

EFFECT OF COVID-19 OUTBREAK ON TRAVEL AND TOURISM INDUSTRY: A STUDY ON UDAIPUR HOTELIERS' PERSPECTIVE

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Abstract

Year 2020 started with the one carryover disease presented as atypical pneumonia which was identified as a severe acute respiratory syndrome later termed as COVID-19 and spread all through the globe. Some of the major countries namely America, India, Italy, Spain, China (Spreader Country), France, Britain, and many more experienced unexceptional spread throughout their states because the disease was communicable and can easily be transmitted through contact with the infected person. So, as one of the remedial actions to regulate the transmission most of the countries preferred the lockdown as a key strategy to stop the commutation, guidelines issues for home isolation, and social distancing enforced at all the extent. This lockdown severely affected millions of people and economic sectors, among all the sectors travel, tourism, and hospitality sector affected the most and still looking for its revival because still travel restrictions are on, and travelers or tourist are not preferring to visit tourist destinations because of suspect of its spread from the tourist places. Due to all these, even after unlock guideline released by the government still the hoteliers looking for the paced revival from the economic setbacks observed by them. This research work is a quantitative research work performed on the hoteliers' opinion for the negative effect on the industry and their business because of travel restrictions in continuous lockdowns and how exactly they are planned for their

revival. The research work embraces relevance for all those having concerns with the revival and sustainable development of the industry or sector.

Keywords: *COVID-19, Travel, Tourism and Hospitality Industry, Lockdown, Social Distancing, Economic Setback, Hoteliers, Sustainable Development, Revival*

Introduction

Year 2020 started with the one carryover disease presented as a typical pneumonia which was identified as a severe acute respiratory syndrome later termed as COVID-19 and spread all through the Globe. Just after the declaration of COVID-19 as a Global Pandemic, advisories declared by the countries and WHO over the traveling from one country to another and within-country as well, strict travel restrictions were imposed, and citizens were warned about the acute effect of the virus that may result into potential loss of this lives. The most vulnerable effect of these travel restrictions was identified over the travel, tourism, and hospitality industry, firstly and foremostly affected industry and still looking for its revival (Tappe & Luhby, 2020).

The role and contribution of the tourism and hospitality industry for the overall inclusive growth of a country is always remarkable as it has its own identity through its percentage contribution in the GDP and in offering employment to the unemployed. But, the year 2020 when the whole world strike with one communicable disease named COVID-19 brought the entire globe under an unexceptional social and economical emergency. India as the most developing economy of the Globe was also not untouched with the same effect, among all the other sectors that observed the financial setback because of this pandemic Travel, Tourism, and Hospitality sector was credited as the biggest one. Global, India was under lockdown stages and none of the governments were allowing the commutation just to regulate the Pandemic. Think of the pace of the growth for the Indian travel, tourism, and hospitality sector at 4.9%, with a capacity of USD 194 billion in 2019 economy where approximate 8.75 crores of people are serving at different level and capacity, the year 2020 started with the same affluence but from March, 2020 with the lockdown the sector started facing several challenges in categories like revenue loss, job loss, safety and health and many other (Davhali et al., 2020). The Global indicators for the same are more impressive, the sector accounted for the growth at 3.9% and overall contribution to the world's GDP USD 8.9 trillion. The growth of the sector facilitates the growth of other service sectors and will also create more jobs with diverse portfolios. This trend is just not for the year 2019 it is a legacy which this sector is maintaining from years

(Table 1), so just to keep this momentum some remedial action and policy renewal at global and national levels is mandatory. Especially in India where domestic travel and tourism is the backbone of the industry, it is suggestible to lifting all the restrictions over tourism activities to give synergy to the industry, and some special packages should be introduced for the sector revival just like incorporating the travel, tourism, and hospitality section into Priority Sector Lending, subsidizing the fixed costs.

Table 1: Growth Trend of Travel, Tourism and Hospitality Sector and Global GDP

Year	Growth in World GDP (%)	Study Sector Specific Contribution to GDP (%)
2011	3.1	6.5
2012	2.5	3.3
2013	2.7	4.4
2014	2.8	3.2
2015	2.8	4.2
2016	2.5	4.0
2017	3.1	5.0
2018	3.0	4.1
2019	2.5	3.5

Source: Travel and Tourism - Survival, revival and thrive in Covid – 2020.

