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Golden Jubilee celebration of IHMA

I can very well connect my feelings as a pre-opening team member of a central IHM in this country, towards the growth of an Educational Institute. It takes a lot of planning and hard work to see the Institute taking off smoothly and achieving height of success gradually. Each room, facility and isle of IHMA has seen the hidden talents of the students who have become the present day hospitality leaders and leaders in other fields. IHMA will remember the students silently and would feel proud of them.

I appreciate and recognize the contribution made by the then faculty members and the then administrative staff for the growth of the Institute. Attaining 50 years is a big mile stone for IHMA. The Institute is going very sound and strong in producing quality trained hospitality manpower. Also I would like to seek the cooperation and support of the graduated students to make this Institute a great place for learning.

I wish all the stake holders of this Institute to take pride, being a part of it and always extend support for its well-directed continuous growth in favour of the student's learning.

Dr. J.K. Mangaraj
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From the Editor – Golden Jubilee IHMA 1972-2022

Volume 4, Issue 1 of Indian Journal of Hospitality Management is celebrating 'Fifty years Golden Jubilee celebration of Institute of Hotel Management, Ahmedabad' to resonate with its 50 years of excellence. The time progressed may be looked at from the lenses of development, contribution to the industry, and society.

India is a land of diversity concerning culture and in terms of the food that the citizens of this country have valued since times immemorial. India has endured the adversities of the Covid-19 pandemic since the past few years with unity among the diversity. Though it was in poor shape, the hospitality industry is now regaining its shape and reviving with the pandemic becoming plateau as time passes.

India is a significant travel and tourist market. Cruises, adventure, medical, wellness, sports, MICE, eco-tourism, film, rural, and religious tourism are among the unique tourism goods. India has been regarded as a spiritual tourism destination for both lo-

cal and international tourists. Still, due to the pandemic, the local tourists have started to explore the scope of domestic tourism and the hospitality industry. The local tourists have begun exploring the local culinary destinations, thereby enjoying the culinary journey.

In January 2020, the 'Dekho Apna Desh' campaign was launched in Konark, Odisha, in response to Prime Minister Narendra Modi's August 15, 2019 plea to go to at least 15 sites in 2022 to encourage domestic tourism and support local economies. The Ministry of Tourism has organized a series of webinars on various towns, states, cultures, heritage, wildlife, adventure, and other topics. This webinar series aimed to raise awareness about and promote numerous Indian tourism locations, including lesser-known places and lesser-known aspects of well-known sites. In this issue, we have touched upon the theme of Dekho Apna Desh, an initiative by the Government of India in 2020 to help the survival of the tourism and hospitality industry.

With the quick expansion and development of social media platforms, these platforms have transformed how the business operated just a few years ago. By making information widely accessible with a single mouse click, social media has bridged the gap between customers and service providers. It is not only an awareness platform but also a networking medium that allows guests to engage with them from anywhere at any time.

In the event of a business loss due to the epidemic, many hotel and tour companies were forced to compromise on many aspects of their employees' welfare, including deferred payment, deduction of salary, and curtailment of fringed benefits.

The travel limitations have created a fresh opportunity for star-rated hotels to recruit domestic guests to keep their companies afloat and earn profits during these trying times. To sell themselves among domestic clients, hotels are branding themselves with new usual practices and appealing techniques. Academic institutions have also looked into other options

and have shifted to the online form, including e-contents and efficient delivery.

Employees achieve a high level of motivation, performance, and resilience towards the organization when management appreciates their existence as work resources.

With the partial release of the hotel industry's lockdown, the way has been cleared for welcome guests with minimum human interaction. Reservations, check-in, check-out, accommodations, dining experiences, conferencing, and delivery have all benefited from technology-driven artificial intelligence technologies and big data analytics.

Hotels have begun to give guests staycation services to ensure and create customer confidence for future business during the Covid-19 outbreak. Online food & beverage shopping was the most convenient choice for most people during the pandemic. The number of people using various mobile applications to buy food & beverages and other hospitality services has increased.

It is critical for the hospitality business to invest in human resources through training to strengthen the competitive position of the organization and improve quality, innovation, and productivity, which can lead to higher profitability.

Many riches hiding in our backyards have yet to be fully unfolded, obscuring heritage tourism. Although knowledge of the presence of such places is not entirely lacking, their heritage potential is just a rudimentary understanding.

Dr. Jagat Krushna Mangaraj, Chief Patron

Dr. Priti Ranjan Sahoo, Editor-in-Chief

Table of Contents

1. A study on the role of social media marketing strategies adopted by top three Indian hotel brands
Ms. Dipali Kulshrestha *Pages: 1-11*
2. A Study of select Luxury Resorts offering Staycation facilities during Covid-19 pandemic in India
Ms. Smrutirekha, Dr. Jagat Krushna Mangaraj & Dr. Priti Ranjan Sahoo *Pages: 12-19*
3. Covid-19 and Technology Interventions: An Exploratory Study of the Indian Hospitality Industry
Dr. Rekha Maitra & Dr. Dharna Shukla *Pages: 20-34*
4. Applied research on Non-traditional use of Hotels during the Covid-19 period in Selected 4* & 5* Hotels of Gujarat
Dr. Salla Vijay Kumar *Pages: 35-45*
5. Hyderabad Biryani – An observational study on its Origin, Art of Cooking, Uniqueness, and Perceptions of People in India
Mr. G Vivekanand & Mr. J Dileep Kumar *Pages: 46-58*
6. Analytical study on Adoption of Flexitarian Diet among Working Women
Ms. Harmanpreet & Mr. Harman Singh *Pages: 59-72*
7. Challenges faced by online Educators in Hospitality Education during Covid-19
Ms. Kajal Singh *Pages: 73-83*
8. Marketing Strategies for Domestic Travellers at Star Hotels in Indore during the Covid-19 first pandemic phase
Ms. Monika Pandey *Pages: 84-93*
9. Impact of Pandemic on Consumer Behavior towards Online Shopping of Food and Beverages in Pune City
Ms. Prajakta Kedar Parasnis & Ms. Ashima Mandar Deshpande *Pages: 94-105*
10. Heritage Tourism Potential in Achipur
Mr. Swarup Saha, Mr. Silajit Ghosh *Pages: 106-122*
11. An Exploratory Study of Importance of Industrial Training in Hospitality Curriculum as perceived by Employers, Educators and Students of IHM Guwahati
Mr. Vikram Singh & Ms. Srijani Chatterjee *Pages: 123-134*

A study on the role of social media marketing strategies adopted by top three Indian hotel brands

Dipali Kulshrestha¹

ABSTRACT. Over the last few decades, information and communication technology has drastically changed, with a critical development being the emergence of social media. With the rapid growth and development of social media platforms like Facebook, Instagram, Twitter, YouTube, and many more, these platforms have become quite common in almost all sectors, with the hospitality industry being no exception. These platforms have revolutionized how the industry functioned a few years back, from hotel bookings to payments to sharing the happy and frustrating moments during a vacation. With the information easily accessible with a single mouse click, social media has bridged the gap between customers and service providers. Social media has not only become an awareness platform by making information easily accessible, but it has also developed into a networking medium helping to engage with guests from anywhere at any time. Furthermore, the use of such platforms has provided an opportunity to understand the guests' needs during the various stages of the guest cycle (pre-arrival, arrival, stay, departure and post-departure) and thus, help modify the experiences achieve guest satisfaction to the fullest. To strengthen brands to increase sales, the planned use of these sites has become a part of the marketing strategy of most hotels across the globe.

The objective of this paper is an insight into the contribution of three major social media platforms, namely, Facebook, Instagram, and TripAdvisor, to establish the brand image in the minds of the customers. The paper also aims to identify the strategies adopted by three Indian hotel brands viz. Taj Hotels, Oberoi Group of Hotels and Resorts, and The Leela Palace, Hotels and Resorts stay one step ahead of their competitors.

Keywords: Social Media Platforms, Marketing, Hospitality industry, Hotels

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1 Introduction

1.1 Changing means of communication

Humans are inherently social, and the need to communicate with society was earlier limited to visiting relatives and family members or meeting in public places. But with the advent of technology, the entire concept of communication changed. The geographical distances were no longer a barrier, and economic concerns were eliminated by introducing social networking websites and applications. Soon, with the increased usage of laptops and mobile phones, these platforms became commonplace to communicate, share emotions, and exchange information with millions of people who were now a part of the global community.

Today, not only are the people actively participating on these sites but they are also addicted to social media. According to a recent survey, it was also found that the average time spent by adults is 2.5 hours per day on social media platforms.

Seizing more than 4 billion users across the globe, the opportunities offered by platforms like Facebook, Twitter, Instagram, and many more are endless, making their use a necessity. From connecting with people with a single tap to utilizing the networks to expand your business by reaching your target audience, these sites are set to be the flourishing communication medium for personal and professional interactions.

1.2 Social media and its significance

Social media refers to an electronic form of communication that allows people to converse, share content and information and make connections in virtual communities. In the era of digitalization, these sites have millions of users, with Facebook having the maximum users accounting for 2.6 billion monthly active users, followed by Instagram and Twitter. Over the years, social media sites have drastically changed. From the use of these platforms being restricted to communication and interactions, these platforms evolved and have become an indispensable tool in the business world. The dependency on branding, advertising, marketing, and sales has grown tremendously. Companies have started using social media marketing to connect with the target customers, create brand awareness, and create brand identity to meet the organizational goals.

There are numerous advantages of social media marketing, such as:

- Creating brand awareness
- Identifying the target audience and their needs
- To generate and convert leads
- Improve customer experiences and satisfaction
- Engage with customers and create a brand identity and much more

1.3 Social media and the hotel industry

Social media has opened numerous opportunities for service providers and consumers in today's business world. Most businesses have started focusing on creating a solid social media identity to make the utmost use of these platforms, with the hospitality industry slowly adapting to this change. The hospitality industry is undoubtedly one of the largest industries dependent on communication and connections with existing and potential customers. Not only is it a cost-effective means to interact by actively engaging on such platforms, but guests' needs can also be identified. Accordingly, products and services can be modified, and thus, customer satisfaction can be achieved. Problems and complaints can be addressed with a single mouse click, and experiences can be shared by posting attractive pictures and videos. By creating an attractive virtual presence, awareness about the products and services can be made. Thus, it can help attract potential customers. Customers have become more powerful with the information easily accessible on these sites. It is pretty common to see guests sharing their experiences in the form of posts or comments, which can largely influence the image of a hotel and the decisions of the potential customers.

According to a survey, it was found that 81% of people frequently or consistently read reviews before booking a hotel. Also, 80% of people believe hotels that respond to guest reviews care more about their customers. Hence, it has become essential to monitor the presence on the digital platforms and encourage the use of these sites in a strategized manner to achieve the ultimate goal of customer satisfaction.

1.4 Social media marketing (SMM) in the hotel industry:

In the era of digitalization, social media to market products and services, also known as social media marketing, has become the need of the hour. The use of social media tools and tactics to increase customer outreach has become a point of concern for the top hotel brands to stay ahead in the game.

1.5 Social media marketing strategies adopted by top 3 Indian hotel brands:

Name of Hotel Chains considered: Taj Hotels, The Oberoi Hotels and Resorts, and The Leela Palaces, Hotels and Resorts

1.6 Identifying the guest status:

The first step in formulating a strategy for social media platforms involves identifying the customer's awareness of the brand. The customers can be categorized into Cold, Warm, Hot leads.

Cold Leads:

The guests looking for hotels but not aware of the brand or engage with the brand content come under this category. The content is divided based on demographics, interests,

duration of stay, etc. The primary step for this type of clientele is providing them with basic information about the facilities and services of the hotels via videos and photographs.

Warm Leads:

The warm leads are the audience who is well aware of the brand and engages with the brand content by liking and sharing the photograph, videos, checking websites, etc. Since the guest is at a deciding stage, the content for this category highlights the USPs (Unique Selling Points) of the brand, which differentiates the brand from the other competitors.

Hot Leads:

The audience who is only interested in a particular brand is put into this category. The warm leads are the potential leads, who once converted into customers, become hot leads. Since this is the last stage, the brands use engaging content with special offers and discounts to convert the potential guests into bookings.

