Travel and tourism are kind of related to each other. You will see that when the rate of tourism increases the number of flights also increases. People who choose to travel a lot are mostly above middle class so choosing plane to reach their destination wouldn't create a financial problem. More over tourism mostly include moving to a different country, so by air one can reach the destination faster and also more comfortably.

Travel by air can be classified into two broad categories

1. Travel for Business
2. Travel for Pleasure

Sure, there are other reasons to travel by air such as to go to a family event (wedding, funeral, meeting relatives, etc), but most things other than business can be lumped in with travel for pleasure.

Both of these categories lead to tourism. When people travel for business, on occasions, they have a chance to enjoy the local culture when they conduct business. At the very least, business travellers are very likely to stay in local hotel, which as in outsider counts as tourism.

With the exception of travel to family events, most travel for pleasure is highly tourism centred.

The importance of modern aviation industry is difficult to overstate, but one main reason for this importance is globalised nature of the industry, helping to connect different continents, countries and culture. As a result, global aviation has been a key in facilitating efficient travel to distant places, enriching many lives in the process.

Due to the fact of being the fastest mode of travel, aviation industry is being used as a preferred mode of travel and thus creating a large chunk of revenue for the economy. Asia is one of the regions where the air travel is being used by many residents for the first time to travel abroad and thus aviation industry has more opportunities to generate more revenues and jobs for the region.

Aviation industry brings people together like families, friends and business colleagues. It also creates a platform where people meet to share ideas with each other. It has made travel so short and flexible that travelers can reach to their destination within 24 hours. And it has turned our big planet into a small world full of wonderful opportunities

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short and flexible that travellers can reach to their destination within 24 hours and it has turned our big planet into a small world full of wonderful opportunities.

If people can't reach a major destination which is a great distance for where they live by air, they will be very unlikely to travel to that destination. This makes places like Hawaii extremely tightly linked to the aviation market. If aviation failed, more people would choose to visit locations that they could reach in a timely fashion by other means of transportation.

Introduction

The hotel industry is perhaps one of the oldest enterprises in the world with establishment of money as a medium of exchange. Some time in the 6th century BC, came the first real impetus for people of trade to travel. The earliest Inns were ventures by the husbands and wives who used to provide modest wholesome food, quench thirst (mainly wine) and a large hall to stay for travellers against money.

Initially Inns were called Public Houses or Pubs and the guests were called Paying guests. During the era of 1750 to 1820, the English Inns gained the reputation of being the first in the world and were generally located in and around London. In the early England public houses were normally called Inns or Taverns. Normally the name Inn was a finer establishment catering to the nobles while Taverns was awarded to the houses frequented by common man.

In France the establishments were known as "*Hotelleries*" and less pretentious houses were called "*Cabarets*". The name Hotel is believed to be derived from the '*Hotelleries*' around 1760.

The real growth of hotels took place in the USA beginning with the opening of "City Hotel" in 1794 in New York. This period saw the beginning of chair operations under the guidance of Mr. E. M. Starlers.

Aviation History in India begins in 1929 with Mr. Nevil Vintcent, a former RAF pilot coming to India to scour for new air routes. Here he came in contact with Mr. J.R.D. Tata, of Tata sons and together they put forward many proposals to the government of India (then British), for an air service from Karachi to Bombay. In 1930 Mr. JRD tata flew solo from England to India, which gave a lot of promotion to the Indian sector.

Aviation is very old but still very new.

It can be said old because it started long back and new because awareness about it has come only about 10-20 years back in India.

Affordability has increased with the increase in economy of the country and thus more and more people are being drawn towards flying. Due to the slashing down of fares, the aviation industry has become appealing to the common man as well and thus they have started to think about career in this industry.

Travel and tourism is a huge industry and aviation and hospitality are widely interconnected. Aviation and hospitality go together a long way to flourish. In today's world the hospitality industry is an important constituent of many established service industries. The service industry has flourished and reached the common man since the advent of 21st century.

Service industry has been based on hospitality industry. Being an interim part of aviation, the aviation personnel are taught about various aspects of hospitality as well.

Hospitality plays an active role in almost every department of aviation in which hospitality is not actively involved in the operations is the Cockpit crew. Cockpit crew deals with flying of the aircraft which is totally technical. Their co-ordination with the passengers is limited only up to the announcements or in case of emergencies.

Utility of hospitality is the most in cabin crew and ground staff departments, as they frequently come in contact with the guests or passengers. Whether it be check in, check out, at the time of boarding, at the time of service or during an emergency, they have to handle the passengers, hence hospitality needs to be a part of their professional side as well.

It can be said that hospitality is the most important base of any service industry. While dealing with aviation, hospitality cannot be ignored at all. Involvement of hospitality in aviation is inevitable because aviation is a part of service industry and deals with extended service to its passengers. In almost all departments of aviation, hospitality plays an active role.

Hospitality is the soul of the both the guest related departments of aviation, namely Cabin crew and Ground Staff. Working of these departments is not just technical but has lot of dealing with human aspects. The aviation professionals deal with human beings of various ages and temperaments which have to be handled with utmost care and specialized training. Here is where having a hospitable nature comes in handy. To be guest focussed, the habit that has to be cultivated. Hospitality is in the blood of aviation industry without which this industry simply could not have survived.

A brief on What is an Airline Industry?

The airline industry encompasses a wide range of businesses called airlines, which offer air transport services for paying customers or business partners. These transport services are provided for both human travellers and cargo and are most commonly offered via jets, although some airlines also use helicopters.

Airlines may offer scheduled and/or chartered services and the airline industry forms a key part of the wider travel industry, providing customers with the ability to purchase seats on flights and travel to different parts of the world. The airline industry offers a wide variety of career paths, including pilots, flight attendants and ground crew.

An airline can be defined as a company that offers regular service for transporting passengers or goods via the air.

These companies are said to make up the airline industry, which is also regarded as a subsector of the aviation sector and the wider travel industry.

What is Aviation Industry and why is it important?

The importance of the modern aviation industry is difficult to overstate, but one of the main reasons for this importance is the globalised nature of the industry, helping to connect different continents, countries and cultures. As a result, global aviation has been key in facilitating efficient travel to distant places, enriching many lives in the process.

The aviation industry has also been a key contributor to global economic prosperity, not only as a result of the tourism industry boosting local economy, but also because it has allowed for improvements to global trade.

Meanwhile, the aviation industry also directly provides millions of jobs for people around the world, with examples including everything from pilots and cabin crew, to air traffic controller's and aerospace engineers. On top of this, the aviation industry has helped to create many jobs in the wider travel and tourism industry.

What would Modern life be without Aviation?

The airplane, easily is one of the most influential inventions of the 20th century. Nothing has come along that has revolutionized our world as much as aviation.

I Agree that internet is a pretty decent invention of our 20th century but it didn't shrink the world as much as it connected it. Air travel really made this world small, changing travel times from months to hours.

Flight has been in dreams and imaginations of man as long as history can tell. For ages, people believed that sticking feathers to their arms would help them fly, unfortunately those who believed that failed tremendously. It wasn't until recently when man took to the air in an aircraft that was heavier than air.

Most people believe that the wright brothers invented the airplane. Now, it is true that they were the first humans to achieve heavier than air flight, but they certainly were not the first or only people who were working on flying.

In fact, a dozen or so people had already made flights in heavier than air aircrafts, but these aircrafts had no engines and therefore served no practical purpose other than for the advancement in aeronautics and heavier than air flights. Even then people had been flying in dirigibles and balloons for close to a couple of centuries.

The first recorded glider flight occurred in 1010, when an English monk jumped from a tower and glided 200 meters. He was injured but lived to tell the tale, making this a tremendous step forward in flight. However, a safe, sustained manned flight did not occur until the 18th century, when the Montgolfier brothers made the first successful hot air balloon flight.

Europe is accredited with the majority of the advancements in aviation in the pre-wright era days, with many successfully balloons and dirigible flights as well as pioneering the advancement of gliding. Otto Lilienthal was one of these great pioneers. He made countless successful flights in his gliders, but tragically died while flying. On his deathbed he is quoted as saying "Sacrifices must be made".

The Wright brothers were a peculiar pair of brothers. Born and raised in Dayton, Ohio, they started a small bicycle shop and shortly thereafter became enthralled in aviation. They built many, many models, all to help their process of achieving powered, heavier than air flight. On December 17th 1903, they achieved what no man had ever done before, that was to lift a powered aircraft heavier than air off the earth in a controlled manner and return back safely.

After this, aviation took off. It took less than 10 years for aircraft to break the 10,000-foot mark and less than 30 for all metal aircraft to make their way into the skies. It only took a blistering 69 years for man to go from a 120ft flight, to traveling 238,900 miles to the moon. This is truly astonishing. Nothing other than electronics has evolved and has grown faster than any other invention in history.

Just a food for thought, what would life be like if the airplanes never existed? A scary question indeed, but one that begs to be asked.

What is Airline Catering?

An airline meal, airline food or inflight meal is a meal served to passengers on board a commercial airliner. These meals are prepared by specialist airline catering services and normally served passengers using an airline service trolley.

The inflight catering market is segmented by food type, flight type, aircraft seating class and geography.

By food type, the market is segmented into meals, bakery and confectionery, beverages and other food types.

By flight type, the market is segmented into full-service carriers and low-cost carriers. By aircraft seating class, the Market is segmented into economy, business class ad first class.



The other food types segment comprises condiments and other related add-on supplements, such as jams, sauces, salt, pepper, margarine, sugar, etc. which are supplied in small sachets.

These meals vary widely in quality and quantity across different airline companies and classes of travel. They range from a simple snack or beverage in short haul economy class to a seven-course gourmet meal in a first-class long-haul flight. The type of food offered also vary widely from country to country and often incorporate elements of local cuisine, sometimes both from the origin and destination countries. When ticket prices were regulated in American domestic market, food was the primary means airlines differentiated themselves.

How does airline catering work?

Airline catering is a massive industry, providing over a billion meals to passengers every year. At this scale, airlines and caterers have the task of sourcing, preparing and delivering hundreds of meals for every flight.

The decision of what you are served on board lies with the airlines themselves. The process is a bit more complicated than planning a meal at home because of the impact flying has on taste buds and smell.

When at a cruising altitude, our taste buds and smell function around 30 % less effective than usual, mainly impacting perceptions of sweetness and saltiness.



<https://encryptedtbn0.gstatic.com/images?q=tbn:ANd9GcS5cx1BQGbMt7X8AOV87SHfzrh07h1VufnNaw&usqp=CAU>

To combat this, catering companies prepare food that tend to be saltier or spicier in order to keep food tasting the same as on the ground. This can back fire at times too, with passengers sometimes complaining of over salted food.

Airlines also tie-up with celebrity chefs to create special menus for those in business or first class. These tend to focus on food that tastes good while flying.

The tricky nature of plane food makes it an important part of the flight experience for airlines. The rise of ultralong haul flights has also pushed airlines to innovate with food further in order to keep passengers awake at the right times.

It is important to note that most airlines don't cater meals for their own flights outside their hub airports. Instead, they rely on professional airline catering companies. This explains why the quality of meals might change when taking connecting flights since caterers change too.

History of Commercial Aviation in India

India is the world's third-largest aviation market, behind the US and China, and is the fastest-growing. The history of Indian aviation is closely tied with that of Air India and state control, with its roots in the 1930s.

Indian aviation kicked off in 1932, with the introduction of the first airline, Tata Air Services. The airline, founded by J.R.D Tata, started as an airmail carrier within India after winning a contract with Imperial Airways.

On October 15, 1932, a date that made aviation history, JRD famously piloted the first-ever flight of the Tata Air Services from Karachi's Drigh Road Aerodrome to Mumbai's Juhu Airstrip via Ahmedabad. The aircraft was a single-engined De Havilland Puss Moth and it carried 25kg of 4-anna airmail letters.



<https://pbs.twimg.com/media/CuyUXiOWYAAVlIu?format=jpg&name=small>

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In its very first year of operation, Tata Air Services went on to fly 2,57,495 km, carry 155 passengers and transport over 10 tonnes of mail. The same year, it also launched its longest domestic flight – Bombay to Trivandrum with a six-seater Miles Merlin monoplane. As these aeroplanes were tiny, the occasional passenger had to travel while sitting on top of the mail bags!