To find the momentum for industry-government revisited norms under tourism infrastructure development schemes and parallel efforts executed by industry people with several service aspects to improve health and safety infrastructure at bottom level even incorporated the insurance protection to the travelers. Even after several suggestions and revival strategies pushed by the government as well as hoteliers still this sector is looking for the paced revival from the economic setbacks observed. Just like other industries tapped the new opportunities for their business in pandemic period for sustainability, same hoteliers also find the excellent time opportunity under the period in which they worked on better mechanism of waste disposal, health & safety standards, traveler insurance, environment-friendly practices, and many more. This research work is a quantitative research work performed on the hoteliers' opinion for the negative effect on the industry and their business because of travel restrictions in continuous lockdowns and how exactly they are planned for their revival.

Literature Review

Studies over the effect of any pandemic or epidemic are not new for the travel, tourism and hospitality industry, because before the year 2020 (COVID-19 Year) SARS outbreak (2004-2005) was also noticed across different countries mainly China, Hong Kong etc. Researchers at that point of time highlighted the tourism industry as the most risky industry because the effect of SARS was primarily psychological (Wen et al., 2005) and tourism is one among the complex psychological practice of an individual. The same is addressed by Law (2005) while noticing the academic internship during the outbreak, and revealed that the most vulnerable industry under the outbreak is tourism and hospitality, the outbreak effect on the market positions of hotels was also noticed by the researchers through the stock price study Chen et al. (2007) revealed that among all the other industries hotel industry stock prices observed abnormal damage and also emphasized over the strategies to counterbalance the effects. Tse et al. (2006) recorded the impact of SARS restaurants and how the things were balanced with the adversaries through cost reduction, and revenue enhancement strategies, with the same ideology research but with broader scope Kim et al. (2006) pointed Korean Hotel Industry planning, engagement and responses to manage the crisis throughout the recession period in the outbreak. So, under the radiance of the aforementioned studies, it is quite clear that health crisis like SARS in past and COVID at present impacted the travel, tourism, and hospitality industry to various degrees, few more studies performed for assessing the effect of COVID over the industry helped to notice more vulnerable issues and revival strategies.

The pandemic COVID-19, contrasting with the earlier SARS outbreak has the same origin and the impact has been intense which is still unfolding in India, Brazil, and America (Yeolekar et al., 2020 & Mohanty, 2020). The same is noticed and recorded by Marques et al. (2020) as the severe effect of this pandemic is observed by both developing (India) and developing economies (America) and both faced their own sets of challenges and executed revival strategies. Radakrishna (2020) pointed the serious effect of higher unemployment due to this pandemic on the Indian travel, tourism, and hospitality sector, as this sector has its significance in the overall employability and GDP of the country, this effect was also visible on all the extent of tourism incorporating domestic, inbound, outbound, cruise holidays, beach vacations, professional travels, and adventure travel (Dash, 2020). Federation of Association in Indian Tourism and Hospitality figure out the total loss going to be bear by the industry in the pandemic period can be in between 5-10 lakh crore INR.

Matching the apprehension of no customer because of the travel restrictions, isolation policies, lockdowns, fear to be infected, requirements of to be quarantine after traveling, bans over the crossing the border, no food deliveries, and many more were observed as extreme challenges for the travel, tourism and hospitality sector in the pandemic (Gossling et al., 2020). Such an example that becomes pivotal was presented by the air industry which was predominantly observed as a factor of influenza acceleration (Browne et al., 2016), but with the current pandemic, the sector witnessed personal safety and survival as the most significant curtailment but matched with the same dominantly by ensuring the personal safety measures, sturdier negotiations with the partners and suppliers, price reduction on all the routes at extent (Nicola et al., 2020). All such strategies helped the industry to remain sustainable and opted as adhoc practice to remain in the place. The exploratory work performed by Alonso et al. (2020) presented nine different dimensions describing the action strategies and reaction results to coping with the emergency like crisis, and for this author presented a preliminary framework. But, the matter of concern is how the industry is going to get the momentum like before.

Even after the gradual unlocking in India and around the Globe, guidelines issued for social distancing, hygienic practices, avoiding gatherings by the Government(s) bundled with the psychological suspect about the pandemic severity is restricting tourism activities (Tiwari, 2020). The sector-specific activities are yet waiting to be resumed because tourists' movements are not recorded for destinations to avoidance of becoming part of gatherings (Sharma, 2020). Gursoy et al. (2020) exposed customer willingness to visit a restaurant and staying in a hotel is compromised because of the severity of pandemic and Government guidelines and all these is not going to be perfect in the coming few months until visitors started feeling comfortable with the current situation. Since, because of the higher operating costs of hotels, and restaurants their survival depends on the demands for their services.