1.7 Identifying the season for the campaign:

Seasonality plays a significant role in designing campaigns in the hotel industry. During the offseason, the main motto of the campaign is generally to attract more guests. Special packages and discounts are offered, usually highlighted in pictures and videos to captivate the guests. For instance, Leela offered a 33% discount on the room rate, displayed in a post on Instagram for May. On the other hand, an Early Bird Offer provided a 15% discount on room rates. Oberoi Udaivilas celebrated Chocolate week from February 18 to February 25 to attract chocolate lovers. On the other hand, during the peak season, posts with photos and videos highlighting the facilities and services of the hotel act as a point of attraction for prospective clients.

1.8 Identifying the social media platform:

Some of the common platforms used by the hotels are as follows:

- Facebook
- Instagram
- Twitter
- Youtube
- LinkedIn
- Trip Advisor and many more

FACEBOOK: With 2.74 billion users in 2021, Facebook has become one of the most widely used platforms among people of different age groups. Because of its user-friendly features, it has become the first choice of business promoters, offering quality

to create a personal page. A hotelier can easily design a hotel profile and showcase information. Apart from this, Facebook provides an opportunity for postpaid and unpaid (organic) advertisements. By selecting the target area and audience, one can easily connect with prospective guests. By adding the link of the other networking apps, the platform acts as a single page to access different platforms.

INSTAGRAM: With millennials and Gen Z making up a more significant part of the traveling workforce and spending more time focusing on exploration and personal growth, Instagram offers a wide variety of features to post photographs and videos to the masses. The perfect shots, attractive reels, and stories published by the elders act as a free advertising tool for hotel brands. The platform also allows the hotels to create their account and post photos and videos to share experiences, promote products, offer e-commerce facilities and engage with the customers.

YOUTUBE: It has the most significant international audience base, so strategizing the promotions can be a great marketing strategy for hotels. Over the years, with the short attention span of the viewers, videos act as an incredible engagement tool, increasing conversion rate up to 85%. Creating the right content can help in providing a virtual experience to the viewers and entice them to choose them over their competitors.

TWITTER: Twitter is one of the most convenient tools which allow users to engage in real-time conversations. It can be used as a customer relations tool by the hoteliers to answer guest queries and respond to complaints. By monitoring the tweets and responding to the customer needs, the device can be used to create a positive brand image in the guests' mindsets.

LINKEDIN: LinkedIn is one of the largest professional platforms which allow people from different backgrounds to connect, create networks and share ideas. Though LinkedIn is not essentially used as a marketing platform, creating a company's profile to connect with the business partners, employees and guests can help promote the brand.

TRIPADVISOR: Trip Advisor, the largest travel website, allows people to plan and book trips and hotels. The social media site will enable travelers to search, book, and compare hotel brands with the freedom to share their reviews about their stay. Being the most trusted site amongst the travelers, the considerations largely influence the decisions of the other travelers. By becoming a part of TripAdvisor, the hotels can use various strategies to promote their business like creating a solid profile with complete information, posting photos and videos, sharing positive reviews, winning TripAdvisor awards (TripAdvisor Certificate of Excellence), and many more. The planned use of the site can act as a great promotional strategy for the hotel brand resulting in revenue generation.

1.9 FACEBOOK marketing strategies:

Facebook is the most common networking site used by people of 35 or above, and to reach this demographic, the first step that hotels adopt is creating an attractive Facebook page featuring the logo of the hotel, contact information, address, rating reviews, outlets, and their timings and much more. Adding the 'Book Now' tab allows the hotels to get direct bookings from the site.

Posting photographs and videos allow the brand to keep the audience updated and engaged with what's happening in the hotel. With the Facebook video ads receiving 10 to 30 percent more views than other ad formats, most hotels post videos to catch the viewers' attention.

Using the Facebook Messenger feature and comment section allows the hotel to get involved in two-way communication with the customers and solve their queries on the platform, thus improving the overall customer experience.

As part of the marketing strategy, using attractive taglines and hashtags is a common way to increase the site's viewership. For example - Leela Hotels quoted, 'Luxury is every bite. Along with the side of festive cheer on Christmas and hashtag #SignaturesByTheLeela to Oberoi starting #Seasonsofjoy campaign, allowing the viewers to make a wish, these features act as game-changers.

1.10 INSTAGRAM marketing:

Gen Z and millennials make up a large proportion of the Instagram audience, and to target this age group, Instagram offers several features for businesses to explore. With Taj hotels having 224K followers, Leela having 66.9K followers, and Oberoi Hotels having 36.6 K followers, utilizing the Instagram features is commonly seen by the hotels as part of their marketing plan.

It is pretty common to find most hotels having a dedicated business page showing their logo and name, brand description, website link, and links to their special offers. Using a business account allows the brands to check the Instagram analytics (number of followers, likes, shares, repeated views, etc.), add 'contact button' and 'order food button' (added by Leela Hotels for Takeaway Menu), add links for various other sites and share free Instagram ads.

Posting is a great way to advertise the product on Instagram. One of the essential activities of the social media marketing team is to work and share attractive posts with photographs and videos that highlight the product and services to the target audience and keep reminding them about the brand. Deciding a color theme and creating grids (posting small parts of photos at a time to make a complete image at the end) helps in grabbing the attention of the viewers and use of common hashtags for cold audiences like #hotels and precise ones like #MyOberoiExperiences for hot leads help in getting more post viewers. As a part of #My Oberoi, Oberoi Udaivilas shared the posts with the majestic domes in the hotel with the yellow Instagram theme. On the other hand, Leela Gandhinagar planned to post the images in a planned way to create a grid with the flag and ideas related to independence on Independence Day 2021. With the #DekhoApnaDesh campaign, Taj Hotels highlighted the images of various resorts and

their offerings in a series of posts. Instagram stories are a great marketing tool for most hotels, with more than 500 million users engaging with stories each day and suffering from FOMO (fear of missing out). The top hotel brands use stories to promote events like food fests, festivity offers, announcements, or giving a peek of the 'behind the scenes in a hotel. Reposting the stories of the guests and bloggers on the hotel page is a common way to make them feel special. By adding polls, hashtags, locations, or questions, hotels try to engage and understand guests' needs. With Oberoi Marrakech putting photos of the breakfast and introducing a poll to select teams between Royal Suite and Private Vila, Taj Front Bhopal utilized the feature to share the Breakfast Brunch offer with the link to open the menu. At the same time, Leela Gurgaon added a story with a countdown to join the Mexican night Rubicon bar. Instagram also allows the users to add story highlights, which the users can always see at any time. Oberoi Udaivals, on their page, have provided a glimpse of their F&B service with photos and videos of delicious delicacies from different cuisines.

For the food lovers, this was the story of a globe trotter, Mr. Bharat Joyent, but it also shared to announce new dishes in the menu inspired by him and his story. Many hotels have started the highlight tab to announce various awards and recognitions. After the COVID 19, Leela stepped into the Take – away and home-delivery world with the 'Food Delivery Highlight' showing the photographs of dishes and providing a direct Swiggy link to order the food. They also announced their 'Suraksha' program focusing on the safety of guests' well-being. Instagram Reels are 15-second video clips designed to engage with users virtually. Most hotels use this feature to share guests' experiences and festival wishes. Leela Goa used this feature to showcase the initiative taken by the employees and guests of planting trees on World Environment Day. Taj shared the reels with the experiences of various bloggers.

1.11 Marketing on TRIPADVISOR:

TripAdvisor is the largest travel platform, with 463 million travelers using the site to plan their trips and make bookings, making it one of the most critical platforms for hoteliers. Nearly every hotel is a part of the community. Creating an attractive TripAdvisor page with name and logo, contact information, address, e-mail address, hotel website link, and description is the first step taken by hotels listed with Trip Advisor. Adding the hotel description with emphasis on room types, room features, property amenities, and distance from various landmarks in the city allows the hotel to be listed when the guest is searching for a particular type of room in a specific town. Once the target audience is identified, most of the social media marketing teams work on identifying the search terms that the audience uses in the search bar. Using these keywords in the descriptions lets the hotels appear on top in the Search Engine Results Pages (SERPs). This process of optimizing and improving the rankings of a hotel on search engines is called Search Engine Optimization (SEO). The outline, design, content, and especially photographs and video overviews significantly affect the hotel booking conversion rate. Thus, most hotel brands add numerous images and permit the prospective guests to take a virtual voyage through the hotel, read all accessible data, study visitor reviews, appraisals, etc. Thus, allowing the guests to pick the best option to make a booking. Since

80% of travelers read TripAdvisor reviews before making bookings, hotels' leading strategy is to take Tripadvisor rankings seriously. Taking the customer feedback about their stay, understanding the customer concerns, and addressing them, allows the hotel brand to stand out from its competitors and thus, contributing to the overall guest experience. Post-stay engagement e-mail feature by trip advisor, sent by the hotels to the guests after departure, is a great way to stay connected with the guests.

2 Research objective

To study the impact of social media on the travel decisions of frequent travelers and to provide insight into the usage of social media by the Indian hospitality industry.

3 Methodology

The data was collected from frequent travelers, who prefer to stay in the Indian luxury brands like Taj Hotels, Oberoi Group of Hotels and Resorts, and The Leela Palace, Hotels and Resorts.

A detailed study from various journals, textbooks, reports, and e-books has allowed the successful compilation and completion.

4 Survey: Unveiling the influence of social media on hotel bookings

Q.1. How much time do you spend on social networking sites (e.g., Facebook, Instagram, LinkedIn) daily?



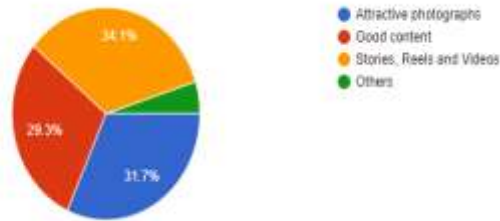
— More than half of the respondents are active on social media sites for 1-2 hours.

Q.2. What is your favorite social networking site?



58.5% of travelers use Instagram, followed by 24.4% using Facebook.

Q3. Amongst the latest promotional methods, what attracts you the most?



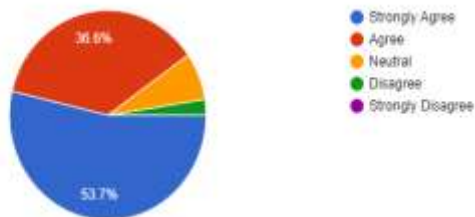
— An almost equal number of respondents find images and videos, reels, and stories attractive.

Q4. I often visit the hotel websites before making bookings.



— The majority of the travelers visit the official hotel sites before finalizing the hotel for their stay.

Q.5. I read the customer reviews before finalizing my hotel bookings.



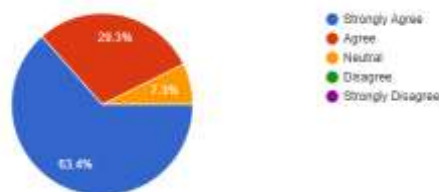
— A little more than half (53.3%) of the travelers refer to customer reviews.

Q.6. Hotel and travel images largely influence my travel decisions.



- 48.8% of the travelers agree that virtual promotional cues (images) influence their final decisions.

Q.7. Before booking hotel rooms, I compare the hotel room rates on portals like Tripadvisor, Booking.com, etc.



- The majority of the respondents compare the rates before selecting the hotel for stay.

5 Conclusion

Accept and adapt to the change: With people spending a large chunk of their spare time on social media, the use of the platforms by Indian hotel brands has become the need of the hour. Though they are still lagging in the race of virtual presence, the early adopters of new social media marketing tools are gaining the upper hand over their competitors. Thus, it has become essential to understand the pulse of social media marketing as it helps to maximize customer satisfaction.

Outline a social media marketing strategy: With the rapid growth in technology, actively participating on social media platforms can prove highly profitable for hoteliers. Creating a plan with clear identification of an audience, their choices, and a platform for marketing can help achieve the organizational goals.

Planning the seasonality: The hospitality industry, being a highly seasonal industry, demands strategies to be designed and modified based on low, mid-season, and peak seasons. The content should be planned based on the time of year.

Identification of social media sites: Understanding the age group and their needs can help decide the right platform for marketing and advertising. For example, LinkedIn can be a great place to connect with business networks, whereas Tripadvisor can help one engage with travel lovers.

Posting videos and reels: It's rightly said, 'Actions speak louder than words. In the world of social media, video is worth millions of words. Videos tend to keep the viewer engaged, and there are more chances of the videos getting shared and liked and thus, should be included in the social media marketing strategy.

Engage with customers: Using social media tools to create human connection can improve guest relations and, thus, positive feedback and reviews. The hotel brands can maintain a positive relationship with the guests by taking feedback, overall experience polls, posting guest stories, tagging, and messaging them.