The airline progressed from a small freight airline to a commercial passenger airline. By 1938, the airline was renamed to Tata Airlines and was flying domestic flights to a number of destinations.

J.R.D Tata was himself heavily involved in the airline, he flew the airline's inaugural flight in 1932 and was India's first licensed pilot. Tata Airways also played a role in the Second World War, carrying troops and supplies for Britain during the war.



<https://english.cdn.zeenews.com/sites/default/files/2021/10/08/977738-untitled-design-2021-10-08t172333.064.png>

Re-christened Tata Airlines in 1938, the firm became a public limited company on July 29, 1946 when regular commercial service was restored in India after World War II. It was renamed Air India Ltd and headquartered at the Tata head office in Bombay.

The foundation of Air India

In 1947, following Indian independence, Tata Airways was renamed Air India and the government took a 49% stake in the airline. The airline began flying its first international flights in the next year, flying from Mumbai to London on a Lockheed Constellation.



In 1948, Air India launched its international operations to Europe. On June 8, 1948, Malabar Princess (a 40-seater Lockheed L-749 Constellation) flew over 8,047 km from Mumbai to London via Cairo and Geneva. Air India's maiden international venture was captained by K.R. Guzdar and D.K. Jatar, and carried 35 passengers, including JRD.

By the 1950s, India was home to a number of smaller airlines, operating in the different parts of the country. Some notable airlines were Deccan Airways based in Hyderabad and Kalinga Airlines based in Kolkata. Air India remained the national carrier, flying multiple domestic and international routes.

In 1953, Air India was nationalized, with JRD being appointed the company's first chairman (he remained in charge until 1978). In October 1962, on the first flight's 30th anniversary, JRD commemorated the occasion by flying solo from Karachi to Mumbai in a Leopard Moth plane.



<https://en-media.thebetterindia.com/uploads/2017/03/Cu0gbv3VIAAktZe.jpg>

In 1953, the Indian government nationalized the aviation industry, taking control of all major airlines. This resulted in the eight major airlines being merged into two airlines run by the government. These two airlines were Air India and Indian Airlines.

Government-run airlines

The two government airlines were simplified for efficiency. Indian Airlines operated domestic flights in India and Air India focused on international routes. This led to a significant streamlining of operations, allowing the government to manage these airlines.



<https://images.indianexpress.com/2013/01/AirIndoa.jpg>
https://live.staticflickr.com/2286/1809467396_f73603b1f4_b.jpg

Air India International, the new airline, was India's flag carrier and quickly became a major international carrier. Air India became known for its superior service and profitable business model, led by J.R.D Tata, who stayed on as Chairman of the airline post-privatization. The airline also became of the first few to purchase the 747, hoping to keep its status as a premier airline.

However, the 1970s were marred with war and domestic disputes, leading Air India and Indian Airlines to struggle. Indian struggled in particular since it operated a number of unprofitable routes and was forced to manage its aging fleet. In the 1990s, the peak of India's financial crisis, India reversed its stance on regulation and allowed private airlines once again.

The birth of modern Indian aviation

By 1994, India repealed all laws regulating the formation of airlines and allowed the introduction of scheduled private airlines. This deregulation allowed for the formation of new airlines such as Jet Airways and ModiLuft. This laid the groundwork for the current Indian aviation industry.

Following the 1994 reforms, India saw a number of airlines crop up. Air India and Indian Airlines continued to operate as government-run airlines. However, carriers such as Jet Airways and Air Sahara began chipping away at the legacy airlines, trying to establish themselves.

India's deregulation also attracted foreign players, Lufthansa invested in ModiLuft, a joint-venture airline that failed to succeed. However, ModiLuft did go on to become SpiceJet, the major low-cost carrier.

The aviation boom

The 2000s marked the beginning of India's aviation boom. Full-service carriers such as Air India and Jet Airways were challenged by a slew of low-cost airlines. Low-cost airlines drastically reduced fares, allowing millions more to fly and challenging the larger airlines.

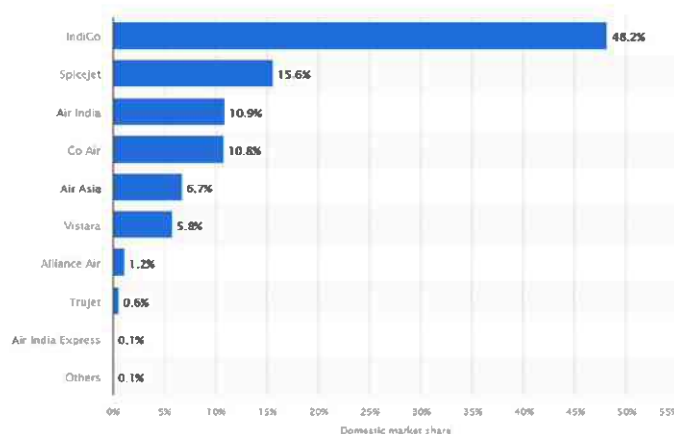
Notable examples of low-cost airlines were IndiGo, SpiceJet, GoAir, and AirAsia India. These airlines now occupy over 70% of the domestic market and continue growing. This explosion of airlines and low fares has propelled India into the third-largest aviation market, requiring thousands of new aircraft in the coming decades.

The growth of the Indian aviation market has also attracted a number of foreign airlines. Carriers such as Emirates and Qatar have become major long-haul carriers, flying to nearly a dozen cities each and holding a significant share of the market.

What does the future hold?

As mentioned at the start, India remains the fastest-growing aviation market in the world. This has meant both aircraft manufacturers and airlines are looking to expand into the Indian market. As the aviation industry starts its recovery from the current downturn, some are predicting India is in a unique place to have a strong recovery.

Market Share of Airlines across India 2020, in terms of Passenger carried.



India's aviation sector had increasingly emerged as a fast-growing industry. The sector had established itself as an affordable and credible alternative to the tedious and long journeys

via road or rail. With a visible growth trend, it was estimated that by 2034, India would become one of the largest aviation markets in the world. As of financial year 2020, the passenger carrier IndiGo was the leader in the segment with around 48 percent in the market.

Previously Jet Airways held the largest market share after IndiGo as of 2018. But the former passenger carrier had suspended operations in April 2019 following financial difficulties, leaving the field open for the latter, with little competition from other players in the market.

Major Players in the Market as of 2020

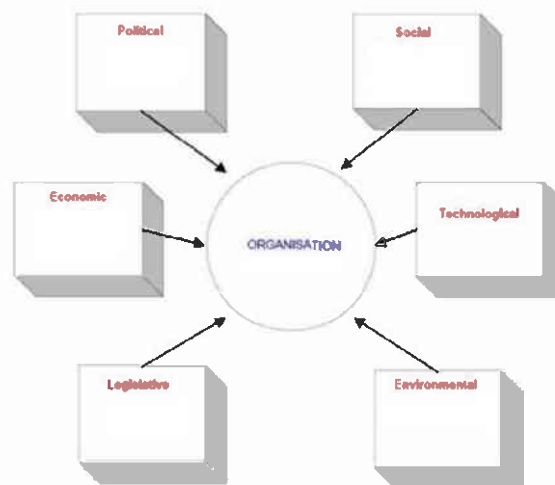
1. Indigo

In the domestic market share of the fiscal year 2020, Indigo emerges unbeaten as it has captured a market share of 48%.

Indigo airline's low-cost and no-frills approach to domestic flying had been cited as one of the factors leading to its relative success in India. According to the Directorate-General of Civil Aviation, Indigo airline carried over 75 million passengers during the fiscal year of 2020. It was the first among the country's most punctual airlines with almost 99 percent on time arrivals. It is a carrier that also had the least complaints from the customers. Indigo's popularity with the domestic base is at its peak, soaring towards growth in the years to come.

Pestel Analysis

Luxury, comfort and convenience comes in our mind when we think about airlines. The airlines worldwide suffer due to the higher operating costs, lower profits and decreasing margins. Radical restructuring can help the airlines revive its fortunes. PESTLE analysis is used to analyse the current state of the airline industry.



1. Political

The political environment of the airline industry is highly regulated this is because the global aviation industry gives importance to passenger safety and so they have resorted to higher regulations for the operation of the airlines.

There is also deregulation on the supply side which has led to more competition among airlines and there is also regulation on the demand side which means that the passengers and fliers can press for more amenities and low prices.

2. Economic

It is very difficult for the global airline industry to recover from the aftermath of the 911 attacks and with this there's also recession. The other reason is the fluctuations in the oil prices due to the Second Iraq War and the sudden spike in the oil prices before the great recession of 2008. Due to the global economic slowdown the airlines are struggling the main reasons being declining passenger traffic, competition from low-cost carriers, fuel prices being higher, labour demands and high costs of maintenance and operating costs. Due to these reasons the airlines have gone to heavy losses and have been prone to bankruptcies and closure because they could not afford to profitably run their operations. This has led to many mergers and acquisitions in the airline industry.

3. Social

Social changes of a generation have led to more demanding customers in terms of services so the airlines have to balance their costs with their increasing demand. Customers are ready to pay for the services provided and due to the Baby Boomer generation, the airlines are losing their source of income. The profile of passengers has also changed, there are a greater number of economic passengers than business passengers who prefer improved communication facilities rather than flying down to meet their business partners.

4. Technological

The airline industry uses technology extensively in its operations so they are often recommended to make use of advanced technology for the front as well for the back office. Mobile technologies need to be adapted for ticketing, distribution and customer service. There's also a need of the social media to be leveraged by the airline industry.

5. Environmental

Passengers are counting their carbon footprint with climate changes entering the social consciousness as the passengers are nowadays more environmentally conscious. This has forced the airlines to adopt green flying and they are being more responsive to the concerns of the environmentalists. The airlines are concentrating a lot on their CSR activities due to the social responsibility initiatives becoming more pronounced.

6. Legal

The number of lawsuits against airlines from workers as well as the customers has gone up. The regulations are also being strict with the airlines and they are coming out with new strategies and they are bothered if the airlines are violating any laws. The each and every move of the airlines are being scrutinized regarding the delays, safety issues and other fears.

Demographics of Flyers-Market Segmentation

Market Segmentation is the marketing strategy that divides the broad target market into subsets of consumers with common needs. It is designed and implemented to target specific customer segments, addressing their needs or desires that are common in the segments.

It is very difficult to for the companies to fulfil the needs and demands of each and every customer but the companies try their level best to fulfil their needs and demands and for this they follow an approach called target marketing.

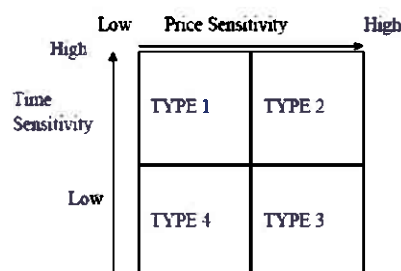
Market is segmented on the basis of age, family size, gender, household income, occupation, education, religion, etc.

Airlines segment the market according to the demand of services. There are mainly two types of segments in which the airline industry has divided its customers-

- I. Segment in which the customers are willing to pay for better services offered by the airlines. They can buy tickets even if the cost is high for better services.
- II. The second segment is the one in which the customers look for discounts and they focus mainly on the fares rather than the services offered by the airlines.

Classification of Passengers in Indian Airline Industry

The passengers depending upon the price and time factor are broadly segmented into four types



Type 1: Sensitive to Time and insensitive to Price

- I. Business travellers who can pay high price.
- II. They need travel flexibility and last-minute availability of seat is extremely important.

Type 2: Sensitive to both Time and Price

- I. Few business travellers must make trip but are flexible to secure reduced fare.
- II. They cannot book far enough in advance to get the lowest fares.

Type 3: Price sensitive and insensitive to Time

- I. Leisure and vacation travellers who are willing to change time and day of travel to find seat at the lowest possible fare.
- II. Don't care much about comfort.

Type 4: Insensitive to both Time and Price

- I. Passengers who are willing to pay for high level of services
- II. The segmentation of customers is done on the basis of their travels as leisure travellers and business travellers. The business travellers are sensitive to time, their opportunity cost of time is very high and leisure travellers have lot of time to choose the airline which offer best service according to their budget.

