

Hospitality and Tourism Industry

*Post Pandemic Challenges
and Opportunities*

Edited by

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FOREWORD

I am pleased to know that ADTOI, Holidayers Academy of Aviation and Tourism Studies (HAATS) and Bharti Publications have come together to compile a book named "**Hospitality and Tourism Industry: Post Pandemic Challenges and Opportunities**" to be released on the occasion of the Independence Day 2020. I have been informed that writers, researchers, professors and industry professionals of the Tourism sector from across the world are contributing their writeups for this edited book.

I congratulate you all for this wonderful initiative and convey by best wishes for the success of this book and all your similar endeavours in the future. I also take this opportunity to wish you a great Independence Day.

Date: 13th August, 2020

Place: New Delhi

(Rakesh Kumar Verma)

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PREFACE

The Hospitality Industry has experienced remarkable growth in the last few decades and is considered a robust economic growth factor in both developed and developing countries. The new era has paved the way for a pool of opportunities for professionals in the hospitality industry. The entrepreneur and the educators face an immense challenge in the view of such opportunities and a workforce developed with essential employability skills.

With the COVID-19 bringing the world to a sudden standstill, the Hospitality Industry faced a colossal collapse. In the initial period of the lockdown, like others, Hospitality Industry was also confused about what lies in the future. But very soon they realized that once this phase is over, it is the Hospitality Industry that will be among the first to stand up on its own feet.

The hospitality industry's present scenario needs to be redefined and train the employees to attain significant competency as per the new normal. As offered in many institutions, the hospitality industry curriculum should lay their focus on the training of the students for industry and environment requirements.

The book, with its concepts and practical references, will provide easy learning to the readers. The examples and references will give an abundance of opportunities to develop a deep understanding of the present hospitality concepts. We are pleased to place this book before the readers, researchers, and industry practitioners, hoping that the readers will enjoy reading this book, which will also teach in them a new angle on their thought process. We are sure that the book will try to address ***present status, challenges, and opportunities of hospitality management in India in the New Normal.***

We want to welcome constructive suggestions for the further improvement of the book.

Mr. P. P. Khanna

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First and foremost, we would like to thank the Almighty for compiling this book together. We want to acknowledge the help giving the opportunity of all the people involved in this book's compilation and, more specifically, to the contributors who contributed their research works in this book. Without their support, this book would not have become a reality.

We convey special thanks to our colleagues of various Universities, institutions, and even from the industry across the country for their continuous encouragement and support.

We are so thankful to M/S Bharti Publications for bringing the research work of various contributors together in this book edition.

Last but not least, we convey our regards to our family members who have always supported and motivated us to compile this book.

Editors

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Impact of Covid-19 on Travel and Tourism Industry in India

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Abstract

The travel & tourism industry in India has always been an important contributor to the Gross Domestic Product (GDP) of the country. This sector also generates a large base for employment. However, by mid-March, the tourist attractions in India started to fall down, and the update on putting a pause on traveling began to make rounds. This is when predictions were started regarding the unattractive future of the travel and tourism industry in the country. Indeed, the shutting down of the many iconic spots which attract millions of visitors every year was also an indication to assess the hardship that this pandemic has started. This paper attempts to examine the impacts of COVID-19 lockdown outbreak crises on tourists' and travel behavior. The results of the research represent that COVID-19 has prominently affected the tourists' travel decisions.

Keywords: *COVID-19, Tourism, Employment, Gross Domestic Product, Lockdown, Travel.*

Introduction

Corona Virus Disease has developed as a major outbreak and split a setback to the entire Travel and Tourism industry in the entire world. The entire value chain has been disrupted due to the contagion i.e. in the sector of Hotels, Airlines, Tour Operators, Travel Agents, Restaurants, Roadways, Water Transport, and Cruises, Rail Networks, Taxis, Auto-rickshaws so on and so forth. Likewise, all domestic arenas like Leisure Holidays, Corporate Travel, and Weddings, etc. have all come to a never-

ending pause. Among Non-Resident Indians (NRI) and foreign visitors, around 11 million of them usually spend around USD 28 billion in a year, as well as 28 million Indians, spend around USD 25 billion and around 1.8 billion domestic tourists are the support of the local travel industry.

Impact of Covid-19 on Gross Domestic Product

In the month of February, the airline sector had a growth of 9 percent carrying 12.3 million passengers across India. However, from mid-March onwards, both Domestic and International flights were all stranded, thereby resulting in no or less revenue. Additionally, passports and visas were abruptly postponed with no new ones on the perspective, which hugely affected the companies. According to the estimation of the International Air Transport Association (IATA), the global loss of revenue to airlines would be about USD 314 billion while refunds to the customers due to flight cancellations would be about USD 35 billion. The Government of the United States has specified a bailout package to the US Airlines of USD 50 billion, out of which USD 25 billion has been cleared on the 15th of April, 2020.

Besides, since corporate houses in India adopted work from home (WFH), this has resulted in the shuttering of Air, Rail, and Road connectivity. Moreover, the Hotel industry faces a revenue loss of around Rs. 1.10 lakh crores. In addition to that, almost all hotels in India are running at very low occupancy rates even if they are open. Most of the companies in the Micro, Small and Medium Enterprises (MSME) sector would also impose huge stress on their financial health and liquidity, leading to several bankruptcies.

According to the assumptions by the World Travel and Tourism Council (WTTC), the entire travel and tourism sector could take at least ten months to recover the losses, thereby placing a minimum of 50 million Travel and Tourism jobs at risk. Thus, in the general context of Global GDP growth of negative 3 percent i.e., recession, with India's projections of zero percent by 'Barclays' and negative 0.4 percent by 'Nomura' providing no hopes of a speedy recovery.

The Impact of Covid-19 on Travel & Tourism Industry in India and It's Future

Table 1-India's tied with China based on Contribution to GDP

Country	Export to China (% GDP)	Intermediate goods (% GDP)	Tourism from China (% of GDP)	Average
Vietnam	13.6	7.9	2.9	8.1
Taiwan	15.9	4.7	1.1	7.2
Thailand	5.7	2.5	5.9	4.7
Singapore	13.8	1.3	1.8	5.7
Philippines	2.6	1.7	4.4	2.9
Malaysia	9.6	2.5	1.5	4.5
South Korea	7.9	1.5	0.9	3.5
New Zealand	5.3	0.5	1.8	2.6
Australia	5.2	0.4	1.6	2.4
Japan	2.7	0.4	2.2	1.8
Sri Lanka	0.5	2.0	1.4	1.3
Indonesia	2.6	1.1	0.8	1.5
Pakistan	0.6	1.8	0.4	1.0
Iran	2.2	0.7	0.0	1.0
India	0.6	0.7	0.2	0.5

Note: ranking is based on z-scores of the numbers shown in the table.

Source-WTTC Data, Trademap.org, Worldbank

Impact of Covid-19 on Tourism Industry

The pandemic has suddenly affected the tourism industry like anything. As shown in Figure 1-Growth of International Tourism between 2001 and 2020, there was a downfall in the number of tourists of around three million around the year 2003 due to SARS contagion. Again there was a reduction of around 37 million tourists during the year 2009-2010 due to the global financial crisis. However, it is predicted that the downfall would be maximum in the year 2020 of around 50 million or more.

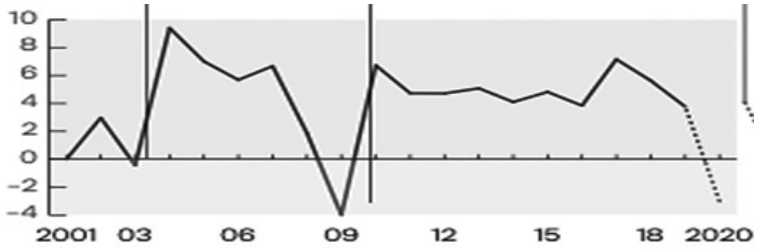


Figure 1-Growth of International Tourism between 2001 and 2020

Source-World Tourism Organisation

The graph represents the position of GDP in India due to the downfall in the Tourism sector caused by the COVID-19 Lockdown. It shows the growth line of GDP with no COVID 19, with COVID 19 and with a much risky scenario due to the pandemic.

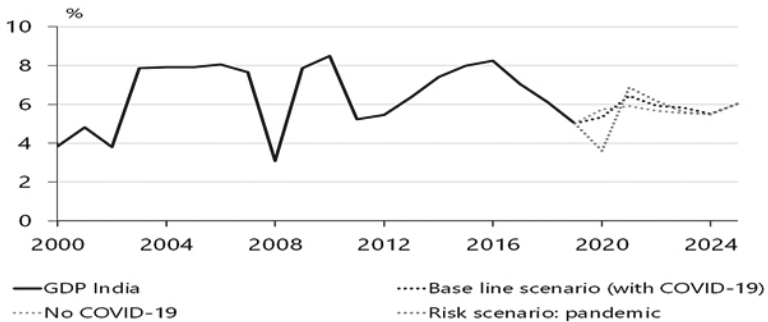


Figure 2-Effect on GDP due to downfall in the Tourism Industry

Effects of Coronavirus on Travel & Tourism in India

- The tourism and hospitality industry of India is expecting a job loss of around 38 million.
- The hotel sector saw a decline of more than 65% in occupancy levels as compared to the same period in 2019.
- Impact of COVID 19 would be felt on both white-and blue-collar jobs.
- Indian association of tour operations estimates the hotel, aviation and travel sector together may suffer a loss of about Rs. 85 billion keeping in mind the travel restrictions-imposed on foreign tourists.
- India's outbound and inbound travel will witness an all-time low.

- Demand for airline's fuel has substantially declined with international and domestic travel on halt.
- At least 30 percent of hotel and hospitality industry revenue could be impacted if the situation doesn't improve by the end of June 2020.
- The restaurant industry in India is expecting almost zero revenue in the immediate term, and a drop of 50% in the months to come.
- 15 percent job loss in the hotel and restaurant industry once the lockdown is lifted, as they will not see an immediate rise in demand.
- The aviation industry will incur huge losses of Rs. 27,000 crores in the first quarter of 2020-21.
- The passenger growth of airlines is likely to fall sharply to a negative 20-25% growth for 2020-21.

Suggestions

The travel and tourism industry is one of the largest economic sectors, reaping USD 8.8 trillion per year according to the world economic forum, a non-profit organization based in Geneva, Switzerland. The travel and tourism industry has been a large contributor to many global economies, however, managing the influx of tourists for the benefit of travelers and residents can be tricky. The following steps are taken to boost the industry

- Application of new health protocols for safe travel and help to diversify their markets
- To lift the restrictions and work with business to provide liquidity assistance
- To bring back the confidence of the traveler and create new demands for safe travel
- Information can be provided in various apps to visitors and domestic tourism promotion campaign
- Prepare a comprehensive tourism recovery plans, to rebuild destinations and encourage innovations and investment

The travel and tourism industry and governments should continue to reinforce their coordination mechanisms to accompany the businesses, notably the smallest ones, and the workers. Particular attention should be given also to the most sensitive/vulnerable destinations in the recovery phase. The measures are essential for making tourism run properly in

the years to come and the government needs to consider long term implications of the crisis through digital curve supporting low carbon transition and promoting the structural transformation which is needed to build a stronger, more sustainable, and resilient tourism economy. This is an opportunity to rethink tourism for the future

Conclusion

According to the world travel and tourism council, the coronavirus pandemic could cut 50 million jobs globally in the travel and tourism industry. The virus is hitting organizations hard from all over the world they face a complicated year ahead-if the WTTC is right, it will take up to 10 months for the sector to return to its normal levels. Based on last week's survey, 28% of the operators are at risk of closing business within the next 3 months. Tourism is a major driver of jobs and growth. But COVID 19 has dramatically changed this. The impact on tourism enterprises and workers, the majority being young women, is unprecedented.

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The Post-Pandemic Challenges and Opportunities of the Indian Travel Industry: An Overview of the Airline Sector

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Abstract

The recent COVID-19 pandemic is an unprecedented threat to the world. India is conscious of the epidemic, and the ministry of home affairs has imposed travel restrictions to prevent the spread of the disease. The ongoing “Incredible India” campaign is suspended. All tourism sectors in India have been adversely affected, and India’s airline sector is one of the first industries to be affected. Therefore, this chapter explains the impact of the pandemic on the airline sector due to travel restrictions and postulates the post-pandemic challenges and opportunities of the airline sector in India. Conceptual techniques are used to convey secondary information in this chapter. Finally, this chapter will help policymakers to take precautions whilst planning for the future.

Keywords: *Airlines, Airports, Challenges, Covid-19, Opportunities, Pandemic, Tourism.*

Introduction

The tourism sector in India is emerging with great opportunities and providing incredible services to its visitors. India’s biggest advantage in terms of tourism is its diversity. Only a few countries in the world have a diverse mix of traditional and contemporary, historical and modern, mountains and seas, deserts and forests, as well as different religions and communities. These are the reasons foreign tourists choose India as a destination of their choice.

The prevalence of COVID-19 in India has been critically assessed by the Government, and the WHO (World Health Organization) has identified a procedure to be followed to prevent the widespread of Covid-19. Following the Covid-19 pandemic, the ministry of home affairs in India has suspended the issuance of visas as part of a nationwide lockdown and canceled domestic and international passenger flights. The pandemic has a terrible impact on the airline industry because the nature of business is always related to people's travel. History has shown that pandemics have an immediate effect on the airline industry, tour operators, travel agencies, and hospitality sectors, etc., due to travel restrictions, government measures, and media reports.

Literature Review

Prolonged lockdown due to the epidemic is causing a global recession, which could cause a major setback for all industries in India. The airline industry is the most affected, while other industries may also slowly recover from the shortfall, but the airline sector faces a difficult situation. The worldwide aviation industry shows that airlines are expected to lose \$ 84.3 billion in this year 2020 with the -20.1% net profit margin (IATA [The International Air Transport Association] June 9, 2020). The airline sector in the Indian airline industry might suffer the most with more than 70% of the losses or an estimate of rupees 17,000 crores in this financial year (Crisil 2020).

The airline industry attempts to deliver passengers with a safe and pleasant travel experience after COVID-19. The passenger needs are fulfilled with the services rendered by airlines. During this recovery process, airline sectors should grab innovative digital opportunities during this indefinite period and confirm a smooth recovery of air travel. Innovative services of the airline can devise a significant association with the satisfaction of customers and enhance tourism (Ravishankar, Balakrishnan and Christopher, Prabu B 2020). Digital solutions will play an important role as aircraft, and airports expand their operations in line with the increase in travel.

Impact of the Pandemic on the Airline Sector in India

The airline sector like many other industries is facing a decisive moment following the Covid-19 epidemic. With travel restrictions, landed flights, uncertainties of the schedule, job losses, liabilities for tickets sold, and no revenue at present, can the airline industry escape the epidemic (Ranganathan, Mohan et al. April 17, 2020). The IATA says its recent

estimates show that the country's COVID-19 crisis has worsened its impact in the Asia-Pacific region, the pandemic may affect 29,32,900 jobs in the country's airline and related industries (IATA 2020). 50% of planes out of 650 airlines are taken on lease in India, leases are paid even the planes on the ground. If the pandemic is continuous, the losses will subsequently be greater, and it will take more than a few years for at least 50% of the airline industry to return.

Post-Covid Scenario in the Airline Sector

The airline industry will continue to operate without changing the way it travels nationally or internationally. Various industry experts believe that their business flights are likely to be revived in the end for the betterment of the convenience or economy. At the same time, travel can be classified as necessary and unnecessary at a later stage. The safety precautions due to the epidemic, the waiting time at the airport will increase, which will cause inconvenience to the people traveling. Social distance and health care will be at the forefront of the future. In the coming years, with the new scope, airlines will no longer depend on historical forecasts and revenue management models. They can adapt quickly to new standards, adapt to market needs, and focus more on short-term and long-term planning.

Restart of the Airline Sector

Restarting the airline sector after the pandemic is crucial to revitalizing the global economy and reconnecting with it. A comprehensive approach to the measures proposed by airports and airlines will provide a practical approach to revive operations. This is the key to rebuilding the confidence of the public so that the benefits of the safe re-initiation of the airline can be achieved. IATA has announced five principles to re-connect the world by air (IATA May 20, 2020).

Five Principles of IATA

1. Safety and Security:

Implementing a science-based biosafety environment to keep staff and passengers safe. This must guarantee that the aircraft is not a source for the spread of infectious diseases, including COVID-19.

2. Responses to the Evolution of Science and Crisis:

It will be used when new science and technology for the COVID-19 test becomes accessible. Airline associates will develop an effective

approach that can predict future closures of the border or movement restrictions. It involves a consistent review of activities.

3. The Key Driver for the Recovery of the Economy:

The aim is to quickly establish avenues for economic recovery. It will be essential to ensure that air travel is affordable in the post-epidemic period.

4. Meeting Environmental Goals:

Carbon reduction for international aviation and the successful implementation of the off setting program will play a key role in this effort.

5. Airline Service that Meets Global Standards and is Recognized by Governments:

Governments, companies, and airline sectors are committed to working with their partners to establish the global standards required for an effective restart.

Airlines must work closely with stakeholders and provide a seamless experience while guaranteeing customer safety. These relationships, whether for marketing or operational purposes, can redefine the new nature of travel for airlines, tour operators, travel agents, hotels and form a strong relationship with customers.

Several international organizations are exploring possible ways to restart international airlines. Governments will have to overcome many barriers to allow travel to resume international flights, and there are more restrictions in terms of passenger travel, including departure and arrival airports, flights, and other components. There are many essential elements in the discussion of all the clusters involved, which depend on the medical evidence, those clinical shreds of evidence related to these components are significant for the restart of the airlines, and also there are specific airport processes and immigration procedures to be followed.

IATA advisory recommends the following actions required in the restart process of domestic, international airlines, and airports (IATA May 8, 2020) refer to table 1.

Table 1. IATA Recommendations

Focus	Recommendations
Antibody Testing	Antibody tests determine whether you have had COVID-19 pandemic in the past and now have antibodies against the virus.
COVID-19 Testing	It may be easier when the on-site PCR (Polymerase chain reaction) test is available, which may have better potential as a risk decrease measure.
Cleaning and Disinfection	Cleaning and disinfection procedures are likely to be part of the range of activities required.
Immunity Passports	The idea of immunity passport is that if someone can document that they have recovered from COVID-19, they are considered immune resistant and therefore do not require many normal protections; this means that they can access the airport, boarding, and onboard processes by showing their documents or incorporating them into the previous electronic visa process, avoiding many security measures. Governments may require laboratory certification before issuing a passport, which would further reduce the population. However, if efforts to reduce the spread of the disease fail, the population of the immune system can become so large that it becomes a viable project.
Protection of crew members	This may be a significant part of the steps required to resume procedures for employees. 1)The airline operator must maintain similar teams as much as possible to avoid cross-contamination while scheduling the airline crews.2) Measuring body temperature at least twice a day. 3) Monitoring symptoms such as persistent nausea or shortness of breath, fever. 4) Notify the aircraft carrier of possible signs of infection.

Measures to assist contact tracing	Procedures and technologies for contact tracing can be part of the set of required actions. The use of such technologies may be a condition used by governments to allow the resumption of international or even domestic travel.
Multilayered approach	IATA suggests that a multilayered approach (a combination of various approaches to mitigate risk) is almost certainly required in the early stages.
Physical distancing	Check-in processes at the airport, security, immigration, departure lounge, and boarding can be modified to guarantee this physical distance (International Airport Council April 29, 2020).
Remote thermal scanning	Temperature control should only be done with authenticated equipment. It should only be performed by a trained person wearing PPE (Personal protective equipment) (Eddie Y.K. Ng et al. 2004). The IATA insists that such examinations should not be the role of flight attendants.
Symptom screening	Providing questionnaire to ask passengers about indications (usually fever, cough, shortness of breath) to diagnose people with COVID-19 disease.
Use of masks and PPE	Passengers and flight attendants should be provided with PPE and face masks.
Vaccination	Excellent solution but not yet available

Post-Pandemic challenges

India is facing a tough challenge, and travelers have to adopt new travel methods after the pandemic. The aviation sector has been badly affected, but several steps need to be taken to ensure a complete resumption of air traffic. This will be a long and tough challenge, but the airline sector will definitely combat the threat of COVID-19 relying on technological developments and innovations, which

will not only improve the travel experience of passengers but also guarantee their safety and security. Many countries are trying to get back to normal with pandemic conditions. Some believe they can only get back to normal once the vaccine is available and are also involved in efforts to find vaccines. And, as the WHO rightly says,

“We have all got to learn to live with this virus.”

The new goal of airlines is that, unlike previous groups, business groups need to be faster, reconsider existing alliances, increase opportunities, and redefine revenue. Future airline functions cannot be with existing past data or computer predictions. Airlines cannot follow a standard way of doing business. They need to change with the situation that arises. They need to look at government rules beforehand. New terms and conditions need to be considered from a new perspective. Due to considerable uncertainty, airlines cannot determine future schedules or prices. The rapid emphasis will be placed on recovering what airlines have lost in recent months. These are determined by price market conditions rather than the occurrence.

Corporates are already experiencing work-from-home and video conferencing meetings, there will be a natural tendency on the part of corporates to reduce air travel as much as possible. Senior executives will not want to take any risks until the normal conditions return. According to a recent International Air Transport Association (IATA) survey, 60% of respondents plan to fly two months after COVID-19 is controlled. The remaining 40% claim to travel after six months.

1. Managing Cost

Most industry professionals expect demand to recover slowly, placing more emphasis on cost management. Acting on this purpose will allow airlines to reduce their marketing, distribution, and customer service costs.

2. Planning Routes

The planning route involves many challenges in the pandemic situation. Most of them are caused by uncertainties in the timing of calamities, customer demand, planning, and customer behavior. Planning teams require the assistance of various stakeholders to create and verify route requests, team crews may have to change flight modes, and slot teams will need airport approval. More frequent schedule changes are also possible at this juncture.

3. Changes in Customer Expectations

Post-pandemic, most airline reservations will be made closer to departure dates. Therefore, airlines will need to quickly adapt to the system in real-time, so that they can respond quickly and adapt to changes in fares. This will allow travelers to make well-versed decisions during booking and departure.

4. Increase in price

Air travel will become more expensive in India as national airlines strengthen their safety measures against the novel coronavirus. This will increase the ticket price by the airlines (Bhat, Bhaskar. June 8, 2020). At the same time, airlines cannot raise prices so much that they want to compete with the competition. Therefore, airline companies need to find new ways to make a profit. The present crunch will force companies to develop new business strategies to earn money. Otherwise, they will have to leave the industry.

Post-Pandemic Opportunities

Before the COVID-19 epidemic, the airline industry anticipated more passengers and the growth of the airline over the next decade. Challenges provide opportunities, and this chapter identifies opportunities directly related to the present disrupting crisis for airline sectors. Airline sectors should grab digital opportunities to steer this indefinite period and confirm a smooth recovery of air travel. Digital solutions will allow both airports and aircraft to streamline their operation, and these tools will play an important role as aircraft and airports.

The airline industry will necessitate greater cooperation between software vendors, hardware vendors, and primary coordinators to meet commercial needs and provide comprehensive services. Innovative technologies such as big data analytic and the Internet of Things (IoT) will play a key role in streamlining operations at airports and safeguarding effective health control at vital touchpoints. Due to higher fixed costs, airline sectors affect their revenue. In this condition, airports and airlines need to negotiate and reach new agreements that will allow them to decrease fixed costs. Upgrading resources and achieving operational performance through digital solutions have the potential to reduce a variety of operating costs, which will help airports and airlines to increase performance while increasing demand for air travel (Market Report, May 2020).

The landing of passenger planes in India amid the lockdown of the coronavirus on March 25, 2020, a severe loss to the airline industry, but the operators of cargo planes were able to make some revenue. In this regard, Indigo has offset some of its revenue loss by converting its 10 passenger aircraft into cargo aircraft capable of carrying up to 20 tons of cargo (Dutta, Rono. June 2, 2020). India's low-cost domestic airline SpiceJet trying to survive during the collapse of the Covid-19, it had converted three of its Q400 Bombardier passenger flight to cargo flights. Other airlines are also considering the same measure. This decision was taken at a time when international travel is halted due to the epidemic and the decrease of passengers on domestic travel (Sharma, Niharika June 4, 2020).

Opportunities at the Airport Terminals

Airports are having the following opportunities to set new rules to ensure safe travel and boost passenger confidence. (The Voyage Team 2020).

1. Body Temperature Controls:

Body temperature can be detected with the help of heat scanners, as well as other innovative technologies such as body temperature sensing cameras.

2. Contactless Operations:

The airport highlights the need to introduce technological solutions such as voice control, facial recognition, biometrics and gesture control consoles to reduce communication between staff and passengers. It makes the travel experience easier and faster.

3. Maintaining Distance:

Because COVID-19 spreads easily, passengers must stay at least one meter away from each other. This can be a real challenge as airports are often a very busy environment. Maintaining social distance indicates the need for larger spaces to control the large flow of passengers. Indian airports must reorganize their locations and assess the opening of new, perhaps temporary, terminals.

4. Monitoring and Managing the Flow of People:

New technology will be introduced to provide real-time tracking of passenger movement. Such technology will allow airport control room operators to monitor the outcome of social distance practices.

Conclusion

The airline sector like many other industries is facing a decisive moment following the Covid-19 epidemic. The government has imposed travel restrictions prioritizing public health. With travel restrictions, landed flights, uncertainties in flight schedules, job losses, responsibilities for tickets sold and no income is the predominant problem at the moment, now they need government support. The government must allocate sufficient funds, such as airport charges, the extended duration for paying tax, and bank fee waivers, which are necessary help to reduce the burden on the airline sector until things return to normal. The government should focus largely on all kinds of security measures for tourists visiting various parts of the country. Since the global tourism networks will take time to establish after this pandemic, policymakers need to take precautions whilst planning for the future.

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Impact of the Covid-19 Pandemic on Travel and Tourism Industry and Future Revival Strategy with Special Reference to Indian Tourism Sector

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Abstract

The travel and tourism industry is said to be the second-largest employer in the world subsequently resulting in India is one of the most profitable countries in terms of tourism. Today India contributes foreign exchange business, hotel, and restaurant to social development promoting education, which ultimately results in increasing stretch at our economy globally.

As we know the tourism sector has a significant role as a contributor to the country's GDP. But during March we saw a sudden shut down of tourist attraction in the country, flight comes to halt completely and for the first time in history, Indian railways were completely stagnant in their yards. These incidents raised major grim that will cause to the tourism and travel industry in the country.

Despite several efforts by the central govt. and state govt., unfortunately, the virus increasing day by day till now its 2 lakh 65 thousand (09/06/2020). The researcher suggested that travel has become one of the main sources of carrying the COVID virus because of that airline industry grounded by the government.

It has resulted as a hard blow of pandemic as it launched itself wholly on 17th march 2020 shutting over the Iconic heritage Taj Mahal. Covid-19 affected the whole world Economy resulting downfall in the graph of foreign Exchange as there are no tourists from foreign countries in India which lead to 60%-70%(approx) to shut hospitality sector completely and as a result, it gave rise to unemployment

Moreover, we can expect domestic tourism to utilize more in the country that will help the government to recover gradually and create more employment. Surely, the coming two years would be very challenging for the Hospitality Industry to revive, stabilize & to grow.

Keywords: *Travel and tourism, employment, tourism trends, social development, foreign exchange.*

Literature Review

Tourism is one of the most rapidly growing industries in India. Today people of India are moving from one place to another for leisure, recreational, trade, or family purposes. After starting the Incredible India campaign, India is getting 0.87% of tourists from all over the world. India's contribution to travel and tourism and GDP (% of GDP) was at a level of 9.2 % in 2018, down from 9.3 % the previous year. Travel and tourism offer a diverse portfolio of tourism which includes-cruises, adventure trails, medical, wellness, sports, eco-tourism, film, rural and religious tourism. India has been known as a destination for spiritual tourism in both domestic and international tourist circuits. In the Prime Minister's Independence Day speech he urged people to visit 15 domestic tourist destinations in India by 2022 to promote domestic tourism.

As of 2019, 4.2 crore jobs were created in the tourism sector in India, which was 8.1 percent of the total employment in the country. International Tourist's arrival is expected to reach 30.5 billion by 2028. E-Visa facility was offered to 169 countries as of December 2019. Whenever there has been any major impact on the economy of any country, tourism has always been the first one to get affected as people start to cut down on their travel budgets first. However, tourism relatively had a direct role to play when it comes to COVID-19 which has widely spread most in the countries with a high number of tourists.

The pandemic is the biggest challenge that India has ever faced as international travel is adversely impacted. The disruptions that have occurred across are countrywide and in the following sectors, Hotels, Airlines, Restaurants, Travel agents, Tour Operators, Railways, Roadways, Waterways, and a slew of other indirect providers.

Global Pandemic of Covid-19

Tourism is the main source of human mobility in the world. According to the world tourism organization (WTO-2020), international tourism has indicated continuous growth for the tenth consecutive year reporting 1.5 billion international tourist arrivals in 2019 and an estimated 1.8 billion of international tourist arrivals by 2030 forecasted by UN NEWS 2018. The COVID-19 outbreak started from Hubei province, Wuhan city in

China in November 2019 and it continues to spread in the world, By March 2020 it has become one of the largest pandemics in the world after the world war-II.