Pointing to the practices that can give momentum to the industry Gossling et al. (2020) mentioned that the hospitality industry has to undergo with some substantial changes in their daily business activities because of this COVID-19 like the industry has to work on the assurance for the visitors' health and safety measures and expectations from the industry. Some more practices which even can find the attention of the customer are suggested by Gursoy et al. (2020) such as contactless payment through cards, digital menus, touchless elevators, proper screening etc. can enable the industry to get the visitors' confidence in hospitality services. Thus, finding the way of getting momentum is all through the adoption of technology and if possible then through AI-enabled

technology. Some not most recent but come into notice after unlocks is the use of service robots by the dining restaurants for service of customer drive the customer to a restaurant to experience the services of robots. Reducing the overall operational capacity, intensified cleaning protocols to be implemented, take out delivery options, committing the use of PPE kits etc, for a time being is also recommended by Bangera et al. (2020). Such a series of actions is not only for the hotels but should also be followed in dine as well as to ensure personal hygiene, because all such practices are associated with the customer or visitors' trust over the industry service.

But, unlike other pandemic, this pandemic supplied plenty of data as a product of learning and experiences of Industries, Health Organization, Researchers, Pharmaceutical Industry Reports, Government Reports, and many more can lead to finding more concrete decision over salvaging the lost momentum by the industry (Kim, 2020). Unlike the other industries, the tourism and hospitality industry has the capacity for faster turnaround and even for this year, the role of industry will be noticeable. But, there is a significant need to introduce new design systems for possible future.

Research Method

This research work considers the COVID-19, outbreak which is becoming more critical after the identification of its new strain so still things are yet to be going unfold with this expanding catastrophe. So, for better insight into the new problem areas and scopes, qualitative methods are always found relevant in developing and understating the needs of research for the domain. As the primary objective of the research was to assess the impact of COVID on the Indian tourism and hospitality industry and for that data was collected from the hoteliers of Udaipur, Rajasthan. The method for collecting the feedback or opinion from the sampled hoteliers email questionnaire was chosen as a data collection method of qualitative research method. Questions administers in the questionnaires were centered on the respondents' opinion for the effect of COVID-19 on the industry and strategies which can give the same momentum to the industry again as before. Questions presented in the questionnaire were prepared under the background of the literature studied for the research work. About Udaipur as the geographical scope of the research work, this city has established its identity as Asia's most beautiful destination wedding city and also famous for its mountaineer series named "Aravali". This city is flooded with several four-star and three-star hotels and also known for few famous five star hotels, few of them are City Palace, Radisson Blu, Udaivilas, Leela Palace, Ramada and few others. It was also taken into consideration that each section of the questionnaire should carry disambiguation so that more specific

trends can be recorded. Hoteliers as the sample respondent for the research work can lead into more specific data over the issues related to the hotel and tourism activities and can also understand the businessmen, administrator mindset about their preparation for the outbreak under the heavy operational costs which they are exactly bearing from the March month of the year 2020. The sampled group can understand the challenges and setbacks the industry faced during the pandemic and how effectively the implementation of the revival strategies can give momentum to the industry. The total number of hoteliers approached for the study purpose was 364 but out of the duly filled questionnaire without any skewed responses chosen for the data encoding were 218. So, the universe of study was 218 hoteliers of different hotels of Udaipur (Table 2). It was also taken into consideration that the questionnaires distributed among the hoteliers of Udaipur should represent management of different and wide types of hotels and hospitalities and can also represent the geographical relevance too.

Table 2: Distribution of Sample Covered

Class of Respondents	Total Sample	%
Hoteliers (4 Star and 5 Star Ranking Hotels)	108	49.54%
Hoteliers (Other than 4 and 5 Star Ranking Hotels)	110	50.45%
Total	218	100.00%

Source: Primary Data

To reduce the delays in the responses from the hoteliers, as finding the idle time from the schedule of hoteliers when especially they are busy in making the strategies for the revival of business was tough so the continuous follow-ups executed to get their responses. So, the data finally chosen for encoding and further statistical analysis was securing good validity and reliability score (Table 3), which was estimated through the help of Cronbach’s alpha (α) and value of the test was found 0.906 (90.6%) for 59 items.