The segmentation is also done on the level of luxury travellers want offered by different class of airlines. This is done on the business class, economy class and premier class offered by the airlines. Business and premier class are generally found in international airlines whereas economy class is found in domestic airlines.

Business class is the costliest and is suitable for business travellers for whom price of ticket is not important. Premier class is cheaper than the business class and is preferred by above middle class. Economy class is for people who belong to the middle class and below it, who value for money and don't care much about comfort.

Being the fastest mode of travel, aviation industry is being used as a preferred mode of travel and thus creating a large chunk of revenue for the economy. Asia is one of the regions

where the air travel is being used by many residents for the first time to travel abroad and thus aviation industry has more opportunities to generate more revenues and jobs for the region.

Aviation industry brings people together like families, friends and business colleagues. It also creates a platform where people meet to share ideas with each other. It has made travel so short and flexible that travelers can reach to their destination within 24 hours. And it has turned our big planet into a small world full of wonderful opportunities. Due to the fact of being the fastest mode of travel, aviation industry is being used as a preferred mode of travel and thus creating a large chunk of revenue for the economy. Asia is one of the regions where the air travel is being used by many residents for the first time to travel abroad and thus aviation industry has more opportunities to generate more revenues and jobs for the region.

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more opportunities to generate more revenues and jobs for the regi In today's world the hospitality industry is an important constituent of many established service industries. The service industry has flourished and reached the common man since the advent of since the advent of 21st century.

The importance of modern aviation industry is difficult to overstate, but one main reason for this importance is globalised nature of the industry, helping to connect different continents, countries and culture. As a result, global aviation has been a key in facilitating efficient travel to distant places, enriching many lives in the process.

Due to the fact of being the fastest mode of travel, aviation industry is being used as a preferred mode of travel and thus creating a large chunk of revenue for the economy. Asia is one of the regions where the air travel is being used by many residents for the first time to travel abroad and thus aviation industry has more opportunities to generate more revenues and jobs for the region.

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The airplane is without a doubt the most influential invention of the 20th century, simply because it shrunk the world. It has connected nations that would have never been connected otherwise and shown us a new, unseen and spectacular perspective of our earth.

“The airline industry has come a very long way since 1903, and still has a long to go, but nothing comes close to the utility it brings to our fast-paced and modern world, and nothing will in the foreseeable future”.

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11. A Case Study on Revival and Continuity in Travel

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Abstract

The Tourism Economy has been heavily hit by the coronavirus (COVID-19) pandemic , and measures introduced to contain its spread. Depending on the duration of the crisis , revised scenarios indicate that the potential shock could range between a 60-80% decline in the international tourism economy in 2020. Beyond immediate measures to support the tourism sector , countries are also shifting to develop recovery measures. These include considerations on lifting travel restrictions , restoring traveller confidence and rethinking the tourism sector of then future.

Global tourism has been one of the most affected sectors during the COVID-19 crisis. Our tourism recovery model forecasts a cumulative drop of \$3 trillion to \$8 trillion before tourism expenditure returns to pre-COVID-19 levels. Recovery will be slow and driven by the underlying dependencies countries had on domestic and non air travel. Different countries, therefore, should prepare for their own recovery curves and reimagine their tourism sectors (as well as the support they provide) differently.

Introduction

The word tour gained acceptance in the 18th century, when the Grand Tour of Europe became part of the upbringing of the educated and wealthy British noblemen. Tourism is a service industry, consisting of transportation, accommodation and hospitality. The term tourism and travel are often used interchangeably though literally there is a difference. A person who indulges in tourism is known as a tourist. Tourism is a multi-faceted phenomenon which involves movement to and stay in destinations outside the normal place of residence. Tourism is composed of three basic elements-

- a. A dynamic element which involves travel to a selected destination or destinations.
- b. A static element which involves the stay in the destination.
- c. A consequential element resulting from the two preceding elements, which is concerned with effect on the economic, physical and social subsystems with which the tourist is directly or indirectly in contact.

Herman Von Schullard, An American Economist, defined it as, “The sum of the total operations, mainly of an economic nature which directly relates to the entry, stay and movement of foreigners inside and outside a certain country, city or region.”

As per the International Union of Official Travel Organization (IUOTO), now called as World Tourism Organization (WTO), has defined tourist as a temporary visitor staying for at least 24 hours in a country visited when the purpose of the journey can be classified under one of the following headings-

- a. Leisure:- recreation, holiday, health, study of religion and sports or
- b. Business, family, mission meetings.

Summary

WTO has taken the concept of “tourism” beyond a stereotype image of “holiday making”. The official accepted definition in the report is: “Tourism comprises the activities of persons travelling to and staying in places outside their usual environment not for leisure, business and other purposes' '. WTO has classified three types of tourism-

- a. Domestic Tourism: It consists of residents visiting within their own country. No formalities are required in this kind of travel.
- b. Inbound Tourism: Comprises non- residents travelling into a country of their choice.
- c. Outbound Tourism: Comprises residents of a nation travelling out to foreign country.

Tourism has become a major and an integral part of economic, social and physical development. It comprises a complete system of nature, the universe, the space and the galaxy which includes the man and his activities, wildlife, mountain and valleys, rivers and waters, forest and trees, social and cultural system, flora and fauna, weather and climate, sun and the sea. The whole system requires an environmental and ecological preservation, which can be expressed in terms of following equation

$$\text{Tourism} = (N + W + M) EE$$

Whereas,

N = Nature, W = wildlife, M = Man and his activities, EE = Environment and Ecology.

The environment and ecological aspect on all the components as regard to the development of tourism. The equation can further simplified in nature-

$$\text{Tourism} = (\text{Wildlife} + \text{Man})\text{EE}$$

Without planning and controlling mechanisms the development of tourism may end by having social, cultural and economic distortions, which will be reflected in the relationship between tourists and local people. As soon as tourism grows and expands, it brings social and economic changes in the respective region. This can be positive as well as negative.

The pandemics adversely impact tourists' behaviors and their mental wellbeing. As a result, they drop their planned tour plans in fear of the disease infection, as it looks impossible to avoid transmission of the virus during travel. Besides, tourists travel increases infection risk to other air passengers in the absence of effective vaccines. Travelers play a significant role in transferring viruses, epidemics, outbreaks, or pandemics between local communities' destinations. At present, the entire world is facing crisis communication in the media. The adverse consequences of the COVID-19 on the travel and leisure industry resulted in novel viral disease appearance.

1. Travel and tourism a significant contributor to the global service industry

Globally, travel and tourism are the significant contributors to a leading sector for job creation, socio-economic and cultural development worldwide. In many cities, regions, and countries, tourism plays a critical role as a strategic pillar of the economy's GDP. The tourism and leisure industry plays a vital role in economic activities and customer satisfaction, but it has also become the most vulnerable industry member. This industry always experiences the hardest-hits of various diseases, epidemics, seasonal influenza, and global pandemics. The tourism industry encounters the massive adverse consequences of the "black swan" major crisis events, including the global financial crunch in 1997 and 2008, the SARS epidemic in 2003, various social unrests, and earthquakes. The emergence of the deadliest viral disease has affected all economic sectors and overwhelmed tourists and customers' satisfaction. Economic activities and business services are contingent on expert forecasts that are based on traditional methods. It could be outdated and ineffective to handle global crisis events. Accurate forecasting methods for the academic world and business operations need the needful response to the COVID-19 impacts. Since late December 2019, the advent of the present pandemic COVID-19 has

developed unprecedented global health crises, social emergencies, and profound adverse consequences on the global economy. The current pandemic COVID-19 has resulted in global challenges, renewable energy, carbon emission, economic and healthcare crises, and posed spillover impacts on the global industries, including tourism and travel that are the major contributor to the service industry worldwide. It has massively affected the business firms' sustainable performance, and the CEO role became critical to take innovative decisions to revive economic gains. Social media platforms have provided information to various stakeholders in the crisis of the COVID-19 pandemic. The tourism and leisure industry have experienced COVID-19 tourism impacts the hardest-hits. This industry falls among the most vulnerable industries worldwide. The leisure, travel, and inbound tourism activities designated a steeper drop causing 2.86 trillion US dollars losses that made up 50% plus loss in revenues. In the first stage, this research study discovers the significance and settings of the current pandemic COVID-19. The study explores how innovation and change might contribute to the tourism and leisure industry's revitalization to the next normal.

2. International tourism: regions contribution to the service industry

Europe is the sole major contributor to the global travel and tourism industry. EU tourism presents one trip out of two by making up a 50% share of worldwide tourism. Tourism in European countries makes up nearly 48% of the entire outbound travel and tourism activities globally. The leisure industry is one of the main components of the global service industry. Travel and tourism provide a substantial contribution to business operations and ultimately contribute to the worldwide economy. The travel and tourism sector is an economic driver to the destination country's local GDP.

The estimations based on 2018–2020 data on the travel and tourism industry of the DACH states showed a 5.1 trillion dollar contribution to their GDP. In 2019, the tourism industry contributed to Austria's GDP remaining 446.31 billion dollars, Germany 3780.55 billion dollars, and Switzerland 704.83 billion dollars. Similarly, in 202, the tourism industry contributed to the Austrian G.D.P. amounted to 432.89 billion dollars, Germany 3780.55 billion dollars, and Switzerland 707.87 billion dollars. The region of DAH in Europe consists of Germany, Austria, and Switzerland. In 2019, DACH nations GDP amounted to almost 3.86 trillion US dollars. Germany remained the largest and most significant contributor with approximately 5.01 trillion US dollars. The acronym DACH refers to Germany (D), Austria, Switzerland (CH), and

represents these three neighboring countries. These nations make the most significant community, and German presents as the de-facto national first and official language of most of the population. These three nations collectively represent the highest human development standards indicated in social and economic dimensions. The service industry's contribution to Austria's GDP remained 62.50%, whereas Germany's service industry significantly contributed 61.80% to its GDP. In terms of percentage, the service industry contributed 71.4% to GDP in Austria. There were almost 135 million travelers in 2018 to the DACH Germany remained the third-major spender on a truism, amounting to 94 billion US dollars. The European countries region is a global travel and tourism industry with 600 million tourists arriving in Europe each year.

The tourism and leisure industry's growth rate accelerated in the 2010s due to many countries' active mobility and participation. Besides, China and the United States are two key market players besides intra-European countries' tourism that have primarily contributed to the growth in travel and tourism. The increase in tourist numbers has caused some challenges, and numerous destinations attempted to find sustainable paths in coping with travelers' high intensity. Regardless, the travel and tourism industry has developed positive impacts and is a significant contributor to the European economy. It directly contributed approximately 782 billion euros to the EU economy in 2018 and created 14.4 jobs. The statistics indicated the growing number of international tourist arrivals from 2010 to 2019 worldwide. The statistics of 2019 stipulated that there were 146.4 million arrivals of international tourists in North America and 61.4 million in the Middle Eastern countries. The appearances of international tourists showed a year-on-year increase between 2010 and 2019. Europe was one of the major destinations for international travelers in terms of region of origin. The European region accounts for more than 50% of international tourist arrivals worldwide, and it is the most visited region globally, according to UNWTO. The travel and tourism industry has become a key driver of cultural and socio-economic progress, and it creates millions of employment opportunities within the travel industry.

In 2019, estimations documented that travel and tourism remained a significant contributor to the world economy. It contributed growth of 9.3 trillion US dollars to the global economy, with a direct contribution of 2.9 trillion US dollars. On the other hand, the travel and tourism industry has faced the hardest-hit of the COVID-19 outbreak and showed a 98% sharp

decline in May 2020, which reflected travel bans and restrictions worldwide, amid preventive measures for containing the quick transmission of the pandemic. According to the data information reported by destinations, there was a drastic decline of 56% in arrivals of global tourists in the first five months of 2020 compared to 2019 data for the same period. There were 300 million decreased arrivals of global tourists From January to May 2020 compared to 2019 for the same time. It reported a 320 billion dollars loss in terms of international tourism receipts based on export revenue, more than 300% less than the economic crisis impact in 2009. Asia and the Pacific region were the first to suffer and recorded a steep 60% drop in arrivals from January to May 2020. The current pandemic's appearance has resulted in a global economic and health crisis and posed unprecedented disruptions to the world economy's leading sectors.