However, the government has taken a decision of lockdown, social and physical distancing and also they controlled the movement of the people which affected industries like tourism.

Total COVID-19 Infection in India by 12/07/2020

Total number of cases	India
Total infection	850827 thousand
Death	22691 thousand
Recovered	536314 thousand
Active cases	291440 thousand

Indian Travel and Tourism Industry

The tourism industry includes the airline industry, sea transportation, cruise line, food sector, accommodation sector, entrainment sector, and recreation sector.

The travel and tourism industry in India has been a great contributor to the country's GDP.

The tourism industry creates various job opportunities in the country. A total of 42 million people are directly and indirectly involved until 2018.

The travel and tourism industry is one of the largest service industry in India with a contribution of 9.20% to the national GDP and providing 12.75% of total employment in the country (5.56% direct and 7.19 % indirect).

According to the world travel and tourism council, India will be a tourism hot spot shortly. As per the Travel and tourism competitiveness report 2019 by the world economic forum, India has ranked 6th in the Asia Pacific region and 34th globally and it also comes under the High-income economic zone.

Apart from the above mentioned economic growth in the tourism industry, the Indian tourism sector is also famous for its different kinds of tourist attractions.

Tourists in India can enjoy different kinds of tourism namely Eco tourism, health tourism, cultural tourism, heritage tourism, wildlife tourism, religious tourism, etc.

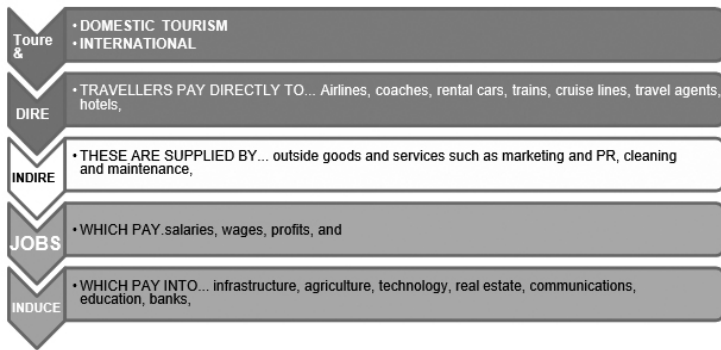


Figure 1: The main structure of the tourism industry

The survey conducted by the FICCI (Federation of Indian chambers of commerce and industry) states that only in India tourists can witness all these kinds of tourism together and they also state that there is a very bright future for the tourism industry in India.

India is also known for its diverse climate, hospitality, uniqueness, etc are the few factors for Indian tourism to thrive and flourish.

Impact on Travel and Tourism Industry

The impact of COVID-19 is severe than estimated by specialists and the most tragic pandemic in history almost 200 countries around the world with 7.55 million people are infected and almost 4.50 lakh deaths reported by 14/06/2020.

India being highly a populated country with a high density of habitation in the world is still able to manage the fewer number of deaths when compared to other countries. India with a lack of enough employment opportunities is important to make strategic approaches to minimize economic recession.

The tourism and travel sector is one of the largest foreign exchange earners in the country, has collapsed because of lockdown and people's fear of traveling and the need for maintaining social distancing. Closing down of international airports, curfews, and lockdown of countries and cities. The situation is severe at the moment as the whole world is on lockdown or under social distancing.

Under the travel and tourism sector umbrella, there are several other service providers i.e. Hotels, Restaurants, Travel agencies, MICE, Event management companies, etc, at this juncture do not have any business from their tourism products.

Few Consequences of the COVID-19 Outbreak in the Travel and Tourism Industry in India.

1. A decline of 65% occupancy levels was witnessed in March 2020(it was the pre-term of lockdown) resulting in potential job loss of around 38 million including the higher profiles.
2. The travel restriction imposed on foreign tourists will lead to a loss of about 85 billion keeping in mind the hotel, aviation, and other travel sectors.
3. Similarly, the restaurants & catering industry are almost zero in the graph of revenue generation resulting in a cut-off of 15% in their employment.
4. March is termed as a monthly financial closing; From April we saw passenger growth take a negative dive by 20-25% affecting the GDP of the country.
5. More than 60% of organized sector hotels of India are under the complete shutdown.
6. Economic growth has decreased in 2019-2020 because of weaker growth in foreign exchange earnings from tourism in India.
7. Indian association of tour operators estimates the hotel, aviation and travel sector together may suffer a loss of about 85billion rupees keeping in mind the travel and restriction imposed on foreign tourists.
8. The imposing of section 144 says prohibition against mass gathering which resulted in a tremendous loss in banqueting services.
9. We witnessed the softening of leisure tourism since February.
10. The aviation industry in India could occur losses rupees 27000 crores in the first quarter of 2020-21.
11. Summer is known as the booking season for the travel schedule from October to March. We can see booking portals have evaporated and completely in doom.

Future Plan to Recover Tourism Industry

1. Domestic tourism, we can try to gain some profit through it.
2. The operational level cost would be optimized.
3. Effective digital and social media strategies must be rolled out as a communication step.

4. Special agenda for GLOCAL-AGENDA (go-local) should be implemented.
5. Pricing charts should include flexible booking terms instead of reducing or hiking tariff charges.
6. The hotel should think long term value-added services and promote them accordingly.
7. Leasing of the kitchen for cloud kitchen requirements.
8. Refrain any kind of spending which would not lead to direct profit.
9. Focus on Ancillary revenue that could be generated from areas like GYM & SPA Services.
10. The core offering food in-room dining shall be practiced and home delivery should be encouraged to ensure social distancing.
11. Before powering up all necessary equipment, a thorough service plan should be mobilized to ensure that all equipment is fully functional, adequately safe, and capable of delivering the required results.
12. Organizing hybrid events is a solution for retaining the MICE industry in a situation like this concept is a feature mix of live and virtual components.
13. According to IATA, the government needs to provide financial assistance to airlines. Which could give the airline industry to chance to survive?
14. Promote packages for specific target groups such as ‘Staycations’ the world tourism organization (UNWTO), has launched a special campaign name “TRAVEL TOMORROW” highlighting the enduring values of tourism “by staying home today, we can travel tomorrow.”

Conclusion

The pandemic no doubt has changed the world as well as the Indian economy in a way that was never before witnessed. The recovery has to be steady and slow it should be parallel to the recovery of the other sectors, to boost the economy of the tourism sector. Ensuring the safety of the guest and the staff has become a top priority of the industry. The hospitality sector should continue cost-saving measures even when demand becomes normal like earlier to recover the loss incurred in the year 2020. The industry should promote 'Flexi-services' i.e.–offering flexible price, cancellation policy, refund policy, etc, to attract potential customers. To neutralize the losses the organization should initiate strong marketing and promotional campaign on a national level and globally to gain confidence and build a positive image in the mindset of the potential consumers.

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Challenges and Opportunities of the Tourism Industry Amidst COVID 19 Pandemic

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Abstract

The coronavirus disease (COVID-19) outbreak has caused numerous deaths, victimized many, and affected all sectors of human lives. With the prohibition and restrictions in national and international travel, the tourism industries have been impacted at large affecting millions of stakeholders. The present chapter presents a detailed narrative of the outbreak of the disease in China and a sequence of events that led to the pandemic situation. The response to the disease by the originating country—China was rapid and extremely effective with the successful implementation of lockdown. The other countries considering the same strategy as the benchmark followed similar footsteps adhering to the WHO guidelines. Although, the non-negotiable lockdown yielded successful results in disease containment, but had devastating repercussions in all sectors of life thereby impacting the global economy. The impact and benefits of the lockdown in the Indian perspective across all sectors are discussed. The chapter emphasizes the effect of COVID-19 in the tourism industry. The crisis pertinent to COVID-19 is unavoidable and inevitable. However, the goal is to convert the crisis into opportunities, and the relevant strategies across three main dimensions are presented in the chapter.

Keywords: *COVID-19, Tourism, Safety and Security, Information Technology.*

Introduction

A new episode in the pages of world history was written on December 31st, 2019 when 27 patients were identified suffering from pneumonia of an unidentified etiology in the city of Wuhan, China. The patients had very common influenza-like symptoms—dry cough, fever, dyspnea. Most of these cases were related to the wholesale seafood market in Wuhan

which is primarily popular for selling fish and a variety of other animal species namely poultry, dogs, snakes, bats, etc. The first virus-infected was tested through swab samples from the throat and was detected to be suffering from Severe Acute Respiratory Syndrome Coronavirus 2, later named as Novel Corona Virus Disease (COVID)–2 by the World Health Organization (WHO). At the initial stage, the disease did not show threats of such huge capacity, and the majority of the cases were resolved spontaneously. However, there were cases, belonging to a higher age level, which suffered complications and succumbed to death. Gradually as days progressed, towards the end of January, COVID 19 was declared as an outbreak with high-risk potential for all countries having weaker health systems. The public health emergency committee also imposed that the spread of this disease could be stopped through early detection, isolation, instant treatment, and implementation of an efficient tracking system of possible human contacts.

COVID 19 Responses

As an immediate response, the global response to interrupt the spreading of the disease was extremely prompt. As an example, the USA sealed its borders and stopped immigrants and non-immigrants from traveling at all. Hong Kong stopped most of its transportation services. India also responded in the same way by halting all sorts of transportation and communications sealing international as well as inter-state borders. Similar strategies were adopted in countries like Italy, Spain, France, and various others as a preventive measure. WHO and the Center for Disease Control and Prevention issues structured guidelines to prevent the spreading of this disease—Firstly maintain basic hygiene by washing hands with soap frequently and sanitizing with alcohol-based sanitizers. Secondly, the use of facial masks was advised for common masses expecting any sort of human contacts and the use of PPE for healthcare professionals. Apart from this, travel to any COVID infected zone or contact with COVID 19 symptomatic patients is also advised to be prohibited.

COVID 19-Prevention, Diagnosis, and Transmission

WHO and CDC have enlisted symptoms that would indicate the existence of COVID 19 infection. The symptoms include—fever, dry cough, vomiting, diarrhea, and myalgia. The government of the United Kingdom has invested 20 million pounds and a huge amount of funds from various other countries are being directed for conducting scientific research for the development of the COVID 19 vaccine. Despite all

such efforts, the present statistics highlight a total of 1.4crore COVID affected cases, with more than 5 lakh deaths. The countries most affected are the USA, Brazil, India, Russia, Peru, South Africa, Mexico, Chile, the UK, and the list goes on.

Containment Strategy–China

The countries all across the globe followed the containment strategy adopted by China to control the spreading of the disease. Soon after the outbreak of the disease in Wuhan, all forms of public transportations, aviation were halted uncompromisingly and inter-state borders were completely sealed off. Almost a billion Chinese funds were invested in developing two hospitals to treat COVID 19 patients. All essential commodities and provisions were provided to the citizens of this province at their doorsteps to stop going out of their houses. The entire city was locked down and the military was deployed to develop temporary hospitals to treat surging numbers of COVID 19 patients. Human contacts were continuously monitored used Artificial Intelligence-based tracking systems and that helped to identify potential COVID 19 patients so that they could be isolated and sent to quarantine zones immediately. The Chinese administration procured a huge amount of protective gloves, masks, and medical suits as well to ensure medical staff did not get infected by the disease. The six most important steps taken by the Chinese government to interrupt spreading of the virus were [7][8]:

- China overreacted by enforcing a lockdown which helped to curb the crisis establishing the fact that overreacting is better than lack of reacting
- Lockdown rules and guidelines were communicated transparently and implemented uncompromisingly
- Food and essential supplies were ensured using government-controlled measures.
- Medical facilities were developed dedicated solemnly for COVID 19 patients, healthcare professionals were also isolated during the entire course of treatment until numbers of affected reduced to zero.
- Advanced AI-based expert systems were employed for the tracking and detection of potential patients having chances of human contact with already affected ones.

- Deployment of centralized reporting and communication systems to inform citizens on COVID updates.

World Health Organization–Global and National Containment Strategy:

The global strategy as reported by WHO to control the COVID 19 pandemic and reduce mortality is presented in Figure 1:

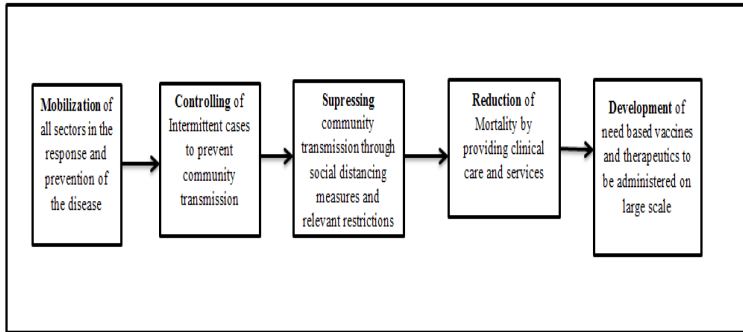


Figure 1: Global Strategy for responding to COVID 19

The national strategies for responding to COVID 19-as framed by the “WHO” are presented in Figure 2.

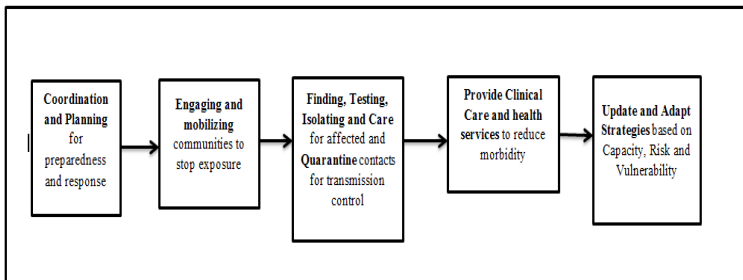


Figure 2: National Strategy for responding to COVID 19 [9].

Impact of Lockdown–The Indian Perspective

Adhering to the guidelines and strategies highlighted by the World Health Organization (WHO), countries across the world emphasized immensely on the “Engagement and Mobilization” aspect of containment. India adhering to the same decision to adopt an initial 21 days lockdown when the total number of confirmed cases reached

4.23 billion globally. Although the number of cases (536—as on March 25th, 2019) in India was relatively low, with a population of nearly 1.3 billion the chances wider and accelerated the spread of the virus was extremely high. The lockdown in India had obvious sharper economic and social impact than other developed countries, yet a non-compromising stay and home order were issued by the Prime Minister as the possibilities of 300 million–500 million people were expected by the end of July. Despite the best of efforts, the total number of COVID cases has surpassed 10 Lakhs as on July 2020. As the resultant impact of the complete and partial lockdown, the people who depended on daily wages have been highly affected by becoming jobless. Workers working across states were packed into transportations provided by the government to ensure their return to their native places. But they have ended up being potential carriers of the virus to rural parts of India where they reached. The workers with their families, who failed to use the transportation, nervously decided to walk thousands of miles to their natives with the scarcity of food, water, or medication converting a healthcare crisis to a socioeconomic one. However, the government of India announced a 23 billion economic package to 83 million families to support the poor by providing them with essential provisions with immediate effect. The government also decided to transfer \$6.65 every month to about 200 million women for three months which would help them survive and sustain as per the standard of Indian money value [10]. The significant effect of lockdown in the different sectors is enlisted in the following section.

- **Retail markets and Recreation:** The visits to shopping malls, movie theatres, and restaurants dropped to a considerable 80% almost by the end of March 2020 and completely nullified by April 2020 as a complete shutdown was implemented. Visits to grocery shops, medical shops were also reduced by 65%.
- **Population:** The rural population observed increase by 7% whereas urban cities lost population by 4%-7% based on their topology.
- **Economy:** The Indian economy would likely shrink to 4.5% and increase gradually
- **Imports on Domestic Supply Chain:** The imports from China being stopped severely impacted the domestic supply chain and the country suffered “external demand shock”. The social distancing and lockdowns stopped productions with prominent possibilities of job losses in future days to come.

- Discretionary Activities—Travel, tourism, and hospitality observed an immense downturn
- Agriculture—The lockdown had a significant impact on farming due to the inability of farmers to sell their crops and also miss the crucial harvesting season to implement social distancing. However, the government has exempted farmers from the lockdown but the crisis is unavoidable due to a decline in consumption and further impairment of industrial operations.
- Textile—The textile market got affected due to its dependence on China for raw materials like synthetic yarn, synthetic fabric, buttons, zippers, and hangers. Similarly, cotton yarn is exported by India to China which has experienced immense loss due to poor demand in China and the suspension of international trade and communication.
- Automobile—The automobile industry felt a severe hit as China being responsible for 27% of automotive parts import with Wuhan being the major automobile hub.
- Entertainment and Sports Sector—Major Sports events like Indian Premier League (IPL) were called off which lead to a loss of approximately \$500 million for the organizing bodies.
- FMCG—The sales of FMCG products observed immense hike due to panic-stricken customers hoarding products like grocery items, milk, and hygiene products in a hurry.
- E-commerce—The E-commerce industry was unable to accept new orders due to lockdown of transportation although there were huge demands of essential commodities
- IT and IT Enabled Services—The IT industry experienced a slowdown due to the slowdown of demand in the international market. However, the rise in the “work from home” across all sectors has given the rise in the demand and sale of online communication applications, conference platforms, and cybersecurity applications. These tools and applications are being used in education, finance, HR, and various other sectors to ensure continuity of the business.
- Pollution—The average nitrogen dioxide level in the air reduced by 40%-50% in the Indian metros with reduced fossil fuel emission. Hence pollution got reduced significantly due to the extreme slowdown in the transport sector, energy generation, and industries being shut completely.

The Benefits of lockdown had been quite promising as enlisted below:

- The primary, secondary sources of COVID infection contacts have been identified and hence action plans could be framed for the disease containment
- The “Hotspots” which were the high-risk zones were identified
- Due to early detection of sources, the time to develop infrastructure and arrange manpower was available to combat the crisis
- The pattern of the virulence of the disease was understood and better action plans were implemented

Effect of COVID on the Tourism Industry

The tourism industry has been highly impacted by the COVID pandemic but has also been presented with opportunities to reassess and improve its practices. The necessity to improvise lies in the interest to gain confidence and attract the attention of existing and future customers. In April 2020, the airline sales dropped by almost \$314 billion and similarly, the hotel room vacancies increased by almost 50 percent. In such a crisis, innovative investments need to be initiated to keep the current customer base consistent and also improve conditions of the employees allowing them to deliver world-class service. The plausible steps in this regard are to enhance loyalty services, prioritize safety, and security taking the help of advanced technologies. The pandemic has created a phobia among general masses towards traveling and the prime objective now is to earn back that confidence and vigor of the travelers.

The word “crisis” in the Chinese perspective constitutes of two words—danger and opportunity. It is thus important to remember that every crisis also comes with opportunities to improve, reengineer, revive, and refine. There is no doubt about the fact that the impact of COVID 19 has been much harder than the 9-11 and SARS crisis and nevertheless industries of all scales and sizes have felt its jolt. In such a situation, the best approach is to focus on mutual collaborations, build a common vision, and mission in cooperation with related industries to deploy the best possible efforts in the post lock downtime period. Since most employees are at home, a huge amount of effort can be channeled in brainstorming innovative ideas and attending online webinars to enhance individual skills. This would create a firm base to revive back even stronger and better.

The success of the tourism industry is based on effective customer communication to keep the desire to travel alive. The PR, social media

platforms have immense potential in this regard to keep travelers motivated, informed, and interested by marketing alluring aspects of various travel destinations across the globe. The lockdown period has significantly increased social media usage and thus created an opportunity to inspire travelers to be part of such marketing strategies and start planning their vacations once lockdown is pulled off.

It is redundant to mention that people have already become frustrated being stuck indoors and traveling post lockdown will not be considered as a luxury but an opportunity to escape from the mundane life. But non-conventional destinations with lower COVID exposure are likely likely to become popular choices. In terms of hotel booking, boutique hotels and homestays are tentatively going to be the preferred choice due to lower risk factors. In the case of business travels, the organizations will reduce such investments encouraging work from home to reduce risk and exposure.

The possible challenges in the tourism industry at this pandemic situation are consolidated as below:

- Lack of interest and phobia to travel abroad
- Issues in accessing a common technical platform
- Gaining confidence in Safety and Hygiene
- The economic crisis of mid-level and low-level stakeholders like Tour guides, Tour operators and agents
- Lack of Training and education in tourists, tourism employees
- Tourists avoiding of temple city visits

Steps to Convert COVID “Crisis” into “Opportunities”

The present need of the hour is to put all possible efforts to get back to normalcy, make existing and future customers feel secure thereby have faith in the services provided by the tourism companies. The efforts can be channelized in three dimensions namely—Confidence and Faith, Safety and Security, Implementation of Technology. The details of the three

Confidence and Faith: When travelers start planning on their travel, implementation of the below-mentioned points need to be given immense emphasis to achieve confidence and faith.

- Initiate professional cleaning of the environment apart from deploying only non-touch temperature checks and regular sanitization protocols.

- Implement stringent food safety guidelines for all stakeholders starting from suppliers, kitchen to service personnel.
- Availability of medical protection equipment—masks, gloves, and sanitizers preferably free of cost or at almost negligible costs.
- Inclusion of room sanitation package for free
- Flexible cancellation policies or ease penalties by providing either full credit or credit shell option for future bookings
- Ensure firm adherence to government directives and follow social distancing policy even at the cost of a reduction in customer counts.
- Availability of all aforementioned benefits to new customers for the next three years even if normalcy prevails.

Safety and Security: In the post lockdown phase safety and security must be given prime importance across all departments in the tourism sector. The following steps could be taken:

- Recruitment of Chief Safety Officer (CSO) with adequate knowledge and experience in public health and safety
- Organize a training program for the entire vertical of employees and certification could be included as a mandatory requirement for employment
- Safety and Security aspect to be publicized and emphasized upon in marketing campaigns
- Flexibility in accommodating customer needs about safety and security
- Procurement of all services and supplies adhering to the COVID safety policies
- Development of social distancing services and products

Implementation of Technology: In the present day and age, the use of advanced technology in understanding customer travel patterns, hotel amenities, marketing, and operation is a necessity. The following technological inclusions could contribute immensely towards the upliftment of this sector.

- Use of Big Data, AI, and Machine learning techniques to understand customers, their patterns, and preferences of travel based on demographic, social, and economic attributes.
- Use of online platforms, tools, and services for reservations, promotions, check-in, check-outs and feedback to reduce personal contacts

- Implement touchless models for entry, exit, onboarding, and other related services.
- Implementation of smart tourism and smart services

All of the above-mentioned approaches are not novel and known to all. Yet, the impact was huge because the COVID 19 pandemic was sudden and did not give much opportunity to prepare. This could be considered as a lesson to be ever prepared for crises and develop the relevant attitude, infrastructure, and morale. The motto should be to overcome, bounce back with great enthusiasm, and continue being innovative to meet ever-evolving customer needs.

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Abstract

Welcome to the age of adaptively. Because the world associate attempt tries to anchor itself amidst the COVID-19 disaster and also the virus-induced truth of an at hand economic worsening, destination teams and also the cordial reception enterprise can need to use a brand new angle on the destination, development, and network engagement. No matter wherever you're within the planet, our cordial reception enterprise was critically wedged within the initial month of responsiveness to the microorganism sickness. The business enterprise economy has been heavily hit by the coronavirus (COVID-19) pandemic, and measures introduced to contain its unfold. Betting on the period of the crisis, revised eventualities indicate the potential shock on the far side immediate measures to support the business enterprise sector; countries are shifting to develop recovery measures. These embody concerns lifting travel restrictions, restoring individual confidence, and rethinking the business enterprise sector in the long run. The coronavirus (COVID-19) pandemic is, initial and foremost, a humanitarian crisis moving people's lives, and has triggered a worldwide financial condition. This has tangible impacts on the business enterprise sector that is important for several individuals, places, and businesses with the impact significantly felt in countries, cities, and regions. the business enterprise could be a lab our intensive sector, directly contributive to employment with the impact of the crisis continued over June-July-August and reduced capability for several trade branches, several of those jobs are going to be directly affected. In traditional circumstances, the arena will facilitate offer various employment opportunities for migrants, women, students, and older staff, not solely in major cities however additionally in remote, rural, and coastal areas, furthermore, as different typically economically fragile locations wherever various opportunities could also be restricted.

Keywords: *Covid-19, Economy, Tourism, Hospitality, Impact.*

Introduction

The impact of the crisis is being felt throughout the whole business enterprise system, and reopening and reconstruction destinations would require a joined-up approach. business enterprise-specific measures. Governments and trade are focusing their efforts on:

- Lifting travel restrictions and dealing with businesses to access liquidity supports, apply new health protocols for safe travel, and facilitate to diversify their markets.
- Restoring individual confidence and stimulating demand with new safe and clean labels for the arena, data apps for guests, and domestic business enterprise promotion campaigns.
- Making ready comprehensive business enterprise recovery plans, to reconstruct destinations, encourage innovation and investment, and rethink the business enterprise sector.

These actions are essential; however, to open up the business enterprise economy with success and obtain businesses up and running, a lot of has to be tired in a coordinated manner as business enterprise services are mutually beneficial. The travel and business enterprise trade and governments ought to still reinforce their coordination mechanisms to accompany the companies, notably the tiniest ones, and also the staff. explicit attention ought to tend additionally to the foremost sensitive/vulnerable destinations within the recovery part.

Looking ahead, the measures place in situ these days can form the business enterprise of tomorrow. Governments have to be compelled to already take into account the long term implications of the crisis, whereas staying before the digital curve, supporting the low carbon transition, and promoting the structural transformation required to create a stronger, a lot of property and resilient business enterprise economy. The crisis is a chance to rethink business enterprise in the long run.

Tourism could be an important part of several national economies, and also the immediate and vast shock to the business enterprise sector ensuing from the coronavirus pandemic affects the broader economy. As governments around the world have introduced new measures to contain the virus, restrictions on travel, business operations, and people-to-people interactions have brought the business enterprise economy to a standstill. Several countries are currently getting into a brand new

introduce fighting the virus whereas at an equivalent time managing the re-opening of the business enterprise economy. This can be a fancy and difficult task, and quantifying the impact on the business enterprise economy is troublesome.

Five months into the crisis, the case continues to evolve, and also the outlook remains unsure. Recovery is currently expected to start later and be slower than antecedently expected. Travel restrictions and containment measures are possible to be in situ for extended, and are expected to be upraised solely bit by bit, with the chance of reversal ought to new waves occur. Even once business enterprises provide chains begin to operate once more, new health protocols mean businesses are going to be operational at restricted capability. Demand-side recovery will take it slow, given the interlinked consequences of the economic and health crises, and also the progressive lifting of travel restrictions, whereas client confidence and travel behavior are going to be a lot of deeply wedged the longer the pandemic goes on. this may have knock-on implications for several national economies. Betting on the period of the crisis and also the speed with that travel and business enterprise rebounds. Maintaining the baseline that business enterprise flows have remained severely restricted up to June, on the far side the business enterprise economy, the pandemic has triggered a worldwide financial condition, and plenty of economies are falling into recession. The coronavirus (COVID-19) pandemic is, initial and foremost, a humanitarian crisis moving people's lives, and has triggered a worldwide financial condition. This has tangible impacts for the business enterprise sector, which is important for several individuals, places, and businesses, with the impact significantly felt in countries, cities, and regions wherever business enterprise is a crucial part of the economy. However, expectations are growing that recovery to pre-crisis levels could take 2 years or a lot of.

Recovery Arrange to Crisis

1. Go Virtual for A Lot of Face Time

While the face-to-face visitant center isn't accessible, you'll still get necessary face time by going virtual. Keep in mind to remain connected and encourage team members to inform the stories of heroes in their communities. These stories matter, currently quite ever, and that they are going to be necessary for moral once we begin to recover.

2. Save Your Whole by Touch the Brakes on Promoting

Marketing to prospective travelers or pushing out messages that encourage traveling can wander off within the shuffle and not be perceived well. Pause promoting efforts that don't support the "now" and communicate the importance of safety concerning customers and employees, keeping in mind suggestions inspired by our world health leaders.

3. Relationships Matter Quite Sales

Support the Sales and Business Development groups whose jobs are heavily wedged by consumer interaction. Encourage your groups to keep up relationships by finding out the phone and guaranteeing customers that they're necessary. Listen and permit them to share their things and challenges. Reassure them business can eventually resume and destinations will recover, keeping in mind the utmost safety of all customers and employees. Additionally inform them that if they need immediate desires, you're here for them, knowing that everybody has been wedged through this. Relationships matter currently quite transactions.

4. Support Your Stakeholders

Advise, however additionally sympathize. The companies you partner with are the core reason destination organizations exist. You have got a chance to interact during a new manner and connect the dots between their desires, direction, and also the next steps they ought to take. Parenthetically, several destination organizations are already creating strides in staying connected with native restaurants via social media updates, minimizing parking ticketing for take-out pickups, and providing delivery to care and public safety officers. you have got a chance to partner with them and supply resources as they adapt during this ever-changing setting.

5. Re-Educate on Resources

Retrain team members to know the help programs accessible through your state and native economic assistance agencies. there'll be heaps of mixed messages regarding tiny Business Administration programs, state rules, and business help choices as destinations recover. Your community can depend upon your ability to navigate these questions about these programs. confirm your businesses apprehend that you just are a resource to assist understand and access these programs. As you learn a lot of regarding the choices, still share across your stakeholders.