Table 3: Reliability Statistics of Hoteliers Opinion

Cronbach’s α Value	N (Items)
0.906	59

Source: Statistical Output

So, on the above background of statistical validity and reliability sampled data was further processed for statistical analysis to find the inferences for the following research objectives:

Research Objective 1: To Study Hoteliers’ opinion on the effect of COVID-19 on the Travel, Tourism, and Hospitality industry.

Research Objective 2: To Study Hoteliers’ opinion for different strategies followed by Travel, Tourism, and Hospitality industry to give some momentum to the industry.

Theoretical Framework

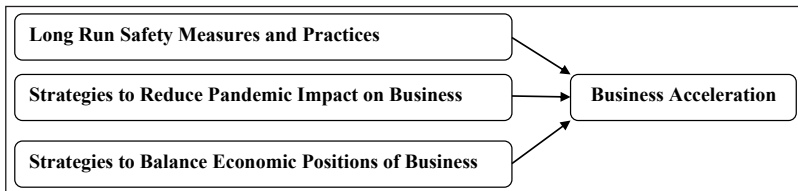


Fig. 1: Theoretical Framework

The above research framework is an attempt to measure the significance of the relationship between variables such as long run safety measures and practices, strategies to reduce the pandemic impact on business, strategies to balance economic positions of business with the acceleration of business. To assess the significance of relationship in variables according to the hoteliers’ opinion were analyzed through multiple regression test.

Statistical Findings of the Study

Some crucial problems faced during the lockdown by the hoteliers was related to guests (stayed because of travel restrictions in lockdown) and visitors (government officials), and acquired by the government for corona warriors, etc, in such case, the operational activities severely affected by zero movement or no movement in lockdown and all were related with the operational cost too. Table 4 secured the hotelier’s responses for such cases and situations they faced during lockdown.

Table 4: Hoteliers’ Opinion for Overall Status of Business Activities in Lockdown

Status of Activities	N	%
Observed Shutdown	150	68.81%
Partially Opened	13	5.96%
Acquired by Government	9	4.13%
Acquired by Private Companies for their Officers	17	7.80%
Acquired for Quarantine Facility	5	2.29%
The kitchen remained open for food deliveries in Hospitals, Offices etc.	24	11.01%

Source: Statistical Output

Above statistics revealed that out of 218 hoteliers, 68.81% (150) reported that they observed complete shutdown for all hotel activities means no operations were performed in their hotel during the pandemic lockdown period and also pointed to those hotels offering their services to the government and private agencies compromised their operational cost at a great extent and it was not possible for them so they preferred no operations for the pandemic period. After this, a small number of hotels (not four and five-star hotels) were recorded with kitchen operations in pandemic lockdown, as the hoteliers responded that some private agencies and Government offices were placing them the order with the permission to execute the kitchen services for them. 9 (5.96%) hoteliers responded that their hotel(s) were acquired by the government, 17 (7.80%) hoteliers responded that their hotels(s) were acquired by the private companies of essential services and they acquired their hotels for their employees. Employees have to commute from hotel to office and then again have to get back to hotel only.

Compromising the operational cost at some extent can be helpful to manage the losses of a business but the strategy no longer would be effective if the business is not accelerated to match their breakeven point, some expenses are fixed and can’t be compromised. Table 5 presented hoteliers’ opinion for the overall effect of pandemic on their business productivity.

Table 5: Hoteliers' Opinion for Overall effect of Pandemic on Their Yearly Business

% of Decrease in Overall Business Income	N	%
Less than 15%	12	5.50%
15% to 30%	35	16.06%
31% - 45%	84	38.53%
46% - 60%	69	31.65%
61% - 75%	12	5.50%
More than 75%	6	2.75%

Source: Statistical Output

Above statistics revealed that out of 218 hoteliers, 38.53% (84) reported that their approximate loss because of the pandemic for this year 2020 would be in between 30% - 45% in comparison to the previous year, 31.65% (69) hoteliers reported that their approximate loss would be in between 45% - 60%, only 16.06% (12) hoteliers reported that even after this pandemic their loss would be less than 15% in comparison to the previous year. But, statistics present a clear snapshot for the economic setbacks hoteliers observed because of this pandemic and even clearly stated that it may continue for the coming year too because tourists and customers are still having suspect for the pandemic spread.