Tourism as a critical sector to local and national socio-economic development relies heavily on energy use. Any rise in the number of tourist arrivals requires an increase in energy demand to support the change. In turn, coupled with the associated increase in travel due to increased tourism, it has some consequences on environmental sustainability. The recent outbreak of the COVID-19 pandemic, which has disrupted economic activities globally, constitutes a significant shock to tourism development globally and in the sub-region. In the wake of global economic recovery evidenced by the loosening of lockdowns and commencement of complete internal air travels, there is a need for concerted policies that would increase tourist arrivals, broaden clean energy use and ensure economic and environmental sustainability. The pandemic has affected energy consumption patterns and impacted globalization and tourism to rethink innovation for sustainable recovery strategies. The pandemic has influenced stock markets and caused inflation. The pandemic has also affected governments budgets for agricultural expenditures on household welfare plans. The travel and tourism industry in Europe was the second-highest affected sector and recorded 58% fewer arrivals, followed by the Middle Eastern countries with a 51% decline. In comparison, Africa and the Americas both reported a 47% decline in tourist arrivals at the same time. Travel and tourism research scholars typically concentrate on exploring the impacts of perceived socio-economic and cultural factors fundamental contributions towards destinations resident. Inbound travel and tourism activities profoundly impact communities with their positive effects on the arrivals of international tourists' interfere with residents of destinations societies' social, cultural, and socio-economic growth and prosperity. The virus's outbreak has impacted travel and tourism activities and caused

a global travel collapse since mid-March 2020. The arrivals of international tourists showed a sharp decline of 56% from January to May, and a 97% drop in April and a 98% arrivals drop in May 2020.

Literature review

Table 2. COVID-19: Cases and mortality (Deaths) by the most affected states, as of March 15.

| Country | Confirmed | Deaths | Case-Fatality | Deaths/100k pop. |
|----------------|------------|---------|---------------|------------------|
| United States | 29,495,424 | 535,628 | 1.80% | 163.72 |
| Brazil | 11,519,609 | 279,286 | 2.40% | 133.33 |
| Mexico | 2,167,729 | 194,944 | 9.00% | 154.48 |
| India | 11,409,831 | 158,856 | 1.40% | 11.74 |
| United Kingdom | 4,276,840 | 125,817 | 2.90% | 189.23 |
| Italy | 3,238,394 | 102,499 | 3.20% | 169.61 |
| Russia | 4,350,728 | 90,958 | 2.10% | 62.96 |
| France | 4,132,104 | 90,924 | 2.20% | 135.73 |
| Germany | 2,585,385 | 73,701 | 2.90% | 88.87 |
| Spain | 3,195,062 | 72,424 | 2.30% | 155 |
| Iran | 1,754,933 | 61,330 | 3.50% | 74.98 |
| Colombia | 2,305,884 | 61,243 | 2.70% | 123.35 |
| Argentina | 2,201,886 | 53,836 | 2.40% | 120.99 |
| South Africa | 1,530,033 | 51,421 | 3.40% | 89 |
| Peru | 1,412,406 | 49,003 | 3.50% | 153.19 |
| Poland | 1,917,527 | 47,206 | 2.50% | 124.3 |
| Indonesia | 1,425,044 | 38,573 | 2.70% | 14.41 |
| Ukraine | 1,516,865 | 29,969 | 2.00% | 67.16 |
| Turkey | 2,894,893 | 29,552 | 1.00% | 35.9 |
| Czechia | 1,402,420 | 23,379 | 1.70% | 220.02 |
| Belgium | 809,861 | 22,545 | 2.80% | 197.38 |
| Canada | 918,406 | 22,484 | 2.40% | 60.67 |
| Chile | 896,231 | 21,772 | 2.40% | 116.25 |
| Romania | 862,681 | 21,565 | 2.50% | 110.74 |
| Hungary | 524,196 | 17,083 | 3.30% | 174.87 |
| Portugal | 814,513 | 16,694 | 2.00% | 162.37 |
| Ecuador | 302,498 | 16,240 | 5.40% | 95.06 |
| Netherlands | 1,178,501 | 16,218 | 1.40% | 94.12 |
| Iraq | 763,085 | 13,788 | 1.80% | 35.87 |
| Pakistan | 609,964 | 13,595 | 2.20% | 6.41 |

Conclusions

The COVID-19 pandemic has reflected social, psychological and socio-economic, and cultural influences on various tourism stakeholders, and they will suffer from the adverse effects for a longer time. The pandemic has provided an 'abundant' new framework in which tourism scholars and researchers can conduct studies with applicable research models. Nevertheless, the COVID-19 tourism impacts surveys need to ignore or drop the previous methods to execute the tourism and travel industry. Simultaneously, researchers need to implement feasibility studies, tourism demand forecasting, and active and best practices that would be beneficial and appropriate to explore the COVID-19 consequences on various geographic organizations and stakeholders. They theoretically provide minimal space for advancing the understanding of crisis management and potentiating the pandemic's ability to restart investigation areas and enhance the role and boundaries of tourism science and industry. The purpose of the present work is to encourage researchers to interpret and utilize the COVID-19 as a transformative power to reshape and redesign their research methods based on novel thinking for tourism development and research. Hence, it aims to rebuild the strategies and objectives to motivate and assess the intent, function, and effect of tourism organizations' tourism studies. Crises also stimulate the development and shift of new technologies. Indeed these are not to be treated as unavoidable, unchallengeable and challenging to re-form and re-calibrate to meet specific needs and concrete standards. Scientists have a responsibility to be convinced that COVID-19 tourism studies can guarantee the last consequences.

The COVID-19 tourism impacts on employment have put more pressure on tourism education. It has seriously affected job creation opportunities worldwide. Due to virtual learning and teaching, students also have to deal with training interruptions, recruitment, and unstable employment opportunities in the tourism business. Tourism programs, initiatives, and academic universities face the challenge of reducing new student enrollment, marketing and government support, and research funding. Tourism scholars should consider innovative approaches and research opportunities to determine organizational distance, taking into account the mental health and privacy issues of stakeholders affected by COVID-19. Similarly, teaching aspects must be explored, such as the planning and implementing more "sustainable," flexible, and flexible methods of tourism teaching and the development of students with transferable and practical skills in other business sectors.

From now on, the bet should not be on the increase in visitor numbers but on "better, more comfortable travel, personalized service, while maintaining affordable prices." The tourism industry should consider starting renovations of hotels, improving staff quality, simplifying the sale of tour groups and customer registration, and moving to digital technology. Particular attention should be paid to family entertainment: special programs for children and adolescents, the development of appropriate menus, entertainment systems, etc. Future pandemics are likely to recover fully, so tourism must first provide high-quality sanitation measures. For example, all hotels may require protective masks and gloves for employees, visitors, and disinfectants. To avoid overcrowding, restaurants should serve their customers in shifts. The beach can be divided into blocks separated from each other to maintain social distance. Besides, scientists, the Government, and the tourism industry should agree and hold the latest tourism sector discussions to better tourism. Travel companies and their partners in each region can recently start using their time to make their proposals more sustainable, if financially possible. The time has come to reposition the tourism industry and change the tourism products. There is a need to review the measures and prevent abandonment, at least in part after the coronavirus pandemic from mass tourism, which we previously knew. Specifically, among the comprehensive measures for tourism development in the COVID-19 pandemic, the study recommends that the Government develop a significant initiative with specific proposals to improve tourism.

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12. A Case Study on Training-Up during Covid-19 in Hotel Housekeeping Operations

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Abstract

After the occurrence of the Covid 19 pandemic the Tourism & Hospitality Industry is trying hard to adapt to the New Health and safety concerns. Airlines are Requesting passengers to wear mask and presently the entire cruise is kept on hold.

Before the start of the pandemic hardly any people had thought of sleeping in a bed where Hundreds of other Guests had already slept. Apart from this people also gave very less thought to touching door handles, Faucets and Television remote. But after the occurrence of the pandemic people will give more attention to areas and surfaces in the hotel room where there are chances of the virus. Similarly, Hotels will also try their level best to maintain a healthy, hygiene and place safe to stay for the Guests.

After the pandemic situation the hotel Housekeeping department will become the frontline of the new normal hotel experience. Guests will look for Hotels that will take care of their health and safety through proper and systematic cleaning and sanitization procedures. From the part o the hotel there will be stricter regulations to maintain all the standard operating procedures keeping in mind the Hygiene and Sanitization protocols.

After the occurrence of the Covid 19 pandemic new safety work Culture emerging in the hotel Housekeeping that requires the Staff to be well trained by the Learning & development department. The primary task of the Learning & development team in this matter will be to educate and inform the Staff about the covid 19 pandemic how it can be transmitted, the symptoms associated with it and the signs of infection.

The Learning & development team has to address the issues and cases that they have encountered in the Covid 19 period in the property as well as outside in order to train and develop the Housekeeping Team and at the same time create the sense of awareness among them. The Learning & development team will involve a great role in the restructuring and redevelopment the Standard operating procedures. The process will involve training of

Housekeeping Team in cleaning and Guests Handling in compliance with the utmost health and safety standards. The research paper focuses on the Housekeeping operations in new normal and the role Learning & development team has to play

Introduction

COVID-19, is primarily transmitted between people via respiratory droplets and person-to-person contact routes. Transmission may also occur by touching objects or materials carrying infection in the immediate environment around the infected person. The most common symptoms of COVID-19 are fever, dry cough, and tiredness. Other symptoms that are less common and may affect some persons with COVID-19 include aches and pains, nasal congestion, headache, conjunctivitis, sore throat, diarrhea, loss of taste or smell or a rash on skin or discoloration of fingers or toes. Some people become infected but only have mild symptoms and some people infected with SARS-CoV-2 have no symptoms at all

This article analyses how the pandemic has changed some consumer behaviours and attitudes and how these may affect the world of hospitality in the future. Of course, consumer behaviour is always in a state of flux, but we need to stop and reflect on whether we are living through a period of permanent or only temporary change. We also need to resist the temptation to believe that things will go back to "normal".

"Never look back, unless you are planning to go that way." Henry David Thoreau

Evolving Consumer Behaviour & Habits

Lockdowns, the inability to travel, teleworking, social distancing, strict health and safety measures; these are all factors that have influenced our behaviour, interaction with others and our way of viewing life.

Literature Review

Focus Areas for Cleanliness

First and foremost, the cleanliness of your hotel starts with the employees. At all times, employees for personal hygiene and self-isolating if sick.

High Touch Areas

Walk through your hotel as if you were a guest. What areas are most at risk? This includes doorknobs, elevator buttons, lobby seating, public phones, etc. Make a plan of how often these surfaces will be sanitized and provide sanitizing dispensers around the lobby for guests to clean their hands.

Rooms

Though you likely prided yourself on your housekeeping before COVID-19, even the most spotless operations will need to step it up to reassure travelers. Take inspiration from new procedures for during and after a guest's stay:

“Upon arrival at the Four Seasons, guests are given three bags: one for soiled towels, one for soiled bedding and one for trash. When towels and bedding need to be cleaned and when garbage needs to be removed, guests are asked to place bags near the entrances to their rooms and to contact housekeeping, which picks up the bags without ever fully entering the rooms.”

“The room is left vacant for a full 24 hours after a guest checks out,” [Dr. Robert] Quigley [senior vice president and medical director of International SOS] said. “Then a cleaning crew comes in with hazmat suits and does a deep cleaning, after which the room is left empty for 24 more hours. Then housekeeping enters to prepare the room for the next guests while wearing appropriate PPE, or personal protective equipment.”

Spa

While some spa services inevitably rely on closer interaction (think facials and massages), there are some steps to take that will help provide a clean environment and put a guest's mind at ease.

Consider adding an air purifier in the treatment rooms and running it between guests.

As of 4/23/20, there is no evidence COVID-19 spreads through water or hot tubs. Before adding this to any messaging on cleaning procedures and COVID precautions, check for any

Fitness Centre

To help limit the number of people in the gym at one time, some hotels are implementing time slots that guests must pre-register for. By setting a schedule, this also gives a cadence for the cleaning crew to come in after each session to sanitize the equipment

Technology

Mobile apps, keyless entry, and robot room service are just a few ways to utilize technology to lessen the points of human contact. There are also germ-killing robots that use high-intensity ultraviolet light to disinfect. Communicate New Procedures to Travelers

Once new standard cleaning procedures have been outlined, shout them from the rooftops. Be sure to share them anywhere and everywhere as the number one thing most travelers will need before booking a stay at your hotel is reassurance.