6. Acquire Authorization on Reserves

Many organizations have already activated access to reserves, except for people who haven't, now could be the time. Thoughtful thought on the aim of these funds is going to be necessary for the direction of the organization. Securing future event investments, native human services for the out-of-work, and reinvestments in destination development are going to be potential things to contemplate, on the far side the apparent basics of maintaining operations.

7. Make Your Voice Detected

Our governmental bodies are exhausting at work. You're leaders in our communities, and this can be a time as an example of your experience. Giving choices and concepts for recovery are going to be necessary over the approaching weeks. We tend to suggest making ready for the current and also the future by organizing plans into 3 completely different categories:

- a. Recovery,
- b. Reconvening, and
- c. Making ready.

a. Recovery

How can we reconstruct business volume once the crisis passes? think about concepts that may facilitate drive short cordial reception business. Throughout the 2008 recession, recovery efforts centered heavily on booking sports and hobbies, concerts, and festivals and bit by bit growing from staycations to wider-market visits. Recovery from this worsening can be quite completely different and depend upon shifting attitudes toward travel, public gatherings, and also the ability to buy.

b. Reconvening

What can we tend to do to encourage future social gatherings once recovery? Specialize in however we will overcome stigmas created by forced social distancing. Attribute needs to collect, however, the microorganism unfolds of COVID-19 may linger. Additionally to shifting attitudes, we tend to should educate and reassure the general public once it passes.

c. Making Ready

What can vary subsequent time? Government and public health responsiveness to future microorganism challenges will bear the demonstrative amendment. Shutdowns and travel restrictions can become a lot of commonplace and immediate to combat future

pandemics. Rely on however you'll minimize the impact to guard your business and contribute to your community in future incidents.

8. Learn from the Info

Understanding the info story and potential avenues for recovery could be a key step throughout the approaching weeks. Analysis sources and information choices are superabundant. this can be an excellent time to look at your resources and confirm future desires. There'll be a requirement to harness your community's visitant profile and assemble around your accessible opportunities as recovery steps begin to occur.

9. Mobilize and Connect Your Talent

Before the pandemic, several destination organizations were implementing methods to assist their communities to attract and retain talent. Several destination organizations were serving to the business enterprise trade fill job vacancies through job fairs and placement help programs. Now, the potential of large scale states opens these same organizations to focus a lot on finding choices. There's a chance to adapt community talent into volunteer choices for the short, whereas investment valued skills for paid opportunities as the business begins to grow. Connecting with native and state job help efforts will facilitate produce choices to fill required positions across the community, whereas additionally providing a valuable service.

Steps to Be Followed by Stake Holders Within the Country to Rejuvenate Tourism:

The tourists would show some changes in their behavior towards post-pandemic travel. a number of the steps that would be taken by stakeholders to push India business enterprise would be:

1. Obtaining Strategic

- Increase research to search out those segments would recover initially.
- Determine the new market segments of interest to the tourists.
- Produce valid vouchers and coupons to own property business enterprise.
- Write stories regarding people that do nice things in your community and publish on-line.

2. Money Goals

- Secure further funding resources through cooperative societies.
- Short term income mechanisms that enable minimum money flows.

3. Marketing

- Limit all promoting activities resembling advertising, once the tourists are unwilling to travel.
- Throughout the planet eager young travelers are awaiting the crisis to be over. Therefore this phase ought to be controlled to extend revenue of state business enterprise.
- Structure advertising budgets focus a lot on domestic and near markets.

4. Aim for Native Markets

- Produce recreation cards to inspire native residents to require pictures before of any local landmarks by social distancing as done by Auburn-Opelika business enterprise.
- Choose e-shops to support searching and restaurants in India, as done by Antwerp business enterprise.
- Raise tourists to present positive reviews of native businesses they'd visited once and encourage them to buy on-line. This might be denoted on the state web site.
- Once everything becomes traditional enforce obtaining out there and search native.

5. Promote Satiations

- An obsessive web site that promotes native activities of destinations that don't seem to be present in imprisonment may be promoted.
- Locals ought to be inspired to get pleasure from near destinations.
- These destinations may be used for future travelers once the imprisonment is removed.
- This might encourage native residents furthermore.

6. Going Digital

- Social networking with Facebook, Instagram specializing in "good news stories" that the state has achieved throughout Covid-19.
- Positive video messages by international tourists ought to be perpetually efficient within the India business enterprise web site like messages of Italian tourists and also the like.
- Messages on however safe the destination are, maybe other on India Tourism's Covid-19 webpage in conjunction with other policies.
- Videos supporting health-workers may be efficient on the web site.

- Positive messages motivating individuals to travel once more maybe like “We are open for business” or “Tourists are welcome here” or “We can Travel” as done by Marriott will have a positive impact on tourists.
- A variety of on-line resources may be created like 3D video on yoga categories which can be quite abusive and attention-grabbing for tourists.
- India will feature its gorgeous landscape, designed for potential tourists to present a “small moments of escape” as done by Canadian business enterprise promoting “Glowing Hearts Campaign”
- An obsessive online page highlight the protection measures, hotline numbers, changes in policy that can enable the web site to attain a lot of extremely with Google seek for those keywords.
- Content creation within the type of blogs, vlogs, etc that faucet the dreams of tourists can facilitate in future bookings.
- Business house owners may use social media to push their product, via broadcast, podcast, and on-line interaction.
- Use of Cinemagraph within the web site will produce unforgettable, impactful visuals, real thumb-stopping content, that the followers are bound to interact and share.

7. Staffing

- Don't create them choose mandatory leave till they need to depart the organization.
- Unharnessed temporary employees initial then permanent if the crisis doesn't finish.
- Reassure the employees as they're essential stakeholders.
- Promote teleconference and video conferencing facilities and keep connected.
- An emergency, replace extremely paid workers with low paid contemporary employees
- Compete for out-sourcing as an economical life
- Now could be the best time to up-skill your workers through digital platforms mistreatment webinars, e-learning, social media campaigns, and also the like.

8. Operational Options

- Try and facilitate re-bookings to avoid cancellations.

- Scale back services to a minimum like getting into for home delivery.
- Schemes like “Corona Voucher” with annual validity which will be used for reimbursing the money back, with, a choice to avail a sexy trip.
- Keep your actions arranged prepared if any tourists fall unwell.
- Improve hygiene and sanitation work.
- An amendment from buffet food to plated food.
- Reliable data on a commonplace ought to be provided utilizing information resources.

9. Area People

- Develop a packaging network with native individuals, enumerate the advantages of business enterprise, and inform them to welcome tourists once the time is true.
- Work closely with medical experts to contain the sickness.
- Time may be used for giving free coaching to native individuals and business enterprise students through webinars to update their skills that may additionally embody English or other foreign language proficiency.
- Promote shut cooperation with non-industry stakeholders like NGOs.

10. New “Normal”

- Everything goes to vary once Covid-19, therefore measure earlier selections and create changes consequently.
- “Virtual experiences” are permitting individuals to go to destinations just about. This has been enforced in any whereby Google Arts and Culture has teamed up with museums, exhibitions, and galleries. Individuals will simply practice New York’s Guggenheim depository during this fashion.
- Choices like live-streaming mistreatment cameras may facilitate guests to go to a facility or a destination of his or her alternative sitting reception.
- Ability to form an illusion of a destination would be a brand new giving that will encourage future visits.
- Restaurants could go into for private serving spoons, contactless delivery promoting in-room-dining, and coming up with menus in single parts instead of shared ones.

- A lot of uses of robots with computer science who won't solely take the orders however additionally serve the shoppers.
- Individual expectations of hygiene are going to be higher.
- a lot of use of contactless services, like on-line arrival, payment, and also the like, therefore increasing new norms towards privacy measures.
- There'll be a high likelihood that tourists will avoid overcrowding and should indurate isolated and off-the-beaten-path experiences.
- Shifting the focus to the native market and national or regional business enterprise is going to be the new norm.
- Tourists can expect a lot of taking care of tourists with relaxed refund and cancellation policies.
- Travelers can search for a lot of travel advisors who offer higher service and security.
- Destinations can need to produce offerings that guarantee a combination of health, safety, and advantages.

This is a short-lived part and also the world can pass through it. It's necessary to be calm with measured leadership. It ought to be understood that with a travel ban, everybody has resorted to social media and websites for data and steering. These channels became relevant to beat the crisis. The Health and safety of tourists are the highest priorities currently in conjunction with timely data concerning this state of affairs regarding the destination. Ultimately, one needs to unendingly observe the case that's evolution before folks, be proactive, and facilitate each other to beat this crisis. "What world thinks these days thinks tomorrow".

Conclusion

Up till now, your edifice has considered reducing prices the maximum amount as attainable, however within the returning weeks and months, we are going to need to settle for this case as "normal" and start implementing measures to extend reservations. We tend to live during a distinctive state of affairs wherever we should react quickly and socially responsibly whereas invariably searching for the protection of our guests and workers. As good Cross commerce specialists with in-depth expertise within the edifice and technology sector, the whole

Co-hosting team desires you sensible luck and encouragement because the trade begins to open its doors following Covid-19. Presently, this unprecedented public health crisis has become a harmful depression to the whole globe and consequently the touristy building and event sector. The recovery needs to be gradual parallel to the recovery of alternative sectors, combatting the happening, and return economic performances. So the measures planned square measure to be enforced incrementally in response to the evolving conditions. Therefore, guaranteeing the security of the guests and therefore the workers became a high concern of the welcome trade stakeholders. At an equivalent time, to recover business losses and to construct the positive image within the mind-set of the guests it's essential to initiate sturdy promoting and promotional campaigns each domestically and internationally. Further, promoting Flexi-services would be another strategic tool to draw in potential customers. Hence, giving versatile costs, cancellation policies, Flexi-work surroundings, etc; would be useful in achieving long-run property of the welcome business trade. It is important and can play a crucial role in the world's economic recovery from Covid-19. Therefore, virtual and hybrid events emerge as two further choices to contemplate within the face of disruption and that we will get the amount edges of advantages as hyperbolic the money benefits, hyperbolic group action, quantifiability, and easy transition.

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Information Technology in Tourism & Hospitality Industry: A Brief Study

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Abstract

Hospitality is a contemporaneous trade intended to upgrade commonality (prosperity) for the gatherings required through the arrangement of food, drink, and settlement. During the previous twenty years, the utilization of advances has generally changed the practices and methods of almost all types of try inside business and administration. Technology is getting all around dug into each circle of our life, be it farming, wellbeing, correspondence, guard, industry, etc. There has been a critical and positive effect of innovation on Hospitality, particularly on the general public. So along these lines, this paper has endeavored to examine the advantages and disadvantages of innovation in accommodation and society. The advantages of innovation on accommodation and society which are: Property the executive's frameworks have improved, reservations are produced from a few sources, limiting overhead, simplicity of correspondence with visitors, merchants, and partners, visitor fulfillment reviews give significant information, system and correspondence abilities are worldwide, online life makes brand mindfulness, simplicity of correspondence with visitors, society benefits monetarily so on. The disadvantages of innovation on cordiality and society which are: visitors may make their appointments online at that point issue the staff for the nature of the experience, the extreme human association is lost and this turns into the 'standard', visitors trust novice audits over firsthand understanding, unwavering quality of data may not be precise or potentially current,

incorporated offices moved away from the real inn property, reducing speed, profitability, visitor personalization, work end, web security issues, and defective items/administrations and duplication so on. So because of steady changes, especially in the field of advances, it is important to constantly screen the further improvement of innovation and stay up with rivals in an undeniably requesting market.

Keywords: *Hospitality, Social change, Technologies.*

Introduction

Innovation is wherever nowadays and adding to correspondence innovation, the chance of how it tends to be utilized is perpetual. Innovation includes the utilization of equipment, programming, PC and media transmission gadgets to control, secure, store, convert, get, and send information. Imaginative contraptions and PC have made it less complex for specialists to store, accumulate, control, and offer data and information both only and inside affiliations, tremendous and little, private and open. The development has become a vital bit of human consistently practices that incidentally we barely notice its effect, and has significantly influenced the way wherein we live, work, and play. The way where motel associations offer to clients is changing definitely over late years. The usage of frameworks organization in the front office helps especially in sharing information over the lodgings in the chain. The improvement in the usage of masterminded PCs is one of the most essential examples in current enlisting. Imaginative advancement expects an enormous activity in the current convenience industry and social change. Whether or not we are eager about the mechanical gadgets brought into the workplace or not, we need to alter as a result of how advancement is improving and developing step by step in try to make our continues with less difficult. Development was from the start brought into the settlement business in the 1950s. Starting now and into the foreseeable future, it has altogether expanded and improved. These days, development has become a bit of our standard day by day presence. From PCs to handheld contraptions, any information we are scanning for is expeditiously available each moment of consistently in the palm of our hands, as long as there is a web we approach back and forth movement, bleeding-edge information. Nowadays, there is a technologic contraption or programming used by a device for every action in the convenience world, for instance, reservation structures, retail store systems, adaptable correspondence property the board structures, essentialness the board systems, meeting grid, key card

encoder, etc. By merging the usage of such contraptions into the workplace, it has changed the way where we lead business while putting aside time and money as it pardons numerous dreary tasks.

Advancement is an essential segment of business culture. These days using development isn't any increasingly a specific trademark without any other individual, only a profitable and feasible use can help in securing a high ground. Exactly when the right advancement is available and it is adequately applied, a chief can secure recognizable definitive favorable circumstances and can energize the improvement of the association, as per the market progression. The neighborliness business is at the front line of the whole movement business part and it is especially sensitive to the ever-growing genuine weight and the creating necessity for dynamically convincing operational and control gadgets. The help that with canning be given by advancement is thusly a great deal of searching for after and is seen as prepared for giving new opportunities to business improvement. Customers foresee that their experience inside a motel ought to be altered to them, from the welcome message on the TV screen and food inclinations to extra administrations, for example, individual preparing or blossoms in the room. This rapidly makes a tremendous scope of significant client inclination information that should be taken care of into the inn the board framework to convey a customized, great help for each arrival visit. This isn't only an instance of connecting the client relationship the board framework into the inn tasks it is inserting the way toward catching visitor inclinations and proactively utilizing that information. For instance, if a visitor remarks on the offices in the space to somebody on the front work area as they leave for the afternoon, the information can be passed to the significant operational group for the issue to be redressed and the visitor advised upon their arrival, conveying a genuinely customized administration at all degrees of the remain.

Koutroumanis (2011) examined that the substance of advancement has accepted an imperative activity in the improvement of the motel and bistro industry. The synthesis investigated the impact that development has had on the housing and bistro industry. A separated review of the composition regarding the improvement of development in the business was associated with the progression of crucial heading. The first duplicate similarly looked at the essential assessment procedure for surveying and abusing current and future mechanical advancements for the convenience business. Unmistakable confirmation and use of these headways can help in building a plausible high ground for lodgings

and bistros. Murphy et al (2004) study the continuous assessment of development in the cheerfulness business. The appraisal revealed three far-reaching investigation locales: on client interchanges; the Internet's ramifications for transport; and on assessing. Like a consequence of the side impact, the neighborliness business is understanding that advancement has unintended effects and prognosticators are consistently misguided. While the investigated articles give sound direction to warmth overseers and a rich stream of future investigation for scholastics, defenseless carefulness and nonattendance of congruity all through the minded journals underscore a focusing on design in neighborliness research.

Social Change

Social change occurs as a response to various sorts of changes that happen in the social and nonsocial conditions. Advancement can begin social changes by understanding an alteration in perspective and aura of man. It can understand a modification in the case of social associations and as such, it would cause social changes. The activity of development as an expert or instrument of social change and social improvement is extensively seen today. Social change may happen when individuals need change when the current social structure or arrangement of social associations fails to meet the current human needs and when new materials suggest better strategies for tending to human needs. Davis communicates that social change is suggested simply such alterations as occur in social affiliation that is structure and components of society. In like manner, Jones communicates that social change is a term used to depict assortments in, or modification of any piece of social systems, social models, social affiliation, or social affiliation and Jenson states that social change suggests adjustment in the technique for doing and thinking about people.

Convenient is the new substance of figuring as devices, for instance, tablets and PDAs change the way where we associate with advancement. Neighborliness is not the uncommon case to this change, now and again driving the way. There has much of the time been the longing that since lodgings are, by their very nature, fixed components, convenient progressions may have an unimportant impact. In any case, this legend has been given up as tablets, mobile phones, PDAs and PCs have become fundamental contraptions on the different sides of the enrollment work territory. Online life has had a huge impact on the convenience business. Excursion Advisor has gotten one of the basic wellsprings

of information for people researching events, motels, and unwinding workplaces. Meanwhile, more state-of-the-art social contraptions like Facebook or Twitter are quickly getting also as convincing. For any hotel to on no occasion screen, online life is proportional to excitedly flying outwardly disabled.

Baggio (2004) examines the utilization of ICT in the motel business. A Delphi study has been showing up to see the principal practices that need creative assistance and to set up impeccable consideration and utilization needs. This model has been checked by a specialist.

Faulty Products/Services and Duplication: In most cases, auction websites have products or services that are not real. So the customer should be disappointed and the ultimate human connection is lost.

Cyber-sickness: With the increased addiction to social networks and internet games, people are spending more time on computers and give up on their normal offline life. This has resulted in breakups and increases loneliness.

Social Implications: Access to harmful information that corrupts people's minds and drives them to commit the crime. People use search engines to find information on how to create harmful weapons and how to commit wrong acts in society.

Recommendations

To attain the balance between genuine hospitality, society, and technology, to consider the following recommendations:

1. Be engaged with guests and staff.
2. Communication between colleagues must be maintained.
3. Service training should include the topic of technology.
4. Use technology to your advantage, not to the point of disconnecting, and recognize the difference.
5. Maintaining the human connection will ensure that the concierge profession remains relevant.

Conclusion

Hospitality is first and foremost a people business. While technology can be used to enhance efficiency, a fine balance must be achieved so that it is a beneficial tool. There must be an awareness that if it is allowed to grow out of control, the travel and tourism industry risks becoming robotic. The ability to provide service to our guests with the assistance of the global network that is established and maintained at these meetings is made possible by the human connection. Technology allows these tourism businesses to move the social systems forward in generating new, creative values based on the digital convergence of the processes and value chains that no single business in a particular industry could achieve alone. That is, technology enhances the symbiotic relationships among the different players in tourism. Technology-enhanced tourism generates valuable products and services to ensure economic growth and, at the same time, contributes to social progress, both are crucial in modern society. Customer satisfaction depends largely on a value-added experience. There is no doubt that technology is extremely beneficial to the hospitality industry on many levels. However, technology can never replace the human touch, the foundation of hospitality.

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Lockdown has been imposed since 25th March 2020 by the Government for people's safety by staying in the confines of their homes. Due to this pandemic the Indian Economy as a whole, and Tourism Industry, in particular, is on the brink of collapse. The tourism sector employs millions of people who are now the victims of COVID 19. Pay cuts, lay off are in the offing when the situation returns to normalcy. Job loss is also looming large over the heads of workers. The loss caused by the pandemic COVID 19 across the globe is immeasurable. Indian Tourism Industry is in a standstill mode since long and stakeholders of the industry are looking for Government support to revive and survive from the catastrophe caused by the COVID 19. The government has to work out plans to revive the economy by starting all kinds of economic activities. The first and foremost thing will be to open up all modes of transportation by road, rail, and air to connect destinations for people to travel for their immediate needs. Govt. has to provide a boost to the economy by extending packages like an interest-free loan, GST holiday, deferring the payment of EMI on loan availed by companies, etc. ADTOI has taken up directly with concerned Ministries as well as through FAITH, Nodal agency of 10 Tourism and Hospitality Association for relief to stakeholders of the industry for the revival of tourism in the country. Among all other segments of tourism, Domestic tourism 'DEKHO APNA DESH' is the lifeline for all the industry stakeholders as such it will take the least period to revive domestic tourism.

We, as an association, are keeping the morale of our members high by organizing Webinar on tourism promotion and imparting knowledge session in association with the Ministry of Tourism, Govt. of India,

State Tourism Boards, Hoteliers, Media Partners, etc. This gives an insight into the tourism products, infrastructure facilities are available at places of a tourist attraction on PAN India basis for promoting and marketing destination among domestic tourists.

Let us see what is going to be the Government stand according to the situation prevailing after 3rd May and it is to be seen how much relaxation Govt. is going to provide to countrymen to come out of their homes to get engaged in the growth of country's economy and to keep the wheel of Indian economy moving.

Post-COVID 19 situation may be conducive for domestic tourism growth. Govt. should extend support to the industry to bail out the stakeholders from the losses suffered during COVID 19 period to enable them to keep the cost flexible/affordable to travelers to move across the country on holidays/business/social trips. Tourism Industry expects from the Government relief measures like Tax holidays, interest-free loans, deferment of EMI payment for a specific period, etc. For making air travel affordable Post-COVID 19 Govt. should give tax holiday on aviation fuel and give subsidy to airlines on fares to make their operation viable.

Because of the pandemic and lockdown, it is very difficult at this point to predict, how would be future of the travel and tourism industry once the situation is improved. However, it is expected that people will be traveling for many reasons once the normalcy comes back. It is said by the experts that domestic tourism (within states/inter-state & inter-region) travel will start first.

We have to live with COVID for long that is the latest buzz word from health experts; when things get normalized for traveling, domestic tourism will be on driver's seat to take the industry forward. Desire to travel will never die from people's minds and tourism activities are here to stay. Now the question is how to nurture the brand new child through the post COVID days. All stakeholders from State Tourism Boards, Hoteliers, Transporters, Airlines Tour Operators, etc. are doing their bit in showcasing the products of one another and with combined efforts coupled with attractive offers can create vibes in the Industry. The definition of 'DEMAND' as we studied during school days is "desire backed by a willingness and ability to pay". Now the question is has everybody got the willingness to undertake travel on holiday, business, social functions, etc. because the people are still getting infected by the deadly disease in some States more and others in fewer numbers. Finally,

even if they are willing to travel will they have enough funds to meet the traveling expenses including medical expenses in the event someone getting the infection during the trip. Air travel may cost more due to less carrying capacity by observing safe distancing during the flight. It will not be everybody's cup of tea as was before.

To combat the situation and bring a healthy all-round growth of tourism in the country during post-COVID days first and the foremost thing will be to have a dialogue between the Government both central and State and the Stakeholders to discuss and draw up an action plan to decide about the costing of various services like airfare, hotel tariff, transport charges and of other allied service providers. At this time of grave crisis in the industry, all Service providers should work by complementing each other and not by competing. We all have severely suffered during the lockdown period with irreparable losses and now it is time for us to stand united and work jointly to promote tourism from the rock bottom position.

We have been talking about religious tourism under the organized business since long as it is as the idiom "two birds in one shot" by spending little extra amount one can take a leisure trip to nearby pilgrim place. We are emphasizing this through our members.

Weekend destinations are going to hit the market at first when people can move in their cars/transport. With summer at its peak, people will travel to hill resorts nearby. Hotels/Resorts have already geared up to receive the tourists and are doing a promotional campaign. The travel trade is aware of such destinations and they will approach their clients with such packages, to begin with.

The only solution would be to Try and Try again till you achieve your goal. We have to get organized ourselves and collectively knock at the door of the Govt with much stronger zeal and wisdom. As the inbound and outbound tourism may take time to establish when the economy opens up post-COVID Tour Operators/Travel Agents in the country will have to come forward and fight it out together.

Hospitality Sector might find it difficult to retain its glorious past as COVID 19 has shattered its operations and created scare and uncertainty for the future. People desirous of moving out of their homes, cities, State to other places may not be able to make it without the resumption of road, rail, and air transportation. After lockdown for 40 days, if the relaxation given by various State Governments to citizens to start some of the economic activities has any positive sign in flattening the

incidence of COVID 19 infection then there can be further economic activities taking place in phase manner including connectivity from one place to another beyond the states.

Heritage tourism is one of the Niche segment of tourism in the country. There is a separate class of clientele patronizing Heritage hotels in the country. There is no comparison of heritage properties with mainstream hotels. The heritage properties that are converted into heritage boutique hotels have retained their royal touch. “Heritage hotels with their regal charm have been kept intact through the traditional decor. Being opulent households to several royals in the past, the splendor of the architecture with capacious rooms coupled with rich F&B offerings and warm hospitality is a league of its own.

They offer a glimpse into a bygone era, local culture, and traditions. Each heritage hotel has a unique story to tell. Though these buildings are decades or even centuries old, necessary reconstructions have been made to have a blend of old-world charm with modern amenities.”

Whether mainstream hotels or Heritage Hotels will take time to reestablish itself and going to be the gestation period to come out of red from the business point of view as there is going to be a heavy liability to maintain on the company/individual managing them.

Heritage hotels are being promoted by our members as well as other Domestic Tour Operators on PAN India basis. IHHA members can showcase their properties to our members either during meetings or through webinars to know the facilities and extended to domestic tourists and also work out a special package for their clients. This way our members will be encouraged to promote Heritage properties among their clients

Govt is fully aware of the situation and the Tourism & Hospitality Industry having taken up the matter with MOT/MOF, other concerned Ministries, and even up to PMO to bail out from this catastrophe by providing various relief measures. We sincerely hope that the Govt. will provide the requested relief measures for the revival and survival of the industry

Tour Operators/Travel Agents are the first point of meeting the tourists for making necessary tour packages to visit destinations. They should make a hand out explaining do's and don'ts while visiting the destination as well as en route. “Leave your footprint and not the garbage” dictum should be educated among the tourists.

Tour Operators providing travel related services pre-COVID 19 periods had a set of clients like Corporate, FITs, MICE, School children excursion, etc. When the situation becomes normal for people to travel from one place to another within the State, inter-state, on PAN India circuits having connectivity by road, rail, the air they will reach out to their clients to disseminate information they have gathered during lockdown period from State Tourism Boards, Hotel Chains on destinations, infrastructure facilities new initiatives by State Tourism Boards, etc. to offer a variety of products with attractive packages. Depending on the preparedness of customers to move out of their homes, they will provide desired services to them as before. Apart from this, they will have to find new markets as well by undertaking promotional campaign social media/print media, etc. Initially, it may be difficult time for the domestic tour operators to revive their business depending on their credibility and marketing strategies but for sure it might take some time to see the light at the end of the tunnel—to get back the golden era each operator might have experienced pre-COVID period.

Mass tourism will remain so long as the people have religious faith and having limited means for undertaking trips on holiday, social cause, etc. but at a very low key initially. Pilgrim tourists constitute 60-70% of domestic tourists. Remaining tourists traveling on holidays and for other purposes are from middle classes and accordingly, infrastructure facilities provided at places are as per the class of people availing as per their affordability. There is a class of people availing 4/5 star comforts they are a breed apart. We should now concentrate on promoting whatever segment of domestic tourism comes in one's way to survive and promote the same in the country after lockdown and not the class of people alone. It is a question of survival of the tour operators and they have to adopt whatever opportunities they come across to grab the business.

1. To set up garbage bins at safe distance and disposal of the same period by the local Government. Littering should be made a punishable offense.
2. Social distancing should be made mandatory and observed at all places and not only during the period of COVID 19 and also spitting should be prohibited in public places. Posters having social messages for keeping the environment clean and hygiene should be displayed.
3. Washing hands with alcohol sensitizers to be made as a habit to stay away from any infection

4. Greet others with folded hand 'NAMASTE' instead of shaking hands or by embracing
5. Travel only when it is necessary and avoid crowded places.
6. Get medically tested on experiencing symptoms of any disease of infectious/communicable/transmissible nature
7. For extra safety try and wear masks while traveling to avoid any transmission of infectious disease.

Domestic tourist arrivals are based on estimation worked out by the Market Research and Statistics department of the Ministry of Tourism. Statistical data is an important tool for planners and policymakers not only for planning/ policy formulation but also to monitor the progress of the schemes and evaluate their impact. The Ministry of Tourism brings out an Annual Publication called "India Tourism Statistics" every year giving details of international and domestic tourism, including details about the classified hotels, etc. No official study has been done on this and it is very important to have a study on domestic tourism to know the actual growth of domestic tourism region-wise and understand the potential to undertake development programs and the infrastructure needed to meet the demand.

Everyone involved in providing services to consumers while traveling out of their homes on business, holidays, social commitments, etc. are gearing up themselves (Hoteliers, aviation sector, cab services, Airport terminals, etc.) and taking all precautionary measures by following guidelines of WHO/Government and other advisors in containing the pandemic COVID 19. Despite taking all these measures, the system may not be foolproof. Cannot guarantee the travelers that he/she may not get infected by this deadly virus during travel as he will come across people on a different occasion at different places despite maintaining social distancing during the whole trip till one gets back home. It will be a do or die situation for all and one has to take a chance and prepare for it. As the days have gone by, with the traveling experience around the country, the fear factor may disappear from one's mind and the traveling will touch at its momentum as was before the lockdown.

Assurance campaigns are undertaken by the service providers and they all should without compromising the standards should set a benchmark while providing services by strictly following the WHO/Government guidelines and providing all requisite material like sanitizers, clean linen, etc. for the travelers. Government and Media can play a positive role while reporting about the comforts, safety, and security of travelers.

Government and local authorities with the support of NGOs and Private parties should take the responsibility of displaying messages at all nook and corners of the destinations to educate the visitors and also the locals so that they take the utmost care for their safety.