Review and modify the strategies: Regular analysis of the social media strategy can help identify what the hotel lacks and where it is excelling. The direct indicators can be the positive and negative reviews of the guests which should be addressed, and accordingly, the strategy should be modified.

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A Study of select Luxury Resorts offering Staycation facilities during Covid-19 pandemic in India

Smrutirekha¹, Jagat Krushna Mangaraj², Priti Ranjan Sahoo³

Abstract. The new Coronavirus impacts the globe in various sectors, with travel and hospitality being one of the most affected. As a result, it is critical to maintaining a close eye on industry trends and forecasts to be prepared for a swift economic recovery. This report provides a quick overview of the staycation facilities that hotels have started to offer to the customers to ensure and build confidence among customers for future business. This research focuses on the techniques used by India's leading hotels during the Covid-19 pandemic to build trust and assure visitors of a secure prospective transaction through staycation packages. The research is based on leading Staycation hotels in India. The study took into account secondary data. For the approach, several case study analyses and observations were used. During this pandemic, best practices from the hotel industry have been reviewed to improve. Responsible tourism and automated procedures would be the new normal. Thus, these factors were taken into account in the research on Staycation. Hygiene and cleanliness standards will be the pillars of guests' expectations from a staycation facility.

Keywords: Hotels, Covid-19 pandemic, Staycation

1 Introduction

Staycations combine the words "stay at home" and "vacation," referring to a vacation that takes place in a location that is relatively close to home. The difference between a vacation and a staycation is that a vacation is spent away from work or a business,

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whereas a staycation is a vacation spent near home with your work (Fox 2009). While Staycation can be argued to have originated as a cultural and consumer category created mainly by the media, the activity of "staycationing" as a sort of "local" purchasing behavior has a long history.

After the recession hit the United States, the demand for staycations grew. Marketers sometimes disregarded local tourism; nevertheless, staycations were promoted to the middle class as a cost-effective and convenient option when the recession hit. The proximity between the customer and the destination considerably impacted the number of travelers who visited that particular region.

As the economy collapsed, people began to cut back on their expenditures, resulting in shortened vacations. This gave rise to the concept of a person participating in activities in their neighborhood or city. More than ever before, the emphasis shifted away from expensive vacations to spending quality time with family, dining out, shopping, and enjoying the local area.

It is a period in which a person or family stays at home and engages in leisure activities within a reasonable driving distance of their home without needing to stay overnight. Staycation activities include swimming in the backyard, visiting local parks and museums, and attending local festivals and amusement parks (A. M. James 2014; A. James et al. 2017). While Staycation can be argued to have originated as a cultural and consumer category created mainly by the media, the activity of "staycationing" as a sort of "local" purchasing behavior has a long history.

In the Indian tourism industry, staycation ideas are relatively new. Staycations are derived from the phrases "stay" and "vacation," The literal definition does not require you to leave your city or buy plane tickets, for example, domestic tourism, which comprises tourist-based activities close to home. And in this case, when we are confined to small areas, luxury staycations are the ideal method to escape the confines of our confinement.

The staycation program is designed to enable locals who would like to take a vacation during the pandemic to overcome monotony induced by working or attending school from home for a prolonged length of time without being able to travel outside of the area.

The COVID-19 pandemic has crippled the global economy, crippled organizations, caused widespread unemployment, and driven a stake through the hearts of corporations all over the world. This holds for the hospitality and tourism businesses as well. Hotels have been in a state of despair for the duration of the lockdown and are still trying to come to grips with the recent outbreak. The devastating consequences will continue for months until a vaccination for this deadly virus is developed.

The tourist industry, which has suffered a significant setback, counts on a surge in staycations to help it recover. Many luxury hotels, resorts, homestays, and other players develop staycation packages (Rosu 2020). As a result, the economic harm caused by the downturn may be minimized. On the other hand, staycations are significant on an individual level. The perception of risk is crucial in shaping health-related behavior in the fight against infectious illnesses. Public views of health concerns can influence individual behavior, mainly travel activities.

2 Literature Review

The action of taking a vacation while staying at home is referred to as a "staycation." However, the Staycation is more than a catchphrase; it is a multifaceted cultural movement that swept through middle-class families in the summer of 2008. The inconvenient reality that the middle-class home was not a desirable destination was a huge impediment to a good Staycation (Kay and Wang 2010). The family home would have to go through several adjustments; the first would be implementing a set of time management tactics and adopting new consumption items (Sharma 2009).

According to Google Trends, staycations have grown in popularity since the pandemic began due to the restrictions and risks associated with long-distance travel. Airbnb, for example, has increased its market share from one-third of all bookings in February to more than half of all bookings in May.

Individuals are excited to have it here for a variety of reasons, including the fact that it will promote local businesses (Kay and Wang 2010), fit into the local economic condition, and assist people in releasing stress from work when they don't have a lot of time to drive to a distant location (Wong, Lin, and Kou 2021). According to (Fritz and Sonnentag 2006), traveling during leisure time can enhance restoration and recovery from daily tiredness, allowing the replenishment of new resources. Some of the notable benefits of Staycation have been listed in table 1.

Table 1. Benefits of Staycation

Benefits of Staycation
<i>A staycation reduces the burden of planning a trip, from choosing a place to stay to packing numerous luggage full of rarely worn things.</i>
<i>It allows you to accomplish things you wouldn't be able to do during the year due to a hectic schedule, such as seeing museums' permanent collections and doing sports in neighboring parks.</i>
<i>Another potential benefit of a staycation is finding or rediscovering the beauty of your city or region, which we frequently overlook due to stress and habit.</i>
<i>Staycation is also beneficial to the local economy. Staycations can be utilised to take a market tour, visit a farm to pick fruits and vegetables, participate in seasonal sports or art activities.,</i>
<i>Spend a night in a nearby attractive hotel where one can work & relax comfortably.</i>
<i>It's an opportunity to learn and develop life skills.</i>

A few resorts that offer Staycation facilities in India have been discussed below, highlighted by print media.

— **Tamara, Coorg**

This is a resort worth seeing if anyone is visiting Bengaluru, Mysuru, Kozhikode, or Mangalore. One can stay here to get lost in the aromatic coffee fields of the Kodagu region. One can witness a wide variety of indigenous birds, go on excursions to lesser-known streams and waterfalls, or practice deep meditation with the help of a resident guru. This resort has 56 cottage-style villas with private balconies overlooking the Coorg Valley. This resort promises an authentic experience of the region's natural richness. The Deck and The Falls, two of the resort's restaurants, are great places to eat. The former is known for its design and a natural stream running beneath it, while the latter features a stunning interior and outdoor lounges.

— **Alila Fort, Bishangarh, Rajasthan**

The warrior fort-turned-hotel offers royal lodgings and luxuries from the Heritage Room to the Regal Suite. Nonetheless, the diverse range of exciting Alila Experiences should not be overlooked. A few examples of recreational activities are (i) a hot-air balloon ride over Rajasthan's undulating terrain followed by a personalized picnic lunch, (ii) a revealing encounter with a local farmer and his family, (iii) an experiential insight into the craft of local artisans, (iv) a braai vleis with cocktails by the pool, (v) a horse-riding itinerary along a riverbed, (vi) a Rajasthani rasoda (kitchen) masterclass. The hotel's holistic 'Journey to You' experience is a compelling draw for wellness-seeking couples.

— **ITC Grand Bharat, New Delhi**

This property is in the capital city of India. The city of New Delhi is extremely attractive for its historical monuments. As a result, its citizens are always considering taking a break from their busy lives. A nearby all-inclusive resort, such as ITC Grand Bharat, is useful when an individual is stressed and wants to go for a staycation instead of a proper vacation. The home is nestled in a vast 1.2-square-kilometer estate about 50 kilometers from the city, along a stretch of the Aravalli Mountain. The all-suite luxury resort offers plenty, including a 27-hole Jack Nicklaus Signature golf course. The India Room offers regal dining, Apas Promenade serves regional cuisine, and Peacock Bar offers a good range of malts. Kaya Kalp offers 64 spa treatments, among other things.

— **The Serai, Kabini**

It is situated between the protected parks of Bandipur and Nagarhole. If one wants to spend a few days in the woods, one can travel to the Serai Kabini, which is about a four-hour drive from Bengaluru. There are eight Waterfront Verandahs, 11 Waterfront Villas, and The Residence, a separate private property, to choose from. One can take a morning nature walk, go bird-watching (there are over 300 species at the resort), embark on a safari, or rejuvenate one's body and spirit at the holistic spa; the environment is similar to one's home here.

— **Le Pondy Resort and Spa**

Puducherry attracts visitors from all over the world because it is a melting pot of cultures. As a result, it's no wonder that the people of Chennai and Vellore seek refuge regularly. It's just as easy to get lost in the city's fascinating French Quarter as in the busy markets filled with traditional South Indian fare. Because of this cultural disparity, Puducherry's appeal is timeless. Le Pondy Resort & Spa wonderfully captures the character of the coastal town. It is set out over 14 acres and includes 70 well-designed accommodations, which also has eight Presidential Pool Villas to experience ultimate luxury. It has a well-appointed Ayurveda Center and Spa. The private coastline length makes it a natural home away from home.

— The Lalit Chandigarh

Chandigarh is known for its interminable boulevards, large municipal squares, magnificent gardens, and quiet lakes; all dressed in old-world elegance. Despite its age, the city has a charming ambiance tinged with modernism. The Lalit Chandigarh has the same disparity. The residence, which boasts a view of the Shivalik Hills and is located in Rajiv Gandhi InfoTech Park, speaks a language of urban grandeur. The hotel has 179 luxury suites and rooms with panoramic views of the mountain range and distant woodlands, combining cutting-edge design with modern comfort. This is an ideal place for Staycation if one wants to be in the countryside.

— Vedic Village Spa Resort

The Vedic Village Spa Resort near Kolkata is where to go if one wants a peaceful staycation. It's a 150-acre property with a lot of potentials. Exotic flora, sparkling lakes, swaying coconut palms, and hundreds of migratory birds abound. The resort symbolizes nature with Ayurvedic therapies, organic farming, a warm environment, and medicinal flora dotting the grounds. Even though it is supposed to look like a traditional Bengali village, each of the 200 lodging alternatives includes modern amenities. It has three accommodation levels, including luxurious bungalows, ethnic villas, and well-appointed rooms to help individuals build their slice of heaven.

Some of the indoor and outdoor activities offered during Staycation by the Luxury hotels in India have been listed in table 2.

Table 2. List of indoor and outdoor activities offered at the Luxury Hotels in India

Indoor Activities	Outdoor Activities
Wellness and Spa	Gardening

Indoor games	Beach Exploration
Happy hours	Farm tours
Library	Sunrise and Sunset watching
Cooking classes	Adventure and wildlife
International Cuisine trials	Snorkeling
Swimming pool	Driving

3 Methodology

This research was carried out using secondary data that was readily available. Secondary data has been gathered and analyzed from a variety of staycation hotels and resorts to demonstrate the companies' positioning and market strategies during the Covid-19 pandemic. A literature analysis was carried out on Indian luxury hotels offering staycation facilities and their current situation. The data sources from secondary research used in this research paper were the company's official website, published documents, reports released by market research agencies, and thesis papers, and the primary data sources used were the company's official website, printed documents, essays released by market research agencies, and thesis papers. The study also includes information from video interviews with the management of the respective hotels offering staycation facilities about what prompted them to invest in a fresh concept and survive throughout the pandemic.

4 Discussion & Conclusion

Staycation is a new concept that may have a low level of awareness, particularly among Indians (Sudevan 2020). Some people enjoy it but are unaware that they may now do so in their cities (Choirisa and Rizkalla 2021; Cvelbar, Farčnik, and Ogorevc 2021). Recently, there hasn't been a large market in India (Chakrabarti 2019), which has sparked competition to produce higher-quality work. There aren't enough advertisements for this new concept, and there are plenty of fantastic local spots for a staycation, but it needs a marketing push to get traction.

Working from home will most likely continue after the COVID-19 situation has been resolved. As a result, millions of workers can enjoy staycations like these without worrying about missing work; due to the pandemic, the nature of employment, and how people vacation have changed.

Overall, by analyzing resource-consuming and resource-providing activities on Staycation and their impact on wellbeing and performance-related outcomes, this study adds to previous research on holiday effects and recovery processes. This study, we

believe, is an important step toward identifying off-the-job experiences that assist people in recovering from work demands and impact their subsequent wellbeing and job performance.