Website

Add messaging about cleaning procedures not only on your home page, but also right next to room descriptions on the accommodations page. Highlight the most important details and then link to the full list of procedures so guests can read more. Similarly, call out any relevant information on dining, spa, and other amenity pages.

Booking Engine

Reassuring messages throughout the booking process will make a big difference in cart abandonment. Similar to how an SSL Certificate or “secure checkout” verbiage gives a sense of security that makes consumers feel confident to book, reiterating the hotel is taking the necessary steps to keep guests safe and healthy during their stays will instill confidence in their booking decision.

Add a short note about cleaning procedures next to the room description and link to the full details. Update rate details and/or flexible cancellation policies.

Be mindful of description length. The most important content should be clearly visible and not hidden by “See More” links that require a click to expand the content.

Social

Don't make potential guests dig for your new cleanliness policies and procedures. Since this is the information standing between most travelers and booking a stay, you'll want to be sure it appears in all the places your guests will interact with you up until their stay.

Facebook

Pin the post at the top of your page so it is the first piece of content people see when they view your profile.

Instagram

There are several places on Instagram where cleaning procedures can be shared. First, add a link to the full list of procedures in your bio.

Then share a post to your feed and reference “See link in bio” for more information. While other posts may push the post further down your grid, as people scroll through your profile they will see it there.

Summary

Acknowledge Covid's impact on your hotel and understand that the more quickly and creatively you adapt to new guest demands, local rules and regulations, the better your chances are of recovering.

Make hygiene and safety your priority in public areas by spacing out seating, sharing information about local and in-house guidelines and setting up stations with hand sanitiser around your property.

Include new standards and procedures in your budget since things like PPE for staff and guests, disinfectant and hand sanitiser as well as the increased time spent on Covid-related admin will impact your bottom line.

Revisit your front office services

At a time when one of hospitality's main pillars, direct personal service, could be a potential health risk, it's important to find creative ways to bring together safety, social distancing and engagement. However, in some cases it may be even better to encourage guest autonomy and adopt a more hands-off approach.

The three points below offer ideas on how to keep your standards high while slightly changing how you provide your signature services.

Check-in and check-out. Allow guests to check in and out online so they can avoid the reception if they want to. This provides extra flexibility to your patrons and gives you more time to focus on other pressing tasks. After every in-person check-in and check-out, remember to sanitise your desk, the credit card machine and everything your staff and the guest touched.

Porter service and valet parking. Encourage porters to disinfect their equipment regularly and to leave bags outside the guest room after announcing their arrival by a knock on the door. Valets can sanitise the cars they park both when they enter and leave to ensure their safety and your guest's.

Allow guests to choose. Services like showing a guest to their room, taking their bags or parking their car were a given in many hotels before Covid. Since people are more careful about close physical proximity now, ask your visitors which services they're comfortable with before you go ahead with anything.

Leverage tech solutions

Digitisation and tech tools can be a great way to add extra value for your guests and make your team's life easier by automating repetitive tasks.

Consider implementing the following five options to get the most out of today's technology solutions in your front office department.

Offer a direct communication channel via your website by adding a chat feature and possibly using a bot to answer FAQs.

Continue guest communication via a centralised messaging platform that allows you to be in touch with patrons before, during and after their stay.

Drive revenue through pre-arrival upselling by using an automated upselling solution that proactively reaches out to guests and promotes upgrades and ancillary services.

Improve internal communication by using a tool that helps departments quickly share relevant information and complete action items more quickly.

Digitise services and amenities like your in-room A-Z guide or the reading materials you offer at breakfast to save both time and the cost of sanitising the physical copies after every use.

Focus on providing experiences

Especially during these challenging times, guests want to have a great experience to forget the drudgery of the past months. Make a stay with you worth it for your guests in three simple steps.

Offer localised experiences to help guests discover the fun side of your region. Think of something that will wow even those who are travelling close to home this year and may otherwise feel like they've already 'seen it all'.

Create new ways to interact with guests either through digital means or by moving your check-in from the front desk to the lounge. There, staff and patrons may even have the option of removing their masks, since they are often not required in F&B venues. This can make interactions feel more personal and friendly.

See changing guest demands as an opportunity to try something new. Use your creativity and you'll probably find ways to revamp some outdated processes that you've been itching to do away with for a while. Now is your chance!

Conclusion

The COVID-19 pandemic threw businesses into disarray around the world and is expected to have a drastic impact upon the global tourism industry in response to the pandemic, hotels adopted numerous strategies to ensure some degree of business continuity.

with a mixture of strategies which aimed to cope with the specific crisis – improving hygiene and health standards – and the secondary crisis – cost control and financial planning and to promote recovery – by targeting mostly local and long-stay markets. It is expected that numerous small hotels would close because of pandemic, whilst larger chains would be able to consolidate their position by continuing to open new properties and buying small hotels. Improvements in operations and efficiency were expected, although some more drastic changes – such as the end of in-person events – were more debated.

Further research could explore the generalizability of such responses across other geographies, other crisis, and explore whether these types operate in notable stages or not. That is, does Specific Crisis Management always come first and is there a distinct transition to General Crisis Management. Future research should consider a more extensive qualitative or, preferably, quantitative study to understand the generalizability of these results more thoroughly.

While it is too early to comment on the long-term consequences of COVID-19, especially since the pandemic is still ongoing, the results offer insight into the process of handling the crisis and possible long-term consequences of these strategic responses. For industry, the results document the reactions of hotels to a globalized pandemic which can provide guidance for future pandemics, particularly in terms of the category of response and examples of responses. The findings can be used by hotel managers and owners to recommend a course of action for hotel operations to help identify possible opportunities arising from such hardships

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13. A Case Study on Pre and Post Covid Service in in-Room Dining

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Abstract

The present research investigates the effects of the perceived threat of COVID-19 and the salience of the virus on consumers preference for private dining facilities. Integrating the theories about the psychology of risk with research on preference for private dining, we predict that the prominence of the virus systematically increases preference for private dining facilities. Four studies consistently support our prediction. Consumers who perceive the threat of the COVID-19 pandemic to be high (vs. low) evaluate the private dining restaurant and the private dining table highly. Moreover, two experiments showed that the salience of the virus generates a preference for the private (vs. non-private) dining table and for the restaurant with private rooms. This research provides a strategy for the restaurant industry to recover from the negative effects of the COVID-19 pandemic.

In-Room Dining

Room Service: It implies serving food and beverage in guest rooms of hotels. Small orders are served in trays. Major meals are taken to the room on trolleys. The guest places his order with the room service order taker.

The waiter receives the order and transmits the same to the kitchen. In the meanwhile, he prepares his tray or trolley. He then goes to the cashier to have a cheque prepared to take along with the food order for the guests' signature or payment. Usually, clearance of soiled dishes from the room is done after half an hour or an hour. However, the guest can telephone Room Service for the clearance as and when he has finished with the meal.

There are two types of Room Service

Centralized: Here all the food orders are processed from the main kitchen and sent to the rooms by a common team of waiters.

Decentralized: Each floor or a set of floors may have separate pantries to service them. Orders are taken at a central point by order-takers who in turn convey the order to the respective pantry.

The guest may call for service by pressing a button that lights up a series of colored lights in the corridor or alternatively lights up a panel in the floor pantry divided into numbered sections denoting the rooms. The customers may telephone directly to the floor pantry or to the reception or the restaurant or dining room.

Mobile: This type of operation is found in resorts. In resorts, there are mobile vans that go to the cottages and prepare the food in front of the guests or bring prepared food in it.

Dumb Waiter: Dumb waiter is a specialized elevator for room service. Mainly used in countries which are technically improved and have a shortage of manpower. They are of 3 types

- one in which there is a waiter standing in the elevator and prepares the food inside the elevator and goes to the room and serves.
- The second one is in which the elevator along with the prepared food opens into the floor pantry and the food is served from the floor pantry to the guests in their rooms
- The third one is found in really technically improved countries in which the elevator along with the prepared food opens into the guest room and the food is directly served to the guests

Features

1. 24 hours room service in very good hotels
2. All meals- The various meals one has in a day are served. E.g. Bed Tea, Afternoon Tea etc.
3. Dearly priced- It is priced more because it is served at the rooms and even lot of effort and equipment are required for the transportation of the food
4. Dispense Bar/ Mini Bar- A bar situated in the back area of a restaurant or in the pantry is known as Dispense Bar. The bar situated in the restaurant is known as American Bar or Cocktail Bar. A small refrigerator inside the room stocked with mineral water bottles, soft drinks and alcoholic beverages is known as a minibar.

5. Ordering through the phone- Order taker is one of the most important people in-room service. An order taker should be attentive and listen properly to the guest and should repeat the orders

Advantages

- Guest can eat and drink within their own private room in the hotel.
- Guests can order meals whenever they want.
- Room service can reduce food wastage.
- Convenience for guests with children and babies.
- Promotes safety, as guests are able to stay inside their hotel
- Disadvantages
- Food and drinks are much more expensive than average.
- Hot food can become cold before delivery to the room.
- The guest may be less likely to experience local food.
- Guests cannot observe the food being prepared.
- Room service menus are often limited so that items can be cooked at all times by cooks on different shifts with common skills

Introduction

The global hospitality sector has been hit hard by the COVID-19 crisis. Restaurants, hotels, casinos, and sporting venues have stood empty for months as governments and public health authorities acted to contain the spread of the coronavirus. These organizations moved swiftly to mitigate the impact on their business, furloughing staff, reducing costs, pivoting online, and more, until given the green light to reopen. Now that time has come. Authorities across Canada and other parts of the world have begun to reopen their economies, and the hospitality sector is gearing up to open their doors once again. Yet the world in which the industry now finds itself has changed. The COVID-19 pandemic and the resulting global lockdown have dramatically affected consumer behaviour. Some behavioural changes in motion before the outbreak have accelerated; others have slowed or stopped. New habits and expectations have arisen. Discretionary spending has suffered, and spending patterns have changed. Understanding and responding to consumers' changing behaviours will be essential to the recovery of the hospitality sector.

Organizations will need to reimagine the customer experience and re-engage with customers to build and maintain their trust. At the same time, they will need to improve their operational agility and financial resilience to navigate the uncertainties of doing business in a world wracked by pandemic.

According to Chakravarti, (1999) hotel is a place which provides food, shelter and other amenities for comfort and convenience of the visitors with a view to make profit. In fact, it is an establishment where primary business is to provide lodging & boarding facilities along with other facilities such as laundry, uniformed services etc. Hence, hotel may also be called as home multiplied by commercial activities (Bhatnagar, 2006). The history of the hotel industry is as old as tourism and tourism is old as civilization. Hotel Industry is inextricably linked to the tourism industry; in fact, both are two sides of the same coin. The growth in the Indian tourism industry has fuelled the growth of Indian hotel industry. Both are complementary to each other. The direct contribution of Travel & Tourism to GDP in 2011 was INR 1,689.8bn (1.9% of GDP). This is forecast to rise by 7.6% to INR 1,818.5bn in 2012. The direct contribution of Travel & Tourism to GDP is expected to grow by 7.7% pa to INR 3,805.2bn (1.9% of GDP) by 2022 (WTTC, 2012). With 740 million domestic travelers (in 2011) and over 6.3 million FTAs, India, after China, is considered one of the most lucrative hotel markets in the world and has the second largest construction pipeline in Asia (ICRA Estimates, 2012). The hotels provide a number of services to the visitors. The present day modern concept of the hotel is not just a place to provide accommodation and food and beverage but offering to its guest every possible facility, service and convenience. From the number of facilities and services, the study focuses on the IRD services. In-room dining plays the pivotal role in the hotel especially in the food and beverage service department. The department is responsible for serving food and beverages in the room ordered by the guests. According to Brand, J. (2013); the best service any hotel can offer is to serve guests high quality food in their hotel room in a timely way with brilliant service. Further he opined that a simple glass of fresh lemonade upon check in can make the all the difference for a customer and a customer for life. In room dining or private dining has not moved that far from the original Room Service as it once was called, or 'room circus' as not-so- affectionately termed by the kitchen. In today's time every hotel in India and internationally, classified and unclassified offers round the clock room service facility to satisfy their customer needs. However the level of service and the ambience is much better in

restaurants, though some guest prefer to have their meal in the room for different reasons such as busy work schedule, privacy, illness, etc. To run the operation efficiently there are number of practices adopted by the hotel or a particular room service department. The present study focuses on the analysis of review from the past several studies in the context of room service, its practices and allied areas such as service quality, customer satisfaction, revenue management, pricing, etc. too aware about the need of such type of research in the Indian Hospitality Industry.