Table 6: Hoteliers' Opinion for Post-Pandemic Growth Prospects

Post-Pandemic Growth Prospects	N	%
Not Sure about Future Growth	78	35.78%
Domestic Tourism will increase more	43	19.72%
Foreign Tourism will increase more	23	10.55%
Things will remain same like previous years	17	7.80%
Benefits will be compromised	49	22.48%
No opinion - Cannot comment	8	3.67%

Source: Statistical Output

Forward hoteliers who had taken cognizance of the evolving practices for the business revival have more expectation that the hoteliers still not planned to revive from the situation. Lodder and Husman (2020) mentioned

that SARS-COV-2 is also present in the human wastewater or water used by infected persons for sanitation, so hotels working effectively for managing the issue will lead the industry as a competitive advantage. So, even after practicing several strategies, hoteliers are everyday encountering new issues and challenges every and that put their thought process on suspect about the growth of Industry in coming months. Same is observed in their responses for the post-pandemic growth prospects, 78 (35.78%) hoteliers showed no confirmation for the future growth and parallel opinion given by them was about the success of vaccination.

Hoteliers are also worried about the increasing operational costs because of the Pandemic to ensure the safety measures at all the contact points for both employees and visitors and how long it will continue. Sanitizers, equipment for disinfection, thermal screening equipments, tie-ups with clinics or hospital for medical facilities, insurances, PPE kit for staff, and many more other additions are resulting in higher operational costs for the hoteliers, and right not the industry is not ready to come up with new tariffs even to attract more visitors they have to compromise their tariffs at the extent.

Table 7: Hoteliers’ Opinion for Safety Measures to be Followed for Long Run

Safety Measures to be Followed for Long Run	N	%	Ranked
Regular Sanitization of Common Areas	178	81.65%	III
Use of Sanitizers at Prominent Positions	197	90.37%	II
Disinfection of Vehicles and Luggage	136	62.39%	V
Thermal Screening of Visitors	218	100.00%	I
Use of Arogya Setu App	218	100.00%	I
Contact Less Payment System	218	100.00%	I
Social Distancing at Dine, Gym, Pool area, etc.	119	54.59%	VI
Prompt Medical Facility	168	77.06%	IV
Strict Quarantine Standard	96	44.04%	VIII
Use of PPE and Safety Equipments by Hotel Staff	108	49.54%	VII
Others	14	6.42%	IX

Source: Statistical Output.

The above statistics helped to know hoteliers' opinion for the safety measures which they feel may continue for the long run because of Pandemic. The use of thermal screening, the Arogya setu app, and contactless payment system were ranked at first position with 100% acceptance from the hoteliers that these safety measures would continue for long run. Use of Sanitizers at Prominent Positions ranked at second position according to hoteliers' feedback, and Regular Sanitization of Common Areas ranked on third position. So, it could conclude with the priorities given by hoteliers to safety measures which can continue for long run use of sanitization is most prominently accepted by all. Corona Negative certificate from visitors, No Group Parties and Other Common Functions, Restriction over Pool area, No Mask No Entry (Making the wearing mask compulsory) and few other safety measures were also pointed out by the hoteliers as safety measure which might have to follow for the longer run.

Table 8: Hoteliers' Opinion for Strategies to be Followed to Reduce the Impact of Pandemic on Business

Strategies to Reduce Pandemic Impact on Business	N	%	Ranked
Assurance for Safety by Safety Standards	218	100.00%	I
Complimentary Benefits Proposal	206	94.50%	II
Customer Follow-ups	200	91.74%	III
Introduction of New Tourist Packages	184	84.40%	IV
New Plans and Practices for Visitors	177	81.19%	V
New Advertisements and Brand Building Promotions	167	76.61%	VI
New Menu at Dine	166	76.15%	VII
Reduction in Tariffs	157	72.02%	VIII
New Tie-ups with Corporate	147	67.43%	IX
Assurance for Safety by Insurance	135	61.93%	X
Improved Speciality	113	51.83%	XI

Source: Statistical Output.