The pandemic already has fueled demand for one-of-a-kind and private leisure destinations. A Travel Circle debuted in India in 2020, giving customers personalized luxury staycations. The evolving travel perceptions in the new ordinary reality are very well aligned with the service provider's offerings—private villas for social distancing, private jets to avoid commercial airports, and the complete safety regulations with our carefully chosen hospitality partners and other service partners (Izcara and Canada, 2019) (Abellan, Izcara, and Salvador 2021).

To go on Staycation or not to go on Staycation may not be the most pressing issue confronting individuals in the present circumstances. Still, vacations have been a way of life for generations of citizens. People have been questioning the necessity of travel in recent years due to the high cost of transportation during the Covid-19 pandemic. As the economy has deteriorated, spending thousands of dollars for a week or two seems even more implausible.

Employees, particularly those who work from home, may feel compelled to work longer and harder due to the epidemic, which has resulted in layoffs and wage cuts. Vacations appear to be a luxury in this scenario. However, considering the recent increase in depression, taking a short break today may be more vital than ever.

Vacations may be an unneeded luxury; staycations may be the most excellent alternative. Citizens are discovering what it's like to live paycheck to paycheck, and frugality is becoming fashionable. Societies appear to be recognizing that local events and attractions may be rekindling enthusiasm among their residents. While resort areas may suffer in the current climate, Staycation may become the new norm for a holiday while working remotely.

As per UNWTO in 2020, governments worldwide have taken steps to reduce the impact of the COVID-19 epidemic. Almost all of them have created liquidity and credit guarantee schemes and wage compensation to keep enterprises afloat, at least temporarily. Tourism vouchers were introduced by individual countries, such as Italy and Slovenia, as demand-driven government intervention.

Staycations have proven to be a reliable source of income in the past. This notion might have been better developed and advertised by hotels before the epidemic to reach the general public, an essential segment for this marketing technique to be effective (Cvelbar, Farčnik, and Ogorevc 2021). Staycations are a growing segment of the hotel industry that hotels focus on. If hotels had concentrated their efforts on Staycations before the pandemic, the consequence would have been a considerably higher number of footfalls in a lot more efficient manner following COVID-19.

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Covid-19 and Technology Interventions: An Exploratory Study of the Indian Hospitality Industry

Rekha Maitra¹ & Dharna Shukla²

Abstract. The fear of the Covid-19 pandemic has impacted several countries around the globe. The Indian economy suffered a setback of approximately eight lakh crores due to the lockdown of factories and businesses, suspended flights, halted trains, and restricted movement of vehicles and people (The Economics Times, 2020). This research paper aims to address the new technological aspects in building customers' trust due to the impact of Covid-19. With the partial lifting of the lockdown of the hospitality industry, doors have been opened for welcoming guests with minimal human contact. Technology-driven artificial intelligence tools and big data analytics have been helpful in business segments: reservations, check-in, check-out, rooms, food experiences, conferencing, and delivery. Digital technology has become a facilitator to implement the stringent criteria of social distancing. This paper analyses the role of technology intervention during the pandemic in the hospitality industry. The literature review focuses on the impacts of Covid-19 and how technology has been imperative in the industry's revival. The research analyzed the benefits of a technology-driven environment in maintaining safety protocols and offered hotel insights into understanding the new normal during social distancing. The study highlights the role of technology such as Artificial Intelligence, Chatbots, Big Data to maintain the data of Customers, Employees, Partners and adopt staff training at a quick pace to make the hospitality industry operational. It addresses the positive impact of technology in addressing the safety protocols of Covid -19 in hospitality, leading to business continuity.

Keywords: Restart; Technology; Contactless technology; Big data; Artificial Intelligence; Internet of Things (IoT)

1 Introduction

The disease Covid-19 or the Sars-2 Novel coronavirus, discovered in Wuhan, China, in December 2019, was declared a global pandemic and has proved to be an economic catastrophe in its impact worldwide (Higgins-Desbiolles, 2020). The prime focus of the governments and hospitality businesses has been the safety of the people (Deloitte,

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2020). The impact of the pandemic has been huge on the revenue and supply chains alike, surrounded by unpredictability. Hospitality businesses are capital intensive with high fixed costs (The Economic Times, 2020). The worldwide outbreak of Covid-19 has brought the world to a standstill, and tourism has been the worst affected of all major economic sectors (Mohammed Said Al-Mughairi H, 2021). Government imposed a lockdown to maintain social distancing and break the chain of infection commencing from March to safeguard people (Bureau, 2020). Governments enforced border shut-downs, travel restrictions, and quarantine in countries that constituted the world's largest economies (News, 2020), sparking fears of an impending economic crisis and recession (GOI, 2020). This boom hit hospitality and tourism because people stopped traveling, and business was affected badly. (Sen, 2020) opined, "According to the Federation of Associations in Indian Tourism and Hospitality (FAITH), direct tourism activity above Rs. five lakh crores, including foreign inflows, is at risk". The third wave of Covid-19 continues to blow the hospitality and aviation sectors as demand plummets (Abraham, 2022). As per Abraham, Indigo, India's largest private airline, has anticipated withdrawal of 20 percent of its scheduled operations due to the spreading of Covid-19 cases and hotels are seeing an unprecedented number of cancellations of up to 50 percent.

Studies on tourism and hospitality concerning Covid – 19 are emerging. Few researchers have carried out studies on Covid – 19 and its effects on tourism in India (Jaipuria S, 2021), (Arshad, 2021), (Publishers, 2021), (Jamal, 2020). The attention has been on the effects, figures, and data on the pandemic, with scarce literature on technological response mechanisms that the hospitality industry has implemented or planning to implement to counteract the crisis.

It is essential to analyze and monitor the hospitality industry's reactions and responses taken to face the pandemic crisis. Reinvention and redesigning of guest experiences surrounding the new guest expectations and employee safety will mark the recovery of the hospitality industry (Kaushal, 2021). The research aimed to first identify the effects of Covid -19 on the hospitality industry in India since the first lockdown in March 2020. Secondly, explore hospitality's technological advancements as interventions during the Covid -19 pandemic. Given the absence of extensive literature on the topic, the study aims to summate the effects and the technological advances made in the hospitality sector of India during the pandemic.

2 Objectives of the study were:

- To identify the effects of Covid -19 on the hospitality industry in India since the first lockdown in March 2020.
- To explore the technological advancements in the hospitality industry during Covid -19 pandemic.
- To explore the role of technology as an intervention in the hospitality industry during the Covid -19 pandemic.

3 Methodology:

The research study is carried out as an exploratory study. Using the content analysis technique, a documentary analysis was conducted from March 2020 to November 2021. This process assisted the researchers in invalidating and identifying the effects of Covid-19 on the hospitality industry in India, and the hospitality industry's new technological trends were identified. The researchers have curated and consolidated the information regarding the new normal and sustaining the business by adopting the technical aspects from secondary sources. An investigation was made about the existing situation of Covid-19 and the role of technology in the hospitality industry. This research is exploratory.

4 Review of Literature

4.1 Effects and Challenges of Covid -19 on Hospitality Industry in India

Pandemic is a mass illness and is an outbreak of disease worldwide. Travel has been disrupted due to the Covid -19 spread globally. The Covid-19 Pandemic brought the travel and tourism industry to a standstill, causing massive job and revenue losses. Roger Dow, president and CEO of the US Travel Association, emphasized that "The impact on travel is six or seven times greater than the 9/11 attacks," As per the estimate of consulting major Hotelivate, "the Indian hospitality sector is expected to see revenue losses of \$6-14 billion". Domestic tourists were unwilling to take up international tourism/outbound tourism, and vice-versa was the situation of international tourists. This unprecedented situation has left the hospitality industry in a fix, and this decline is a driving reason for job losses and layoffs in hotels and the airline industry.

As per the Economic Times (Mediawire, 2020), "The coronavirus pandemic confined a huge number of people to the safety of their homes, which crippled the thriving business of all hotels across the country. Deepak Nathani, Managing Director, Devouring (Mediawire, 2020), opined, "The hospitality industry is suddenly grappling with the unprecedented impact of COVID 19. A completely new approach is needed for regaining the confidence of guests". As per American Hotel and Lodging Association (AHLA, 2020), "The hotel industry supports nearly 8.3 million jobs, but drastic occupancy rates have led to massive job losses for individuals across the industry. Hotel owners reported massive, unavoidable layoffs and furloughs". Cancelled events closed accommodations were options for operating takeaway and delivery services, yet the responses have been discouraging for the industry (Gössling S, 2020). Figure 1 shows the hotel occupancy rates, both actual (till the Year 2020) and estimated (Years 2021-2023) of the Indian hospitality industry (Sinha, 2021).



Fig. 1. Hotel occupancy rates of India (Source: Hotelivate and Sinha, 2021, Times of India)

The Indian hospitality industry has been no different in experiencing the challenges and bearing the brunt of the pandemic. Table 1 exhibits various studies by Indian researchers on the effects and challenges thrown in by the Covid -19 pandemic for the hospitality industry.

Table 1. Effects and challenges of the hospitality industry due to the Covid -19 pandemic

Authors	Title	Key Ideas
(Gautam, 2021).	The Effects and Challenges of COVID-19 in the Hospitality and Tourism Sector in India	- The meetings, incentives, conferences & exhibitions (MICE) segment was significantly affected. Events were cancelled or postponed across the region. - Most of the hotels had not become operational fully till December 2020.
(Jasrotia, Agarwal, & Chib, 2021)	The impact of COVID-19 on the Indian hospitality sector and tourism education	- The perspective of hospitality and tourism educators focuses on the challenges brought about by Covid 19 and reinvention.
(Patel P.K., 2020)	The Effects of Novel Corona Virus (Covid-19) in the Tourism Industry in India	- Postponing of booking plans - Domestic tourism may experience improvement due to limited outbound travel, but the Covid-19 cases in India would also limit that opportunity.
Girish K Nair, Shaheema Hameed & Swati Prasad (2021)(Girish K Nair, 2021)	Ready for recovery: Hoteliers' insights into the impact of COVID-19 on the Indian hotel industry	- Drop-in occupancies and RevPAR - Demand for hotels remained because of long-stay guests or quar-

		antine hotels as government-prescribed for international travellers returning to India. - Highlighted importance of staying connected with employees via social media platforms and WhatsApp groups.
Kaushal, V., & Srivastava, S. (2021)	Hospitality and tourism industry amid COVID-19 pandemic: Perspectives on challenges and learnings from India	- Issues of hygiene in an over-crowded and congested country such as India - Issues of standards of waste management and sanitation - Usage of contingency funds - Requirement of up-gradation of skills in the hospitality sector
(Kaur, 2020)	Assessing The Impact Of Corona Virus (Covid-19) On Tourism And Hospitality Industry In India- A Perspective Study	- Drop-in occupancy rates of hotels to about 65-70% for four-star or higher category hotels and 50-60% for two-star hotels. - An unorganized sector segment is already affected in terms of being jobless.
(Manikandan P., 2020)	A Study On Impact Of 'Covid-19' On Hospitality Industry In Mumbai	- The steep decline in tourists and business travel, - Poor business activities, - Unable to pay salaries to employees, - Generating low liquidity, - Inability to repay loans and dues of other nature, - Engaging minimum quantum of employees, - Not getting sufficient financial support, - Not receiving future contracts and losing their regular revenues.
(Kumar V., 2020)	The Indian tourism industry and COVID-19: Present scenario.	- Hotel bookings have been severely affected due to Covid -19. - Industries have taken cost-cutting measures, including the Indian tourism and hospitality industry.

4.2 Restarting tourism and hospitality and the way forward

On restarting tourism, UN Secretary-General Antonio Guterres mentioned, "tourism can be a platform for overcoming the pandemic. By bringing people together, tourism can promote solidarity and trust". Covid -19 Pandemic has managed to create a long-lasting impact on the job market across the world. Crisis and reformation are to be embraced with the new normal and preparedness of the Hospitality & Tourism Industry. Figure 2 illustrates a customer's journey mapping to identify health risks and design an

experience as contactless as possible (McKinsey, 2020). Hotels will have to empower themselves with the latest learning to win back the confidence of customers post reopening. "Travellers visiting hotels certainly want to know that they are as clean as possible. There will be a very low likelihood of picking up any virus or illness," said David Sangree, Hotel & Leisure Advisors president. In this regard, one of the leading hospitality brands (Oberoi, 2020) implemented additional measures across all our hotels.