Literature review

From the last few decades, hospitality industry has attracted scholars and offered a venue for different types of research. India is just emerging in this direction and focusing on conceptual and empirical researches, however, to achieve desired results there is a need of hour to add valuable exploratory information to hospitality management literature. Several studies by the scholars in the past have focused in this less researched area such as Norton, 2008; Mann, 1993; Babajide, 2011; Christie, 2002; Hersh, 2010; Ladhari, 2009; Oliver, 1999; Lynn & Withiam 2008. According to Norton (2008), the room service system helps in over production of food and reduces the wastage, in-floor stock, inventories and also improves the guest satisfaction. Mann (1993), in the hospitality industry every hotel managers agree that service is the utmost priority. That's why to improve the level of service the several practices is used in the hospitality industry. The guest return back to the hotel if he finds the good service. Further Babajide, 2011; Christie, 2002; Hersh, 2010; Ladhari, 2009; Oliver, 1999; stated that service quality plays a pivotal role in satisfying the customers which leads to customer loyalty and encourage them to revisit. According to Siguwaw & Enz, (1999); stated that to know the guest requirement and to make feel who our guests are will make the process easier and the quality of service and products leads to decide the customer retention rates. Hinkin & Tracey, 2000; Taylor et. al., 2001; Wildes, 2005; profound that hospitality industry is facing the challenges in terms of recruitment and retention of employees however tipping practices appears to be more popular alternative among restaurateurs to overcome from this challenge. Further Lynn & Withiam (2008); stated that tipping create a competitive edge for employers in attracting talented servers. He also revealed that the major advantages from the tipping practice to the organization is to increase profits through price discrimination, lowers tax payments, acts as an incentive for up-selling and to attract competent workers as well. Wessels (1997) stated that

pooling of tip practices vary from country to country and from property to property. However United States have laws that prohibit tip pooling. Non-tipped staff usually argue regarding the tips that they also deserve a share of the tip because they make an equally contribution to the final preparation, packaging and service of the product.

Pre arrival registration

To minimize the personal contacts pre arrival registration on-line will allow guests the opportunity to have as small amount of time in public areas as possible. It may also advance further and quicker the use of electronic locks that use Bluetooth and RFID technology, which companies like Starwood and Hilton have been working towards for some time.

Check-Out

Digital hotel invoices are shared on mail for contactless payment to the guest upon departure confirmation, prior to their contactless check-outs to ensure in-room verification.

Drop boxes are used for key collection at departure post which the keys are sanitized subsequently.

Covid-19 testing and tracing

Future guests will be seeking safe environments and governments may require a system of authorisation on mobile phones for tracing either voluntarily or mandatory. Countries like Singapore are already rolling out a full system using QR app TraceTogether. Whilst there are significant privacy issues relating to what data, there may be benefits for teams working together in environments such as hotels to be quickly alerted to someone experiencing symptoms.

Social distance circles

It has been noticed that in geographical areas preparing to re-open after covid-19 properties are placing distance circle marks in public areas in order to aid social distancing measures. This is specially relevant in areas such as lift and door entrance areas.

Public area sanitizing and disposable wipes availability

Guest will expect to see evidence of a greater public hygiene. Automatic electric doors will be favourable to push/pull. The frequency of wiping down high use items such as door handles and lift buttons will be expected, and it is likely that guests will use provided or their own disposable wipes and will require waste bins to dispose of these items.

Greetings and acknowledgements

The standard handshake may become less attractive to many guests and staff alike. The standard General Manager tour of a hotel shaking the teams' hand may be seen as a quick way to transmit Covid throughout the property. Whilst there are plenty of alternatives available from the Star Trek salute to the more traditional Namaste greeting there are also more discreet greetings such as the hand on the heart sincere greeting.

In room sanitized frequent use items

Some hotels already provide sanitized proof of frequent use items such as toilet seats and TV remote controls which includes a tape of proof or disposable bag for the remote control. However, there may be options to include disposable sanitize wipes for guests to use on door handles in the room or in public areas.

Room service

As hotel guests avoid more public dining room service may become more popular and other forms of in room dining through apps such as UberEATS or Deliveroo may become more relevant. Deliveroo have been trialling a partnership with an Aparthotel group in Australia for nearly a year and this may become a more popular option post Covid-19 in City destinations. In other destinations it may beckon the demise of an in-hotel room service operation that frequently is a loss-making department in some properties.

The coronavirus has forced luxury hotels to retool the guest stay, from check-in to checkout. But this doesn't mean you should expect a lesser experience. As hotels begin to reopen all over the globe, they are discovering creative ways to adhere to health regulations while ensuring you have a good time. Their efforts especially shine in the food and beverage realm, where they have reimaged everything from happy hour to the hotel buffet. This is the second in Forbes Travel Guide's three-part series about how the luxury hotel experience has changed during COVID-19. We previously explored what it's like when you check into a property, and tomorrow we'll look at what you can expect when you visit hotel spas, gyms and golf courses. Some properties are getting inventive with their culinary offerings amid the restrictions. In Napa, Carneros Resort and Spa added Plum wine dispensers to the rooms. The dispensers preserve, chill and serve by-the-glass wines from nearby vineyards. To learn more about the selections, tune into a special TV channel for 10-minute virtual tastings with winemakers Steve Rogstad of Cuvaison and Chris Kajani of Bouchaine Vineyards. Four

Seasons Hotel Seattle still has its unique coffee concierge, who will run freshly made joe to your room for free in the morning. But instead of the usual Seattle-themed mug, now your coffee arrives in a to-go cup placed on a silver tray in front of your door.

Properties have found various methods to adapt room service to the pandemic. The Ritz-Carlton Bal Harbour, Miami switched to no-contact delivery and pickup as well as single-use packaging and products. In the accommodations, the menu is accessible via a QR code that you can scan with your phone. Choose among entrées like fennel-pollen-crusting corvina and skirt steak churrasco. If you prefer not to have anyone come to your room, opt to order a meal and pick it up from the onsite Artisan Beach House restaurant.

Or don't order at all. The Miami hotel is well-suited for bringing your own food — its 46 rooms carry a small fridge and 49 suites have a full-size refrigerator and kitchen.

Four Seasons Hotel Seattle affords guests two room service options. There's the traditional in-room dining experience where a cart arrives at your door, which was tweaked to include social distancing but still provides upscale touches like tablecloths. Then there's a knock-and-drop service, where the server raps on the door, stands six feet away and lets you to pick up your meal, which is in single-use packaging.

Post Covid

It's impossible to overstate the impact the Covid-19 pandemic has had on the hospitality industry, with hotels being among the hardest hit. PwC forecast that recovery could take as much as four years and that hotel rooms would be occupied for an average of 45% of the time during 2021 – a drop of 21% from 2018. In spite of this downturn, the industry has been quick to develop alternative revenue streams, particularly in food and beverage. While many of these changes are temporary, there's no doubt that some of the ground-breaking updates to hotel wining and dining are here to stay. From sleek restaurant design to local sourcing, we explore some of the hotel bar and restaurant trends for dining post-Covid-19.

Cleaning and housekeeping

Because cleaning and housekeeping staff are in direct contact with guests as they clean rooms and conduct other housekeeping duties, they must comply with basic protective measures and precautions against COVID-19.

Monitoring of sick guests

Housekeeping and cleaning staff should inform the management or the reception desk of any pertinent incidents, such as noticing sick guests in their rooms. They must treat all this information with discretion, leaving it up to the management and to medical services to evaluate the situation and make appropriate decisions.

Summary

Room service or in-room dining is a hotel service enabling guests to choose items of food and drink for delivery to their hotel room for consumption. Room service is organised as a subdivision within the food and beverage department of high-end hotel and resort properties. It is uncommon for room service to be offered in hotels that are not high-end, or in motels. Room service may also be provided for guests on cruise ships. Room service may be provided on a 24-hour basis or limited to late night hours only. Due to the cost of customized orders and delivery of room service, prices charged to the patron are typically much higher than in the hotel's restaurant or tuck shop, and a gratuity is expected.

Conclusion

The review of literature emanates that In Room Dining practices is a widely used concept in the hospitality industry and has profound impact on the revenue management and quality of service. It is also revealed from the review of literature that, revenue management is the mathematical way to maximize capacity and revenue of an operation. Finally, the review of literature also reveals that a number of studies have been carried out in context to the In Room Dining practices in general, but less work has been carried forward in regard to the hospitality industry in general and in specific to Indian context. Moreover, Indian hospitality management literature revealed that there is a dire need to add exploratory data in the less researched area i.e. In Room dining.

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14. A Case Study on Housekeeping Service to the Quarantine Guest Following the Covid Protocol

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Abstract

The health crisis caused by the pandemic COVID-19 has been of such magnitude that the drop-off in economic and tourist activity in most countries is generating an economic crisis with consequences that are still difficult to measure. The present work analyses the origins and evolution of the coronavirus pandemic and reviews the literature related to the impacts and recovery strategies that were implemented in previous crisis situations affecting the hotel industry. As the topic revolves around the Room Division Management department Hotels had made different protocols for the RDM teams to serve the Guest who is under the Quarantine. How the role of Housekeeping staff has been changed during the COVID 19 pandemic has also been mentioned in the case study. In many cases, a quarantine for 14 days is required and breaking isolation rules can result in a hefty fine or even arrest. For many travelers going to restricted areas, quarantining in a hotel might be the only option.

Introduction to the Topic

Hospitality professionals pride themselves on high attention to detail. Proactively ensuring proper sanitation throughout the property to prevent the spread of concerning germs and viruses is no exception.

We've entered a world of change and the hospitality industry has been deeply impacted. Now, with regions across the globe reopening, the consideration of what it means to live and travel in this strange new world has begun to kick in.

This includes changes throughout all hotel departments, from contactless check-in at the Front Desk to new procedures for valets and bellmen. Housekeeping will be the bedrock of security, as cleanliness is critical to safety.

Cleaning hotel rooms is a core part of the hospitality business. With heightened awareness as a result of the pandemic, hotel teams will face additional scrutiny on what makes a room clean and safe.

Hotel safety for guests and employees, as well as national economic and health safety, relies on the ability to control and eliminate COVID-19 in shared environments.

As some areas around the world are coming out of the first phase of COVID-19, others are seeing surges or second spikes of the contagious disease. Globally, there are seemingly ever-changing rules regarding which travelers can or can't enter an area. Many areas (cities, counties, states, and countries) have placed quarantine restrictions on travelers returning from overseas, coming from areas that are believed to be hot-spots, or simply anyone coming in that is not part of the community 'bubble'.

In many cases, a quarantine for 14 days is required and breaking isolation rules can result in a hefty fine or even arrest. For many travelers going to restricted areas, quarantining in a hotel might be the only option.

Literature Review

When crises situations such as COVID-19 happen, they force hospitality companies to change their operating strategies. These events generate high levels of uncertainty and usually require quick responses in facing negative impacts. Nevertheless, previous research has shown that there is little preparedness for a crisis situation in the hospitality industry, due mainly to a lack of devoted resources and a lack of knowledge and experience about how to act. Previous research has focused on destination response and recovery with little research specifically in hospitality responses and recovery strategies. However, the little research unanimity that exists has found that crisis situations have a strong impact on the hospitality industry. Table 1 presents a literature review focused on the hospitality industry classified by type of crisis impacts and response and recovery strategies. How the role of Housekeeping staff has been changed during the COVID 19 pandemic has also been mentioned in the case study. Cleaning hotel rooms is a core part of the hospitality business. To understand more about how the new cleaning requirements are playing out across hotels and resorts in practice, we spoke to 13 hotels across the globe

Case Analysis

Increased Focus on Cleanliness

Nobody has ever wanted to stay in an unclean hotel, and that was true pre-pandemic as well! COVID-19 has been an eye-opener for many people around the world when it comes to germs and cleanliness. Guest safety is the ultimate act of hospitality, and cleanliness plays a large role (along with many other suggestions from the centers for disease control) in keeping people safe.