Destination management can be a big problem unless the local authorities bring some discipline in public life. Locals who are dependent on tourism as their source of income can be proactive once traveling begins to make up the loss of revenue they suffered during the lockdown period. In a competitive spirit, the tourists can be mobbed by these vendors at destinations. As it belongs to one's safety, people will be very cautious and will follow the precautions by following the dos and don'ts while traveling.

All efforts are being made by the Ministry of Tourism to impart knowledge sessions through their Webinars 'Dekho Apna Desh' program. State Tourism Boards are equally undertaking campaign programs through webinars on the existing and new destinations in their States. Initially, people will start moving to nearby places "AAS PAAS" within the State and as and when the connectivity is available to the public by air, rail people will take recourse to travel across the States and finally on a PAN India basis.

Revival depends on the Central Government and State Governments to bring back the economy on the track by providing connectivity by air, rail, and surface transport and monitoring WHO and other guidelines by all concerned to have safety while traveling across the country. Having experienced total lockdown for months and without having any activities, the service providers might be in a position to provide the desired services as per the guidelines prescribed.

We should offer attractive packages to the tourists/business clientele especially by hotels/transporters and they should be prepared to sacrifice a certain percentage of profit initially to bring customers to their doorstep. Corporate Houses should be contacted for MICE business so that their Executives can go on a business trip and assess the safety and hygiene of the places visited. This will then be followed by many outing including family holidays and so on thereby slowly building confidence in the minds of the public to travel.

Which holiday destinations have the new safe travel stamp?

The world is still reeling from the unexpected pandemic that united us all in a global crisis. But we're starting to see the light at the end of the tunnel now, and some are wondering if there's any way to salvage their

ruined travel plans for 2020. Thankfully, the answer is yes! The World Travel and Tourism Council has set up a new list of requirements that countries can adopt to be deemed safe for travel.

This will give travelers peace of mind and confidence that their destination will be safe and well managed. Click through the following gallery to learn more about this new 'safety stamp' and the fantastic vacation spots that already have one.

The World Travel and Tourism Council (WTTC) have launched the first-ever global safety and hygiene stamp with the support of the United Nations World Tourism Organization

Stamp for the New Normal:

The purpose of the stamp is to let us know which countries, cities, and businesses are following strict safety and hygiene protocols so we can experience safe travel again.

The guidelines developed by the WTTC are based on advice from the World Health Organization and the Center for Disease Control and Prevention.

They include specialized training, new cleaning and disinfection procedures, and social distancing measures to be applied across the hospitality and travel industry.

The WTTC says that common rules are essential so travelers know they're equally safe whether they're heading for a city break in Europe or a beach resort in Mexico.

Portugal:

Portugal is one of the first countries to join up with the WTTC to ensure a safe return to tourism. Lucky for us, it's a growing favorite among the European travel destinations!

Both Ministry and State Tourism Boards need to work in tandem to provide the necessary ingredients to the public to win their confidence to travel across India for their needs be it personal, business, a social, holiday, or any other reasons. Air, Rail, and Road transportation should be brought to the pre-COVID level with strict compliance of guidelines issued by WHO/Government in containing the dreaded disease. WTTC is certifying safe destinations around the world to travel like Portugal, Medico, etc. Similarly, some trusted Government or non-Governmental agencies should assess the intensity of the COVID 19 spread and how safe it is to travel at places where stakeholders are providing services in the country and bring it to the notice to the public through TV Channel,

Social Media, etc. Like FHRAI for certifying the hotel preparedness for a safe stay, DGCA certifying Airlines safe to fly, etc.

The last three months' lockdown has provided enough training not only to frontline staff of service providers but to citizens of the country. Wearing face masks, social distancing, using sanitizers of and on are some of the lessons learned throughout lockdown. People are watchful and following the graph showing the spread/control of pandemic COVID 19. Frontline staff is fearful of losing their jobs due to Government's inability to provide any bailout plan for the tourism industry as such the staff who may retain their job after opening up the trade will be very cautious about do's and don'ts to be observed and information about availing the services of hotels, all kinds of transportation that at safe from COVID 19 point of view. But still, we always advocate for training courses not only to front line staff but also to Proprietors/CEO of the agencies providing travel-related services as training provides up-to-date information on the working of the industry in the present-day world. Webinars conducted by Ministry/State Tourism Boards Stakeholders of the industry throws light on the basics of what is happening in the tourism world which itself is a training for all.

Jammu is referred to as the Gateway to Heaven, and the impeccable beauty and magnificence of the Bahu Fort surely stand to be a significant contributing factor. Other places of visit like Mubarak Mandii Palace, (The architecture of the palace is an elaborate blend of Rajasthani, Mughal and European influences), Mansar Lake is located 62 km from Jammu, Shivkhori shrine is situated on a hillock in the Udhampur district of Jammu, Amar Mahal Museum Constructed by King Raja Amar of Dogra in the 1890s, this museum was planned by a French architect and looks like a French chateau with Indian artisans. It was home to the royal family for many years. Peer Baba Dargah dedicated to an Islam saint, Peer Budhan Ali Shah, this Dargah, attracts devotees across religions, Situated by the iconic Bahu Fort, the Bagh-e-bahu is a beautiful and popular garden of Jammu. Atop a mountain facing the Tawi river, this garden is a combination of sprawling lawns, grand fountains, charming stone sculptures, a beautiful lake, and a large aquarium. and many more. Apart from the above must-visit places, Jammu has other attractions like Katra for Mata Vaishno Devi Shrine, Patni Top, and Bhaderwah in Doda Dist. A new spot for honey bee Tourism.

Kashmir Valley is known internationally as the paradise on earth

visited by millions of domestic and foreign tourists round the year. Due to political reasons, the tourism has dropped drastically in the recent past and with fear in the minds of people for safety and security, it may not be possible to bring back the past glory of tourism that the valley had once before which was their mainstay and hopefully the people will come forward to visit the valley when Govt. ensures that no untoward incidents take place in the valley and visitors feel safe.

Goa is not only an important domestic tourist destination but also internationally. It draws a huge crowd throughout the year. It has many beautiful and attractive beaches similar to international beaches. We have cruise tourism operating in Goa. Carnival in Goa is an important crowd-pulling event held every year. During X'mas / New Year many families from across the country come to Goa to celebrate the event. Goa is the destination for any tourists to make any number of repeat visits on leisure/business etc.

If you are visiting during the carnival, Goa is a place for merry-making, dance, music, booze, and fun.

The region is at prime beauty throughout the year. Summer starts in March and ends in June. This is the time for land and water activities. You can enjoy beach activities in this region. Beach seems to be crowded always during this season. The winter is the prime time for enjoying lush vegetation, exotic activities like hot air ballooning, spice plantation visit, and others. This is also the time of many carnivals and festivals. Winter starts in October and ends in March.

June to September is the rainy season of this region. Goa receives moderate rain, which hinders adventure activities. All beach activities will be closed during heavy rains. Even boating will be halted during rough water. However, the aesthetic beauty of the region remains the same even during the monsoon season. The peak tourism season is the winter season.

As we say 'we have to start from scratch' the same is applicable here too. Activities in the tourism industry have come to a grinding halt. Now Post reopening—does it mean a COVID 19 free world or with receding number of new cases detected or flattening of the COVID 19 curve?

Service providers are ready with their products waiting to receive the customers at their doorstep. People are waiting to see a near-normal condition in the economic activities in their area, and beyond their State

as well. However, there will be a fear of getting infected during the travel resulting in 14 days quarantine jeopardizing their program, then unable to travel back home by air due to Govt. restrictions all these matters will be looming in their mind. Along with opening up the economy in States in phases, the Government should also give assurance to people for a trouble-free visit/movement during their travel outside their homes as many activities are controlled by either Central/State Govts. As the economy opens up slowly people who have the desire to travel always will take the lead and start moving within the area of safe distance where they get all comforts/conveniences of travel. Simply saying from the rooftop that we take all kinds of safety measures and follow the guidelines of WHO/Health Ministry please come and stay at our place will not suffice but it should be made practical and everyone in the service industry has to ensure that services that one provide should set a benchmark and by word of mouth bring more customers to the place where one gets utmost satisfaction and a feeling of safety. People will travel initially only when it is necessary and while undertaking such a trip they build up confidence and set an example for others to follow suit. Customers do not want to suffer financially on account of cancellation at the last minute due to COVID 19 hence policies should be framed before making a travel contract with customers.

Not thinking of protecting the eco-system of the region, some of the destinations which are very popular among the travelers are overcrowded and overexploited, results of which we are already witnessing-global warming. During the tourist season, there is a place where even local resources are depleting and they are deprived of their basic amenities like water, etc. Instead of providing responsible and sustainable tourism in the region, we find a mountain of garbage strewn at all places by the locals/tourists which ultimately endangering the lives of flora and fauna of the regions. It is the right time to make a good beginning to have responsible and sustainable tourism across the country.

Mice is one of the segments that contribute to our member's business and they have tie-ups with hotels and State Tourism Bodies for a better package for their Corporate business. As an Association, we shall extend all possible support to members to negotiate with hoteliers/State Tourism Boards.

We have written to State Tourism Boards to utilize this lockdown period to educate the tour operators with knowledge sessions through webinar/zoom meetings so that they are quite aware of the destinations they

need to promote among the domestic tourists as the first revival of the tourism segment would be domestic tourism. We are also in association with various agencies having knowledge sessions for our members. We had recently held a Zoom meeting with MP Tourism Board a kind of knowledge session on the various tourism products in Madhya Pradesh, accessibility, infrastructure facilities available, new initiatives, etc. for our members.

Though information on travel, destination, and tour packages are available on the internet, people still need a trustworthy and dependable agency who could guide and take care of all their needs to ensure a hassle-free holiday. Sine tour operators are in touch with all service providers, they provide the latest info and get the best price and also attention.

It is for the Government to see how we will walk out from our homes after COVID 19 to lead our erstwhile normal life. A restriction like a lockdown in homes to contain COVID 19 is imposed by the Govt for our safety. All services are controlled and managed by the Govt so we will have to only wait and watch.

Business is at a standstill. Liabilities like payment of salary for the staff, incurring expenditure to maintain the office/workplace. A lot of burden due to this COVID 19 and we have through FAITH taken up with MOT/MOF to bail out the industry people by offering various relief measures like tax holiday, interest-free loan, delay in the payment EMI loan, etc.

Trade bodies have already taken up the issues with the Government to provide relief to stakeholders to start the business afresh.

Our Hon'ble Prime Minister has advised our countrymen to visit at least 15 tourist destinations in the country to see the country's cultural heritage.

Tourists have to deal with a trustworthy agent and we always advise the people to deal with ADTOI members only.

Travel Portals are the major problem the traditional tour operators facing these days and we are bringing this at every forum about these unethical practices adopted by the online portal and to curb it in the interest of business.

Tour Operators offer packages to visit destinations in the country or abroad. Subject to the affordability of the person concerned he or she can take up a holiday with family in the country or abroad. Whatever the

tour operator can negotiate including add ons with the service provider at destinations shall be provided to their clients.

The impact is going to be very huge and unpredictable and the tourism pundits will be bringing up the actual after the COVID 19 is over.

Chayan Das

Director, Sofine Tours and Events Private Limited, Goa

Introduction

Transport (British English) or transportation (American English) is the movement of people and goods from one place to another. The term is derived from the Latin *trans* (“across”) and *portare* (“to carry”).

Walking was the basic medium of transportation. People when understood animals, started taking them and became the mode of transport for ages.

By the records, since 8000 BC water was medium of transportation, and Canoes were used, by 6000 BC Skies, and by 3500 BC with the invention of wheels and creating carriages pulled by animals changed the economics of the world and its transportation system. Junk 200 AD, Wheel Barrow 230 AD, Carrack 15th Century, Hot air Balloon 1783, Steam Boat 1785, Steam Locomotive 1804, Airship 1852, Electric trolley 1882, Motorcycle 1885, Glider 1891. 100 years after the invention of airship we got our first Jetliner in the year 1952, Rocket by 1961, Maglev 1984, Self-driving car 2009, and finally Hydrogen Fuel car 2015.

Of course, fossil fuel played a major role to modernize the entire transport system from human labour, animal power, wind, and steam power. In modern days keeping because of global warming, we the people are in search of another alternative cheaper, easily available and with more powerful renewable energies to support our modern transport system.

Means of Transport and Its Importance in Our Daily Life

So, now, if we categorize Means of Transport, we get a huge list in today's modern world. Let us understand from the below flow chart.

Modes of Transport is categorized into

- Land Transport
- Water Transport

- Air Transport
- Land Transport is further categorized into
 - Pathways
 - Head Loads
 - Animal Carriage
 - Road Ways
 - Vehicular
 - Non-vehicular
 - Tram Ways
 - Rail Ways
 - Passenger Trains
 - Goods / Freight Trains
 - Cable Ways
- Waterways categorized into :
 - Inland Water Transport
 - River Transport
 - Canal Transport
 - Backwater Transport
 - Ocean/ Sea Transport
 - Coastal shipping Cargo
 - Coastal Shipping passenger
 - Overseas Shipping
 - Liners
 - Passenger
 - Cargo
 - Tramps for Cargo
 - Tankers for oil
- Air Transport subdivided into:
 - Passenger
 - Cargo

All three means or modes of transport and their various subsidiaries have a deep impact on everybody's everyday life and livelihood.

Can we ever think of any industrial development without proper modern and swift transport and transportation system? Transportation leads to new customer and market base. So, an increase in demand for goods Transport creates place utility. Swift transportation creates time utility. Stabilization of price in the market, transport is an important factor. Identifies competition. Affects the mobility factor of labour and capital.

Last but not least and our point of importance—Tourism. Tourism won't be a practical or viable idea without transportation.

Transport and Tourism: The Inseparable Factor

The tourism sector is one of the main important sectors of the economy which earn foreign exchange. Many countries take advantage of covering the budget deficit with the help of profits coming from tourism. That is why tourism sometimes is called a factory without a chimney.

Unlike other service industries, in tourism the customers, that is, the tourists come to the destination where the tourism services are provided. Transportation becomes the key factor, part, and parcel of the tourism industry. Transportation is the main means to carry passengers, that is, the tourists to the actual site where tourism services are performed.

The destinations with well-connected developed transport, vehicles, infrastructure, and using new technologies in the tourism sector radically speed-up economic development. If we look into the statistics of the World Tourism Organization, we may see that tourism dynamics have changed and increased rapidly between 2005 and 2015. In the year 2010, there is a steady rise in the movement of international tourists. This in turn brought the economies \$980 billion. This trend can be explained by different factors. But the main important factor here is the rapid development of the transportation sector and application of technological innovations which enable the tourists to reach many destinations of the world.

A holiday starts with a stay but the travel experience of a tourist depends on the mode of transportation and the frequency of use and importantly the cost factor of the mode of transportation. Transportation can turn into a separate tourist attraction element; cruising, luxury trains, land-based sightseeing activities by motor vehicles, hinterland tourism by rails, boat trips along the river are the best examples being used as a

mode to visit the tourist attractions. The effective factors in choosing the transportation mode in tourism can be understood as

- Time limit
- Distance
- Status
- Comfort
- Benefit
- Security
- Geographical position
- Price, the final factor

Again the other way; an increase in traffic due to world tourism growth puts pressure on transportation facilities and affects the sustainable tourism of a destination. The negative and adverse effect in the increase of transportation for tourism in a destination the unplanned way effects the following way:

Creates congestion—traffic congestion leads to delays which leads to a waste of time and energy. Serious congestions may hurt transportation modes, especially on airports, roads, and rails during peak times.

Safety and security—making sure that the transportation mode is safe and secure is a basic and important requirement for tourism.

Environmental disaster—an increase in traffic may have a disastrous effect on the environment if that area does not have the carrying capacity for additional tourists.

Seasonality pattern—seasonal patterns of travel demand create overcrowding at certain times. Adversely low occupancies and load factors will occur at other periods.

Air Transportation—One of the most important transportation modes in tourism is air travel. Air travel has made significant changes in people's minds concerning time and distance. To meet the demand which increases every day, the airline companies spend billions of dollars and apply new technological innovations. Having a matchless role in long distances the air travel industry develops very rapidly. The world's airline industry numbers 1,629 airlines, 27,271 aircraft, 3,733 airports, 29.6 million scheduled departures a year, and carries 2.7 billion passengers a year. The major aircraft making companies share the market will be Airbus and Boeing.

Automobile Transportation—In short distances automobile transportation comes forward with other modes of transportation. Automobile transportation makes it easy to see the local culture and nations. It presents great flexibility in contrast to other modes of transportation. The importance of this mode in tourism is also very important. When compared with the prices in air transportation, this mode of transportation is frequently used by tourists because of low prices.

But the main factor affecting this choice is time and distance is Railway Transportation. This type of transportation is considered the oldest one. In the 19th century, railways were frequently used. Currently, in many countries, the railways are used for transportation of loads. But there exist such railroads that have been included in touristic packages like Palace on Wheels or a Toy Train ride in Darjeeling, West Bengal, India. But nowadays the application of technology and technological innovation gave birth to fast trains that compete with air and automobile transportation modes.

Sea Transportation—Here we may include cruise travel, boat travel, yachting, ferry travel, etc. Cruise travel has a special place in tourism. The cruise ships named as sailing hotels provide tourists with indispensable travel opportunity. While traveling by a cruise ship, the tourists get the opportunity to see several countries at a time. This type of transportation is one of the most expensive ones because the price for a cruise ship exceeds \$100 million. More than thousands of employees work in a cruise ship at a time, may see that cruise travel from North/south Americans to Asia, Europe, and Middle East companies gained great success.

All the stated issues prove the importance of transportation in tourism. As mentioned above the tourist's travel experience starts and ends with transportation. In this sense, if the countries want to gain sustainable development in the tourism sector, they must pay attention to the transportation sector, reduce monopoly in this sector; provide sound competition opportunities for the companies.

To sum up, to develop and increase the role of transportation in tourism the countries should pay attention to the following points:

- The transportation modes specific to the regions must be developed
- The transportation costs must always be kept competitive
- The passengers must be attracted to sea and railway modes of transportation

- New embarkation ports must be established to develop cruise travel
- New fast train lines must be established and new fast trains must be bought and foreign experience must be applied
- The distance from stations must be kept less
- New coaches must be brought to the country
- New technologically advanced aircraft must be put into airlines
- The personnel must be trained
- The governments should allocate financial support for the development of transportation

Goa and Its Transport and Tourism

Goa is a popular tourist destination for both domestic and international tourists. Being the smallest state of India has much to offer concerning attraction and entertainment for tourists visiting the destination. The transport system, the better half of Goa's economy, one of the prime sources of income for the Goan citizen, plays a vital role to connect and assist to go around Goa.

Goa is commonly chosen by tourists or holidaymakers to remain in and around the resort with an objective to leisurely spend the day in the sun, sea, and sand.

Keeping in view this leisurely feeling of the guests, Goa introduced self-drive scooters, bikes, and cars. Holidaymakers can hire any of these for a day and use as per their requirement. Normally dry vehicles are given and guests are also expected to return the vehicles in the same condition as being handed over to them on a rental basis.

Next, the major chunk of Goa's tourist transport system depends on the private car and coach hire. All these vehicles are chauffeur driven, well maintained. The driver's act as a local guide for the tourists boarded in their car. Recently open hood double-decker coaches are also introduced in Goa's tourist transport system with and hop and hop facility.

Public transport is limited and specific to certain routes. Most of the Goans have their vehicles to support their livelihood. So public transport succumbs into a specific route and time based on the shuttle or stop by the stop process. But yes, tourists can and should avail of these local transport to know Goa better and to have a feel of the Goan countryside livelihood.

Goa, this small coastal state is a land of rivers, back-water, and beautiful the Arabian Sea at its shore. Water Transport, the other major section

of Goa's transport system, connects its Ilhas and Tiswadis. The ferry system of Goa across the rivers and back-water help to transport the local and the tourists, it plays a spine of the transport system in Goa to connect the islands, hinterlands to the mainland of the state. The ferry ride is free. Tourists enjoy the ride.

Luxury water transport of Goa supports Yachts, luxury boats, and cruise ships. The luxury yachts and boats are hired by tourists for a joyride. Cruise ships dock at Murmagao Port. International cruise ships bring-in tourists from various parts of the world. Last year Goa supported around 58 international cruise arrivals. Angriya and Jalesh are two domestic cruises connecting Mumbai Goa ports thrice a week.

But above all, the most important transport link for the locals, international and domestic tourists to go around Goa is the pilots. Confused...! Goa has a bike taxi that can carry one guest in a single go. In every nook and corner of Goa, they are available and famously known as PILOTS of Goa.

Auto rickshaws are there for transportation in Goa but restricted to certain routes and areas, as it is not much a preferred transportation system for locals.

COVID Situation in Goa:

As per the report published in TOI 10th Jul'20:

Total Confirmed cases = 2151 heads

Total Recovered cases = 1273 heads

Total Active cases = 878 heads

Reports Awaited = 1580 heads

Maximum cases from = Mangor Hill–64 heads and Cases linked to Mangor Hills–304 heads.

If we check the COVID history of Goa, we can see–Goa was declared as COVID Free–the first state of India as on 1st May'20, but by 14th May'20 seven people tested Covid-19 positive. But as on when Goan started coming back to their home town from Maharashtra, Gujrat, and various parts of the world, the number of cases started increasing.

As a precaution, it became mandatory that all state entrants undergo screenings and swab tests in the wake of the pandemic. A very slow resumption of economic activity started in Goa.

The Government of Goa identified 200 Hotels with totaling 20000

rooms to be used as a quarantine facility for patients with Covid-19. Some properties to be managed by the Government, whereas, people looking for more facilities can opt for paid facilities being earmarked by state authorities.

All seamen or seafarers decided to be quarantined for 14-28 days depending on the country they are coming from.

By 24th May'20 state government given options for domestic air-passengers arriving Goa.

All air-passengers to be thermally screened on arrival.

The passengers have to sign a self-declaration form giving details of their place of stay.

Passengers can get promptly tested by paying Rs. 2000/- on arrival or 14 days home quarantine stamp.

One more option, the air-arrival passengers can carry the Covid-19 negative certificate from the place they are coming from. But the passenger with the certificate should enter Goa within 48 hrs of the certificate issued.

People entering the state by road had a new SOP by 10th Jun'20 amid the coronavirus outbreak by giving them the option of 14-day home quarantine without testing. Those who prefer to get tested at the state's borders will have to spend 14 days in paid quarantine facilities until their results are out.

Role of Transport for Keeping Goa COVID free:

There was a major concern before opening public and private transport in Goa as the state was declared green zone and slowly the number of cases started growing once natives started coming back. It was also a concern for the Government because the opening economy, slow or full, transport is the vital element for employees or servicemen to come and work at the offices and factories. Mass people transportation in the local transport system, as usual, will assist the spread of Covid-19.

Keeping in view the SOPs furnished by the Government of India, the state started working on its transportation system. A strict and stringent rule was introduced to start the economy with its transport system; keeping in view the state is in the Green Zone.

Firstly it was declared that state and private-owned public transport will operate with 50% seating capacity. Later slowly it was increased to 70% seating capacity.

The private cars and taxis were allowed to travel with 3+D seating capacity.

Scooters and Motorcycles were allowed to move with 1+D seating capacity.

All the Public Transports to be sanitized daily.

Last but not the least FACE MASK is compulsory while moving out of the house.

Drivers without a facemask and driving cars without a seatbelt are also to be fined heavily.

Responsibilities of the transport operators:

The state government is doing its best to stop the spread of Covid-19 in Goa. But the transporters have their responsibilities to support the Government to restrict the spread. The local transporters, other than updated ArogyaSetu App, should :

- adhere by the government's SOPs
- carry hand sanitizer compulsory in their vehicles
- try to open the doors of the cars, the guest should have minimum contact
- extra face mask to carry in every vehicle
- wear face mask and hand gloves
- have clean driving clothes with shoes

Recommendations

To conclude, it's a point for attention that whatever, whichever and whenever rules are formulated as SOPs to control the pan-epidemic, somehow, somewhere we feel something would have been more, which could have been better. Like that some suggestions:

- Every Panchayat to have at least 3-4 locations where everybody can sanitize their vehicle regularly at a minimum cost or free from government
- Drivers should have special COVID testing facility at the medical centers
- All drivers should carry and display a medical badge certified by Government, valid for 7 days will help the tourist to have more faith and dependence on the driver.

- All the drivers in the transportation service should maintain a logbook signed by the guest
- Logbook for vehicle sanitization can also be an option

Case Study

Sofine Tours and Events Private Limited a registered transport operator from Goa. They have a fleet of cars. Wahtrip.com and Gaadizai.com are their two portals which they operate to transport a huge volume of guests regularly in Goa.

Keeping in view the Covid-19 situation and its impact on tourism in Goa, they have taken various steps towards their car fleet as well as their recruited drivers.

For Vehicles:

- Regular Water and shampoo wash
- Special vacuum cleaning process fitted with UV rays
- A steam sanitization of the interior nook and corner of the vehicle is also a daily mandatory process
- Finally by the end of the day vehicles goes through the smoke sanitization process in the garage switching the AC of the vehicle. This clear and sanitize the AC pipes of the car

For Drivers:

- Compulsory hand sanitization while entering the office
- Temperature check for the driver before allotting the duty
- Drivers are thoroughly smoke sanitized
- Face mask, hand gloves, and shoes are checked
- Updated ArogyaSetu App also checked in the driver's phone
- Safety in the Vehicles checked before duty:
- A proper inspection by the duty manager
- Guest safety and instruction tag behind the seats
- HCL solution in the car and guest luggage to sanitize after every trip
- Hand Sanitizer
- Extra Face mask
- First Aid Box with sick bags
- And of-course two bottles of sealed package drinking water

Conclusion

To follow the above safety and sanitization measures ofcourse the agency incurs some extra cost. But we should understand the safety and sanitization measures help support tourism in Goa, will revamp the economy and finally will earn business for the agency.

Happy Tourist, Happy Economy, Happy citizen!

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Abstract

Kolkata has emerged as one of the most sought-after destinations for many hotel business giants across the globe. From erstwhile Calcutta of early British Raj to the rechristened and modern smart city of Kolkata, the city of joy has been a witness of a very rich and colorful history. Once an abode of pioneering hotels of Eastern Asia, the city had lost its past glory for some period. Recently, for around eight to ten years, the city is trying to re-establish itself instar category hotels. Improved trade and business, the arrival of IT companies, the demand for MICE facilities are few factors responsible for this facelift. The best of multinational hotel chains have either entered the market or have plans to consolidate their position. There are many projects in the pipeline which is again a good sign. Kolkata, which had lagged in the competition with other cities of the country, is now regaining some lost space nationally and internationally. Kolkata is still way behind when it comes to the number of hotels in other metro cities. Satellite cities like Newtown near the main city of Kolkata are the new hot spot for the hotel industry. Age-old heritage and culture mixed with modern facilities in the city are now being portrayed as a next favorite center for hotel business.

Keywords: *Kolkata Hotel, History of Hotel in Kolkata, Evolution of Accommodation, Future trend, COVID-19.*

With a rich and colorful history of more than 300 years, Kolkata has been witnessing many ups and downs of life. Some of the events and stories of the hospitality industry are written in the books, some are picturized in films and many have become folklore. Britishers brought modern hotels to Calcutta, which is now called Kolkata. The real development and growth of organized hotels in India started in Calcutta, the Capital

city of the British Raj, during the 19th century. The Oldest of all was John Spence's Hotel. According to records, this Englishman, by the name of John Spence, established the Spence's Hotel in Wellesley Place in the year 1830, which was one of the first modern hotels in Calcutta, as well as in Asia. The hotel was established at a time when Calcutta, the seat of the East India Company, was the most important city in India. The hotel was founded to serve the growing number of visitors coming to Calcutta from Britain and other parts of Europe and India. As the Government encroached on office buildings around the area, the Spence's Hotel was shifted from its original location at the crossing of Esplanade Row (West) and Government Place (West) to Wellesley Place. Spence's Hotel, no longer in existence, is the first major hotel in Calcutta.

The Auckland Hotel at Old Court House Street was founded in 1840 or 1841 by a British confectioner, David Wilson, and named after George Eden, 1st Earl of Auckland, then Governor-General of India. Before opening the hotel, Wilson ran a bakery at the same site. The hotel was opened with 100 rooms and a department store on the ground floor. During its heyday, this elite hotel was also known as the "Jewel of the East" and the "Savoy of the East". Auckland was expanded in the 1860s and its managing company renamed from D. Wilson and Co. to Great Eastern Hotel Wine and General Purveying Co. It was also amongst the first to have an Indian on its board of directors, in 1859. Later, it was renamed as the Great Eastern Hotel in 1865 and became the first hotel in India to be fully electrified in 1883. Great Eastern Hotel hosted several notable persons visiting the city, e.g., Nikita Khrushchev and Nikolai Bulganin, Elizabeth II, Mark Twain, Dave Brubeck, and possibly Ho Chi Minh. After India's independence in 1947, the hotel continued its business but went into decline during the Naxalite era of West Bengal; later the state government took over the management. In 2005 it was sold to a private company The LaLiT Hotels, Palaces and Resorts in 2005 and was reopened in November 2013 after an extensive renovation. This 180-year-old hotel is the oldest surviving hotel in Asia.