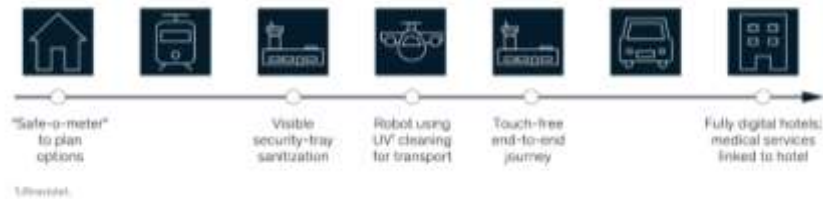


Fig. 2. Customer journey mapping for mitigating risks (Source: McKinsey & Company, 2020)

The innovation adoption curve is changing gradually. Hotel Industry is adopting the change from big data analytics to Chatbots and Artificial Intelligence. Early adopters, upskilled, and highly educated people will be job-ready to grab the jobs in industry 4.0. The machine learning platform will accelerate with time. The globe is including new tech revolutions that are regressing in development. The hospitality industry has included contemporary digital technology for constant growth and development. Artificial intelligence has become a tech aid for the hospitality industry due to its intelligence transforming work by being tech-smart. Hotel Industry is undergoing the mega shift from high touch to high tech with the proper domain knowledge.

The adversity of threat and fear resulted in the search for new evolutions. Necessity is the mother of invention, and this necessity has brought the revolution of innovations such as; immunity boosters, power-packed foods, i.e., golden latte, ashwagandha chai, new business ideas like home delivery of food via cloud kitchens, service of washed and ironed laundry opened for the general public are provided by five-star brand hotels to sustain their businesses. According to Chaturvedi (2020), ITC Hotels' Lavanderia' allows customers to hand over the items at a designated point at the hotel. As the laundry gets ready to be picked up by the customer within 24 hours, the customer is intimated via messages, including a payment link to enable contactless payment.

Due to the ongoing crisis of the Pandemic Covid -19, the 'New Normal' of the Hotel Industry has undergone a rapid change to entrust faith in their customers. Premium brand properties have made changes in serving their customers with high levels of hygiene and safety. (Oberoi, 2020). Food takeaways and home delivery of bespoke dishes are made contactless with a small menu at affordable prices. Hotel Industry is gearing up to deliver a contactless personalized experience to guests with incredible features like check-in & check-out, mobile key, multilingual chat, in-room ordering. Ready-to-use mobile platforms empower a wholly safe and delightful experience.

4.3 Technology as a game-changer

Technology is advancing at a rapid pace. Hotel Industry has started leveraging technology to serve customer needs. It is paving the way for empowering the Hotel Management system. It maximizes revenue generation by offering the best available rates, yield management strategies, and other advantages. Hotels are also extending virtual voice assistants, Chatbots, robotic concierges to meet customers' needs. No-touch check-in and check-outs using technology and maintaining low-touch services have been implemented.

According to (Revfine, 2020), "Hilton robot concierge 'Connie' uses speech recognition and AI to respond to customer queries. For security purposes, Knightscope robots deployment is being done at some airports. At the same time, the Henna Hotel in Japan is the world's first robot-staffed hotel, with robots being used as front desk staff, customer information tools and even as luggage porters".

The advent of pioneering high-tech innovative solutions with tech advancements is assisting the hospitality business to go contactless—the state-of-the-art technology tendencies will enhance prevailing progressions and simplify the formation of tailor-made services and experiences.

Integrating progressive technology like app platforms for hotel rooms helps guests order room service, reserve a spot at the poolside, communicate virtually with a hotel staff member for assistance (Zain, 2021). Zain J. also highlighted the importance of cloud-based software, allowing management and the staff to streamline operations and communication.

Due to the constant rise of technology intervention, people with core competency in digital processes will be preferred. The future of employees will depend on their tech skills.

The researcher has explored that hotels in India are following physical distancing and cleanliness practices rigorously to safeguard the health of everyone, guests, and employees likewise.

In addition to the above,

- The policy of collecting the hard copy of the identity card is replaced by collecting all the guest Identity Documents or ID proofs online. Hotels are not taking a photocopy of guest ID proofs. The original document is verified at the time of check-in. Digital transactions are carried out via credit, debit cards, National Electronic Fund Transfer (NEFT), etc. Restaurant, room, or other services feedback is sent to guests' email IDs or phone to avoid contact.
- Guests are given the virtual display and information about the rooms, food and beverage products, and other merchandise to provide an insight into saleable products.
- Hoteliers believe that the implementation of technology helps identify the issues of Covid-19 in hotels. Hotels are installing innovative room access systems to allow guests to unlock hotel room doors by swiping their phones across a keyless pad on the door.

- Automated check-in and check-out with application-based software will allow guests to operate hotel services via mobile phones. Technology-driven automated kiosks will be used to order room service with a digital device instead of long queues.
- All the technology gadgets are likely to identify and provide service from a distance. Online check-in/check-out portals at reception have gone contactless by offering access to the computer system to the guest. All formalities of payments are carried through Apps without contacting the guests.
- Automation of Technology empowers hotels to deliver services safely for employees and guests without coming in direct contact. Mobile applications and Uniform Resource Locator or URL-based links for contactless interaction, menu, etc., are being extended.

Technology has aided screening employees or visitors for any possible infection and tracking and monitoring movement and disinfecting to ensure safety. Employees at the time office undergo contactless body temperature checks via infrared Digital Thermal Scanner, sanitization via contactless dispensers, attendance via retina scanner or skull scanner.

No punching in and no punching out on biometric machines is permitted. Some organizations have adopted thermal gadgets for a face recognition/eye scanning instead of punching to avoid touch. Thermal scanners, automatic hand sanitizers, and attendance through Apps are the development seen in hotels. Technology has gone through a paradigm shift, and the transformation needs to adopt the change. Installation of the Arogya Setu app on staff/guests' and vendors' mobile has been helpful in contact tracing of infected persons.

Technology is transforming and simplifying communication in the hotel industry, and User-friendly hospitality solutions simplify day-to-day management. Communication has become effortless and interactive with Voice Assistants, Chatbots, Mobile Apps, and social media with a robust online presence in the Internet-powered world.

4.4 Utilization of Artificial Intelligence (AI), big data, and Internet of Things (IoT) during Covid-19

4.3.1.1 Utilization of Artificial Intelligence in Hotels and Covid -19

AI, which refers to intelligent behaviour by machines or computers, has entered the hotel mainstream functions. The application is used in the guest's entire journey with the hotel (Preveden, 2018). This includes optimizing revenue management better quality voice interactions with humanoid robots adding to the quality of service instead of replacing them.

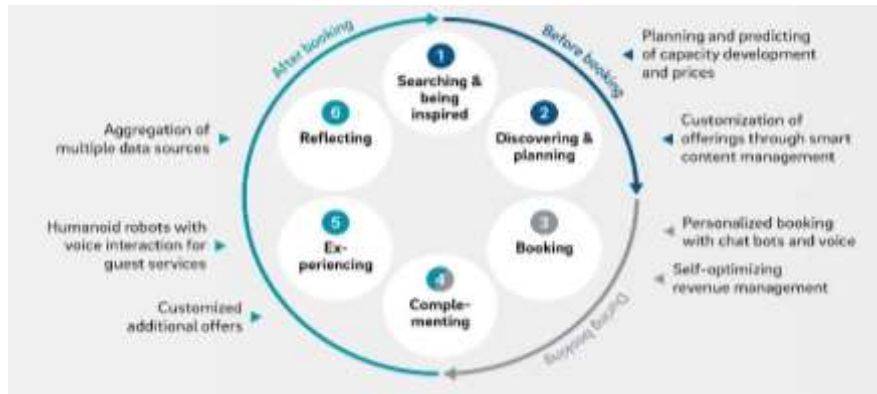


Fig. 3. Artificial Intelligence (AI) in the hospitality industry (Source: Preveden, 2018)

With the innovation of contactless ordering and digital payment, the guest experience can be customized. Food experience technology can be developed with Quick Response (QR) codes and dynamic digital menus with creative vision. Technology intervention can make dining an immersive experience with a profitable and sustainable dynamic venture designed to bring an optimum profit.

Through artificial intelligence, hotels use humanoid robots that provide information to guests on interaction and speak like humans. Interaction with Alexa, another application, guests have multiple options of adjusting lighting, opening drapes, setting the room temperature, turning on the music, turning on the TV or ordering the tea. Robots can be used for delivering laundry and other guest supplies. AI chatbots have been extensively used in the hotel industry during the pandemic that allowed guests to ask queries and get immediate responses round the clock. Oberoi Hotels uses AI to automate some processes in reception and restaurants (Ahaskar, 2020).

4.3.1.2 Utilization of Big Data in Hotels and Covid -19

. Big data is an action-oriented task for undertaking an innovative marketplace sector or regulating rate plans against the hotel's competitors. The use of big data in the hospitality industry is associated with strategic marketing, managing revenues, guest experience, and management (Yallop & Seraphin, 2020). Figure 4 shows how hotels use big data analytics to maximize revenue in the hotel industry.

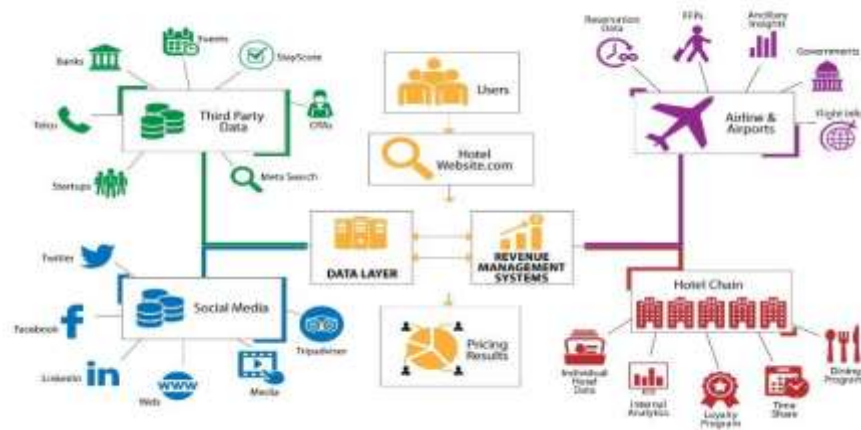


Fig. 4. Big Data analytics usage in Hotels (SOEG, 2021)

However, the significant apprehension about big data analytics and the obligatory data harboring is its safety. Every data harbourer's goal is to keep their clients' data safe, though it is a difficult task. Hotel staff, through training, are required to familiarize themselves with the Property Management System (PMS), which enables them to utilize big data efficiently. AI and big data are going to stay even after Covid -19. Marriot International is the biggest name in data analytics (Beatrice, 2021). Marriot uses data to identify streams of revenue that are new and not limited to rooms tracking competition activities of their brands and hotels. Intercontinental Hotels Group's (IHG) usage of predictive, operational, and advanced analytics is directed towards the satisfaction of all stakeholders, understanding guests, and proactively comprehending guests' future requirements(SOEG, 2021). The famous fast-food chain KFC utilizes big data to analyze customer feedback and food preferences, thus bettering experienced customer sales (Byteant, 2020). Automatic check-in and check-out through Apps, health information through Apps, and dependency on machine algorithms will be the new norms with hotels. Mobile applications and URL-based software for contactless documentation will be in demand.

4.3.1.3 Utilization of IoT in Hotels and Covid -19

The IoT is defined as a "system of wireless, interrelated, and connected digital devices that can collect, send, and store data over a network without requiring human-to-human or human-to-computer interaction"(Kelly, Campbell, Gong, & Schuffham, 2020). In the hotel industry, integrated services are provided via the IoT, such as voice assistance, light switches, automated locks on doors, with all these being connected to a network(Zhu, Wang, & Cheng, 2021). Daylight –harvesting is done using IoT devices, which detects the natural light and automatically adjusts the guestroom lights (Light Emitting Diode ones). IoT senses maintenances before they occur, thus sending prior alerts. It can also record guest preferences setting them up for the following days of his stay, such as room temperature, lighting, etc. APIs or Application Programming

Interfaces in IoT help consolidate vendors and create a pool of small, efficient vendors with comprehensive and cohesive offerings. Figure 5 exhibits the use of IoT in hospitality. The guest can monitor all this through a central server such as a tablet or a mobile phone.