The housekeeping department has always been the most important and visible when it comes to hotel cleanliness and now is no different. Housekeeping departments are under a spotlight and hotel management, along with hotel guests have high expectations.

Housekeeping staff will be asked to clean more frequently, and perhaps with different cleaning supplies and cleaning chemicals.

Increased And Urgent Need For Flexibility And Visibility

COVID-19 has facilitated the urgent need for flexibility within housekeeping departments. Gone are the days that a housekeeping manager is able to assign rooms for turnover or stayover service in the morning, and not make any change to the schedule or assignments again that day (although, it can be argued that a day with no changes was never the norm!).

Operational Implications of New Cleaning Protocols

To understand more about how the new cleaning requirements are playing out across hotels and resorts in practice, we spoke to 13 hotels across the globe that have 100 to 1,500 rooms. From this we have charted the average room cleaning times in November 2019 and compared this to the pandemic cleaning environment in July.

We found that the guest departure room cleaning time has increased an average of around 15 percent for half the hotels we spoke to. For some resorts or hotels with large rooms or kitchen facilities, for example, the new time taken is much much more. Ivaylo Ivanov, SVP of hotel operations for the Okada Resort in Manila, Philippines, estimates that for his resort, around 35 percent more time is now spent on cleaning.

Best Practices for Room Attendant Safety

COVID has resulted in many changes to housekeeping practices over the past year. Each hotel operator may respond in a different manner, but overall, multiple night stays do not receive housekeeping service at many properties; room attendants may provide fresh linens, but are not

conducting stayover cleanings. As a result of detailed sanitization protocols, they are spending more time in rooms between guests and are more aware of items that need to be cleaned and in what manner.

The ideal training program will provide room attendants not only with information about new cleaning protocols, but also with the knowledge of how to safely perform these job tasks. This includes information on the nature of strains and sprains, the importance of promptly reporting injuries, best practices associated with housekeeping cart use, the bed linen change, bathroom cleaning, vacuuming, and tidying and tips to reduce the likelihood of awkward postures such as twisting or turning. Here are some key areas of safety focus to highlight:

Contact with the Guest

To help alleviate the risk of COVID-19 transmission through person-to-person contact, properties like Marriott use signage in its lobbies to remind guests to maintain social distancing protocols and will remove or re-arrange furniture to allow more space for distancing. The company is planning to add partitions at front desks to provide an extra level of precaution for its guests and associates and is working with supply chain partners to make masks and gloves available to associates. You'll see more hand sanitizing stations around hotels - near the entrances and front desks, elevator banks and fitness and meeting spaces.

Service by the Hotel Converted Into Quarantine Center

At the 160-room Ginger Bhubaneswar, named a Quarantine Centre, this learning has been honed to perfection by hotel manager Shantanu Das and restaurant manager Saurabh Kumar. While Saurabh takes care of day-to-day activities, including coordination with doctors and vendors, Shantanu has redesigned the services for guests, and coordinates with BMC officials and engages with the staff and their families.

The hotel set aside 60 rooms in the new wing as the quarantine centre. The functioning of the hotel is limited to four housekeeping associates, four associates for food service and three managing the front office. Despite having to function with fewer staff members, the hotel took great care of its quarantined guests, all of who tested negative after their stay.

Great Expectations

The hotel aims to live up to the expectations that Bhubaneswar Municipal Corporation (BMC) has set. Shantanu says, "The administration expects us to provide clean and hygienic

rooms along with timely food service. They have also requested us to install CCTV cameras and appoint security personnel to ensure that quarantined guests stay indoors.”

BMC doctors visit the hotels every alternate day to examine the health of the quarantined people and ensure that hygiene is being maintained. An officer is available on call for Ginger Bhubaneswar in case of any issues such as vendors not getting curfew passes and picking up of essential supplies.

Guests Reviews About The Quarantine Stay

Quarantine hotel stays, while definitely not a concept we ever envisioned until forced by circumstances to do so, have become a reality during the past year. Some hotels from across the world have offered their space and services during lockdowns to help quarantined travelers. Some are even lucky enough to open their doors to regular travelers, but at the same time also support the ones who need to isolate themselves.

In many of these cases guests, whether they're just enjoying a regular trip or are in the unfortunate position of having to quarantine, have mixed feelings and opinions. This can range from frustration at their movements being limited even though they are not ill, to actually being ill and needing special care and attention in a distanced, contactless way. Due to the significantly different environment, services, and offerings hotels now display since the pandemic, guest feedback can reflect both negative and sometimes, surprisingly positive impressions depending on their experience of this exceptional situation. For hoteliers, catering to quarantined guests can certainly pose a challenge and imply a drastically different approach in service and operations - whether they are focusing on quarantine only or a mix with regular travelers. However, this can also be a tremendous opportunity in being close to guests at their most vulnerable times and nurturing a level of loyalty like never before. There is no industry better than hospitality to make a difference during such a time.

As we can deduct from these guest reviews, some travelers would have wanted to be informed that the hotel is hosting COVID-19 patients. Their negative feedback was impacted by a lack of communication on the hotel's part and a feeling that their wellbeing and safety were not prioritized. At the same time, others complained about the inflexible hotel policies and the different rates applied to regular vs quarantined guests.

On the other side of the coin, some travelers were pleasantly surprised by the genuine care towards their wellbeing, the empathy they were shown, and the fact that the staff went the

extra mile in order to accommodate them. It is clear from their online reviews just how much it mattered to them to be treated with respect. A little extra care can go a long way during a difficult time in their lives, in a place far from the familiarity and comfort of their homes.

Hotels Modify Service for the Flight Travellers

All hotels working towards contactless services

Several hotels in the Coimbatore district have opened their doors to passengers, who land in the city by flight, for a day's quarantine.

The hotels, many of the international brands and those in the brand category, have also modified their systems to offer contactless service.

Checking temperature, use of sanitisers and disinfectants, and staff wearing masks and gloves have all become mandatory at these hotels

At Fairfield by Marriott, one wing has been allocated for air passengers. Meals are served to customers at the doorstep of the room. Enough stock of tea bags, soaps, garbage bags, etc are provided at these rooms so that the guests do not have to come out. "All necessary precautions have been taken and a dedicated team will serve the guests who quarantine at the hotel," says JP Menon, General Manager of the hotel, here.

Any passenger who arrives at the Coimbatore International Airport is given the list of hotels that they can choose to stay (paid stay) for a day. If they test negative for COVID-19 they can go home and if they test positive, they are shifted to hospital for treatment.

If a passenger chooses Marriott, the hotel's vehicle at the airport brings the guest to the hotel. Disinfectants are sprayed on the bags and the guest checks in at a separate counter. The welcome letter lists the precautions, dos and don'ts, he adds.

At The Residency Towers, "All facilities are provided to the guests but there is no room service," says its General Manager Charles Fabian. Plates, spoons and forks are all available at the room and meals are served at the room's door step. The staff are also trained and the required precautions are taken, he adds.

From Oyo rooms to star hotels, the flight travellers have a wide choice of hotels where they can quarantine for a day. However, some hotels closed down completely from March 25 when the nationwide lockdown came into effect and these do not accept guests.

The hotels are all working towards contactless services to build confidence among travellers that they can go to another city and stay safe, hotel industry sources say.

Post Covid-19 Hotel Housekeeping Protocols

7 Ways to Change

1. Ensuring Safety for Staff and Guests
2. Robust Cleaning SOPs
3. External Communication of Cleanliness
4. Lean Teams Doesn't Necessarily Mean Less Efficient Teams
5. Outfitting Housekeeping Departments with PPE
6. Opt-In Housekeeping & Safety Consultations.
7. New Expenses and Managing Your Housekeeping Budget

New Protocols

Prior to the hotel being designated a quarantine centre, BMC officers inspected the premises and trained the staff. Ginger did a deep cleaning of the hotel, and equipment and supplies used for cleaning the quarantined wing were purchased and stored separately.

With most associates advised to stay at home, the hotel is functioning with a skeletal staff. Saurabh says, "We have housed those of our associates who couldn't reach home due to the lockdown."

Fourteen rooms in the new wing have been occupied as self-isolation rooms. Naturally, during the period of the quarantine, housekeeping services are limited to providing fresh linen and clearing the garbage. These services are provided without the associate needing to enter the room at all. Breakfast, lunch and dinner are provided in disposable containers left at the door.

The New Role for Hotel Housekeeping Staff Post Covid-19

COVID-19 has prompted sweeping changes in many industries around the world. Some of them will be forever changed, while others will only face temporary reforms before reverting back to pre-pandemic operations.

The hospitality industry had a tough 2020, and in a short 10 months, hotel operations quickly started to look different. Whether these are permanent changes, or will only persist for a few years, only time will tell. But for now, hotel housekeeping departments look and operate differently in the new normal.

The New Role of the Housekeeping Staff

Housekeeping employees are being asked to wear multiple hats. Housekeeping managers and supervisors are on the floor, filling the role of room attendants, and completing daily

housekeeping tasks. In order to work efficiently and prevent a decline in guest satisfaction, it's all hands on deck, always.

Preparing Your Hotel for Quarantined Guests

Even with changing restrictions and government orders, hotels can take basic steps to prepare their property for guests who are quarantining and to streamline operations. While some hotels require that guests shelter in their hotel rooms, other quarantine hotels offer the option for guests to have more freedom on the hotel property (including outdoor smoking areas or outdoor exercise areas).

In preparation for guests who will need to isolate, additional standard operating procedures (SOPs) and checklists will need to be in place to make sure that guests and team members are protected while adhering to municipal regulations.

These quarantine and isolation specific SOPs and checklists are in addition to the heightened cleaning and sanitization procedures that hoteliers are using to prevent the spread of COVID-19 and to maintain the health and safety of guests and staff.

Summary

Cleaning hotel rooms is a core part of the hospitality business. With heightened awareness as a result of the pandemic, hotel teams will face additional scrutiny on what makes a room clean and safe. Some of the protocols given by the Gov. Has to be followed by the the Hotel's In order to survive in the market during the COVID 19 pandemic. As the cleaning plays an important role during the time of this COVID 19 pandemic Hotels has increased their focus more on cleanliness

Hotels had made them selves flexible to the condition of this COVID 19 pandemic. As the topic revolves around the Room Devision Management department Hotels had made different protocols for the RDM teams to serve the Guest who is under the Quarantine . Some of the articles on the hotels had also been put into the case study , what all things the hotel carried during the pandemic has also been mentioned. How the role of Housekeeping staff has been changed during the COVID 19 pandemic has also been mentioned in the case study. Cleaning hotel rooms is a core part of the hospitality business.

Conclusion

At the end I would like to conclude my topic with the saying " cleanliness is next to godliness" . Being Hygienic and Healthy would let us fight against every such viruse . Hotels

their by move their more focused on Cleanliness , Hygine , Good service and Memorable experience to the Guest during the COVID 19 pandemic. The Pandemic bought a drastic change From the industry which was more focused about earning profit to the industry Which is focused about the Health and Hygine of their gusest .

Housekeeping Department played and very important role in this process. Dealing with the guest who's fighting against the virus is the most challenging part of their service. PPE kits where their primary wapon along with the senitizers , gloves , masks and other cleaning agents etc. It was very much difficult to deal with the quarantine Guest then the regular guest , as the service to such guest would rather differ from the regular guest . Hotel's had made their own COVID protocols for the staff dealing with the quarantine Guest .

In preparation for guests who will need to isolate, additional standard operating procedures (SOPs) and checklists will need to be in place to make sure that guests and team members are protected while adhering to municipal regulations.

These quarantine and isolation specific SOPs and checklists are in addition to the heightened cleaning and sanitization procedures that hoteliers are using to prevent the spread of COVID-19 and to maintain the health and safety of guests and staff.