Another prestigious property of Calcutta, the Grand Hotel in Chowringhee Road, was established by an Armenian, Arathoon Stephen in the year 1911. The site where the hotel now stands was first developed at No. 13 Chowringhee Road as the private residence of a Colonel Grand in the early nineteenth century. The house was converted into a boarding house by Mrs. Annie Monk who later expanded her business to include Numbers 14, 15, and 17. That time¹⁶

Chowrangee was occupied by a theatre which was owned and managed by Arathoon Stephen, the Armenian from Isfahan. When, in 1911, the theatre burned down, Stephen bought out Mrs. Monk and, over time, redeveloped the site into what now makes up the modern hotel. Built in an extravagant neo-classical style, the hotel soon became a popular spot amongst the English population of Calcutta. With a successful fusion of classical Victorian and traditional Indian style, this 209 rooms' hotel soon became favorite amongst the aristocracies of Calcutta. In the 1930s however, during a typhoid epidemic, the death of six people in the hotel resulted in its closure. In 1943, it was bought over by Mr. Mohan Singh Oberoi, the founder of the famous Oberoi Group. It was the first major hotel to be acquired by them. Due to its magnificent history, it is also popularly known as the Grand Dame of Chowringhee (Pal, 2015).

Another most frequented place for elites of Calcutta-the Old Kenilworth Hotel, at the junction of Middleton Street and Little Russel street of Central Calcutta, got demolished recently in 2018. The elegant looking hotel, also known as Purdy Mansion, should not be confused with the newer and larger New Kenilworth Hotel at the other end of the same Little Russel street. The colonial architecture of the family-run Old Kenilworth Hotel was declared a heritage building. The hotel was operational from 1948 to 2010. But unfortunately, that classic and iconic building had to give way for the proposed 35 floored residential building.

However, the situation changed after independence. Kolkata slowly but steadily lost its name and fame, as businesses started shifting their base to other cities. The inclement business environment in the city has harmed the hotel business also. There was hardly any new investment in hotels for so many years and decades together. Even after the opening up of the economy in the 90s, when other cities witnessed major activities and investments in various industrial and service sectors, including hotels, Kolkata lagged. The hotel business in Kolkata was dominated by small local brands for a long time. Kenilworth Hotel, for example, had a very humble beginning as a guest house where guests had to bring their soap and towel. The present building is an extension and remake of the old heritage building. Mr. M.S. Bharat, after serving Netaji Subhash Chandra Bose's Indian National Army during the 2nd world war, came to Calcutta and took over the old building in the late 1960s. Since then the hotel is run by the family and now the current owner is Mr. Raju Bharat.

The Park Hotel was one of the first recognized hotels to establish in the city in 1967. The hotel business was started by Surrendra Paul with the opening of the group's first hotel, The Park, a 150-room hotel on the fashionable Park Street in Kolkata. After the death of Surrendra Paul, his daughter Priya Paul succeeded him in 1990. The Park in Kolkata certainly has the advantage of location as it is located in the center of the city. Other advantages are its facilities and profile of customers. When Priya Paul believed that small does not mean less luxury. The boutique hotel concept was brought in India by Park hotel. The profile of the guests is a business class with a lot of corporate bookings. The group has hotels in other important cities i.e., Vishakhapatnam, Delhi, Bangalore, Chennai, Hyderabad, Mumbai, Goa, etc.

Hotel Hindustan International (HHI), a Kolkata-based hotel group, is another local player that set up their first hotel in Kolkata in 1969. This family-run hotel is one of the earliest five-star category hotels in Calcutta located at downtown AJC Bose road. The chairman and managing director of the hotel group, Mr. D.K. Jaiswal is focused on continuous progress in the group's expansion. The group is now having its presence in other cities like Varanasi, Bhubaneswar, Pune, and Bengaluru. This Kolkata based hotel group is now having 500 rooms across the country. It has an expansion plan in Goa and Mumbai as well.

It took more than 20 years for another branded hotel group to set foot in the city. Taj Group ventured with Taj Bengal in 1989. Taj group of hotels under Indian Hotels Company Limited (IHCL) is a part of the Tata group and was already a major player in India. The hotel is situated beside the botanical garden and zoo at Alipore. This 229 room hotel, including 29 suites, is an example of magnificent architecture blended with local artwork. The theme of the hotel is Music and Celebration as depicted by the painting opposite the elevator and the terracotta figurines. The theme also encompasses mythology as depicted in the panels on each floor and the traditional puppets in the lobby. The terracotta statues in the lounge by Shyamal Roy are a tribute to the original art form of Bengal. The hotel houses a collection of masterpieces by Bengal artists like Paritosh Sen, Sakti Burman, and Asit Haldar. The hotel has supported over 400 artists by showcasing their art in the lounge.

There was a long hiatus before ITC came up with ITC Sonar Bangla in 2002. ITC Sonar has a contemporary architectural design contrasting with the rich historical essence of Kolkata. The hotel is located amidst

acres of land, resplendent with greenery, sunshine, and water. This luxury Business Resort is on the eastern metropolitan bypass en route from the airport and a 15-minute drive from the city center. The hotel is a Business Resort in the urban setup. It has the efficiency of a business hotel yet the flavor of a resort. One that is consonance with ITC Hotels' ethos of reflecting "rooted in soil" but dynamic in form and philosophy. Inspired by the golden era of Bengal, during the reign of the Pala dynasty, an age of extraordinary advancement in culture, ITC Sonar pays homage to this great moment in history through its grand Pala period replica statues prominently celebrated in the lobby. Warm & efficient service, combined with the understated elegance of architect Kerry Hill's minimalist design and an exquisite landscape featuring the lily studded water bodies inspired by Bengal's picturesque rural landscape to which ponds are integral, contribute to an ambiance which conveys an alluring sense of Kolkata's many-layered cultural and historical legacies. The hotel targeted the MICE business of the city and captured the market very soon.

Built with a whopping Rs. 1400 crore investment, massive and iconic ITC Royal Bengal came up next to ITC Sonar in 2019. With its passion for perfection and its pursuit of beauty and grace, ITC Royal Bengal represents the state of Bengal and the unique passion of its citizens for celebrating and nurturing the finest across the myriad facets of life. This 30 storied 456 key hotel has changed the landscape of the hotel industry in Eastern India. The integrated two-hotel offered 693 beds, suites and serviced apartments, 15 signature dining locations, 22 MICE places, and a banqueting area of 9290 sqm. ITC Royal Bengal's MICE venues include a 1523 square meter pillar with less ballroom, pre-function areas, outdoor courtyards attached to the Grand Ballroom, exquisite arrival lobbies, and huge lawns.

Then came Hyatt Regency Kolkata. The hotel, which is part of Asian Hotels Limited, was opened on 10 August 2002. It was the first 5-star hotel in Salt Lake which is also known as Bidhannagar, a planned satellite town in Greater Kolkata. Salt Lake was developed between 1958 and 1965 to accommodate the burgeoning population of Kolkata. Hyatt Regency Kolkata is a 5-star deluxe business hotel located next to Salt Lake stadium on EM Bypass. The hotel has 234 rooms including 13 suites, 3 restaurants, an upscale spa with a gymnasium, squash and tennis courts, and a landscaped outdoor swimming pool. This 5-star hotel in Kolkata offers banquet spaces suitable for social and corporate events.

Swissôtel Kolkata launched in Newtown satellite city in 2010. This new deluxe hotel was the internationally renowned Swiss hospitality group's first entry in India. This charming 147 room hotel lured both leisure and business guests because of its proximity to Netaji Subhash Chandra Bose International Airport and its unrivaled convenience. The hotel is strategically located adjacent to City Center Newtown mall. There are four elegant restaurants and bars, advanced business solutions with meeting and banquet space. A rejuvenating spa and fitness center and a unique rooftop swimming pool adorned the place. This hotel, a dream project of the Ambuja Neotia group, has become a lifestyle destination for guests.

The Pride Hotel opened its door in 2012 at Newtown Rajarhaat, the new satellite city of Kolkata. Pride being one of the fastest-growing hospitality chains in the country, Kolkata was their first venture into the eastern part. While launching this 153 key five-star hotel, SP Jain, the managing director of the hotel group revealed their plan on tapping upscale mid-market corporate business, especially the IT/ITeS segment at Kolkata. This hotel somehow bridged the gap between high demand and the acute shortage of rooms for business clientele in the region.

European hotel giant, Accor group finally entered Kolkata with its upscale hotel Novotel in the year 2014. Way back in 1990, Accor's bid to acquire state-run Great Eastern Hotel had failed because of the trade union problem. Novotel Kolkata Hotel and residences, located near the commercial and IT hub of Newtown, are one of the largest hotels in Eastern India with 340 rooms including 12 suites, 1 presidential suite, and 47 services apartments. With its 30,000 sq. ft. banqueting space and beautiful exterior, the hotel has been a trendsetter in the Eastern India hospitality segment. Designed as a landmark property, the hotel offers several stay options, banqueting venues, meeting facilities, dining choices, and wellness facilities.

Almost the same time in 2012 Park Plaza Kolkata Ballygunge opened at the heart of the city. The hotel is close to Deshopriya Park and Quest Mall. The place was rebranded in 2018 as Radisson Kolkata Ballygunge and came under the umbrella of the Carlson Rezidor Hotel group. The hotel features 92 well-appointed guest rooms equipped with modern amenities, classic food and beverage outlets, spacious meeting and banqueting facilities, rooftop swimming pool, spa, fitness center, and all modern services an upscale deluxe hotel should have. The promoter of the property Mukti group has upgraded the hotel to a great extent while rebranding as Radisson.

Taj group of hotels added their second property in Kolkata in the form of a Gateway hotel near EM bypass. The 197 key hotel catered to both leisure and business clientele and recently got the distinction of being called Vivanta by Taj.

According to the Hotel & Restaurant Association of Eastern India (HRAEI), investment in the upcoming 5-star, 4-star, and 3star hotel projects would be approximately Rs 3,500-4,000 crore. “Since there is a lack of adequate banquet facilities, especially for more than 2,000 people, these brands would ideally target social events, banqueting, and marriage facilities. The target audience of these hotels would also include business clients, IT sector, and transit passengers,” said Sudesh Poddar, President of HRAEI.

According to the Federation of Hotel Restaurant Association of India (FHRAI) report, Kolkata is driven primarily by commercial activity emanating from PSUs, PSBs, manufacturing, IT/ITeS, engineering, medical activity, and the telecom industry. Over the last decade, the city has witnessed expansion further east with residential and commercial developments along Rajarhat, EM Bypass, and Salt Lake City. Similarly, hotels in Kolkata are on the cusp of change. Leisure demand has witnessed marginal improvement in this market, because of initiatives such as the recent introduction of river cruises, which will attract foreign tourists to the city. The only segment to exhibit healthy growth is the Meeting and Group segment primarily due to social events, weddings, and a few city-wide conferences. As per the FHRAI report of 2015-16, there are approximately 3,000 rooms expected to enter the market over the next five years and likely to play a role in shaping the nature of Kolkata’s hotel market in the future. With the old inventory, the latest hospitality biggies which included are-InterContinental Hotels Group (Holiday Inn) and Starwood Hotels & Resorts Worldwide (JW Marriott and Westin).

World’s largest hotel chain, Marriott-Starwood combine, opened its hotel in Kolkata in 2016. Spread on an area of 3.5 acres, Marriott added 291 keys to the city’s present inventory. ITC has also launched its second property in the city.

It seems Kolkata is trying to catch up with other metros of India and trying to find its lost glamour and place in the hospitality space if the recent developments in the hotel landscape of the city are anything to be believed. There is nothing more promising than the opening of the renovated hospitality icon–The Great Eastern Hotel–which withstood

all the turbulence in the political history of the country for more than 170 years. Being a commercial and political hub of British India for a long time, the hospitality industry had deep roots in the social fabric of Kolkata. The city is all set to add around 1200 rooms in two years to its already 4500 strong kitties in star category. The new hotels in the pipeline were Mayfair, IBIS, Formula 1, and another property of the Marriott group.

Hospitality Sector in Kolkata in COVID-19 Situations

Pandemic COVID-19 is wreaking havoc all over the world. Tourism and the hospitality industry are expected to feel the heat. The sector has already faced mass-scale hotel accommodation cancellations and will continue to do so in the coming month. Some hoteliers see no reviving of this sector before October'20.

Occupancy rates in hotels of Kolkata have fallen sharply since the departure of nationals of Bangladesh who came here for medical care, and the hoteliers and restaurant owners find it difficult to continue operations. Hotel businesses in 11 big cities have been severely affected due to the lockdown, according to a survey conducted by property consultant JLL India. There was a decrease of up to 29 percent in revenue per available room in these major cities from January to March. Occupancy levels have also sharply declined. Hotels in Kolkata saw their occupancy rates decrease by 13.5 percentage points. RevPAR saw a 19.8 percent decline in Kolkata. According to JLL India, the outbreak of COVID-19 adversely affected hotel occupancy rates across 11 major cities, resulting in a decrease of up to 29 percent in revenue per available room (RevPAR) this year. While the occupancy level dropped by 5-17 percentage points, the RevPAR dropped by 13-29 percent across 11 cities — Ahmedabad, Bengaluru, Chennai, Delhi, Goa, Gurugram, Hyderabad, Jaipur, and Kolkata. A CII report states that it is expected that the shutdown and slow down will last for a period from February to October 2020. Nevertheless, it also notes that the worst part coincides with the six-month off-season period, which is expected to begin shortly after a disrupted winter and spring season. The industry will only see cash flows begin to improve in November 2020, and maybe reach normal levels by the end of 2020. Sarbendra Sarkar, Founding Managing Director of Cygnett Hotels claimed that “April to June 2020 looks grim at the moment unless an antidote is discovered and the lockdown is lifted as soon as possible.” He added: “While we managed to reach 97 percent of the budgeted sales in February, we encountered

explosive growth in cancellations of about 90 percent in March, while new reservations are now virtually nil. Vijay Dewan, Managing Director, Apeejay Surrendra Park Hotel Ltd, and Chairman of CII West Bengal State Council reported that they will see about 30-35 percent on a positive side and more than 50-55 percent on the negative side. Some hotels still got little business by serving COVID-19 patients. A total of 785 rooms had been identified in 11 star-rated hotels in and around Kolkata in May to accommodate people returning from abroad who will stay in isolation there.

The state government has approached Eastern India Hotels and Restaurants Association for rooms where foreign returnees could be quarantined said HRAEI president Suresh Poddar. In this case, between Rs 4,000 and Rs, 6,000 per room per day, including all meals and evening tea, the hotels were allowed to charge. Passengers would have to sort out the accounts at the airports.

Survival Strategy

The government of Narendra Modi is contemplating the resumption of tourism and hospitality sectors which have endured a major blow due to the shutdown of Covid-19, The Print media has heard. The Tourism Ministry is currently planning guidance for hotels and tour operators, to which they will adhere once they resume their business. It is planning policies and instructions for casinos, tour operators, and taxi drivers. In coordination with the states, these recommendations are being prepared. They have included their recommendations, “the Ministry of Tourism’s Additional Director General, Rupinder Brar, told The Print Media. The Government could make downloading of the AarogyaSetu app compulsory for visitors reserving hotel rooms, according to the proposed guidelines. This aside, any employee working in hotels would be expected to undergo regular thermal screening.

Work continues with a strong emphasis on certain upcoming festivals such as Durga Puja in Kolkata. There are negotiations between the states. Different guidelines could be issued for different states, and only after proper consultation with state tourism secretaries will the government move forward. The recommendations should also require a rigid commitment to physical distancing. Tourists and hotel workers must keep a distance of more than 2 meters from each other. The hotel floors must be laid out so that the workers and visitors are at a distance from each other, said the official of the first ministry quoted above.

It would also allow guests and hotel workers to wear masks, and hotels will need to keep their buildings safe and sanitized. There is optimism that in the last quarter of this year, the market will slowly pick up across segments such as weddings which will remain inbound. The Indian outbound travel market is unlikely to pick up this year and there won't be resort weddings that were scheduled for destinations like Bali or the South of France. So, all the demand will come to Indian hotels. It can be expected that there will be a mid-40% increase in occupancies for portfolios in the quarter of October to December.

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Abstract

The hospitality industry is one of the largest manpower recruiting industries in the world. The world is changing at a very fast pace where 'soft skills' are overpowering 'hard skills'. In the interview process, employability skills are overshadowing the technical skills. The recruiters are entrusting more on Psychometric Tests for the entry-level recruitment to recruit the 'right' candidate with multi-dimensional skills. The roles played by the higher education institutions are very vital at this junction. They are held responsible if a student is found to be "not employable".

This paper aims to compare the undergraduate hospitality students' perceptions about the requirement of employability skills and the level of input they receive on those skills from their institutions. 150 students from 5 hospitality institutions in Kolkata, West Bengal participated in the survey. The data was collected through an online questionnaire. Basic statistical techniques using SPSS version 23 were used in the data analysis. The study revealed that undergraduate hospitality students perceived that there is a significant difference between the employability skills required in the industry and the level of input the students receive, from their institutions.

Keywords: *Employability skills, hospitality colleges, perception, students.*

Introduction

The hospitality industry is one of the largest industries in the world where the requirement for manpower is ever rising. The prerequisite for manpower recruitment transforms and metamorphoses with the change in time and demand. Employability skills are overshadowing the technical skills in the interview process with time. The abundance of skilled personnel in the job market The recruiters are entrusting more

on Psychometric Tests for entry-level recruitment. 'Right' candidates with multi-dimensional skills are getting better placement than those with very high academic knowledge but poor interpersonal skills.

The analysis on the perception of various stakeholder on the nature of employability, such as, on businesses (Christou, 1999; Millar, Mao, & Moreo, 2010; Rajan, Sisson & Adams, 2013), students (Christou, 1999), and employees (Lane, Puri, Cleverly, Wylie, & Rajan, 2000) were done in various researches. Eminent research scholars in the United Kingdom (the 1980s) in the European continent (1990s) and in Australia (2000) proposed various employability models. Both technical skills and personal attributes were given equal weight in those models.

J Hillage and E Pollard (1998) defined employability as an ability to be employed i.e. a) ability to gain initial employment b) ability to maintain employment c) ability to obtain new employment if required.

However, researchers (Chapman & Lovell, 2006; Jauhari, 2006; Raybould & Wilkins, 2005; Munar and Montaña, 2009; Agrawal & Dasgupta, 2018) have raised a question on the efficacy and value of the curriculum in their studies and have argued that significant difference has been observed between the actual industry requirement and the syllabus content.

Review of Literature

Employability–Students' Perception

Stoner and Aamodt (2010) stated that employability is regarded as an integral part of higher education with its usefulness in connection to career and work–life. The questions raised were about the graduates regarding their preparation to conduct the work tasks after getting employment. The researchers attempted to excavate the graduate's perception of the concepts of employability among 13 European countries. The result found that Norwegian graduates are more satisfied with their study programs as compared to other EU counterparts. The graduates educated in health and welfare, computing, law, and engineering assessed their study programs to be good on the basis of the achievement of employment. The research indicated that employment and unemployment factor are not dependent on the study program characteristics but are controlled by the labour market job opportunities which are ever-changing.

Nilsson (2010) aimed to focus on the perception of engineering graduates

about employability. The researcher stated the increasing demand of the students regarding post-graduation employability and has pointed out the constantly changing nature of work and external structural factors responsible for it. Employability contains various dimensions including actual competence of individual, formal qualification, hard employability skills, soft employability skills, transferable meta competence as well as interpersonal skills. Managerial work may be associated to a higher degree with certain soft skills such as leadership abilities; teamwork and other interpersonal skills while the definition of employability has different meanings in the different phases of a professional career. The engineers argued that the development of employability is the responsibility of the management to a greater extent. An individual is expected to foresee the future demands in the organization as well as in the job market and should equip himself to meet the new demands and challenges.

Dissanayake (2015) discussed the importance of soft skills as an employability factor in Sri Lanka. It has been found that in spite of rigorous admission procedures the students completing their undergraduate degree are having remarkably low employability skills. The study emphasized the importance of soft skills as an employability factor in the private higher education institutions and also tried to demarcate the relationships between the selected soft skills with the employability of graduates at HEI's in Sri Lanka. 5 point Likert Scale was used throughout the analysis. Graduates perceived that the most important possession at the time of applying for the first job is high verbal communication skills. They also perceived there is a significant relationship between the level of verbal communication skills and the waiting period to get the first job while there is no such significant relationship with listening skills.

Employability in Education

Laguador and Ramos (2014) advocated for the need for the involvement of industry-partners in the framing of the curriculum in the HEI have to enable a higher standard of employability skills. As per research industry partners strongly prefer employees who are loyal and committed and can take responsibility as team members and are expected to shape themselves up as good leaders for the organization. It was also found that employers prefer proactive individuals who are willing to be trained, are result-oriented, and can carry all their responsibilities with less interference and instructions from their supervisors. Industry

partners have shown their willingness to share their input with the student community for setting the objectives of the HEI's in line with their requirements. The employers have expressed their high regard in the competence of the graduates in terms of communication skills, IT skills, and their knowledge & skills in research. With significant inputs from the industry, the course curriculum designed by the faculty members will prepare students with better opportunities.

Gibbs & Slevitch (2019) advocated that “educators should prepare undergraduates with the necessary skill sets, including technical and emotional proficiencies to make them appropriately qualified and competent for a successful hospitality career”. Their study revealed that the technical and emotional competencies of a student can be nurtured and enhanced by the faculty members through lectures and classroom sessions on role-plays, discussions, etc.

Tejan & Sabil (2019) argues that universities and colleges should conduct surveys while creating academic programs. This will help them to gather information about the quality of fresh entrants in the job market. The local universities and colleges should remodel their curriculum and modify their teaching practices to introduce the employability skills in demand to satisfy the requirement of the employers. This may result in interim challenges, but could offer lasting solutions. The researchers commented that the requirement of the potential employers must be understood by the students through proactive measures and are expected to respond accordingly.

Research Gap

Many researchers (Lee Harvey:2000, Maxwell G, et al: 2009, Weligamage: 2009, Gokuldas: 2010, Rosenberg et al: 2012) revealed that the “employers are not satisfied with the quality of manpower they get from the institutions”. The employers have mostly criticized the ‘half-hearted’ curriculum for this gap and have complained about the deterioration of quality of service due to that. The review of the literature shows that numerous studies were conducted on employability at the international level. Very few Indian researchers have conducted employability skills study in the hospitality industry. Hardly any research work has been conducted in this part of the country. The researcher tried to study the difference in the required level and the acquired levels of students as far as employability skills are concerned. The present study tried to fill up the gap.

Research Methodology

Objectives

The objective of the study was to explore the undergraduate hospitality students' perceptual difference between the employability skills requirement in the hospitality industry and the level of input received at their institutions.

Research Design

The researcher involved the style of comparative research using quantitative data. The participants were chosen from the hospitality institutions. The researcher involved the students from five premier hospitality institutions in Kolkata. Students who were studying in the final year of hospitality undergraduate courses participated in the survey.

Survey Instrument

A two-part questionnaire was developed by the researcher for data collection. The first part of the questionnaire was related to the demographic background of the students while the second part was related to employability skills required by the hospitality professionals. The questionnaire had 34 employability skills further divided into 5 skill sets namely a) *Basic Academic Skills* b) *Interpersonal Skills Traits* c) *Personality* d) *Work-Related Skills* e) *Social Skills*. The respondents were asked to rate their perceived importance of employability skills on a 5 point Likert Scale through categories of *Extremely Unimportant (1)*, *Unimportant (2)*, *Neutral (3)*, *Important (4)* and *Extremely Important (5)*.

Validity and Reliability

Best et al. (2017, p. 271) explains reliability as a “degree of consistency that the instrument or procedure demonstrates and validity is the quality of data gathering instrument. A test must be reliable to be valid, but may not be valid in spite of being reliable”. Ary et al. (2002, p.267) state: “Validity is tough to evaluate or measure. So it is more important and inclusive than reliability.”

The instrument was adapted from the study (Santanu Dasgupta and Prof. Dr. Vinita Agrawal, 2019) which was published in the International Journal of Research and Analytical Reviews (IJRAR), Volume.6, Issue 1, pp.161-166.

Hypotheses

The following null hypotheses were proposed for the study based on the objectives and the research questionnaire:

- **Hypothesis 1**

H0:-There is “no significant difference” in undergraduate hospitality students’ perception between Basic Academic Skills required at the hospitality industry and level of input on those skills from their institution.

- **Hypothesis 2**

H0:-There is “no significant difference” in undergraduate hospitality students’ perception between Personality Traits required in the hospitality industry and level of input on those traits from their institution.

- **Hypothesis 3**

H0:-There is “no significant difference” in undergraduate hospitality students’ perception between Work-Related Skills required at the hospitality industry and level of input on those skills from their institution.

- **Hypothesis 4**

H0:-There is “no significant difference” in undergraduate hospitality students’ perception between Interpersonal Skills required in the hospitality industry and level of input on those skills from their institution.

- **Hypothesis 5**

H0:-There is “no significant difference” in undergraduate hospitality students’ perception between Social Skills required at the hospitality industry and level of input on those skills from their institution.

Data Collection

A purposive random sampling method was used for this study. The hospitality undergraduate students from the final year batches were involved in the survey as they are already exposed to the industry due to their compulsory training. The students after an industry exposure are expected to relate themselves with the importance of employability skills in the industry. The questionnaires were sent to the students over email. Out of 175 questionnaires sent to the students, 150 valid questionnaires were received (85.7% valid return rate). Among the valid respondents, 105 were male students and 45 were female. The invalid questionnaires included those which were incomplete and which were marked in more

than one rating. The data used in this study were collected between February 2020 and April 2020 in Kolkata, West Bengal.

Statistical Techniques Used

Hypotheses 1-5 were examined using the Paired Sample t-Test to find out the perceptual difference of hospitality executives between the importance of five groups of employability skills and the actual level of the undergraduates in those skills. The differences in the perception of hospitality students were investigated using Paired Sample T-test using IBM SPSS statistical data tool Version 23.

Data Analysis and Interpretation

The analysis has been divided into two sections.

Section A dealt with the demographic status of undergraduate hospitality students.

Section B dealt with the undergraduate students' perceptual difference in the requirement of employability skills in the hospitality industry and the level of skills taught at the college.

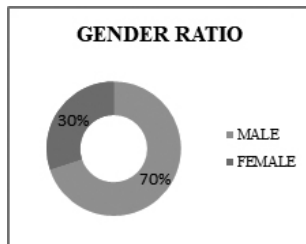
Section A: Demographic breakdown of the students

Table 1: Gender ratio of students

Students	Number	Ratio (%)
Male	105	70
Female	45	30
Total	150	

Source: Primary data

Chart 1: Gender Ratio of Students



Source: Primary data

150 valid feedbacks were received from the undergraduate hospitality

student studying in five hospitality management institutes in Kolkata, West Bengal. Out of the 150 respondents, 105 (70%) were male while 45 (30%) were female. All the students (100%) were studying in the final year of their curriculum, and all of them have undergone their compulsory Industrial Exposure Training in some star category hotels in India and abroad.

Section B:

Hypothesis 1: H_0 : There is “no significant difference” in undergraduate hospitality students’ perception between basic academic skills required at the hospitality industry and level of input from their institution.

A paired-samples t-test was conducted to compare the difference in perceptions of hospitality students ($N = 150$) regarding the requirement of basic academic skills and level of teaching input from the institution with mean difference significant at 0.05 level.

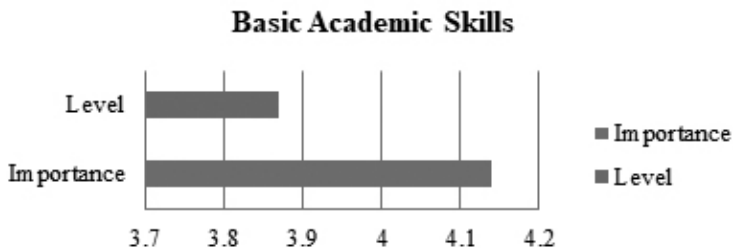
Table 2: Paired Samples t-Test Result for Basic Academic Skills

	Dimension	Mean	Std. Deviation	t	df	Sig. (2-tailed)
Basic Academic Skills	Requirement	4.14	.45	6.18	149	0.00
	Level	3.87	.57			

Source: Primary data

As observed, there was a statistically significant difference found, based on Table 2 scores, for the requirement of basic academic skills and level of teaching input from the institutions in those skills. The null hypothesis was rejected.

Chart 2: Comparison between Requirement and Level of Input for Basic Academic Skills



Source: Primary data

The above chart denoted that there was a clear difference in the

perception of the hospitality students regarding the requirement of basic academic skills in the industry and the teaching input from the institution on these skills.

Hypothesis 2: H_0 : There is “no significant difference” in undergraduate hospitality students’ perception between personality traits required in the hospitality industry and level of input from their institution.

A paired-samples t-test was conducted to compare the difference in perceptions of hospitality students ($N = 150$) regarding the requirement of personality traits and level of input from the institution in those traits with mean difference significant at 0.05 level.