In India, IDS, a service provider, has developed an application based on IoT solutions called FX-GEM, integrating the local PMS aiding guests in prior check-ins, uploading required documents, blocking off rooms, enabling mobile devices to open the guest room doors, as per Amit Dalvi of Pride Hotels (Nath, 2020). OYO, the Indian chain of hotels and homes, aims to adopt the Microsoft Azure IoT experience for their guests, which will support self-check-in by the guests, self KYC (Know Your Customer), IoT enabled intelligent locks offered virtual assistance (PTI & Standard, 2021).

(Maitra & Jasleen, 2020) examined the role of technology in operating Cloud kitchens, which have an online ordering website and online ordering apps to accept orders through the various food delivery platform. These internet restaurants serve through online ordering platforms, such as Swiggy, FoodPanda, Zomato, etc. Point of sales software makes it globally acceptable through technological advancements".

Technology, hospital-level sanitization, and fewer employees are the new normal. The 'New Normal' has less customer contact and maintains social & physical distancing. Whereas the Indian hospitality industry is famous for its rich, warm welcome, i.e., Arti, Tika, and Garland, the new normal has become contactless. The recent regular technology-driven check-ins at hotels are replacing the warmth and personalization with a focus on a safe and conducive environment for all.

5 Discussion and Conclusion

Covid-19 is impacting the world in disruptive ways, and India is no different. Though a long way off, the recovery will see new transformations and new needs of customer's safety have developed opportunities. The hospitality industry has to find new avenues to make the customers feel safe for building trust with technology interventions: big data, artificial intelligence, the Internet of things, and more. Data-driven supply chain management with records of hygiene, volume of order, temperature control, customer preferences, guest history, revenue management system, digital conferences, cybersecurity will emerge as entrepreneurship and technology business opportunities for Young and Skilled India. This research paper thus brings into light and contributes to the effects of Covid-19 on hospitality and how the sector is striving to respond to the crisis.

Key conclusive points include:

- Post Covid-19, as an experience, hotels will offer their guests lean hospitality (operating with reduced staffing), virtual services, contactless check-in counters functional with mobile apps, face scanners, etc. These are likely to be the future of hotels.
- When guests start revisiting hotels, their expectations will change. They may look for reserved tables with minimal seating and electronic communication via

PDA's, i.e., mobile, Tablets, etc., designed to cater to their needs with minimal contact. These practices are likely to induce instant gratification.

- The future sky will belong to millennials who are willing to learn, adapt and overcome relentlessly. An entrepreneur's business idea is budding entrepreneurs with an unquenchable thirst for doing something new, i.e., an online supply of handpicked apples from apple orchards of the Himalayas.
- The young brigade needs to upskill themselves to be equipped with new Standard Operating Procedures (SOPs), a unique skill set, i.e., IoT, Big data, etc. The adoption of upcoming technologies needs to be embraced with successive planning.
- Hotels can embrace new-age skills related to booking engines, mobile applications, digital concierge services, contactless check-in, check-out, and a keyless entry system. In the new normal, technology involvement will offer a seamless experience.
- To make the tourism and hospitality sector self-reliant, Indians need to be vocal about local and invest in domestic tourism to effectuate the demand-supply chain. Hotels must welcome guests with hygiene, luxury, Flexi rates, easy cancellation policy, etc.

This study attempts to comprehensively describe the role of technological interventions in AI, Big Data, and IoT and their role in the Covid -19 pandemic. However, research in the field is minimal as new developments in the pandemic are emerging. Hence, data and studies on the topics are limited in the Indian Hotels scenario. Future research could be concentrated upon such issues and data collection.

It can be concluded that hotels must adopt the best standards of hygiene and cleanliness to ensure the safety and wellbeing of employees, employers, and guests. This can be aided with technology interventions at every step to pave the way for success and will yield new entrepreneurship opportunities for Self-reliant India (आत्मनिर्भरभारत).

6 Practical Implications

The study recommends practical solutions for hotels and hoteliers in optimizing technology utilization. The research synthesized the usage of technology in maintaining social distancing norms. To strive and survive, the hospitality industry has embraced technological advancements: online travel agents, smartphones, and personal digital assistance, transforming the way of interactions. Brands such as Marriott, Hilton, IHG, and Accor utilize artificial intelligence, robotics, and big data. The new technology introductions offer lucrative opportunities for budding entrepreneurs.

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Applied research on Non-traditional use of Hotels during the Covid-19 period in Selected 4* & 5* Hotels of Gujarat

Salla Vijay Kumar¹

ABSTRACT. Every organization is assessed to recognize the reasons for employee retention in positive working culture. A supportive work environment through management support, subordinate support, and the balance strengthen the connection between an organization and the employee. When management respects the employees' existence as work resources, employees reach a high level of motivation, performance, and resilience towards the organization.

This research intends to address retention amongst employees of 4 and 5-star hotels of Gujarat. COVID-19 pandemic, a global emergency, has affected the worldwide economy and hospitality industry. The pandemic has forced many hotel owners and tour operators to change their course of action, including employee payments extending benefits in the hour of loss of business. The World Travel and Tourism Council predicts the jobs impact of Covid-19 of up to 50 million jobs at risk globally in the travel and tourism sector. The attrition will affect the productivity due to current economic uncertainty and corporate downsizings when losing potential skilled talent increases exponentially (Caplan and Teese, 1997; Ambrose, 1996; Noer, 1993).

The paper intends to assess the pandemic scenario efforts of the management to retain employees. If it is converted for nontraditional use, the employees could contract the illness in close contact operations.

KEYWORDS: Retention, Hotels, Employees, Covid-19, Nontraditional

1 INTRODUCTION

The tourism market in India has had a dynamic domestic and international tourist inflow. India receives 11 million foreign tourists, which is small compared to its size and relative potential. We must capitalize on domestic travel to retain the earnings, which would be difficult given the international travel restrictions at this time of unprecedented global lockdown. The way forward amongst customers and employees is to ensure protocols for safety and hygiene at their best. It is imperative to note that all the allied and ancillary industries, including the airline industry, are working to adapt and change to foster tourism growth.

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W.H.O declared COVID-19 a pandemic on March 11, 2020. This global lockdown has to reinstate tourism for its revenue that has been the immense suffering. The concern of hygiene facilities and practices is taking the customers on the back burner in the sector.

The rapid spread of nCOV-2019 has led to a significant reduction in almost all global tourism (Estrada et al. 2020), and the hospitality industry is the worst hit. Studies and reports suggest that recovery from the current COVID-19 levels could take until 2023—or later even as declared by W.H.O.; there have been multiple instances across the industry that have their recovery timelines for hotels ranging from luxury to business segment. It is notable to mention the safe practices hotel companies employ like contact-less check-ins and check-outs, contactless and secure food & beverage service, and reasonable hygiene assurance.

The tourism sector needs to redefine, redeploy and transform mechanisms to move ahead. The impact of Covid-19 can help devise an effective strategy to sustain. Survive (short-term), revive (medium-term), and thrive (long-term). The tourism sector has been affected the worst and may take more time to reclaim the human resource and recover from the economic loss.

The western state of Gujarat in India is continuing to lay solid foundations for broad-based high growth. In 2020-21, a very subdued year for economic activity due to the dominance of the Covid-19 Pandemic, the State's GSDP (Gross State Domestic Product) was officially estimated to be INR 17.4 trillion (USD 239 billion), 5th highest in the country. The lockdown crisis has given rise to the hotels using their facilities in nontraditional ways. The prime concern is to house the patients who have been diagnosed positive. These hotels act as temporary accommodation with adequate quarantine facilities to recover and resume their family. This has posed a challenge for the hotel authorities, especially the employees, to ensure the utmost safe environment amidst covid positive patients and the entire recovery mechanism, assuring that all rooms and restaurants/ cafeteria offered are maintaining the highest standards of cleanliness and safety standardly challenges are to resume businesses and reinstate jobs. The attrition will affect the productivity due to current economic uncertainty and corporate downsizings when losing potential skilled talent increases exponentially (Caplan and Teese, 1997; Ambrose, 1996; Noer, 1993).

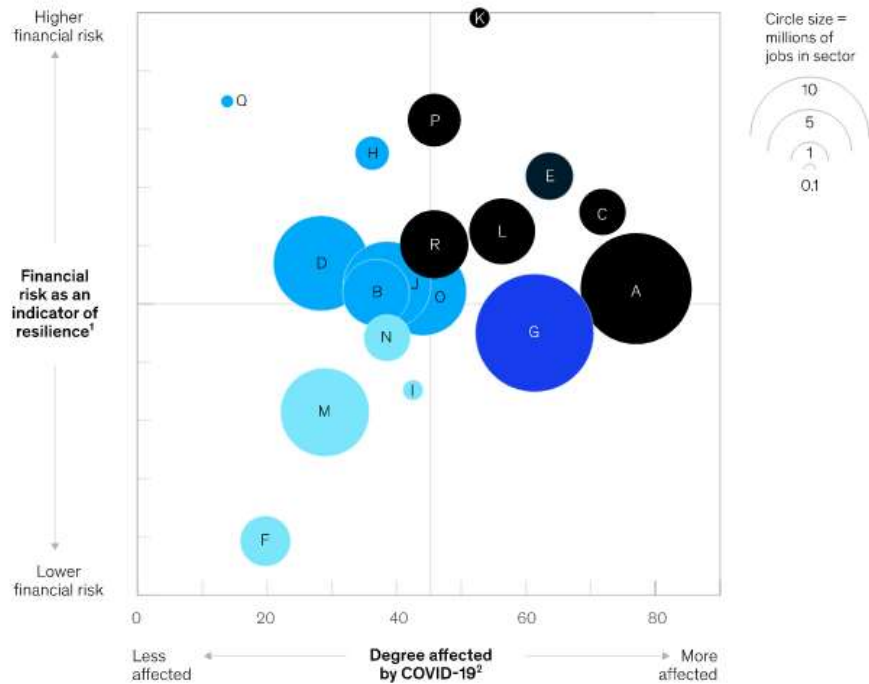
As per a study of the impact of COVID-19 on employment in urban areas by Omir Kumar & Shashank Srivastava (2021), the International Labour Organisation (I.L.O.) projected that almost 2.5 crore jobs could be lost worldwide, and an experiential purview states that more than 40 crore informal workers in India may get pushed into deeper poverty, due to the effect of COVID-19 pandemic in 2020.

The accomplishments of job satisfaction express empowerment of employees' work profiles. Scott (2009) defines job involvement as the physical and mental dedication to performing duties and responsibilities reassuring self-esteem.

COVID-19 is especially threatening for several sectors.

Where small business jobs are vulnerable

Less affected, higher financial risk More affected, higher financial risk
Less affected, lower financial risk More affected, lower financial risk



- | | | |
|---------------------------------------|--|--------------------------------------|
| A Accommodations and food services | G Healthcare and social assistance | M Professional services |
| B Administrative and support | H Information services | N Real estate and rental and leasing |
| C Arts, entertainment, and recreation | I Management of companies | O Retail trade |
| D Construction | J Manufacturing | P Transportation and warehousing |
| E Educational services | K Mining, oil and gas | Q Utilities |
| F Finance and insurance | L Other services (except public admin) | R Wholesale trade |

¹Based on profitability, credit risk, and use of retained earnings.

²Based on US Census Bureau pulse survey of small and medium-sized businesses.

Source: Statistics of US Businesses, 2017; Federal Reserve Banks' Small Business Credit Survey, 2019; Annual Business Survey, 2018; Census Bureau Small Business Pulse Survey Week 4, 2020; Labor CUBE

Source: <https://www.mckinsey.com/business-functions/risk/our-insights/covid-19-implications-for-business#>

2 RESEARCH METHODOLOGY

The hotel industry in Gujarat shows it at 8th position in terms of tourist arrivals to the state and 16th in terms of international tourists in India. The Gujarat tourism policy has assessed the need for skills development, training, infrastructure & digitalization for additional two million persons in the next 05 years.

Hospitality workforce asset has always been thriving for a concerning work environment and better humanity. This conversion of a traditional hotel use may be new but has had a different perspective in allotting only-women floors, pet-friendly categories, etc. Considering the Hotel alternative nontraditional accommodation in the Covid-19 Period, the 14 days isolation in a makeover environment will be difficult, especially for low-income individuals. Still, the conversion of hotels could address the quarantine.