Nazneen et al. (2020) worked on Pandemic's impact on travelers' behaviors and revealed that travelers' are much concerned about the safety measures, new schemes, and tariffs, more customized recreational services, etc, so this

can lead to an idea about the visitors' mindset that what strategies should hoteliers focus on to revive their business through attracting more customers. The above statistics helped to know hoteliers' opinion for the strategies to be followed to reduce the effect of Pandemic on their business and ultimately can lead into attracting the visitors to their hotels. Among all the strategies use of safety standards or measures is ranked at first position by the hoteliers, second rank was secured by complimentary benefits as a strategy to reduce the impact of pandemic and can lead into attracting more visitors to hotel. Third rank was secured by customer follow-up for the information about the hotel and security measures and many other beneficiary schemes, fourth rank according to hoteliers opinion was assigned to new tourist packages, new plan and practices for visitors stood on fifth position among listed strategies, New Advertisements and Brand Building Promotions, New Menu at Dine, Reduction in Tariffs, New Tie-ups with Corporate, Assurance for Safety by Insurance, and Improved Speciality consecutively secured sixth, seventh, eighth, ninth, tenth, and eleventh ranking among the strategies which hoteliers can follow to reduce the impact of the pandemic on business and can attract more customers or visitors.

Table 9: Hoteliers' Opinion for Strategies to Balance Economic Positions of Business

Strategies to Balance Economic Positions of Business	N	%	Ranked
Reduction in Wages/Salaries	200	91.74%	I
Reduction in the Workforce	193	88.53%	II
Increase Service categories with same Staff and Infrastructure	182	83.49%	III
Lease of a Portion of Hotel/Business	179	82.11%	IV
Without Pay Leave to Employees	177	81.19%	V
More emphasis on Cost-cutting Strategies	171	78.44%	VI
Loan or Financial aids from Financial Institutions	145	66.51%	VII
Adding new Business Partners or Investors	132	60.55%	VIII
Selling of establishments such as Bar	132	60.55%	IX
Increase in Tariffs	110	50.46%	X
Packages from Government	65	29.82%	XI

Source: Statistical Output

Bridging the gap between the essential cost (operational cost + fixed costs) which is minimally required to maintain the business activities of hotel and revenue earned is a challenge for the hoteliers right now even after several months of unlocks, or in simple terms managing the breakeven point for hotelier become tedious. So, hoteliers are following several usual and unusual strategies to cope-up with this challenge for their business, some of them are listed in the table above. Among all strategies which can help their business to manage their economic imbalance most preferred and ranked on first position is Reduction in Wages/Salaries (200, 91.74%), Reduction in the Workforce strategy with 193 (88.53%) hoteliers' preferred strategy ranked on second position, Increase Service categories with same Staff and Infrastructure strategy with 182 (83.49%) hoteliers' preferred strategy ranked on third position, Lease of a Portion of Hotel/Business strategy with 179 (82.11%) hoteliers' preferred strategy ranked on fourth position, Without Pay leave to Employees strategy with 177 (81.19%) hoteliers' preferred strategy ranked on fifth position, More emphasis on Cost cutting Strategies with 171 (78.44%) hoteliers' preferred strategy ranked on sixth position, Loan or Financial aids from Financial Institutions strategy with 145 (66.51%) hoteliers' preferred strategy ranked on seventh position, Adding new Business Partners or Investors strategy with 132 (60.55%) hoteliers' preferred strategy ranked on eighth position, Selling of establishments such as Bar strategy with 132 (60.55%) hoteliers' preferred strategy ranked on ninth position, Increase in Tariffs strategy with 110 (50.46%) hoteliers' preferred strategy ranked on tenth position, and Packages from Government strategy with 65 (29.82%) hoteliers' preferred strategy ranked on eleventh position among all the other strategy.

With all these preference criterion assessment it could easily interpret that most of the hoteliers preferred cutting jobs, reducing salaries, leasing a portion, overburdening of tasks over employees as the most preferable economic balance or can say BEP balance practice, as because no such exclusive benefits package was not released by the Government for the sector the package from the Government was preferred as the last strategy to match their economic imbalance. So, this year the industry in totality will at establish a setback for the Indian economy by increased rate of unemployment and turnover secured.

Table 10: Hoteliers’ Opinion for Tourism Segment which will Accelerate Fast in Post Pandemic

Tourism Segment Which will Accelerate Fast in Post Pandemic	N	%	Ranked
Heritage/Cultural Tourism	218	100.00%	I
Eco/Wildlife Tourism	169	77.52%	II
Adventure Tourism	166	76.15%	III
Culinary Tourism	164	75.23%	IV
Shopping/Recreational Tourism	155	71.10%	V
Medical Tourism	132	60.55%	VI

Source: Statistical Output.