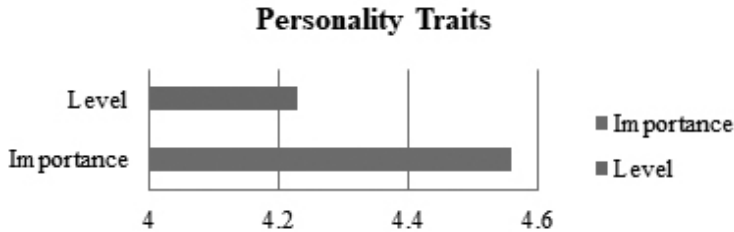
Table 3: Paired Samples t-Test Result for Personality Traits

	Dimension	Mean	Std. Deviation	t	df	Sig. (2-tailed)
Personality Traits	Requirement	4.56	0.44	7.52	149	0.00
	Level	4.23	0.58			

Source: Primary data

As observed, a statistically-significant difference was found based on Table 3 scores for the requirement of personality traits and level of teaching input from the institutions in those traits. The null hypothesis was rejected.

Chart 3: Comparison between Requirement and Level of Input for Personality Traits



Source: Primary data

The above chart denoted that there was a difference in the perception of the hospitality students regarding the requirement of personality traits in the industry and the teaching input from the institution on these traits.

Hypothesis 3: H_0 : *There is “no significant difference” in undergraduate hospitality students’ perception between interpersonal skills required at the hospitality industry and level of input from their institution.*

A paired-samples t-test was conducted to compare the difference in perceptions of hospitality students ($N = 150$) regarding the requirement of work-related skills and level of teaching input from the institution with mean difference significant at 0.05 level.

Table 4: Paired Samples t-Test Result for Work-Related Skills

	Dimension	Mean	Std. Deviation	t	df	Sig. (2-tailed)
Work-Related Skills	Requirement	4.47	0.48	8.64	149	0.00
	Level	4.01	0.68			

Source: Primary data

As reported, there was a statistically significant difference found based on Table 4 scores, for the requirement of work-related skills and level of teaching input from the institutions in those skills. The null hypothesis was rejected.

Chart 4: Comparison between Requirement and Level of Input for Personality Traits



Source: Primary data

The above chart shows that there was a clear difference in the perception of the hospitality students regarding the requirement of work-related skills in the industry and the teaching input from the institution on these traits.

Hypothesis 4: H_0 : *There is “no significant difference” in undergraduate hospitality students’ perception between work-related skills required at the hospitality industry and level of input from their institution.*

A paired-samples t-test was conducted to compare the difference in perceptions of hospitality students (N = 150) regarding the Requirement of interpersonal skills and level of teaching input from the institution with mean difference significant at 0.05 level.

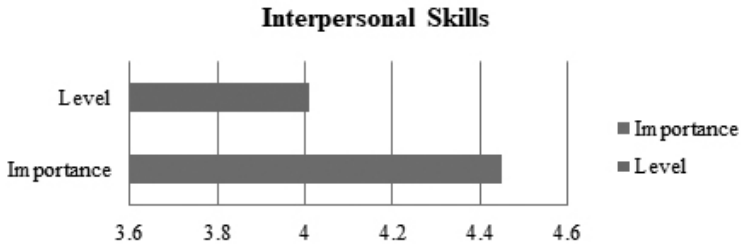
Table 5: Paired Samples t-Test Result for Interpersonal Skills

	Dimension	Mean	Std. Deviation	t	df	Sig. (2-tailed)
Interpersonal Skills	Requirement	4.45	0.49	8.45	149	0.00
	Level	4.01	0.61			

Source: Primary data

There was a statistically significant difference in Table 5 found, based on the scores for the requirement of interpersonal skills and level of teaching input from the institutions in those skills. The null hypothesis was rejected.

Chart 5: Comparison between Requirement and Level of Input for Interpersonal Skills



Source: Primary data

The above chart depicts that there was a clear difference in the perception of the hospitality students regarding the requirement of interpersonal skills in the industry and the teaching input from the institution on these skills.

Hypothesis 5: H_0 : There is “no significant difference” in undergraduate hospitality students’ perception between social skills required at the hospitality industry and level of input from their institution.

A paired-samples t-test was conducted to compare the difference in perceptions of hospitality students (N = 150) regarding the requirement of social skills and level of teaching input from the institution with mean difference significant at 0.05 level.

Table 6: Paired Samples t-Test Result for Social Skills

	Dimension	Mean	Std. Deviation	t	df	Sig. (2-tailed)
Social Skills	Requirement	4.42	0.61	7.39	149	0.00
	Level	4.06	0.75			

Source: Primary data

There was a statistically significant difference in Table 6 found based on the scores for the requirement of social skills and level of teaching input from the institutions in those skills. The null hypothesis was rejected.

Chart 6: Comparison between Requirement and Level of Input for Social Skills

Source: Primary data

The above chart clearly shows that there was a difference in the perception of the hospitality students regarding the requirement of social skills in the industry and the teaching input from the institution on these skills.

Conclusion and limitations

The study revealed that undergraduate hospitality students perceived that the input level on employability skills at the institutions was far below the level of skills required in the hospitality industry. The study also revealed that the perceptual difference between the required level and teaching input was highest in *work-related skills* (difference in the mean score: 0.46) followed by *interpersonal skills* (difference in the mean score: 0.44). The lowest perceptual difference was observed in *basic academic skills* (difference in the mean score: 0.27). As mentioned in earlier research studies, the difference in required level and input still

exists, as perceived by the students. The results could not be generalized for the student fraternity in the entire state, pursuing undergraduate courses in hospitality education, as the sample size (N = 150) was not large enough and the study was limited to only five hospitality colleges. Although the research was only focussing on the perceptual outcome of the students, the reasons behind the perception building may also be considered for further research. More extensive research can be conducted in the future to understand the perception of the students of the entire state or even the country. A comparative study can be done in the future by collecting data from different states in India.

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Abstract

Amid the Covid-19 crises, the education industry is no behind in taming the stumbling-blocks it has faced. Along with each student teachers have also evolved not only technically, but even otherwise, transcending confines of their four walls and the virtual computer paths. Succumbing to inhibitions and from conquering to mastering the art of overcoming diffidence. High time to focus on the 'Nucleus' of our 'Education'. We can't think of one person who hasn't suffered in this pandemic, whether financially or spiritually and otherwise. The question to ponder is 'How many of us have come out of it and are ready to share their experiences to encourage others?' 'Who shall take the lead, will I?' As an educator, along with the anxiety of completing the syllabus, how do I do this?' 'What is the solution and how do I get there with all my daily routine spectacle?' 'What is that one ingredient that I am missing?'

Keywords: *'primary education challenges', 'lockdown mainstream education', 'teacher's resources', 'distance creates divide?', 'COVID-19 crises', 'education affected', 'challenges amid lockdown', 'teacher's challenges', 'spirit of education', 'education amid lockdown', 'promoting peace', 'stumbling blocks of online education', 'isn't education an essential?'*

'Transcending Confines'

Dr. Daisaku Ikeda says: "Education is key to promoting peace, tolerance and mutual respect....."

How true it is, Education has always played an important role in building

the foundation of our society and country, and will always be so. With the beginning of lockdown due to the Covid-19 pandemic, while other things like providing essential items for living and base survival of a human became important, for a little while education took a backseat, however, it flourished the most keeping up with technology and the need of the hour.

Initially, though it was difficult and many educators whom we know struggled with how to provide this essential tool, we became accustomed to the new 'classroom'. From 'No Techie' to 'Tech Savvy' and maybe 'Computer Geeks' we have evolved. Some of us are still struggling with it, especially the ones who never had to pick up a mobile other than calling or messaging or worked on a laptop too. Personally, proximity to students is necessary to form sincere bonds of compassion, but because we had no choice our distance between became an impediment for a while. To put across knowledge or even feelings, thoughts, and ideas sitting far away looked like a far-fetched concept. Even though our country has become so advanced technologically and role of ICT has taken the mainstream in providing education even to remote areas, however the thought of the mainstream education being delivered online has been still uncanny.

'Online' drop-shipping of conventional classroom teaching for as young as 3 years old to adults in universities has both pros and cons. The trump cards being that students haven't and won't miss on the vital and literary classroom knowledge, syllabus and will be connected with their teachers. Teachers overcoming their portion of hiccups have also shone their creative side implementing new ways of making each teaching and learning experience a pleasant one. With the advent of new communication and video conferencing applications, it has become easier (and here I might emphasize 'easier') to communicate and look at the students while teaching, it may also not be the 'Ultimate' and now we cannot emphasize enough the privilege of teaching in a physical classroom.

This brings us to ponder on the stumbling blocks of 'online education' in general and specific too. Some of the students have lost their very motivation to study due to the endless rescheduling and deferment of competitive exams, academic exams, entrance tests, or even, in general, sitting in front of a screen, etc. Thereby seeing downfall and dip of the attendance in the classrooms. Teachers are struggling with the same. The windows of work-life balance have merged. There is no specific

time to work or sleep or eat. Are we motivated enough to deliver such a substantial syllabus, course, knowledge, skills, etc.? Have some of us lost it on the way to our computer screens or the virtual paths? Or is it that even while being with the students in the physical classrooms have, we lost our chemistry with them?

How do we then promote peace, tolerance, and mutual respect? If as Educators we haven't learned to be tolerant, or being mutually respectful with our students, or share delicate chemistry, how are we going to make them learn the same? These are some of the thoughts we have been catechizing ourselves with for the past few months while struggling with the daily routine. Upon introspection, we stumbled upon the thought that maybe as Educators and 'makers of the future' have been engulfed in the ever-expanding syllabus and the demands of the competitive world around us. Maybe we have stopped critically thinking and began unremittingly accepting as it comes our way. Let's have fun and travel back in time a little when we were kids. How much did we like my teachers? What did we like them? Did we personally ever liked a teacher who was too busy just completing her/his syllabus? Or did we like the one who took a moment to look into my eyes and asked am I attentive or why am I not able to focus? We may think this as an ideal thought for a physical classroom, nonetheless, why can't we transcend the confines of the four walls of our house and delve a little in the similarly confined lives of our pupils? Is it so hard or is it a territory unsurmountable? We think the more we delve we will find similar situations in their lives too. Same routine of daily chores, same nagging, maybe similar gagging or even more and so on. This lockdown has also been a middling cause of anxiety and depression among teachers, parents, and students alike. Parents struggling to sit through the sessions, students struggling to complete the sessions, and teachers struggling to finish the sessions. Many have lost their jobs and we can't even imagine what they must have been through. Some of us are maybe thinking why are we pivoting so much on emotions and feelings. Well, haven't they been the ones who have pent up the most and where most of us haven't concentrated or didn't have the time to?

But still, the question is who takes up the lead? Or how do we find a solution? Why shall 'I' be bothered? Why not just get it over with, in a few months it'll all be back to normal? Will it be normal? Will we go back to our normal lives and never think of the opportunity and at least something positive that we have got out of this whole lockdown scene?

If we not as teachers but as 'Educators' take the lead in unleashing our emotions and feelings and appear as normal as our students are and make a heart to heart bond especially among such circumstances there will nothing more reassuring and refreshing than this 'essential' item which is the base for anyone's survival. Without such an 'Education' no society or nation can ever truly progress. But how do I do it in an online session sitting far away?

Well to start with, to give more one-to-one interaction time apart from our usual classroom time and forging special bonds with our pupils (though this may seem a far-fetched dream now for many of us). A teacher teaches as many students as sand grains on a beach in her/his lifetime but for a student, there are just a few in her/his lifetime. A student searches not only a teacher but a mentor, a foundation for a lifetime. There are no words that can suffice the importance of the role of a teacher/Educator in a student's life and hence we won't even dare to mention any.

Not underestimating the importance of the knowledge, a teacher gives however the importance of 'values' an Educator can impart to her/his students is unmistakably laudable. Especially focusing on the values and 'value creation' through education at this hour is paramount. We may never get these moments (and hope we don't) where we may just take a little divergence from our routine classroom teaching and indulge in the delicacy of creating fizzy chemistry with our students. How much more a student can love an amalgamation of Cola of a 'confidant' to share her/his life with and a Vanilla ice-cream of 'guiding light' to steer her/him through the darkness.

We all must have come across the news of a tall building collapsing before our eyes. How does it happen? Some of the reasons could be the unsatisfactory quality of the constructive material used or maybe the foundation of the building wasn't deep enough. In any of the cases if the educator's foundation is unsatisfactory or deficient, how is she/he going to carry her/his students. If we can put our minds to it and overcome our daily obstacles to focus on developing ourselves simultaneously, as we deal with delivering what we 'have to', we will surely see a change in ourselves and thereby in our students. Nothing is better than setting an example, because we know the significance of a specimen. 😊

Among all this have we ever thought how privileged we are? With the online medium, we are not missing knowledge and education. Whereas

there are places where students are not privileged or have the medium of gaining knowledge the way we are doing and are sitting at home unable to see or meet their friends thereby lacking the development of social skills and missing on the knowledge. With the lack of proper internet connectivity or mobile or any other device, these students are missing school and the teachers too are helpless. Nonetheless amongst us are a few 'Educators' who have mastered the lockdown by not feeling limited or confined and providing education through loudspeakers. This I came across in a news covered by India Today and we may have many such examples: <https://www.indiatoday.in/education-today/news/story/jharkhand-teacher-uses-loudspeakers-for-virtual-classes-in-village-amidst-lockdown-1695522-2020-06-30>

What is better than to share our life with our students and let them learn what they need the most. What better way to grade down to their level, as for once grading down won't be substandard... For once let them learn how to strike a 'balance' by balancing ourselves and keeping ourselves invigorated. Easy said than done, but drawing curtains on the daily drama of our hollowness (which many of us would be facing and we did too), using every 'ounce' of energy in each cell of our mind and body, transcending the confines of our pent-up feelings and serving a slice of 'LIFE' with a dollop of 'Happiness' to them, in turn helping them transcend theirs. 😊

This apotheosis shall never end and we must strive untiringly every single day to pump-up the energy required to keep it going. To foster students, we as Educators must foster ourselves, maybe by enhancing our skills at such an hour when we may have a little time in hand (along with our daily chores). Join a course online, experience the obstacles ourselves as it'll help us generate empathy for our students too. Education in its true sense can never be restricted because we are physically constricted right now. No matter what, along with and not diminishing the value of imparting the curricular knowledge we must be able to sandwich the 'values', create 'value education', and "...be the change we want to see".

We have experienced the same and transforming it into opportunities to make a difference by becoming the difference. Not thinking that we are helpless and or can do only this much with all the overwhelming issues popping around us. Dealing with anxiety, and sadness of sitting at home and not being able to step outside, even going out to buy groceries became 'the' shopping experience, drawing happiness and smiles out of

the smallest things which we may have missed altogether and forgotten its value. Only under such trying circumstances and coping up with the workload of work at home and work from home, could we come close to life. Inculcating ourselves with that one quality we all need to prove the definition of the word-‘Educator’-‘Compassion’, sincere compassion for our students, no matter what age they are or we are at. It wasn’t so easy for us too to generate compassion for our students sitting kilometers away, however, we did it and will continue to do so no matter what. If we look back or look inside what is that one thing that we like to have at the end of the day, women and men alike? After all day’s work and exhaustion don’t, we want someone to be a little empathetic and compassionate to us? That’s exactly what our students need in the classroom, someone whom they can trust being sincere and compassionate to them, someone like them, someone like ‘Us’.

The question is not whether all this is possible, but whether we have the ‘Courage and Hope’ to Make it Happen? If Yes, then the ‘Show is About to Begin’..... 😊

Students Perceptions of the Effectiveness of Hotel Management Curriculum in West Bengal

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Abstract

Hotel management education is a multidisciplinary field. The hotel industry is also one of the most diversified industries in the world because of the wide number of different occupations and professions involved in it.

The hotel industry operates on regional, national, as well as global levels & involves different sectors of an economy. According to me, curriculum assessment is an important tool to evaluate students learning. Every hotel schools offer a varied choice of subjects. Some of the subjects in no way can help a hotel management student to crack a job.

Thus my study develops a fantastic framework, based on course offerings and descriptions of the Hospitality & Hotel Management Programs in West Bengal-Kolkata, to evaluate how the curriculum contributes to students' preparedness for their future career.

As hospitality education is linked to the industry, so some level of industry involvement is mandatory during their curriculum stage.

Keywords: *Hotel management curriculum, Hotel management students, Hotel industry, Prospective hotelier, Hotel management education, Hotel school.*

Introduction

Hospitality is a lifestyle. We are all aware that "A hotel is a home away from home". Hospitality provides food, lifestyle, accommodation, drinks, and other facilities as required, requested, and demanded by the guest. The hospitality industry is a part of the tourism & travel industry.

Improvement in transportation allowed more people to travel longer distances at less price spreading tourism all over the world. Hospitality and tourism have become two of the largest worldwide industries. The hotel industry suddenly entered a new epoch of prosperity with the end of World War II. Everyone began traveling as never before. Men &

women traveling in their transport needed casual or simple lodging that was accessible from major highways and had enough parking facilities. During the early days, the hotels were small and had less than 50 rooms. They were owned and operated by a couple and were called Mom and Pop properties. By 1960, the motel concept had become an influential part of the hospitality industry. During this era, the motel had at least 100 rooms with a separate parking space for each unit.

The world's first hotel schools began appearing in Switzerland from the late 19th-century. Hospitality education in India started way back in 1954. The pioneer of hospitality education in India is the National Council for Hotel Management and Catering Technology (NCHMCT)

The Institute of Hotel Management (IHM) under NCHMCT is run by the central government. In this current era, there is more demand than ever for effective & vibrant hospitality professionals.

Hotel management or hospitality education is a multidisciplinary field. Thus to meet these diverse and varied requirements, we have seen that different types of hospitality programs came into existence. Thus the growing demand for the Hotel management course has led to increased competition in the market. The hospitality industry is very diverse and global and is greatly impacted by fluctuations within the economy & as well as connected to almost everything around this planet.

During the press release at marketshare.com by Kenneth research, it is said that the hotel industry in India is expected to reach a value of INR 1,210.87 Bn by the end of 2023, expanding at a compound annual growth rate (CAGR) of ~13% during the 2018-2023 period, owing to the high arrival rate of foreign tourists and business delegates. Hotel owners are adopting the latest marketing practices through social media, which prove to be effective in generating exposure and higher volume of bookings 2018, the major hotel brands operating in India were Marriott International, the Indian Hotels Company Limited (including brand Ginger), Radisson Hotel Group, ITC Hotels, Accor Hotels, Hyatt Hotels, Sarovar Hotels, Intercontinental Hotels Group, Lemon Tree Hotels, and Oberoi Hotels & Resorts. The occupancy rate (percentage of days for which rooms are booked in a given period) of the major hotels in India increased at a rate of ~65% between FY 2017 and FY 2018, due to increased demand from business and leisure travelers.

Recently since the last few years, West Bengal sees an upward swing in the hospitality sector. According to Hotel & Restaurant Association of Eastern India (HRAEI), investment in the upcoming 5-star, 4-star and

3star hotel projects would be approximately Rs 3,500-4,000 crore The upcoming hotel giants include InterContinental Hotels Group (Holiday Inn), Starwood Hotels & Resorts Worldwide (Westin), Carlson Rezidor Hotel Group (Radisson Blu) and JW Marriott. ITC will also launch its second property in the city.

The hotel brands have understood the deeply rooted nature of hospitality in West Bengal and are leaving no stone unturned to capitalize on it. Thus along with the growth of Hotel brands in West Bengal, hospitality-related education institutions have also seen a steep rise in numbers in the last few years with the concentration of them being located in and around Kolkata, the state capital.

As per ET, people have started showing interest in the east and Kolkata is playing host to travelers for not just the city but the entire North East and also Dhaka, Bangladesh. So the brands that are coming in if positioned correctly, the outlook is fairly optimistic,” said Neeraj Govil, market vice-president, South Asia, Marriott International Inc

Hospitality courses cover an expansive range of skills and generally portrays in an associate’s or bachelor’s degree, but a master’s degree and certificate programs are also available. Courses in hospitality prepare students for careers in travel, tourism, and related services, which is one of the largest industries in West Bengal. Other cities like Siliguri, Bardhaman, Durgapur, and Asansol have also seen such trends which is a good sign as the industry is demanding quality students with high employability skills and moral values. To understand the dynamics of hotel school education, it is important to have an approach that is simple and in detail.

Different types of Catering Establishment where undergraduates can master their skills & knowledge

Primary Catering Establishments	Secondary Catering Establishments
Star Hotels	Club
Non-Star hotels	Welfare
Restaurant	Departmental Store
Specialty Restaurant	Industrial Canteen

Bar	Leisure Linked Catering
Coffee Shop	Transport Catering

Figure 1

Review of Literature

Murphy (2001) stated that because hospitality educational programs vary widely and are continuously re-evaluating their success at meeting the needs of students and industry, some type of collaborative effort should be made to bring about a union of academics and industry. The main finding from a study done by Lafever and Withiam (1998) entitled "Curriculum review: how industry views hospitality education" focused on the effectiveness of hospitality education curricula and attempted to identify future industry issues. This study found that hospitality practitioners would like academe to produce students who not only had the appropriate technical ability but who also had a realistic view of the industry.

Tesone & Ricci (2009) examined perceptions of the necessary competencies of entry-level employees in hospitality management. It's a never-ending debate related to the concept of hospitality & the curriculum content of the same. This could be attributable to emphases placed on the competency areas in higher education and academic programs.

Rahman (2010) has mentioned that courses such as Food and beverage management, accommodation as well as human resource management, and courses that highly contribute to the enhancement of one's communication skills are the main branches in this hospitality management program. On the other hand, courses in accounting & finance and were contributing negatively to student preparedness. As per him, assessment is a multifaceted process. His study also mentions assessment in the hospitality industry is conducted mainly to analyze the industry expectations and students' perceived level of preparedness with very little work that takes into account the expectations of hospitality educators. He has mentioned that the hotel industry experience is very important to get a job as a hospitality educator. He says having been part of both the industry and the academics, the viewpoint related to students preparedness from a Hospitality educator is more significant & valuable as compared to an industry expert.

Rudyard Ryann T. Verano (2017) observed that due to the fast pace & tremendous growth of the hospitality & tourism industry before getting a fresh college graduate in the real or actual work environment, the necessary level of competence needs to be checked & measured. His study used a quantitative research design employing an adapted survey questionnaire to collect the necessary data.

Objectives of the Study

This paper is focusing on “Students perceptions of the effectiveness of Hotel Management curriculum in West Bengal”. The various inputs in this paper develops a fantastic framework, based on course offerings and descriptions of the Hospitality & Hotel Management Programs in West Bengal-Kolkata, to evaluate how the curriculum contributes to students’ preparedness for their future career.

The objectives of my study are:

- Aims to analyze the effectiveness of the hotel management curriculum in India from the student’s perspectives.
- To explore the differences in students’ perceptions of their preparedness by their demographic characteristics.
- To find out the importance of various subjects in the (hotel management) curriculum.

Research Methodology

• Questionnaire

The study uses a quantitative research design. It also measures to what extent the students have learned during the academic years of their study. It is conducted in three organizations (one private hotel school, one private university & a five-star luxury city hotel) whereby both the academic institutions specialize in the hotel management course in West Bengal & the city hotel specializes in the hotel business. The respondents are all hospitality/hotel management backgrounds which include students (final year batches only), hospitality educators & working hotel professionals.

A separate questionnaire was also formulated for the students who are currently pursuing the final year of hotel management course, faculty members from the above organizations as well as for the hotel executives who are presently working at various positions in the hotel industry, for their views related to the above-mentioned topic. An adapted survey

questionnaire from Donald G. Schoffstall (2013), Dr. Dasgupta (2017) & Rahman (2010) is utilized as an assistance/principal tool in gathering the data for this study.

- **Data Collection**

A homogenous sampling method was used for this study. The prime members of those who were involved in the data collection/sampling process are final year hospitality/hotel management college students, experienced hospitality educators, and senior hotel executives. The researcher carefully & intentionally neglected & omitted those hotel executives who have not yet mastered a minimum of 5 years of industry experience. This was done to ensure rich feedback & proper evaluation. Also, the same method of feedback policy was adopted in the case of Hospitality Educators. Only those Hospitality Educators were involved in the survey who teaches core hospitality subjects. As it was already mentioned earlier that only the hospitality department students of final year batches were involved for the above-mentioned survey, as the students they have already undergone their mandatory internship/industrial training at various hotels and will soon join the real work environment. The researcher personally visited the hospitality institutions of West Bengal-Kolkata for the collection of data & processing the same.

The questionnaires were sent to the hotel executives over email & via WhatsApp. (Both in group & personally). Out of 73 questionnaires sent to the hospitality executives, 65 were returned. Of those, 53 were valid (81% valid return rate). The genuine feedback from hospitality educators was 41 out of 50 (92% valid return rate) and for students, the numbers were 82 out of 95 (86% valid return rate). The invalid questionnaires included those which were incomplete and which were marked in more than one rating.

Results & Discussion

- **Demographic/Data Analysis and Interpretation**

The data used in this study were collected from January 2020 to March 2020 in West Bengal (Kolkata), India. The survey highlights the difference in thought process among the hospitality working professionals, hospitality educators, and undergraduate hospitality students. A significant difference was found between the groups regarding the importance of employability skills. A common thing was

noticed among all the respondents that everyone has shown positive responses in terms of judging the real weightage of the curriculum.

Other indicators that have an excellent rating are the efficacy in terms of managerial and supervisory skills in different functional areas of the hotels and management proficiency in hospitality.

- **Demographic Statistics of the Respondents/Demographic Information**

Gender ratio of the 176 respondents collected from the hospitality industry and hospitality institution from West Bengal (*53 hospitality executives, 41 faculty members, and 82 students*) are as follows:

Table 1. Gender Ratio of the Respondents:

Respondents	Hotel Executives		Faculty Mem- bers		Under Graduate Students	
	Number	Ratio (%)	Number	Ratio (%)	Number	Ratio (%)
Male	35	66	30	73	70	85
Female	18	35	11	26	12	14
Total	53		41		82	

Source: Primary Data

Out of 40 respondents from the hospitality industry, 66% were male members while 35% were female members. The faculty male-female ratio was 73% (male) and 26% (female) while the final year undergraduate student ratio was male-dominated (85%) with only 14% female respondents.

Table 2: Work Experience of Faculty Members and Hotel Executives:

Experience	Hotel Executives	Ratio %	Faculty Members	Ratio %
5-10 Yrs	15	28.3	10	24.3
11-15 Yrs	10	18.8	15	36.5
16-20 Yrs	13	24.5	8	19.5

21-25 Yrs	7	13.2	3	7.3
26-30 Yrs	8	15	3	7.3
30 Yrs and above	0	0	2	4.8

Source: Primary Data

Out of 53 hotel executives, 72% of the respondents were having work experience within 20 years, while the rest 28% were quite senior members of their team with experience between 21–30 years. There was no respondent (hotel executive) in this survey who was having work experience above 30 years.

The highest number of faculty members participated from the experienced group between 5–10 years (28.3%) followed by the experienced group of 16–20 years (25%). However, only 2(5%) respondents who were having more than 30 yrs of experience participate in this group.

Table 3: Age group of Hospitality Executives and Faculty Members:

Age Group	Hotel Executives	Ratio %	Faculty Members	Ratio %
25-30 Yrs	20	37.7	17	41.46
30-45 Yrs	25	47.16	12	29.26
46-55 Yrs	8	15.09	8	19.51
56 Yrs and above	0	0	4	9.75

Source: Primary Data

84% of the hospitality executives who participated in the survey were aged between 26–45 yrs with only 15% between 46–55 yrs. There was no respondent (hospitality executive) found in the survey who was aged above 55 yrs. 70% of the faculty members belonged to the age group between 25–45 yrs. Less than 20% of faculty members belonged to the age group of 46–55 yrs, while less than 10% of the faculty members were above the age of 55 yrs.

Table 4: Educational Qualifications Faculty Members and Hotel Executives:

Respondents	Hotel Executives		Faculty Members	
	Number	Ratio (%)	Number	Ratio (%)
H.S Diploma	3	5.67	0	0
Bachelor's	48	90.56	0	0
Master's	2	3.77	35	85.37
Doctoral	0	0	6	14.63

Source: Primary Data

90% of the hotel executives who participated in the survey have completed their bachelor's degree. Less than 5 percent were master's degree holders. There was no respondent (hospitality executive) found in the survey who holds a Ph.D. degree. 85% of the faculty members were Master's degree holders. 15% of faculty members hold a Ph.D. degree, while there were no respondents who are just Diploma/Bachelors degree holders.

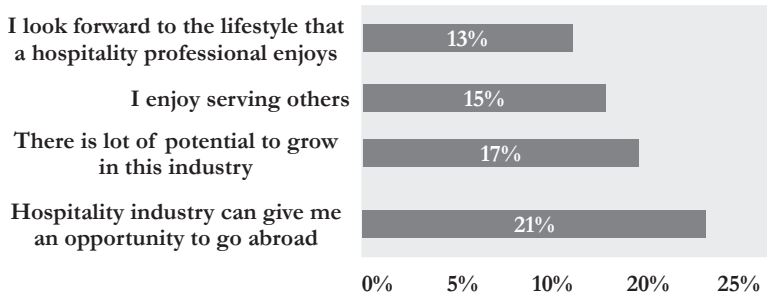


Figure 2: Motivation for Working in the Hospitality Industry

Source: Highlights of Aspiring Minds Employability Report on Hotel Management Graduates 2014 _ Aspiring

Conclusion

The term curriculum signifies various academic content & lessons taught in a specific program. As per (SCERT) a curriculum is broadly defined as the totality of student experiences that occur in the educational process. As we all are aware that hospitality education is a professional course, as such the hospitality curriculum is designed keeping in mind the needs of the various hospitality sectors especially hotels at various levels.