3 PROBLEM STATEMENT

The problem to be addressed in this study is "Applied research on Nontraditional use of Hotels during the Covid-19 period in Selected 4* & 5* Hotels of Gujarat" is to examine and understand the employment policies and benefits in selected 4* & 5* Hotels of Gujarat; on the conversion to an alternate use about the ongoing Covid pandemic.

4 SCOPE OF THE STUDY

The scope of the present hospitality study is limited to the on-the-job academia and in-plant industry professionals. Moreover, this study also explores the various alternatives and nontraditional uses of selected 4* & 5* Hotels of Gujarat during the pandemic period. The perspective of employees and management in the concerned interest has been explored.

5 SAMPLING METHOD AND SAMPLE SIZE

In this study, the non-probability convenience sampling method was used to select 26 (though less enough) respondents related to hospitality academia/ industry via google forms. Considering the current situation wherein lockdowns and social distancing measures prevent face-to-face interviewing, rapid surveys by telephone or web may only reach selected population sectors. Care has been taken to design the limit on the number of questions on a given topic to impact the identification of title-specific working activities.

6 FINDINGS OF THE SURVEY

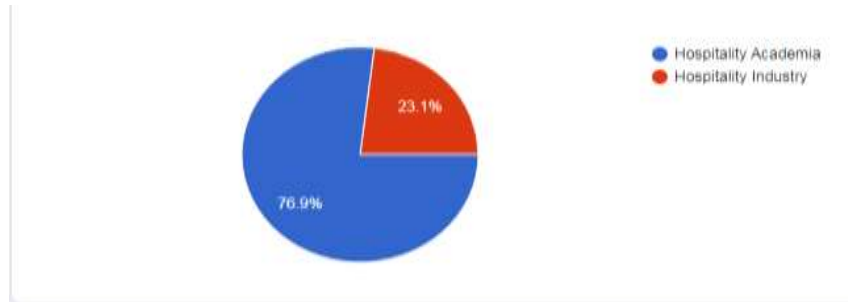


Fig. 1. (a): The figure depicts the three-fourths majority of academia over industry respondents

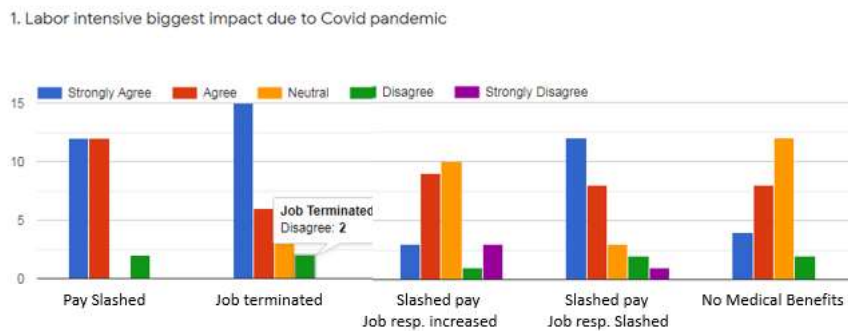


Fig. 1. The figure depicts the intensity of labor due to Covid in the order Job Termination > Pay Slashed > Job responsibilities increased amongst the respondents

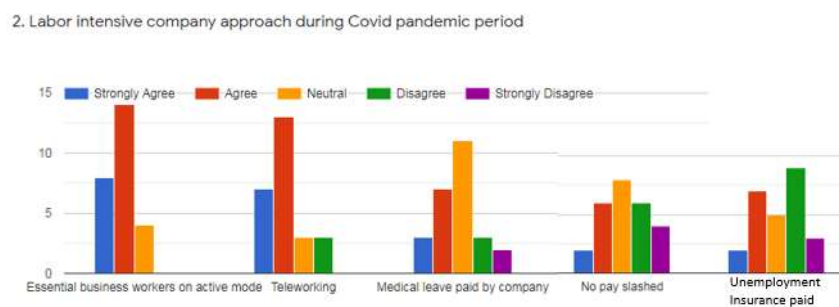


Fig. 2. The figure depicts the company's approach during the Covid in the order – Essential business on active mode > Teleworking > Medical Leave paid followed by Unemployment insurance paid to no pay slashed amongst the respondents

3. Alternate use of Hotels during Covid pandemic period

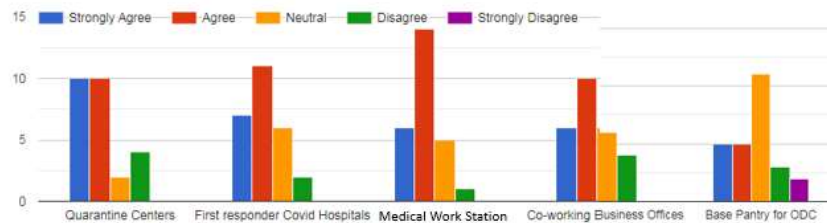


Fig. 3. The figure depicts the alternate use of hotels during the Covid in the order – Medical Work Station > First Responder Covid Hospitals > Quarantine Centers followed by co-worker work stations to the base pantry for O.D.C. amongst the respondents

4. Non Traditional use of Hotel facilities during Covid pandemic period

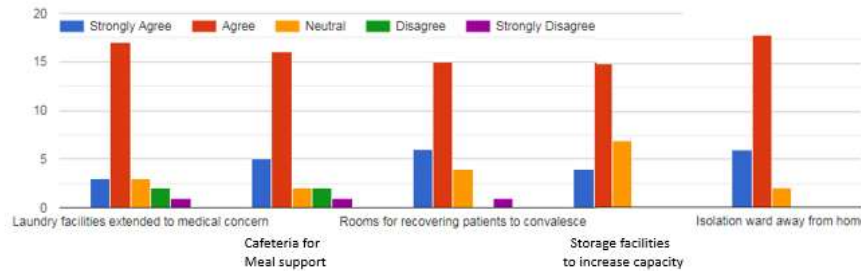


Fig. 4. The figure depicts the nontraditional use of hotels during the Covid in the order – Isolation ward > Laundry facilities extended > Cafeteria for meal support followed by rooms for recovering patients and storage facilities amongst the respondents

5. Workforce protection during Covid pandemic period

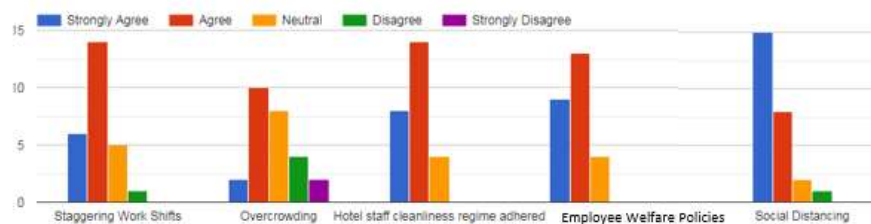


Fig. 5. The figure depicts the protocol of workforce protection during the Covid in the order – Social distancing > cleanliness regime > Employee welfare policies > followed by Staggering work shifts to overcrowding amongst the respondents

6. Internal Reassurance Mechanism during Covid pandemic period



Fig. 6. The figure depicts the internal reassurance mechanism during the Covid in the order – Flexible work schedule > Resilient employees connect > Goodwill ambassador followed by Employee training to Internal mobility amongst the respondents

7. Learning our way forward with the current Covid pandemic period

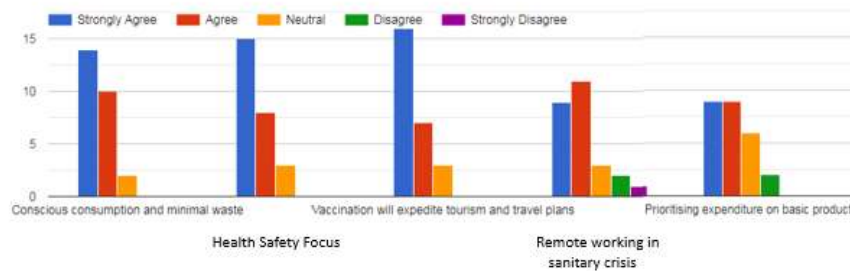


Fig. 7. The figure depicts the way forward through the Covid in the order – Vaccination > Conscious consumption and waste management > Flexible work schedule > Resilient employees connect > Goodwill ambassador followed by Employee training to Internal mobility amongst the respondents

7 CONCLUSION OF STUDY

Fig (a): The survey derives that there are three-fourths of academia as to industry respondents.

Fig 1: The survey derives that the intensity of labor due to Covid are in the order Job Termination > Pay Slashed > Job responsibilities increased amongst the respondents.

Fig 2: The survey derives that the company's approach during the Covid is in the order – Essential business on active mode > Teleworking > Medical Leave paid followed by Unemployment insurance paid to no pay slashed amongst the respondents.

Fig 3: The survey derives that the alternate use of hotels during the Covid is in the order – Medical Work Station > First Responder Covid Hospitals > Quarantine Centers followed by co-worker work stations to the base pantry for O.D.C. amongst the respondents.

Fig 4: The survey derives that the nontraditional use of hotels during the Covid are in the order – Isolation ward > Laundry facilities extended > Cafeteria for meal support followed by rooms for recovering patients and storage facilities amongst the respondents.

Fig 5: The survey derives that the protocol of workforce protection during the Covid are in the order – Social distancing > cleanliness regime > Employee welfare policies > followed by Staggering work shifts to overcrowding amongst the respondents.

Fig 6: The survey derives that the internal reassurance mechanism during the Covid is in the order. Flexible work schedule > Resilient employees connect > Goodwill ambassador followed by Employee training to Internal mobility amongst the respondents.

Fig 7: The survey derives that the way forward through the Covid are in the order – Vaccination > Conscious consumption and waste management > Flexible work schedule > Resilient employees connect > Goodwill ambassador followed by Employee training to Internal mobility amongst the respondents.

8 WAYS FORWARD IN COMBATING THE EFFECT OF COVID PANDEMIC

8.1 Empower Retention

The action plan by the management has to be to cultivate the intention to stay in the masked illness environment and reinforce the employees by identifying the core capabilities of the employees that would matter the most in handling the current pandemic situation working to reach normalcy. We are positive even if this situation is one of its kind, affecting the whole world but has a hope to revive. This is a challenge to build a culture of adaptability to anticipate the next disaster or black-swan event. The other advantageous turning point in gaining the confidence of working for the organization is doing away with conventional hierarchies and collaborating with designated empowered teams of employees, responsibilities adjudged and required training provided.

8.2 nCov-19 Pandemic

World Health Organization has stated Covid-19 to be a global well-being emergency. It has affected industries, organizations, and individuals and cut 50 million jobs worldwide in the travel and tourism industry, and Asia is expected to be the worst affected. As per WHO, the covid virus extent may last for two more years and up to ten months

for the industry to recover (World Economic Forum, 2020). According to WTTC, the threat of coronavirus could shrink the travel sector by up to 25% in 2020 (B.B.C., 2020b)

8.3 Prototype for Nov-19 Pandemic progression

The most crucial measure is sensitizing the community about early detection and quarantine. There have to be ways and means trained to limit the spread. According to reports, after the devastating impact of COVID-19 in the Hubei province, China had planned to build hospitals in the shortest time frame of ten days to accommodate almost 60 million people to combat the spread. The proactive arrangements on the government and authorities have shown a drop in the number of cases.

8.4 The Hygiene Regime - Nontraditional accommodation

Apart from closing down hotel units, the transition to outpatient medical care is most needed. At the same time, there are adaptive high schools conversions to temporary medical care with higher levels of the virus spread. The hotels employ innovative and attractive self-quarantine packages to curtail the covid virus revenue slowdown and simultaneously arrange travel plans.

- Meals in isolation rooms are offered in closed, sanitized, specially designed trolleys with no contact or contamination.
- A special housekeeping services team manages and monitors the guests under quarantine, and at the slightest instance of condition deterioration reported, they are referred to the nearest hospital. These packages are competitively priced with 20% discounted rates (Skift, 2020)

The public-health tools provided by the government and authorities deployed vary considerably from each place and situation based on the epidemic phase and local context. The evaluation of the degree of cleaning processes used by hotel staff and cleaning contractors has designated a new position in the hierarchy - Certified Industrial Hygienist (CIH) who uses an instant-read device—no laboratory testing required.

8.5 Converted accommodation design

The conversion of the existing infrastructure of the hotels to hospital facilities has seen the nontraditional accommodation segment:

- A full-service convention hotel would convert for 10 to 14 days, with adequate resources, tools, protective equipment, and sensitized team
- The medical, paramedical, transport team, including National Guard troops or government workers, need to be accommodated.
- The conversion of the guest rooms is categorized under three heads one for the low level, mild, and moderately symptomatic COVID-19 patients.