15. A Case Study on Post Covid Food & Beverage Industry

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Abstract

Covid-19 has made a huge impact in Food & Beverage industry

The sudden breakout of coronavirus disease (COVID-19) rapidly spread across the globe, leaving no country behind in being affected by the global pandemic in the year 2019–20. As COVID-19 commenced, within months two major Asian giants initiated the norms of social distancing and lockdowns in their societies. The indiscriminate nature of the current pandemic has not only impacted the health and quality of life of people but has also disrupted the global economy, supply chains, and countries all over the world. In food and beverage manufacturing industries, the unanticipated disruption has encumbered its lock on the global food supply chain and service sector as major cities shut down for several months in China and India. Human existence is dependent upon food, which renders energy for activity, growth, and all functions of the body. Although both China and India have shown eminent response to tackle the ongoing pandemic, the food supply chain remains vastly exposed to significant COVID-19 risks. This research primarily investigates the ongoing COVID-19 scenario in two major economies (China and India), delivering insight into the pandemic's impact within the food and beverage manufacturing sectors, and explores the policies adopted and strategies undertaken for sustainability in food supply chains.

Introduction

The implementation of physical distancing measures and risk of contracting COVID-19 have severely impacted the customer's desire to select in-dining experiences. Despite restaurants adopting all safety measures with 50% reduced capacity, the attendance remains low in urban and semi-urban areas. More and more food and beverages brands have started offering set or curated 'At Home' experiences to appeal customers. This trend was earlier being explored by a select few players as a niche offering, but since the pandemic, these experiences are becoming a

mainstream service segment within the sector. It is estimated that a large segment of the population will opt for this service even after the pandemic is over to deal with the fear of another outbreak. Most hospitality brands will provide private catering services with the option of 'cooking at home' ingredient packages. This will fill the gap for consumers looking for indulgent gourmet experiences in the comfort of their homes.

Coronavirus disease (COVID-19) is an infectious disease caused by the SARS-CoV-2 virus and was discovered in December 2019 in Wuhan, China. It is very contagious and has quickly spread around the world.

COVID-19 most often causes respiratory symptoms that can feel much like a cold, a flu, or pneumonia. COVID-19 may attack more than your lungs and respiratory system. Other parts of your body may also be affected by the disease. It is part of the coronavirus family, which include common viruses that cause a variety of diseases from head or chest colds to more severe (but more rare) diseases like severe acute respiratory syndrome (SARS) and Middle East respiratory syndrome (MERS). Covid-19 symptoms are variable, but often include fever, cough, headache, fatigue, difficulties in breathing, and loss of smell and taste. Symptoms may begin one to fourteen days after getting exposed to the virus. At least a third of people who are infected do not develop noticeable symptoms. Of those people who develop symptoms noticeable enough to be classed as patients, most (81%) develop mild to moderate symptoms (up to mild pneumonia), while 14% develop severe symptoms (dyspnea, hypoxia) or more than 50% lung involvement on imaging), and 5% suffer critical symptoms (respiratory failure or shock). The impact that the coronavirus has made not only affect the personal health of the population but also the economical health of the hospitality industry. The economic impact of COVID-19 on hospitality (one of the first industries to get slammed) is a tale told only in astronomical numbers. With scant passengers rattling around inside empty airplanes, hotels abandoned, and thousands of wedding usually considered recession proof are postponed, hospitality is losing an average of \$534 million in earnings and estimated more than 12,000 jobs every day. This study aims to investigate the effects of coronavirus epidemic on hospitality industry. Hence the initial question was, what are the possible effect of coronavirus in the hospitality sector, and what are the protocols to be followed to revive the industry. Measures taken by The World Health Organisation such as social distancing, encouraging people for taking vaccinations have proved

to make the current pandemic situation to improve and the world returning to normal as it was in the pre- covid era.

The research is significant in that it reveals the effects of this global problem on hospitality businesses, and that it is one of the first studies about the impacts of the virus on hospitality focusing on the protocol followed by speciality restaurant to smoothen its operations which are necessary to return to a normal world in this global crisis. To achieve our targeted result the following analysis will showcase a literature review related to some previous crisis that affected the hospitality industry and the overview of responses that were taken form this situation

Firstly to study the impact of COVID 19 on hospitality industry 2. To identify the possible difficulties faced by hospitality industry pre and post COVID 19 3. To suggest the sustainable measures for the revival of hospitality industry and speciality restaurants

Literature review

Contactless solutions will be leveraged, along with self-service stations with an eye on health, safety and security norms. Some of the trending contactless solutions are delivery robots, digital menus and in-app ordering. The hospitality sector is employing technologies such as facial recognition and contactless biometric to enable guests to self-check-in and check-out, unlock rooms and activate elevators through facial scans.

The industry has used this downtime during the pandemic to invest in technologies, which are customer-centric to regain business traction. Contactless guest engagement has become a priority for the industry to facilitate automated conversational interaction between customers and service staff. Touchless solutions based on AI and digital payment options are likely to be the new normal for the hospitality sector and will change the industry standards for the post-COVID era.

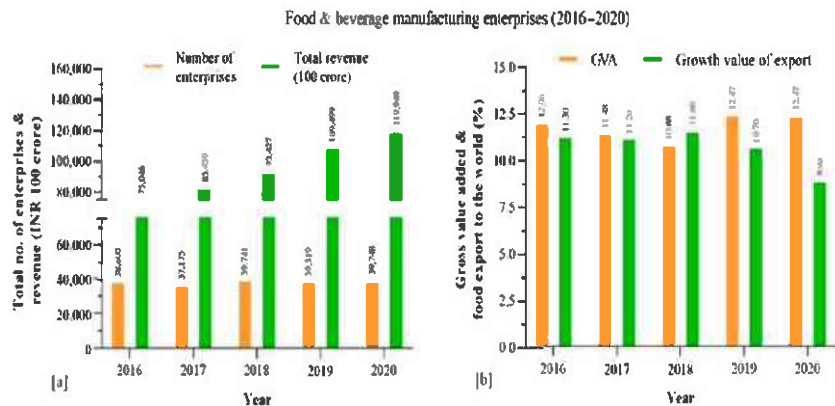
According to a report produced by the Confederation of Indian Industry (CII) and Grant Thornton, India is projected to become the world's fifth-largest consumer market by 2025. The largest consumption category is food and beverages. The vast agriculture sector in the country supports the food and beverage sector. India is the world's largest producer of pulses and the world's second-largest producer of rice, wheat, sugarcane, and fruits and vegetables. It is also the world's largest producer of milk and buffalo meat, as well as the fifth-largest producer of poultry. Other beneficial factors include vast areas of arable land, a pleasant climate, a long coastline, and low wages. Company barriers were lowered after the economy was liberalized in

the early 1990s. With the introduction of new retail structures such as supermarkets, the sector has gained more access to the market. Meanwhile, logistics for transportation and storage have changed. Other benefits for the industry include a large population (1.366 billion in 2019) and a growing middle class.

Around half of the population in India is under the age of 30 and many of them begin working early in order to improve their quality of life . Consumers with higher income levels have more disposable income. Families’ lifestyles have shifted, and more are dining out and trying new cuisines. Convenience foods are becoming more common among working couples. Consumers have become more discerning, and those who live in urban areas put a higher emphasis on branded foods because they guarantee consistency.

A segment of the population has become increasingly health conscious . This market is shifting away from carbohydrate- and fat-rich foods and toward protein-rich foods, fruits, and vegetables. Customers who trust consistency have driven the bottled water industry to USD 50 million. The beverage industry is worth around USD 16 billion, excluding alcoholic drinks . The most popular beverages are tea and coffee, followed by soft drinks (carbonated beverages and juices), health drinks, milk-based beverages, flavored beverages, and energy drinks. Unpackaged tea and coffee account for half of all tea and coffee consumed in the world. The global market for alcoholic beverages is estimated to be worth USD 35 billion, with whisky, beer, and wine being the most common beverages .

India’s total number of registered food and beverage manufacturing enterprises remained consistent from 2018 to 2020 with slight changes in their numbers. The total revenue generated from the food and beverage industry in India significantly increased from 75,046 (100 crore Indian Rupees (INR)) to 119,949 (100 crore INR), (1 USD = 72.45, 28 March 2021)



Case Analysis

Given the current situation it is clear that the coronavirus will cause a contraction both in the hospitality demand of occupancy hotels in general. The intensity of these effects may vary regionally. Because the course of the outbreak can vary according to regions and time. The effects of the pandemic on the hospitality sector caused countries to experience economic problems (Wen et al., 2020). In 2020, it is predicted that the hospitality industry will experience a worldwide workforce loss of millions of people due to COVID-19 (WTTC, 2020). The lockdown by COVID-19 had a devastating effect on India's hotel sector as well as whole economic development. 1.43 million people are employed in India's hotel industry from 2013 to 2017 (Statista, 2020). Coming on to the restaurant sector the blazing popularity of speciality restaurants also suffered due to the pandemic.

restaurant means a restaurant which serves food prepared from a menu that is influenced by or developed from the culture of a particular people. People loving the cultural food and getting the particular cuisine at a time in a restaurant was loved by people speciality restaurants were almost always booked, for the safety of people guidelines have been given by the world health organization to control the virus and letting people enjoy their cuisine without having to worry about catching the coronavirus the protocols have to be followed by the staff and the guests.

Persons above 65 years of age, persons with comorbidities, pregnant women and children below the age of 10 years are advised to stay at home, except for essential and health purposes. Restaurant management to advise accordingly. The generic measures include simple public health measures that are to be followed to reduce the risk of COVID-19. These measures need to be observed by all (staff and patrons) in these places at all times.

These include

- i. Physical distancing of at least 6 feet to be followed as far as feasible.
- ii. Use of face covers/masks to be made mandatory.
- iii. Practice frequent hand washing with soap (for at least 40-60 seconds) even when hands are not visibly dirty. Use of alcohol-based hand sanitizers (for at least 20 seconds) can be made wherever feasible.

- iv. Respiratory etiquettes to be strictly followed. This involves strict practice of covering one's mouth and nose while coughing/sneezing with a tissue/handkerchief/flexed elbow and disposing off used tissues properly.
- v. Self-monitoring of health by all and reporting any illness at the earliest to state and district helpline.
- vi. Spitting shall be strictly prohibited.

The protocols followed by the restaurants

- i. Takeaways to be encouraged, instead of Dine-In. Food delivery personnel should leave the packet at customer's door. DO NOT handover the food packet directly to the customer.
- ii. The staff for home deliveries shall be screened thermally by the restaurant authorities prior to allowing home deliveries.
- iii. Entrance to have mandatory hand hygiene (sanitizer dispenser) and thermal screening provisions.
- iv. Only asymptomatic staff and patrons shall be allowed.
- v. All staff and patrons to be allowed entry only if using face cover/masks. The face cover/masks has to be worn at all times inside the restaurant.
- vi. Adequate manpower shall be deployed by restaurant management for ensuring social distancing norms.

Summary

The impact coronavirus made has forced the hospitality industry to make some drastic measure to ensure the safety of the people in the industry. A through study was provided in order to understand the effect of the pandemic affecting hospitality sector globally and the measures to overcome the crisis. The given protocols are going to be useful for the coming future of hotels and restaurants as they will be focusing more on hygiene and cleanliness and it will make sure to be prepared to handle such tough situations like this pandemic.

Conclusion

The industry is headed for a transformation with digitisation at its core. Services will grow to become more personalised and customer-centric, creative service offerings will be launched, health and safety will be standardised, operations will become less labour intensive and balance sheets will become leaner. All these changes will elevate customer experience and set new standards for the industry in the post-COVID era.

COVID19 which has got the World business and economy to a halt seems to be at the edge of correction, the introduction of vaccine will create a new hope and trust in the mind of mankind but the impact of obliteration it has done on the economy and humans will take at least 2-3 years of constructive and planned approach of rebuilding in order to sustain and get back on normal pace. Hospitality industry needs to understand and start with planning strategies along with all the stakeholders with their synchronization. A Harmonized approach of all of them will accelerate the rebuilding process. Government can play a crucial role in monitoring and keeping them together. Identifying the primary essential key recovery strategies to implement in the short term is crucial for the hotel industry in the current uncertain scenario. Building on the crisis management literature and its empirical analysis of hotel industry, this study proposes and validates strategic measures , to recover business activity after the COVID-19 disruption. The findings yield significant insights to guide hospitality industry in responding to current crisis and preparing for the near future.

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