Hospitality education integrates management theory & practical business knowledge. One of my favorite things about the hospitality curriculum is that they frequently incorporate one or more internships into their curriculums as well-in fancy restaurants, major hotels, and resorts. Normally once a hotel management graduate completes his/her degree right away they are placed in different private or domestic hospitality sectors which ranges from luxury star category hotels, restaurant chains, clubs, airlines, cruise lines, resorts, tourism sectors, and many more.

Findings of the report raise an alarm for the hospitality/hotel management educational institutions to succor the gap between the thought processes regarding the hospitality education curriculum & the actual requirement/demand of the industry.

It also shows that there is a strong need for awareness among the curriculum experts to structure the curriculum in such a way that aspiring hospitality graduates find it interesting & as well as it's easier for them to crack the job interviews as well as when they face the real work situation.

Based on the research, it can be concluded that core subjects such as food & beverage, front office, food production & house-keeping contribute much more for student's preparedness in this hospitality management program. On the other hand, courses in Hotel engineering, accounting, etc were contributing negatively to student preparedness.

The primary objective of the research was to develop a base that would allow students to rate their level of preparedness from their curriculum. Almost each & every subject from the hospitality curriculum was taken into consideration before finalizing any judgment. Each & every subject was measured from the point of view that the students learn or gain knowledge from their respective subjects.

Highlighting the strengths and weaknesses of the curriculum was also the lead objective of the research. The curriculum variables were converted into a user-friendly survey via which hotel executives, undergraduate students, and hospitality educators rated their view point's regarding the importance of the entire hospitality curriculum to work in the industry.

As an investigational study, this research study would be acceptable; however, it would be great if the above research can be performed on a larger scale as compared to the above research. It has also been observed during the research study that some of the students might not rate the curriculum questionnaires accurately. It can happen for various reasons such as disliking the instructor for that particular subject, personal grudge, or maybe least interested in the course.

Thus with the rise in demand for hospitality education, the need to have a proper curriculum must be mandatory. The curriculum should showcase those aspects/features which adds to the growth of the students both in the industry as well as personally.

Rather than putting more time and effort into the appearance of the program, the above study reveals that hospitality educators should revisit & rework their program objectives & modify the curriculum. The curriculum must be reviewed very wisely keeping in mind the latest & current hospitality trends. This report will be a useful tool in the hands of educationists, policymakers, and corporations and make them reflect upon and implement the right interventions to bridge the gaps.

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Abstract

Pandemic COVID-19 has broken the Economies of all economically forward countries. Tourism is one of the major industries which has been affected by high figures shifting deep down. Australia is the fastest growing country economically over the last 28 years without any decline.

Travel, Tourism, and International students coming over to this country have been put to a complete ban on inbound and outbound travel. China being one of the major contributors to Australian Tourism and education has severely affected our economy. Until a solution is found to cure the disease the Tourism will have to face the worst consequences. It's not just about flights, it's way more than these hotels, restaurants, food businesses, the entire industry is taking its toll. COVID-19 is not as contagious as measles and not as likely to kill an infected person as Ebola, but people can start shedding the virus several days before.

The number of global flights has dropped by more than half since march' 2020 till now. Passenger numbers are likely to have declined even more steeply, as many airlines adopted specific seating policies to maintain a distance between customers. There is no evidence-based strategy for climate change mitigation, and an overall silence regarding pandemic and other risks the global tourism system imposes on itself and the global economy. The COVID-19 crisis should thus be seen as an opportunity to critically reconsider tourism's growth trajectory.

Keywords: COVID 19, Pandemic, Travel & Tourism.

It took a hundred years to have another pandemic, hundred years ago the Mother of all pandemics hit across the world and an estimated one-third of the population was infected.

It is a great mystery as to how or where this Pandemic COVID-19 started but it has broken the Economies of all economically forward countries, something that no one has ever imagined. Time and again

nature will test itself and we have to bow down to mother nature for being mean to her. Saying this I would like to state that nature is best admired when people could travel and admire it and now that nature is all clean and pure without any pollution we are restricted to travel.

Tourism is one of the major industries which has been affected by high figures shifting deep down. Due to Covid-19 restrictions, many countries have restricted travel to safeguard their territories.

A slump in demand amongst customers due to COVID-19 being spread due to travel to other countries, many small businesses have been shut down. Australia is the fastest growing country economically over the last 28 years without any decline has been met a major slump in its economy.

Travel, Tourism, and International students coming over to this country have been put to a complete ban on inbound and outbound travel. China being one of the major contributors to Australian Tourism and education has severely affected our economy. Tourism is the most susceptible to measures related to counteracting the pandemic. In the past due to several other disruptive events tourism has been affected but it was always resilient to changes in different parts of the world.

The Covid-19 has hit it strenuously and its effect is unprecedented, being a very mobile generation, the pandemic made it's way all over the world in a short period. Although many countries have opened restrictions internally a national restriction to travel from outside is a certain NO in the months to come. Until a solution is found to cure the disease the Tourism will have to face the worst consequences.

It's not just about flights, it's way more than these hotels, restaurants, food businesses, the entire industry is taking its toll.

The world has experienced several major epidemics/pandemics in the last 40 years, yet none had similar implications for the global economy as the COVID-19 pandemic.

COVID-19 is not as contagious as measles and not as likely to kill an infected person as Ebola, but people can start shedding the virus several days in advance of, As a result, asymptomatic people transmit COVID-19 before they know to self-isolate or take another measure like physical distancing in public or wearing mouth/nose coverings to prevent the spread of the virus through speaking, coughing, or sneezing.

The main reasons for the increasing pandemic threat in the 21st century are due to industrialized food production in global value chains;

increased consumption of higher-order foods including meat; and, the development of global transport networks acting as vectors in the spread of pathogens. Disease outbreaks such as SARS, Ebola, Marburg, hantavirus, Zika, and avian influenza are all outcomes of anthropogenic impacts on ecosystems and biodiversity. High-risk areas for the emergence and spread of infectious disease are from agricultural practices that increase contact between wildlife and livestock, and cultural practices that increase contact between humans, wildlife, and livestock.

With very limited testing in many countries, also due to the unavailability of tests, the unknowingly asymptomatic transmission is thought to be substantive, the rapid increase in and spread of confirmed COVID-19 cases from its epicenter.

The rapid emergence, scientific understanding, and responses to COVID-19 evolved over approximately eight weeks, and tourism organizations are still struggling to comprehend the scope of what is happening and where this is going to lead to.

Some major modifications cause difficulty of projections at this time so that all estimates of eventual consequences for tourism must be interpreted with extreme caution.

As a result of travel restrictions and lockdowns, global tourism has slowed down significantly, with the number of global flights dropping by more than half by mid-March 2020. As case numbers rose, travel bans grounded a growing number of carriers. Passenger numbers are likely to have declined even more steeply, as many airlines adopted specific seating policies to maintain a distance between customers.

The COVID-19 pandemic should lead to a critical reconsideration of the global volume growth model for tourism, for interrelated reasons of risks incurred in global travel as well as the sector's contribution to climate change. There is no evidence-based strategy for climate change mitigation, and an overall silence regarding pandemic and other risks the global tourism system imposes on itself and the global economy. Volume growth agendas appear to be driven by individuals and large businesses profiting from such growth models.

Complementing these business and policy perspectives is the question of changes in consumer behavior and travel demand. Behaviour is influenced by several factors that include personal economic wellbeing and disposable income, changes in cost, perceived health risks, and changed capacities for consumption as a result of pandemic restrictions.

After conducting consumer sentiment surveys across China, Italy, Spain, the UK, and the US that consumer optimism will be higher at the start/end of the pandemic, and vary between countries. In the case of China, the first country to go through the various stages of the COVID-19 pandemic found consumers were regaining confidence, and interestingly, a greater interest in environmentally friendly products.

The pattern identified in consumer surveys is to be expected as it closely follows the notion of an issue-attention cycle across the different stages of an issue, problem, or perception of risk. The COVID-19 crisis should thus be seen as an opportunity to critically reconsider tourism's growth trajectory, and to question the logic of more arrivals implying greater benefits. This may begin with a review of the positive outcomes of the COVID-19 pandemic. For example, as a result of the significant decline in demand, airlines have begun to phase out old and inefficient aircraft.

As become widely adopted by home office workers, including students forced into distance learning, and business travelers avoiding non-essential air travel. After months of these new work arrangements, for how many organizations and workers will perceive the benefits of this new work adoption. More generally, views on mobility may also have changed in everyday contexts, as countries without full lockdown responses appear to have seen a significant rise in cycling and outdoor activities.

These ongoing positive changes may be seen as precursors for change on a broader level that will lead to the global tourism system. To this end, resilience research in tourism has highlighted the need to consider the zero-carbon imperative in combination with destination models seeking to reduce air pollutants. There may be an insight that tourism in its current form is not resilient, as profitability and liquidity are often marginal; a situation owed to overcapacity in air transport and accommodation.

These general findings regarding the need for economic change can be contrasted with business expectations to get "back to normal", and to possibly overcompensate for lost revenue. It can also be expected that in a situation of global recession cruises. Notably, the price of air transport has declined by 60% over the past 20 years. Climate change risks have begun to be tangible and this will build up over time.

Covid-19 could be a boon or a curse, but no one knows until we find a silver lining to the sky. Many countries have been trying to find a drug

and have even promised to release a drug soon as possible which may bring great relief to the world.

The world has changed and it's an approach to futuristic methods that have changed. Going Eco-friendly is the theme of the day, no matter what everyone is standing up to make a change to the eco-system.

Let us all take it as a boon as this may lead to greater innovations and be helpful to read consumer demand. Life has changed and everyone has been confined to their homes, family time has increased but at the same time, we see an increase in family violence.

Around 40 percent of women in the world have reported Violence at the hands of their spouses, this number is a direct consequence of Covid-19, being jobless or low income has thrown these numbers out of proportion.

The best of all is that nature has become clean and we have become more cleaner and now looking to indulge in organic commodities.

In conclusion, I would like to say let's show our gratitude by giving our best to Nature, and nature in return will cradle us in her arms forever.

An Assessment of Outcome: Based Online Education in the Pandemic Stage

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Abstract

The epidemic caused by the COVID-19 virus has had far-reaching consequences for education, as classes were closed in several countries around the world in March 2020. Public health officials' guidelines on social exclusion will help to flatten the curve of infection and reduce the possible deaths from the disease. Coronavirus has spread through oceans, many schools, colleges and universities are faced with severe problems, and conditions are avoided. Educational technology and how we advance schools to use this technology in this state of affairs. Universities and educational institutions are now shutting down. It is necessary to remember now that the school must have to learn and teach in this pandemic environment. In this chapter, the author showed how to proceed with outcome-based active online teaching-learning, and tried to conclude that OBE is a future opportunity for resource-crossed countries like India

Keywords: *COVID 19, Online Education, LCM model, Online educational tools.*

Introduction

The crisis triggered by the COVID-19 virus has had far-reaching implications in the area of education, as schools were suspended in many countries around the world in March 2020. The recommendations of public health authorities on social isolation could serve to flatten the curve of infection and minimise the potential deaths from the disease. Coronavirus distributed throughout continents, many schools, colleges and universities are faced with severe issues and shut down circumstances—educational technologies and how we advance schools to use these technologies in this state of affairs. Public colleges, community institutions are all closing down. This is important to realise now that the school will continue to learn and educate in this

pandemic environment. Teachers require a mix of learning resources and templates. Families tend to be more negatively impacted to help the learner, college planning, reading, etc. The problem now emerges as to what proportion of schools, colleges and universities can opt for online courses. Access to web services requires many internet connectivity technologies. Teachers are training themselves by using resources, reliable cable, and high-speed internet. Rural areas may face more problems due to access issues.

Some of the institutes have already confirmed that online instruction would be the only tool for the August-December Semester. In this situation, both teachers and students have to adopt online teaching-learning methods, and it should outcome-oriented.

In this chapter, you will learn about:

1. *Concept of the outcome-based online teaching-learning process*
2. *LCM model and its implementation*
3. *Role of an educational institution*
4. *Different tools for developing outcome-based online teaching*

Outcome-Based Education and Online Learning and Teaching

The lock-down crisis has pushed us to follow an online learning style without any plans. Teachers and students are strangled by problems such as internet access and intermittent power cuts. Besides, educators are facing immense difficulty in solving institutional problems such as instructional strategies and deliverables. The modern learning method has also resulted in a rise in working hours for educators, which has contributed to further strain. Most pupils are now choosing to miss classes as the teacher is reluctant to have 100 per cent of attendance. Most parents do not have a spare computer or laptop at school, because they are busy away from home. This causes students to battle smartphones to attend school.

Outcome-based education is the theory to teach the bases with goals and ideas of an educational system. In the end, the learners will experience educational values and will achieve their goal. Various and numerous technologies are providing to the educator or instructors with comfortability and flexibility. They do not need to go to a specific place or at a particular time to teach the students. Very quickly with compassion, they can teach or educate the students from their home.

It is a concept of learner-oriented learning model which gradually started from 2009 onwards in India. According to the instructors or

educators, they state “Being a educators we need to learn how to create value in education,” started looking each student or learner as future educator without begrudging our life, “Therefore OBE is the model helps them to plan their teaching methods, making lesson plan, way of course delivery and assessment.” At the point of a startup need to start with making videos and spent for it. Initially, the responses of the learner will be less or slow in the procedure or can be non-effective for the same, but gradually it will increase in a rapid process.

The impact of the videos, ebook, study materials, tutorial link and related educational website link will be more effective and powerful to attract the younger generations, basically the learner or peer group. Participation will be low at the starting point, but gradually it will increase and will be rapid in process. Can say there will be an outburst craziness of LMS. Recommendations for learning component should always be provided to them with proper guidance. It can happen when active participation of the learner (especially virtually) taken place.

Components of OBE:

Two significant components of OBE are:

- Screen Sharing
- Video Sharing

Few points to be remembered and monitored by the teachers or educators while providing online teaching

- Never deliver a monologue, always it should be in dialogue form
- Needs to create your own video lecture
- Time of presenting, one should always ask questions, could be from the starting point
- Always try to put or keep the video into a dialogue, to make the class more interactive

Keeping in mind at the starting point, need to start with asking questions based on the respective study and videos, lots of participants will think about the matter, will try to improvise the same.

During the endpoint of discussion, the teacher needs to answer the questions, which will convert into feedback and need to clarify the doubts of the students.

The items should be in the form of:

- a. Open-ended questions
- b. MCQ.
- c. Quiz

Teacher or educator needs to impose. Let the students discuss a lot in forum, but teachers must provide the topic with focused questions—those question to be given to the students and need to be addressed by the teachers. Hence the teachers need to check the items and answers need to be in tag with the learners and give them the best guidance and assessment.

Functions of Online Teachings

**=>Dialogue=>Learning by activities=>Learner Interest/
Focused Question=>Learner Trajectories-LCM Model.**

Dialogue: On online pedagogy, dialogue plays a vital role. Hence its take cares about the involvement, support and control of the teaching.

Learning by activities: It collectively helps students to move towards their learning goals. The educators or the teachers can easily design a format of instructional activities to achieve the goal or can say to win the faith, trust and interest of the students.

Learner Interest/Focused Question: This process helps to review the interest, attention and perceptions of the online learners with full of enthusiasm and concern.

Learner Trajectories/LCM Model: Learning Centric Model (LCM) will solve big problems; it will help to create perfect LMS (Learning Management System).One will be able to create their own course. When we are building our MOOC (Massive Open Online Course), it is not sufficient to simply focus on information transmission and making accessible the various activities that one would do in a classroom. It is necessary to ensure that we follow learner's centric principles.

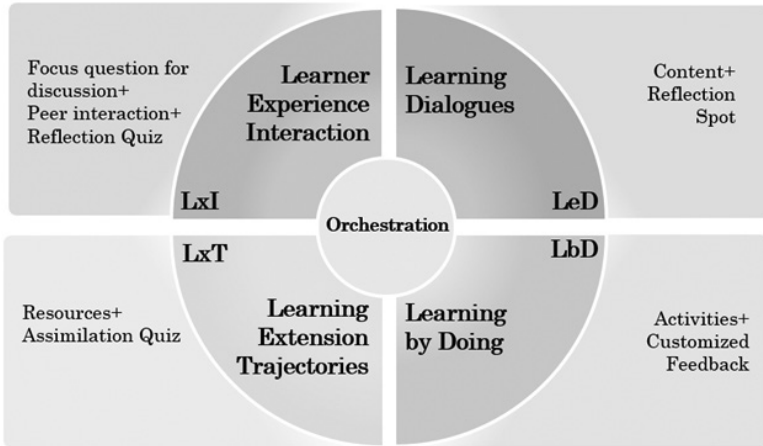


Fig 01: LCM Model: IIT, Bombay

The LCM model helps instructors to create MOOC, which is learner-centric. The LCM model consists of learning dialogues which promotes concept attainment through learner instructions—learning by doing, which is a formative assessment activity—learning extension trajectories which advance learners learning along with diverse parts. Learning experience interactions which cultivate peer learning through focus discussion.

In addition to these elements, it is essential to keep in mind the orchestration that is the process by which the course team design the interaction for the learners as well as assist and guide the learners through the MOOC.

To the learner-centric MOOC model, what we need to keep in mind is, instead of merely creating lectures and demos and making them available, we now generate learning dialogues i/e **LeD**.

Instead of merely making activities and homework available to students, we now create learning by doing activities or **LbD** with customise feedback.

Instead of merely making discussion forum platform available to students, we now have learners experience interaction or **LxI**. These are driven by a focused question and exploit the power of peer learning.

Instead of merely making some resources available to learners, we now have to learn extension trajectories or **LxT**. These help diverse learners, advance their learning along their own chosen path.

Instead of merely making the contents available to the learners, we now orchestrate the course, through these LCM elements to provide reach and connected experience to all the learners in the MOOC. This is the glimpse of what is the LCM model.

- Lectures & Demos-----Learning Dialogue (LeD)
- Assignments & Activities-----Learning by doing (LbD)
- Discussion forum-----Learner experience Interaction (LxI)
- Additional Materials-----Learning extension trajectories (LxT)

Modes of Online Teaching

Synchronous Instruction

Synchronous instruction reflects traditional live coursework as carefully as an online class can.

- Fixed Timing/Place
- Focus.
- Watch once.
- Instructor Pace
- Few Questions
- Target Few students.
- Immediate Feedback

Asynchronous Instruction

- Flexible timing/Place
- Lecture
- Discussion
- Focused group
- Demonstrations
- Simulations
- Games
- Case Studies

Importance of Online teaching

There is no supplement of physical teaching method/school teaching methods. Online teaching has its own creativity. Learners/students may

not know how to learn online. Instructors should provide them with practical exposure and suggestion, along with step by step instructions and various tips to determine the content.

If there is no availability of online class, the student might be detached from their own studies and give more attention to other world activities.

In realistic perspectives, it is more challenging to teach all learning styles. Need to pay special attention in creative ways to serve physical, kinesthetic and social interpersonal learners. Every subject area has its own uniqueness and challenges. Best way to motivate the learners to run class live, like “flipped classroom” for practical application.

Dos and Don'ts of Online Teaching

Do's:

- Asynchronous learning.
- Schedule online hours.
- Talk to the point and only required essential elements.
- Be specific to your expectations, exactly what require from the students and let them understand it.
- Always have specific lesson objectives.

Don'ts:

- Not only synchronous learning.
- Never set 24*7 availability expectation.
- Should not overload the students.
- Do not be too open-ended. Be vague.
- Do not give random activities.

Benefit and Drawbacks of Online Teaching and Learning:

Benefit:

- This process is student-centric teaching approaches.
- It is very flexible for learners to avail education.
- This system is not time-bound.
- Virtual classes can be conducted at any time, and both teacher and students can interact in the classroom from anywhere and anytime.
- Learners can easily avail education from anywhere that has internet access.

- Course material accessible and can be available 24*7.
- The online instructor comes with practical knowledge and may be from any location across the globe.
- Traditional classroom students may get bore or might not interested in I hour class.
- While learning with online lectures with learning, the sequences by the instructor may be divided as 5 to 10 min video, then interactive exercise and finally end up with question-answer session.
- The learner can use resources and can take help of the instructor anytime on request.
- It is more effective as various teaching aids can quickly be accompanied.
- Moreover, it is project-based and can be easily understandable by interaction and demonstration by the instructor.
- Easy to do the grading system with the use of computer technology
- Allows giving instant feedback to the students

Drawbacks:

- It is a self-learning process without any physical presences of the instructor or the teacher.
- The learner may be unable to understand the concept without the help of the instructor.
- The instructor is not physically available in this mode of teaching.
- The limited study material provided by the instructor
- The smooth running of LMS depends on internet speed and network accuracy.
- The online learning process is costlier than classroom learning, as it involves internet cost.
- The online learning teaching method is not applicable for the mass population of India as, the major part of Indian community under the poverty line, and unable to afford a smartphone, computer and costly internet data package.

Role of Educational Institute

The purpose of an educational institute is to achieve its goal by keeping the education structure alive.

Educational body designing systems to produce students of various disciplines in higher technical education based on the mode of online teaching-learning methods.

- The internet and technical progress have come to the rescue and have created a significant pedagogical change in the education field.
- Curriculum, as well as extracurricular programs, are being adapted according to the present situation, to eliminate interruptions in the schooling process.
- This break from daily classroom instruction has also facilitated the development of multi-faceted skills.
- In these unpredictable and challenging times for students, the most critical obligation rests with the educational institutions to bring about fundamental reform and inspire students in the right manner and at the right time.
- Since then will the students benefit from these programs and action plans.
- Moreover, this out-of-the-box mindset and innovative mentality should allow institutes to create the best brand image for themselves. Below are some of the steps that institutes around the world are taking to deal with this crisis.

Table 01: Differences between Traditional Education Approach Vs Outcome-based approach:

Parameters	Traditional Education Approach	Outcome-based approach
Approach	Instructor/teacher-centric approach.	Learner or student-centric approach.
Planning	They are concerned about what content needs to teach and what teaching methods to be applied.	Concerned about what the students/learner knows and how able or what to do after teaching i/e Intend learning outcome.

Teaching	To impart values and knowledge to understanding the ideas of students.	To convey or impart the teaching and methods of learning activities, which students need to demonstrate how well and nicely understood and achieved it.
Assessment	To evaluate how effectively students have imparted knowledge.	To evaluate how effectively students/ learner have executed the ILOS. (Intend Learners Outcome)

The Most Popular Online Learning Resources for Teachers and Students

Hundreds of digital education platforms have been created to inspire students, strengthening the transparency of learning systems, promoting cooperation and enabling contact between teachers and learners. Here we present 11 of the most common ones.

Google Classroom

Google Classroom helps classes communicate, save time and stay organised. It also makes teaching more productive by allowing you to streamline assignments, boost collaboration, and foster communication. You can create classes, distribute tasks, send feedback, and see everything in one place. Google Classroom also seamlessly integrates with other Google tools like Google Docs and Drive, helping to keep you organised and most importantly, save time.

Zoom

Zoom is the most popular and widely used tool in India.

HD Video and Audio with exceptional clarity and quality for virtual and hybrid classes.

Security and compliance: Zoom enables FERPA/HIPAA compliance and provides 256-bit encryption.

Session recording and transcription: Record classes and lessons to allow students to learn at their own pace.

Enhanced collaboration features: One-click content sharing, real-time co-annotation, and digital whiteboarding.

Integrates seamlessly with LMS: Zoom supports integrations with Moodle, Canvas, Desire2Learn, Sakai, and Blackboard.

Accessibility for all learners: Ensure that everyone can participate equitably with closed captioning and keyboard shortcuts.

Edmodo

Edmodo is an interactive resource that links teachers and students to a virtual network. Teachers can create online community communities, organise and provide instructional resources, assess student success, and interact with parents, among other functions. Edmodo has more than 34 million members who interact to create a learning experience that is more enriching, customised and compatible with the resources presented by technology and the modern world.

Socrative

Designed by a community of educational developers and engineers. Socrative is a program that encourages teachers to build challenges or instructional games that students can solve using mobile devices, whether iPhones, laptops or tablets. Teachers will see the outcomes of the exercises and, depending on them, change the following lessons in order to make them more customised.

Projectq

Projectq is a platform that helps you to create multimedia presentations with immersive slides that allow you to add interactive charts, links, online quizzes, Twitter profiles, and images, among other options. In a class session, instructors will exchange instructional experiences with students who are visually suited to various devices.

Thinglink

Thinglink helps students to create immersive representations of songs, sounds, texts and photos. They can be shared on other blogs or social networks, such as Twitter and Facebook. Thinglink gives teachers the ability to build learning methodologies that increase students' interest by immersive content that can broaden their awareness.

TED-Ed

TED-Ed is an interactive forum that encourages teaching lessons to be produced with the cooperation of professors, pupils, animators — usually individuals who wish to broaden awareness and new ideas. The website makes it easier to democratise access to learning for both

teachers and students. Here, people should engage directly in the learning cycle of others.

CK-12

CK-12 is a platform that aims to reduce the prices of instructional books on the K12 market in the United States and around the world. To accomplish its goal, this initiative provides an open-source interface that enables the production and dissemination of instructional materials over the internet that can be updated and contain videos, audios and interactive activities. This can also be printed and conform to the appropriate editorial requirements in each region. The books produced in CK-12 can be tailored to the needs of any teacher or pupil.

ClassDojo

ClassDojo is a resource to change student behaviour: teachers give direct feedback to their students so that they are “rewarded” with points in the classroom, and students become more receptive to the learning process. ClassDojo gives real-time updates to graduates, such as ‘Well Done David!’ and ‘+1,’ to work collaboratively. The details gathered on student actions can be shared with parents and educators via the network at a later date.

EduClipper

This website helps teachers and students to exchange and discuss resources and instructional materials. In eduClipper, you will collect material found on the internet and then exchange it with members of previously formed classes, which provides the ability to handle the learning content contained online more efficiently, develop analysis methods and provide a visual archive of what students have learned during the course. It also offers teachers the ability to arrange a virtual class for their students and to create a folder where all the work carried out is kept.

Storybird

Storybird seeks to encourage the writing and reading skills of students through storytelling. With this tool, teachers can build immersive and creative books online with a simple and easy-to-use GUI. Stories created can be inserted in forums, e-mailed, and written, among other alternatives. In Storybird, teachers can also create assignments with students, receive continuous input, and coordinate classes and grades.

Animoto

Animoto is a multimedia platform that helps you to make high-quality videos in a limited time and from any mobile device, encourage students and help develop learning lessons. The Animoto interface is comfortable and realistic, enabling teachers to create audiovisual material that adapts to their instructional needs.

Kahoot

Kahoot! It is an online forum focused on games and questions. Teachers may use this method to create questionnaires, conversations or assessments that supplement classroom lessons. The content is reflected in the classroom, and students answer questions while playing and studying at the same time. Kahoot promotes game-based learning, which increases student interaction and provides a diverse, engaging and enjoyable learning environment.

Conclusion

Successful steps are taken by the Government to promote the interactive learning cycle. Practical steps are being taken by the Government to mitigate the adverse effects. Finance Minister recently revealed assistance to all students who do not have access to the Internet service. This will consist of DIKSHA, a one-nation, one-digit school network system. The Government also discussed the universal use of radio networks in the immediate future. The Ministry of Human Resources is now preparing to open the schools with the permission of the MHA. While social differences are not feasible in classrooms, the MHA has prohibited the opening of schools throughout the country. It encourages schools and institutions to implement immersive learning approaches fully.

Online education is a future opportunity for resource-crossed countries like India, and we will look forward to transitioning to newer learning methods. For all going new, we do need to ensure the productivity of learning processes. Online education will foster self-development, and good teachers should be able to understand that. The optimistic view, though, is better than the adverse effect and we will be willing to acclimate with the developments.

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Abstract

COVID 19, 'The Deadly virus-journey that started in China in November' 2019 has gradually speeded up to almost every the developed and developing countries. The whole world had taken lockdown as a precautionary measure because there was no vaccination for the pandemic. A recent survey by Business of Travel trade reveals that about thirty-three per cent of people is willing to go on vacation with their family by the end of this year. The entire tourism and hospitality industry is in a stake. In this chapter, authors have shown the current scenario of the hospitality industry along with guidelines and precautionary measures adopted by hotels in India to safeguard their guests in the post-pandemic stages.