The above statistics revealed hoteliers’ opinions for different tourism segments’ acceleration after pandemic. From the statistics, hoteliers’ opinion for heritage/cultural tourism is ranked first which will accelerate with the most tempo among all other tourism segments, and among all other segments, medical tourism will observe the least growth among all other tourism segments. This opinion is skewed because hoteliers of Udaipur have more inclination towards cultural and heritage tourism. After all, Udaipur is famous for its incredible heritages and least inclined to medical tourism because only a few medical centers are famous PAN India and patients prefer to visit them for clinical services. 169 (77.52%) hoteliers’ agreed with the wildlife or eco-tourism opportunity in Udaipur, as nearby places like Baghdara, Jhadol, Menar, Jaismand, Kumbhalgarh etc. of Udaipur offers this tourism experience to visitors and need to be cashed more.

Based on the above explanations presented as the interpretation of the statistical output of hoteliers’ opinion one theoretical framework was postulated which explains the thinking of hoteliers’ for the relationship between variables such as Long Run Safety Measures and Practices, Strategies to Reduce Pandemic Impact on Business, Strategies to Balance Economic Positions of Business will lead into overall business acceleration in post-pandemic.

Table 11: Correlation between Variables

Independent Variables of Framework	Dependent Variable
	Business Acceleration
Long Run Safety Measures and Practices	0.531, 0.000
Strategies to Reduce Pandemic Impact on Business	0.509, 0.000
Strategies to Balance Economic Positions of Business	0.491, 0.000

Source: Statistical Output.

On the basis of the statistical values of correlation coefficient between Long Run Safety Measures and Practices, Strategies to Reduce Pandemic Impact on Business, Strategies to Balance Economic Positions of Business is assessed in association with overall business acceleration in post-pandemic following observations were derived:

- Correlation magnitude between Long Run Safety Measures and Practices and overall business acceleration in post-pandemic is found 0.531 at significance value 0.000, which confirms that the hoteliers' opinion for the long run safety measures and its impact on their business is positive and significant.
- Correlation magnitude between Strategies to Reduce Pandemic Impact on Business and overall business acceleration in post-pandemic is found 0.509 at significance value 0.000, which confirms that the hoteliers' opinion for the strategies to reduce pandemic impact on business and their impact on their business is positive and significant.
- Correlation magnitude between Strategies to Balance Economic Positions of Business and overall business acceleration in post-pandemic is found 0.491 at significance value 0.000, which confirms that the hoteliers' opinion for the strategies to balance economic positions of business and their impact on their business is positive and significant.

Table 12: T-Test – Partial Test Calculations

Variable	Unstandardized Coefficients		t	Sig.
	β	Std. Error		
Constant	2.496	0.514	3.697	.000
Long Run Safety Measures and Practices	0.582	0.169	2.448	0.003
Strategies to Reduce Pandemic Impact on Business	0.303	0.114	1.654	0.007
Strategies to Balance Economic Positions of Business	0.249	0.087	1.171	0.018
Dependent Variable: Business Acceleration				

Source: Statistical Output.

On the basis of the above statistics of partial test t-test calculations following observations were derived:

- There is a positive and significant relationship between long run safety measures and practices, and business acceleration in post-pandemic. The regression coefficient for variable long run safety measures and practices is equal to 2.448 found significant at 0.003. Thus, it is confirmed that long run safety measures as business strategy will positively lead to business growth.
- There is a positive and significant relationship between strategies to reduce pandemic impact on business and business acceleration in post-pandemic. The regression coefficient for variable long run safety measures and practices is equal to 1.654 found significant at 0.007. Thus, it is confirmed that strategies to reduce the pandemic impact on business as business strategy will positively lead to business growth.
- There is a positive and significant relationship between strategies to balance economic positions of business, and business acceleration in post-pandemic. The regression coefficient for variable long run safety measures and practices is equal to 1.171 found significant at 0.018. Thus, it is confirmed that strategies to balance economic positions of business as business strategy will positively lead to business growth.

The magnitude of the influence of Long Run Safety Measures and Practices, Strategies to Reduce Pandemic Impact on Business, Strategies to Balance Economic Positions of Business to business acceleration is presented through coefficient of determination in the table hereunder:

Table 13: Coefficient of Determination - Model Summary

Model	R	R²	Adjusted R²	Std. Error
1	.483	.233	.182	.31350

Dependent Variable: Business Acceleration.

Predictors: (Constant), Long Run Safety Measures and Practices, Strategies to Reduce Pandemic Impact on Business, Strategies to Balance Economic Positions of Business.

Source: Statistical Output.