Keywords: COVID-19, *hospitality industry, hotel, precautionary measures against Coronavirus, MoHFW guidelines.*

The pandemic, COVID-19 has destroyed the tourism and hospitality industry across the globe, and a similar effect is observed in India too. The journey that started in China in November'2019 has gradually speeded up to almost every the developed and developing countries. The whole world had taken lockdown as a precautionary measure because there was no vaccination for the pandemic. According to the World Health Organization, the option that helps us to safeguard from Corona Virus is to accept social distancing. In the third week of March, India adopted the same and imposed lockdown in the whole country. Since last few months, the Government banned mass transport, and a vast restriction was imposed on private transport too. Experiencing

about Two million COVID cases, of course, with less than three per cent mortality rate, and is gradually moving towards “New Normal” stage. Though the number of cases is increasing every day, the movement of common people is from one place to another is also gradually improving. It seems that that people have come of the trauma and fears of COVID infection, and accepted it as a part of life. So they are preparing to visit different destinations with some precautionary measures. A recent survey by Business of Travel trade reveals that about thirty-three per cent of people are willing to go for a vacation with their family by the end of this year, whereas, forty-three per cent have decided to postpone their vacation for the next year. The majority of the people will travel even in the next twenty-four months; they will surely check and verify whether the hotel opts all proper precautionary measure against Coronavirus or not.

In this chapter, you will learn:

1. The concept of COVID-19 and the hotel industry.
2. The present situation in the hospitality sector.
3. Precautionary measures that have taken to prevent the deadly infection.
4. Different guidelines issued by the Health Ministry of India for the accommodation industry.

Though the million-dollar question is whether the accommodation industry of India would survive in the post COVID phase or not because people are not even ready to step out of their homes.

Since last few months, Govt. enforced lockdown has paralyzed the hotel industry in India. A considerable number of restaurants and cafes have been shut. Owner driven hotels are struggling for existence, and major reputed hotel chains are facing difficulties to manage the salary of their staffs, and in many cases have gone for retrenchment.

VP of FHRAI, Mr Gurbaxish Singh, said in his statement that the majority of the hotel had adopted the policy of reducing operational cost to come up with the current scenario.

To ensure absolute safety and hygiene for the guests, vast and exhaustive protocols of a pandemic is encrypted, which will be enforced from the front office to touchless lobbies and up to spread out banquettes.

Social distancing is the first criteria; most of the hotel has decided to redesign their old procedure and ensured the least human contact with the guests. Major hotel chains including Taj properties, ITC, and IHCL

have already introduced digital check in–check out process, mandatory thermal screening at the entrance for both employees and guests, reducing the number of tables from the restaurants and bars, suspended self-serving buffets, sanitizing the public area and hotel premises with every small interval etc. as a vital preventing measures.

All national and international chains and individual hotels have introduced best practices of preventive measures as per the guidelines given by WHO and Indian health Ministry.

The chapter dealt with mutual tourism Accommodation facilities such as hotels, other and accommodation, and the campgrounds.

World Health Organisation, GOI and other recognized regulatory bodies have formulated the document to assist hoteliers in the planning process related to the formulation of Standard Operating process in the post lockdown phase. They strongly recommended that hotels always follow the guidelines provided by the Health Department, the Government, including guidelines on maintaining records etc. based on local authority requirements, to formulate their SOPs.

The first step is to make a Guest Booklet or Communication methodology to be handed over to the Guests at their first touchpoint, so that they are evident on what is expected of them for their safety and also the mandatory requirements as per the health authorities.

Identify and set-up a Safety Team with a Leader, who will be responsible for ensuring that all measures are being implemented and recorded. Ensure that you conduct a detailed workshop for Associates, maintaining Social Distancing. One should have a ‘Crisis Management’ documented plan in place and methodology of reporting any issues that arise in the hotel. A quarantine policy, if required, for the Associates, should be clearly defined. Also, have procedures of reporting any suspected cases or possible issues to the Safety Team.

The entire process is divided into two parts which cover the guidelines for the guests and the employees of the hotel under various groups.

Hotel Operations in the COVID Period–for the Guests

‘Namaste’ should be used as the greeting for all Guests at all touchpoints to maintain Social Distance.

Guest Transport

- Confirmation on the drivers is wearing protective devices such as mask, gloves etc.

- The vehicle should be disinfected after every arrival.
- Ensure that the driver section can be segregated with a temporary plastic or a transparent sheet.
- The driver should be instructed to limit conversations to minimal with the guests.
- Guest instructions to be placed at the back seat; the information booklet must cover all the steps being taken by the hotel for safety and sanitization along with the operational norms for restaurants, room service, housekeeping & laundry procedures.

Entrance

- Temperature: checks at the entrance should be mandatory.
- Guests running a temperature of more than 98.6° F should be politely asked to return or directed to the closest hospital/medical facility.
- Disinfect and clean Guest luggage after informing the Guests.
- Provide a mask if the guest is not wearing one, if required.

Reception

If the guest is arriving from restricted countries or regions, ensure that the Front Office has detailed information from the Guest upfront before arrival or at time of making the reservation.

- For all pre-booked Guests, all check-in formalities should be completed online to reduce contact and time at the front desk.
- Give safety, hygiene and other instructions to the Guests as per the new SOP.
- Ensure markings on the floor at reception to maintain Social Distancing.
- Ensure Associates are wearing masks & gloves.
- Keep sanitizers for Guests to use.
- Keep paper, envelopes and all equipment sanitized.
- Keep swabs which Guests can use with sanitizer to clean their phone or credit cards.

Elevators

Ensure that safety instructions, including the number of guests allowed at one time, is placed inside the elevator and is easily visible; apologize

for the delay and inconvenience caused to the Guests due to the new safety norms.

- Elevator floor must have markings with directions so that Guests do not face each other and maintain the appropriate Social Distance.
- Ensure the Housekeeping Associates regularly sanitize elevator floor buttons.
- Keep floor & another area of the elevators that can be touched sanitized.
- Install hand sanitizer dispensers in the elevators.

Guest Rooms

- Signage's with information on sanitization norms should be placed.
- Due to Social Distancing norms, allocate other rooms or leave two rooms vacant in between, based on occupancy levels.
- Guests instructions given at the reception should include instructions on how the rooms are sanitized at regular intervals.
- May need a tent card or post to say the room & other touchpoints have been sanitized.
- Ensure Housekeeping Associates on the floor are wearing safety gear.
- Keep sanitizers at regular intervals on the floor and small dispensers in the rooms.
- Inform Guests that newspapers are not being delivered due to safety reasons, but e-papers will be made available through WhatsApp etc.
- Laundry, room service instructions should be available in the room for the new SOPs being implemented.
- Room linen to be changed once in two days or ONLY on request; no turndown services to facilitate minimal contact.

Restaurants

- Reduce the number of tables to maintain Social Distancing norms
- Seating for the tables to be reduced to half of capacity.
- Arrival instructions should explain to Guests that they should come down to the restaurants only when a table is available to avoid crowding.
- You may wish to avoid buffets initially and include either TDH or 'à la carte.'

- Staff must be trained for minimal contact/communication during service.
- Ensure Associates are wearing masks & gloves.
- Use disposable napkins which are pre-packed or individually packed serviettes.
- Keep sanitizers for Guests to use.
- Keep swabs which Guests can use with sanitizer to clean their phone or credit cards.

Pool, Gym & Spa

- Keep these areas closed till advised to open, as per government norms.
- Suggest alternate options/drop open parks or walks which may be safer.
- Include Yoga sessions or health channels in the morning for Guests to follow.

Business Centers

- Keep enough space between work desks.
- Limit the number of Guests in the area based on the maximum allowed.
- Disinfect each desk, equipment and work area after the guest has moved out.

Meetings

- In case Guests require a meeting area, keep enough space between tables & chairs.
- Limit the number of Guests in the area based on the maximum allowed.
- Disinfect each desk, equipment and work area after the guest has moved out.

Check-out

- Create a separate check-out area if you think it is getting overcrowded and wherever possible use e-check out by emailing the bill & accepting online payments.
- Advise the Guests to inform their check-out plans in advance so that bills can be made ready.

- Put floor markers as in case of check-in.
- Provide sanitizers and other swabs in case the guest requires.

Other Guidelines

- All indoor areas such as entrance lobbies, corridors and staircases, escalators, elevators, security guard booths, office rooms, meeting rooms, cafeteria should be mopped with a disinfectant with 1% sodium hypochlorite or phenolic disinfectants.
- For metallic surfaces like door handles, security locks, keys etc. 70% alcohol can be used to wipe down surfaces where the use of bleach is not suitable.
- Kindly refer to the WHO guidelines or your local state & central government health authorities for additional information on appropriate disinfectants.
- Based on the projected Occupancy levels, you may wish to define the operational timings of each of the areas and advise your guests accordingly.

Hotel Operations in the COVID Period-In House

Employee Transport

- Temperature checkpoint for Associates before boarding the bus, where transport is provided.
- Ensure that Associates transport is organized in case public transport is not operating in your cities or is not safe.
- You may wish to have few Associates stay in the hotel, keeping in mind the Occupancy levels.

Clock-in

- Request all Associates to stay at home in case they have any symptoms of flu or are not feeling well.
- Alternate methods to be devised for Associates to clock-in and clock-out at the hotel; could use QR code method.
- Temperature check for all employee on clocking into the premises of the hotel.
- Staff running a temperature more than 98.6° F should be asked to return home.

Employee Uniform

- Uniform exchange daily should be the norm.
- Uniforms will need to be appropriately sanitized; steam press or heat iron can be used.
- Associates will be given masks and gloves as part of the uniform across all departments.
- Ensure that Associates are maintaining Social Distancing during the uniform exchange.

Employee Lockers

- The shifts will have to be staggered in various 15 minutes slot to ensure there is no overcrowding in the lockers and the number of employees is regulated with proper Social Distancing norms being followed.
- Extensive hand wash and sanitizing arrangements must be made with signages explaining the need.
- Regular monitoring to ensure there is no crowding on arrival or at the locker room.

Employee Tools

- Proper tools and gears for Associates which would include masks, gloves and also tools in various departments which shall minimize the human touch.
- Use disposable masks only.
- Associates to wear disinfected & clean gloves.
- Associates to isolate themselves in case they have any symptoms of cold or flu.

Employee Dining

- Shifts must be staggered to avoid cafeteria crowding.
- Cafeteria hours should be extended to allow smaller groups over a more extended period-the usage should be restricted to 33% of its capacity at any given time.

Kitchen

- Operational kitchens must be sanitized at regular intervals.
- Limit the number of staff to the minimum required; staff can be organized into teams to reduce interactions between teams.

- All staff should wear disposable masks, gloves, hairnets and all other safety gear.
- Workstations should be placed in such a way that the staff is not facing each other and can maintain appropriate Social Distance.
- Run limited menus and ramp-up in a phased manner.
- You may tweak the menus to include more options of cooked food rather than raw food.
- Ensure proper cleaning of vegetables, meats and all other materials that are required in the kitchens; use approved sanitizing agents to disinfect.
- Ensure all tools get sanitized after each use.
- It would be useful to use an Autoclave machine for all cooking equipment, ladles etc.

Receiving Tools

- Proper cleaning procedures for items being received.
- Quarantine & date tag receivable goods before you take them inside the stores.
- All supplies need to be thoroughly sanitized before entering the stores and refrigerators.
- Use the WHO and Health Department approved sanitizing agents for the same.
- Ensure the area is sanitized at regular intervals.
- Vendors should be advised on how you will accept goods and how their staff should arrive with necessary protective gear.

Service Elevators

- Ensure that safety instructions, including the number of employees allowed at one time, is placed inside the elevator and is easily visible.
- Ensure elevator floor buttons are regularly sanitized.
- Keep floor & another area of the elevators that can be touched sanitized.
- Elevator floor must have markings with directions so that employees do not face each other and maintain Social Distancing.
- Keep one elevator dedicated to quarantine and evacuate any possible suspected cases for both Guests and Associates.
- Install hand sanitizer dispensers in the elevators.

Employee Clinic

- Ensure regular health check-ups for employees; can have a well-equipped clinic operational within the hotel premises with a health partner.
- Have proper PPE equipment for the Safety Team in case of any requirements, train the Safety Team to handle and wear disposable PPE equipment in case they have to evacuate a potential suspected case.
- Check all employee temperatures twice a day.

Employee Training

- L&D should conduct sensitization classes for Associates on upgraded hygiene standards; they can also have to visit faculty to update Associates on standards.
- Employees must be well-informed about all COVID related operating SOPs.

Sales & Marketing Team

- Sales & Marketing Associates who visit various offices can be asked to go home post appointments and submit reports from home.
- If they are visiting clients, ensure that they are aware of the necessary safety precautions they should be taking during their meetings.
- All teams should be regularly updated with the latest guidelines by WHO and your local & central government authorities.

Guidelines Set by MoHFW

The Union Ministry of Health and Family Welfare (MoHFW) issued a Standard Operating Protocol (SOP) on preventive measures to contain the spread of Coronavirus in hotels and hospitality sector units. The Ministry has issued a set of guidelines that need to be followed by the hospitality sector in the wake of the coronavirus pandemic.

These guidelines include:

- Entrance to have mandatory hand hygiene (sanitizer dispenser) and thermal screening provisions.
- Only asymptomatic staff and guests shall be allowed.
- All staff and guests to be allowed entry only if using face cover/

masks. The face cover/masks have to be worn at all times inside the hotel.

- Adequate human resources shall be deployed by hotel management for ensuring social distancing norms.
- Staff should additionally wear gloves and take other required precautionary measures.
- All employees who are at higher risk, i.e., older employees, pregnant employees and employees who have underlying medical conditions should take extra precautions.
- Proper crowd management in the hotel as well as in outside premises like parking lots-duly following social distancing norms shall be ensured. Large gatherings/congregations continue to remain prohibited.
- Valet parking, if available, shall be operational with operating staff wearing face covers/masks and gloves as appropriate. Proper disinfection of steering, door handles, keys, etc., of the vehicle, should be taken up.
- Preferably separate entry and exits for guests, staff and goods/supplies shall be organized. Maintaining physical distancing of a minimum of six feet, when queuing up for entry and inside the hotel as far as feasible. Specific markings may be made with sufficient distance to manage the queue and ensure social distancing in the premises.
- The number of people in the elevators shall be restricted, duly maintaining social distancing norms. The use of escalators with one person on alternate steps may be encouraged.
- Details of the guest--the guest must provide travel history, medical condition, etc., along with ID and self-declaration form at the reception.

Source: Guidelines by Health Ministry report released on Jun 05' 2020.

Apart from the safety as mentioned above measures, the hotel also should launch proper safety drills and impart training to their employees. HR team of most of the hotels are engaged in teaching their staffs how to fight against the Coronavirus and how to protect themselves from the infection of the pandemic disease. Provision of washing hand with soap or alcohol-based sanitizers with warm water for at least

20 seconds frequently, monitoring of cleaning guest contact area on regular intervals, barring staffs from touching their faces while working, maintaining social distancing with guests—are the primary learning perspectives of the training.

Besides, they have educated the staffs about the symptoms of COVID infection like fever, cough sore throat etc. so that they can quickly identify infected guests. They are also being taught how to handle the situation if a guest is diagnosed with corona positive. Employees are also trained about the next necessary steps regarding isolation and hand over the infected guests to the hospitals and maintaining records of the same. They are also well informed about their duties and responsibilities related to the consolation of the health department for appropriate actions. The entire process is documented in the proper booklet and circulated among all the staffs. Many reputed hotels have also created several e-learning courses for their employees and defined specific roles and responsibilities of different levels and uploaded in multiple channels for their staffs. Virtual classrooms have also been created for the induction of newly joined employees and trainees for creating general awareness of coronavirus infection.

India hotel industry is fully prepared to welcome the guests in the new regular post-pandemic stage once all bans are lifted, and the movement of the guests are resumed.

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Abstract

Nutrition ensures that we enjoy optimal health throughout our lives. The quality of nutrition has a direct bearing on the immunity and immune system. stored nutrients play a significant role during infection when intake and absorption are compromised and nutrient demand is high. Good Nutrition in combination with optimizing lifestyle does not just give good health but also prevents the onset of several life-threatening ailments like diabetes, heart diseases, hypertension, hypothyroidism, diabetes, cancer etc. With a growing global population, people are more adaptive to consuming a diet that is rich in refined flour, sugar, trans and saturated fat with fewer micronutrients and fiber. Focusing on nutrient-rich foods and a well-balanced diet is the best way to obtain these desired nutrients and increasing the antibody response of the body. Some foods that are immunity boosters are: Turmeric, garlic, cinnamon, citrus, and ascorbic acid-rich foods, vegetables, and herbs. The list is incomplete but it gives a good idea of what foods work. Keeping the above points in mind and internalizing the healthy practices will lead to an optimum weight loss and increased.

Keyword: *Nutrition, Food, Immunity, Physical Activities.*

Nutrition ensures that we enjoy optimal health throughout our lives. As the saying goes “We are what we eat”, which truly states the importance of diet we take in influencing our physical, mental, emotional, social, and spiritual health. Good Nutrition in combination with optimizing lifestyle does not just give good health but also prevents the onset of several life-threatening ailments like diabetes, heart diseases, hypertension, hypothyroidism, PCOS, cancer, etc.

Despite having a lineage of the best food availability and eating pattern in India, there has been a sharp rise in the occurrence of non-communicable diseases due to changes in lifestyle and over-reliance

on processed foods. Toxicity has plagued the human bodies to a large extent giving further rise in deficiencies and ailments. This leads to a compromised immune system where our bodies are not able to fight against the environmental virus, bacteria, fungi, and other pathogens. The quality of nutrition has a direct bearing on the immunity and immune response. Hence, it is important to ensure adequate intake of nutritious food not only during infection but at all stages of life, because stored nutrients play a significant role during infection when intake and absorption are compromised and nutrient demand is high. Although there is not much evidence with COVID-19, the preliminary data shows increased severity among those with higher BMI and among the elderly and those with comorbid conditions, who are invariably known to have impaired nutrition status, thus suggesting a possible link between the nutritional status of the host and the clinical outcomes of COVID-19. So this goes to prove that the occurrence of rising obesity worldwide is also responsible for low immunity.

In this chapter, we shall have a run-through of all diet and lifestyle factors responsible for optimal health and increasing the immune response since diet and nutrition becomes the most common denominator of all bodily responses.

1. **Increase Immunity Through Foods**—With a growing global population, people are more adaptive to consuming a diet that is rich in refined flour, sugar, trans and saturated fat with fewer micronutrients and fiber, which substantially increases the incidence of obesity and compromises the immune response of the body. Focusing on nutrient-rich foods and a well-balanced diet is the best way to obtain these desired nutrients and increasing the antibody response of the body. Some foods that are **Immunity Boosters** are:
 - a) **Vitamin C rich foods**—Vitamin C, also known as ascorbic acid is a wonder immunity booster as it radically affects the production and function of white blood cells. It also protects the body against the damage caused by free radicals or toxins. Some of the rich sources of Vitamin C are citrus foods like orange, sweet lime, kinu, and lemon. Also, foods like amla (Indian gooseberry), guava, strawberry, kiwi, papaya, mango, bell pepper, etc contain a good amount of vitamin C.
 - b) **Turmeric**—Turmeric a common Indian spice spruces up the immune response of the body. Commonly known as ‘Haldi’ in India, it is used in almost all the Indian curry and lentil preparation.

The bioactive chemical ‘curcumin’ found in turmeric is an excellent anti-inflammatory, anti-viral, anti-bacterial, and an immunity booster. It is recommended to take turmeric in combination with black peppercorns for maximum absorption. It can be consumed in the form of turmeric black pepper tea or put into warm milk, soups, stews, cooked vegetables, etc.

1. **Garlic**—Ancient vegetable garlic was used by Hippocrates to cure various illnesses like respiratory and digestive problems, parasitic infections, and immune system boosters. The bioactive compound called ‘allicin’ in garlic has been proven to be anti-viral and anti-bacterial in several types of research. Hence consumption of garlic in the form of dips, chutneys, added to vegetables, pulses, curries, and legumes increases metabolism and boost immunity and can be used for the prevention of several non-communicable diseases.
1. **Cinnamon**—Cinnamon is an antiviral, antifungal, and antibacterial, so it boosts the immune system by fighting against the pathogens that cause various illnesses. Cinnamon also is known popularly as ‘daalchini’ in India is a part of the spices popularly used in almost all Indian curries. The bioactive component of cinnamon is called ‘caumidin’, which has the anti-inflammatory properties and boosts the immune response. It can be taken as part of vegetables, soups, tea, coffee, and salads, and salad dressings.
1. **Curd and Buttermilk**—These are dairy products that contain a plethora of nutrients like B group vitamins, vitamin C, and lactobacillus bacteria, which is a type of probiotic enhancing the good bacteria in the gut, thus boosting the immune system and warding off the microorganisms in the intestine. It is advisable to make the curd out of cow or toned milk since it does not contain saturated fatty acids.
1. **Mix Broth**—Very popular in India especially got popular during COVID times is the broth made with some key herbs and spices like grated ginger, sacred basil (tulsi) leaves, crushed peppercorns, crushed clove, and cinnamon. It’s best to add these to the water, simmer on the heat for about 15 min, strain and drink. Even if consumed once a day, it boosts immunity manifold.
2. **Physical Activity and Immunity**—There is an old proverb ‘Use it or lose it’, which goes to explain the importance of using your body or else the body heads towards decline. Regular exercise is very good for overall fitness and general health. Exercise empowers the

body to heal, repair, synthesize, and release various hormones and chemicals required for healthy body functions. It also strengthens the heart, allows it to pump blood better, circulates to all the parts of the body, and also increases the oxygen holding capacity of the body by strengthening the pulmonary (lung) muscles. This ability reflects a person's physical fitness. Exercises also benefit by reducing stress, depression, anxiety, and tension which makes one more susceptible to illnesses caused by viruses and bacteria. It keeps the muscles, bones, and ligaments strong. Regular activities can make one feel full of energy and more youthful keeping the body agile and supple. With the ever so increased oxygen supply to the body boosts the immune system which makes one less prone to infections. Exercises if done consistently increase the production of macrophages that scavenges the pathogens thereby protecting the body from illnesses. The ideal exercise, to begin with, can be a brisk walk of 150 minutes per week which can be taken up to 200 minutes per week gradually.

3. **Lose Weight if Overweight or Obese**—Having optimal weight is the ultimate need of the hour. People who have obesity are at high risk of many medical conditions like
- Insulin insensitivity and Diabetes type 2
 - Respiratory Problems and sleep apnea
 - Hypertension
 - Coronary Heart diseases
 - Hypothyroidism
 - Polycystic Ovarian syndrome
 - Aches and pains
 - Fatigue and general weakness
 - Knee and joint pains
 - Mental disorders like depression, anxiety, etc
 - Stroke
 - Low quality of life
 - Gall bladder disease
 - Osteopenia and osteoarthritis
 - Cancer

etc.

Hence losing weight has become a priority to sustain a healthy life. It becomes important to take foods and nutrients as part of a healthy eating pattern. It's important to eat the right amount of calories as portion control to maintain a healthy weight. Try to reduce your total daily calories gradually. Alongside this, it is important to stay physically active, maintain a good sleep cycle, control smoking, and alcohol intake, and follow the good lifestyle in every aspect. About immunological functions, obesity affects the immunity by reducing the production and action of immune cells. As the authors of a 2016 literature review write, “obesity has been shown to increase fat deposition in tissues of the immune system.” The accumulation of fat in lymphoid organs — including the spleen, thymus, bone marrow, lymph nodes, and certain tissue in urogenital, respiratory, and gastrointestinal tracts — “adversely affects immunity in older individuals.” Obesity also lowers the production of T cells (produced in the thymus gland) and B cells (produced in the bone marrow) as these cells are used to fight against pathogens invading the body.

- 4. Sleep and Immunity**—A great sleep cycle is imperative for good health and having a great immunological response from the body. Along with all other needs of the body, sleeping is a vital part of the foundation for good health and well-being throughout your lifetime. Sleep deficiency can lead to physical and mental health problems, injuries, loss of productivity, weight gain amongst lowering the body's immunity drastically. If one is not getting enough sleep or is sleeping at the wrong times, sleeping late, or have poor quality sleep, you'll likely feel very tired during the day. You may not feel refreshed and alert when you wake up. This response is due to higher levels of a hormone called ghrelin, which activates excessive hunger sensation and lowers the metabolism. To understand how sleep works, it is important to know that there are two types of sleep, the REM and non REM (REM stands for Rapid Eye Movement). The non REM is also called the deep sleep which happens in the first part of the sleep in which the body rejuvenates and synthesizes various chemicals essential to the body's functioning. On the contrary, the REM sleep is the restful state of the body which goes towards the dawn, which is also comparatively a shallow sleep where one would remember the dreams. For the overall health of the body, it is essential to sleep restfully in the early part of the night. This helps in strengthening the immune system of the body by initiating the production of white blood

cells and antibodies. Sleep deficiency is linked to many chronic health problems, including heart disease, kidney disease, high blood pressure, diabetes, stroke, obesity, and depression. Getting enough quality sleep at the right times is vital for mental health, physical health, quality of life, safety, and majorly immunity.

To improve your sleep habits, it also may help to:

- Go to bed and wake up at the same time every day.
- Try to keep the same sleep schedule on weeknights and weekends. Staying up late and sleeping in late on weekends can disrupt your body clock's sleep-wake rhythm.
- Use the hour before bed for quiet time. Avoid strenuous exercise and bright artificial light, such as from a TV or computer screen. The light may signal the brain that it's time to be awake.
- Avoid heavy and/or large meals within a couple of hours of bedtime. Avoid nicotine (for example, cigarettes) and caffeine (including caffeinated soda, coffee, tea, and chocolate). Nicotine and caffeine are stimulants, and both substances can interfere with sleep. Spend time outside every day (when possible) and be physically active.
- Use relaxation techniques before bed like meditation or listening to soothing music to drift off to sleep.
- Reading a book also helps to sleep.

On average try to sleep for at least 7 hours each night and sleep timely, that is, by or before 11 pm for optimal health.

5. **Avoid Processed Food**—There seems to be an extreme reliance on fast food, junk foods, sodas, fries, sugary desserts, chips, doughnuts, fatty foods, processed meats, foods made with refined flour like pasta, noodles, burgers, pizzas, naan, kulcha, several baked products. These food products are detrimental to the health and drastically lower immunity and the production of T cells which fights with pathogens. Refined and processed foods contain no fiber, which is important in the health and synthesis of “good bacteria” in the gut. Many of the “good” bacteria that fiber feed are responsible for secreting metabolites that protects our immune health. Choose whole grains over refined ones, fruits, and vegetables to keep the gut and the rest of your body in optimal condition. Make chapattis with whole grain flour or may add bran to the flour to enhance fiber, whole fruits (not juices), vegetables, pulses and legumes with

peels, etc. to optimize the fiber in the diet. Use natural foods and not packaged ones to avoid preservatives, colorants, and other chemicals, which eventually add toxins to the body compromising with immune cell response. Take care of the following points:

- Eat chapattis, tortillas, and paranthas instead of bread
 - Eat green chutneys instead of ketchup and processed dips
 - Try to eat home-cooked food as much as possible
 - Add lots of vegetables in pasta and pizzas to compensate for fiber
 - Avoid using trans fat and foods made with them
 - Avoid sodas and carbonated beverages and stick to lemon water, buttermilk, ginger ale, etc.
 - Avoid jams, jellies and processed bread spreads
 - Avoid packaged chips and other deep-fried foods
 - Reduce the intake of white sugar, instead use jaggery, date sugar, honey, etc. instead
 - Avoid packaged fruit juices, instead, stick to eating fresh fruits or fresh fruit juices
 - Stick to seasonal fruits and vegetables
6. **Avoid excessive Use of Tea and Coffee**—Too much intake of tea and coffee increases caffeine and nicotine in the body which are responsible for suppressing the production of T and B cells (lymphocytes), responsible to ward off the pathogens. Also, the antibody production goes down drastically with high amounts of these stimulants circulating in our blood. It is advisable to stick to less than 200mg of caffeine per day, as a result, only 2 cups of tea or mild coffee would keep the ‘Good bacteria’ alive, which also strengthens our immune system. Avoid brewing the tea and coffee too much as this process extracts more caffeine and nicotine thereby rendering more toxicity to the beverage
7. **Avoid Cigarettes and Alcohol**—These are also responsible for compromising our immune system to a great extent. These are both high on toxicity levels in the body and compromise with the immunological response against the pathogens. “Alcohol consumption is associated with a range of communicable and noncommunicable diseases and mental health disorders, which can make a person more vulnerable to COVID-19. In particular, alcohol compromises the body’s immune system and increases the risk of

adverse health outcomes,” the WHO stated. Alcohol consumption can worsen the outcomes from other “respiratory illnesses by damaging the lungs and gut and impairing the cells responsible for immune function. Alcohol has diverse adverse effects throughout the body, including on all cells of the immune system, that lead to increased risk of serious infections,” said Dr. E. Jennifer Edelman, a Yale Medicine addiction medicine specialist. Alcohol can kill the gut bacteria which drastically slows the immune response to the pathogens. “If the cells lining a person’s airway are damaged from alcohol, then viral particles, such as COVID-19, more easily gain access, causing immune cells, which fight off infection, to not work as well, leading to increased overall risks of more severe diseases as well as complications,” said Dr. Alex Mroszczyk-McDonald, a practicing family physician in Southern California. When the body is unable to clear a pathogen, an infection can worsen and lead to more severe, life-threatening complications. Hence smoking and alcohol intake both should be tapered to be had only occasionally.

Keeping the above points in mind and internalizing the healthy practices will lead to an optimum weight loss and increased immunity. As they say “Health is Wealth”, it indeed is! Lets together walk through the points and walk our way to the healthiest version of us.