On the basis of statistics presented above, the Correlation (R) value is 0.409, and the coefficient of determination (R²) value is 0.233 (23.3%). This means that 23.3% of business acceleration in post-pandemic can be explained by long run safety measures and practices, strategies to reduce pandemic impact on business, strategies to balance economic positions of business.

Conclusion Discussion

In this research work, a sample population of 218 hoteliers was chosen as study universe from Udaipur district of Rajasthan which some major issues under consideration that sample should include all types of hotelier means sampled hoteliers should be from all types of hotels and can participate in accomplishing the established research objectives. It was concluded from the statistical analysis that the good number of hotels observed complete shutdown in the pandemic and still struggling for business and that is not a good indicator for the economic health of a business as well as state administration (income from taxes) too because the contribution from the hotels of Udaipur to the income of Rajasthan state is be based on the income they earned in a year. As far as out of the total sampled hoteliers approximately 70% hoteliers reported the loss in between 30%-60%, and recovering from such setback required instant momentum in the hotel activates and which is due to post-pandemic effects is yet not accelerated. Even after several setbacks and little support from the Government, still, hoteliers are quite optimistic for their business and expect that domestic tourist to release their depression (due to lockdown) or to enjoy advanced recreational services of hotels will be helpful for them to match their breakeven in coming months. Use of sanitizers at prominent positions and regular sanitization safety measures can continue for

long run and mostly accepted by hoteliers because visitors carries positive opinion for sanitization and prefers the hotels goes through with periodical sanitization.

It is also noticed that hoteliers agreed that customers are looking for some lucrative tariff schemes and complimentary benefits from the hotel industry but this is for those visitors only who are not having a plan for availing the hotel services and are price centric. Frequent customers have started visiting the hotels and except for some compromise with tariffs or complementary benefits they were found satisfied with hotel services and tariffs. As far as strategies mainly followed by the Udaipur hoteliers to match their breakeven in this pandemic were reduction in wages/salaries, reduction in the workforce, increase service categories with same staff and infrastructure, lease of a portion of hotel/business, and without pay leave to employees. Such strategies especially reduction in salary, without pay leaves, terminating from the jobs etc are not good economic indicator as it will add a percent in the net un-employability rate of the country, especially when tourism and hospitality sector is the biggest contributor in the employability ratio of the country, Government should focus on this. Hoteliers from the Udaipur region enjoy the benefit of rich cultural heritage and so that their strategies from attracting the tourist are centered to the heritage and cultural tourism. Hoteliers pointed that they will add heritage-oriented business activities to gear the business and will also focus on eco friendly/wildlife tourism and adventure tourism because Udaipur is rich in terms of forest region and also have the additional benefit of the Aravali mountain series.

From the regression analysis, it was noticed that hoteliers' opinion for the long run safety measures, strategies to reduce the pandemic impact on business, strategies to balance economic positions of business, and their impact on overall business is positive and significant. So, more work would be done on finding the business supportive strategies that will gear the business and would be good for the economic health of the hotel business. This is also confirmed through the statistical value of regression test which explained that 23.3% of business acceleration in post-pandemic can be explained by long run safety measures and practices, strategies to reduce the pandemic impact on business, strategies to balance economic positions of business.

While working over the research topic it was noticed that driving the business activities even post-pandemic is not easy because visitors are still suspicious to visit any hotel or tourist destination. After all, the severity of the Pandemic is still out of control, and just after identification of new strain this suspect got concreted. This is critical for the industry because of the

perpetuity of pandemics and how long the pandemic effects will remain on the growth prospects of the industry. So, it is recommended that Government and research agencies/marketing firms should work on all crucial aspects of the industry and what better ways can be there to gear up the industry with the same momentum which the industry was having in previous years. The same is also recommended by Min et al. (2011) in their study on Japanese tourism in SARS outbreak that catastrophe effects should be assessed and research from the Government should be pushed to pull the industry back on track.

Contribution of the Research

This research work contributes to various analytical themes about the travel, tourism, and hospitality industry and the effect of the COVID outbreak on the industry, and valuable factors extracted from the study may direct future researches as well. The research work gives sound theoretical contribution inclusive of framework to current theories inclined to make studies on effect of an outbreak over the industry and what remedial strategies can be performed to gear up the industry. The study also presented the viewpoint of the hoteliers of Udaipur for the strategies and practices to accelerate hotel business activities and how breakeven can be achieved through several costs saving strategies. The entire contribution should be viewed in the Udaipur and broadly in the Indian context.

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