- The patient's category defines the conversion and usage. The low acuity patients would have a private bathroom with T.V. and Wi-Fi facilities. The wall-to-wall carpet in the guest rooms would be removed before normal hotel operations resume.
- The banqueting facilities could house the patient wards offering direct observation and immediate care. The area is vast and spacious could work out better aeration.
- Facilitate essential services like food and drinks for patients, health care workers, and staff.
- Very important to launder the hospital linens at frequent intervals.
- Proper facilities to collect, disinfect, and dispose of infectious waste
- To communicate a sense of confidence to the well-being of patients

Advanced Health care through infrastructural change

- Design I.C.U. for critical patients
- Demarcate rooms depending on the intensity of illness
- Devise unfavorable pressure rooms & conventional halls
- Secure dining and medical team staff rooms
- Conversion of dormitories and hostels for medical care

When many employees are losing their jobs, the employees stationed with the intended hotel conversion and nontraditional operations have been valuable in serving the welfare concern.

9 Conclusion

The employees have entrusted themselves with a crisis-oriented approach and expanded role to protect the guests and organize the incident response, thus proving the resilience quotient of the talent recruited. Many of the employees have also adapted to the technical know-how in various areas of hotel operations in this hour of illness-derived crisis. Hotel alternative nontraditional accommodation of medical services has proven to mobilize available resources in a problem for a global cause.

The hotel companies have proactively and instantaneously taken measures to combat the virus spread through hotel converted hospital facilities and celebrate employee retention. Major hotels have stood with their workforce, reciprocating them, many have been paying salaries with/without any cut, all have designed a new all-time hygiene protocol in the interest of the employees and the guests, and very unlikely in the hospitality operations have adjusted the hours of work. For the newly selected hospitality graduates, many have been waitlisted, not turned down, all in a drive to treat the employees like valued investments who deliver their personal professional best. The organization offers them to experience what it means to retain a guest and thus contribute to building a solid mutual trust as a human enterprise.

10 Discussion and Implications

Even WHO has declared the covid virus will stay for two more years. Thus, we have to continue to plan our operations and measures accordingly. Depending on government policies and guidelines, many establishments are resuming operations from time to time. They have gathered enough time and know-how to continue for the so-called "next to normal." This will assure a positive perspective of the hotel employees' retention in the covid lockdown period. The illustrations of Gujarat hotels' employee perceptions and judgments form the base of our paper. This study aims to check the hotel readiness to empower the hotel employee with a new crisis portfolio. Hotel giants invest in innovative routine designs and systems to attract travelers in competition and branding. These nontraditional properties offer a sustainable work area comparatively less formal than the array of traditional hotel concepts.

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Hyderabadi Biryani – An observational study on its Origin, Art of Cooking, Uniqueness, and Perceptions of People in India

G Vivekanand¹, J Dileep Kumar²

ABSTRACT. 'Hyderabadi Biryani' originates from the city of Hyderabad in the Indian state of Telangana. It is a well-known dish in India and is known throughout the world. It was a royal platter of Nawabs and Nizams and came to be known as a 'celebratory dish.' The blending of Mughlai and local cuisine of Nizam, the ruler of the historic Hyderabad State, led to the formation of 'Hyderabadi Biryani.' 'Hyderabadi Biryani' is available in Pakki (cooked meat) and Kacchi (uncooked meat). The famous restaurants serving 'Hyderabadi Biryani' in Hyderabad are Paradise, Bawarchi, Hotel Shadab, and Shah Ghouse, to name a few. The flavoured meat dominates other regional Biryani, but saffron-flavoured basmati rice in layered 'Hyderabadi Biryani' makes it different and unique. Making a perfect Biryani needs expertise, patience, and a good understanding of the time and temperature to cook Biryani.

The research objectives are to know the origin, art of Cooking, and uniqueness of 'Hyderabadi Biryani.' To understand the perceptions of people about 'Hyderabadi Biryani.' To find out why the 'Hyderabadi Biryani' became the culinary favorite of people across India. This research also emphasizes the critical people involved in pioneering 'Hyderabadi Biryani.'

Both primary and secondary data are used to support the study. The study was carried out using quantitative methodology using a closed-ended questionnaire through Google form. For secondary data, referred reputable web publications and books written by experts in the field. A structured questionnaire has been distributed in India to the age groups from 14 to 50 above, the target population in this research paper. Percentage analysis was done in the calculation of data.

This research study observed that 'Hyderabadi Biryani' is acclaimed as the favorite dish irrespective of one's place and food habits. There are many contradictions about its place of origin, but the taste of 'Hyderabadi Biryani' is a true testament to that. It is widely assumed to be a unique delicacy. The combination

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of Mughlai and Nizams' local cuisine led to the formation of 'Hyderabadi Biryani.' It is usually meaty and has a strong blend of flavours and spices with saffron. Biryani's secret is the 'Dum' cooking technique. From the primary data, it was observed that the respondents enjoy the taste and the flavour of 'Hyderabadi Biryani.' It is one of the dishes most popular among respondents. According to the primary and secondary data, it was observed that between the years 2016 and 2021, the 'Hyderabadi Biryani' remains the tastiest meal in India. Owners of renowned restaurants in Hyderabad still retain the ancestral legacy of 'Hyderabadi Biryani' Biryani was the most often requested meal in India via food delivery apps with the highest demand for 'Hyderabadi Biryani

The taste of Biryani is the same and remarkable, which doesn't change even for years, which is unique and authentic about 'Hyderabadi Biryani.' Overall, people treat 'Hyderabadi Biryani' as a complete meal, cost-effective and included in the menu for many occasions as a part of the celebration.

KEYWORDS: Biryani, Mughlai, Nizam, Dum, Pakki, Kacchi, and Perception.

1 INTRODUCTION

In the Persian language, 'Biryan' means 'fried before cooking,' and the 'Birinj' means 'rice.' Through 'Biryan,' the word 'Biryani' was derived. There are different theories about the origin of this delicious dish. According to historians, Biryani was originated from Persia and was brought to India by the Mughal. Biryani was developed within the Mughal Royal kitchens. 'Hyderabadi Biryani' is India's best-known Biryani. Mughal emperor Aurangzeb took Biryani into Hyderabad when he invaded the South. The blending of Mughlai and local cuisine of Nizam, the ruler of the historic Hyderabad State, led to the formation of 'Hyderabadi Biryani.' Biryani has satisfied hunger for hundreds of years. Numerous legends are associated with the evolution of Biryani. Among the most famous is the story of Mumtaz Mahal, wife of Shah Jahan, the Mughal emperor. It is believed that when Mumtaz Mahal visited the military barracks, she noticed that Mughal soldiers appeared to be under-nourished. To provide proper nutrition ousted food to the troops, she asked the chefs to prepare a dish with meat and rice. The dish was whipped with spices and saffron and cooked on a wooden stove. People do have different perceptions to like 'Hyderabadi Biryani.' It is usually meaty and has a strong blend of flavours and spices with saffron.

The authentic 'Hyderabadi Biryani' is prepared in the 'Kacchi' (uncooked) Biryani style. Uncooked rice and raw meat are cooked together in a 'Handi' (Copper pot) with spices and a little water. Traditionally, Biryani was cooked on charcoal in an earthen pot or copper utensils. The flavoured meat dominates other regional Biryanis, but saffron-flavoured rice in layered Hyderabadi Biryani makes it different and unique. All in all, Biryani is a dish of rice and meat made from basmati rice, Indian spices, meat (goat, chicken, shrimp or fish), vegetables, and eggs.

2 REVIEW OF LITERATURE

2.1 ABOUT HYDERABADI BIRYANI

The thoroughbreds are from Hyderabad, as are the other biryanis. Hyderabad is known to produce around forty different types of biryanis, which is not surprising given its location and history. (Pratibha Karan, 2009)

Hyderabadi cuisines are not just popular in Hyderabadi kitchens, but the cuisine of the Nizams has also influenced the cuisine of the surrounding territories. In Hyderabad, food is usually prepared in earthen pots or copper pots. A popular type of Biryani is 'Hyderabadi Biryani.' A vegetarian version of the 'Hyderabadi Biryani' is available, in which a blend of vegetables such as carrots, cauliflower, peas, and potatoes replace the meat. 'Tarkari biryani' is the vegetarian variation. 'Tahiri' is the Hyderabadi Biryani variation of the mixed veggie biryani (Vaishali Tripathi, 2017). Hyderabadi Biryani – A bowl fit for an emperor — rice filled with rare spices and meat cooked in yoghurt – streamlined for the modern table while preserving all of its familiar taste. Biryani is a cult dish in the Indian subcontinent, with countless establishments specialising in it. It's a must-have at Muslim wedding feasts, and families treasure their family recipes, which have been developed over centuries. This is not a 15-minute budget buster because it was created for feasts, frequently over several days, and its saffron content made it a dish for the wealthy. The 'Dum method' is used to make authentic 'Hyderabadi Biryani,' which involves placing the meat and rice in a pot wrapped with chapatti dough to keep the steam in and the flavours vibrant. (Janine Eberie, Lonely planet Food, 2018)

Biryani was a cherished part of the imperial Mughal cooking repertory, but its distinctive technique soon spread to the general public. There are variations of biryanis in every state of India, but the Hyderabadi form is likely the most famous. Biryani is usually eaten at a sit-down meal. Still, it's also a renowned street cuisine in Hyderabad, where it's scooped from enormous brass vats onto newspaper pages or palm frond plates. The meat cooked alongside the rice is usually the star of a biryani. The Hyderabadi version is more rice-centric, with proteins like chicken or lamb taking a secondary role to the slow-cooked rice (Monisha Bharadwaj, 2018).

2.2 BIRYANI HYDERABAD'S LEGACY

Although regional recipes differ, Hyderabad, the capital of Telangana State, is known as the biryani capital. The elegant 16th-century architecture like Golconda Fort is among Hyderabad's precious relics, but it's the actual food that gets people's hearts racing. Biryani reaches festive heights on holiday like Eid al-Fitr when covered with dried fruits, nuts, and layers of varq (edible silver foil). In roadside dhabas (basic eateries) or fancy city restaurants, sample the various styles of Hyderabadi Biryani. Pickles and a bowl of raita are offered (Lonely Planet Food, 2012). In the year 2018-19, Biryani was the most often requested meal in India via food delivery apps (one every 3.5 seconds), with the highest demand for 'Hyderabadi Biryani' (Md. Laraib, 2021).

2.3 KEY CONTRIBUTORS TO HYDERABADI BIRYANI

In an interview in media, Mr. Mehboob Alam Khan (Owner of the famous restaurant in Hyderabad, Hotel Shadab) says there are various variants of Biryani available across India. However, the cooking style remains unchanged throughout, and the richness of 'Hyderabadi Biryani' lies in its unique cooking style. Mr. Ali Hemmati, the chairman of the famous restaurant Paradise in Hyderabad, says Hyderabad is synonymous with 'Hyderabadi Biryani' and one of the main points of interest of the city, and a long way to go yet in keeping up the legacy of 'Hyderabadi Biryani.'

2.4 LATEST ABOUT HYDERABADI BIRYANI

The Covid-19 pandemic has resulted in the loss of business for many hotels, but the owner of Banswada Restaurant, Hyderabad, has developed an innovative idea to make 'Ayurvedic Chicken Biryani.' It was said that this 'Ayurvedic Biryani' has immunity-boosting properties. It has proven to be an exciting success in business. Like 'Zafrani Biryani' and 'Sofiyani Biryani' that recently became a trend, 'Nalli Biryani' is Hyderabad's new flavour. This variety of Biryani is prepared using lamb shanks and basmati rice. It has gained popularity, and now it is served in several hotels around Hyderabad.

POLL: WHICH IS THE TASTIEST BIRYANI IN INDIA?

REGIONAL BIRYANIS	100%
Ambur Biryani	4%
Andhra Biryani	2%
Assamese Kampuri Biryani	0%
Awadhi Mutton Biryani	3%
Bhatkal Biryani	0%
Beary Biryani	0%
Coorgi Mutton Biryani	0%
Dindigul Biryani	5%
Hyderabadi Biryani	50%
Kachhi Biryani	0%
Kappa Biryani	0%
Kolkata Biryani	11%
Lucknowi Biryani	5%
Mughlai Biryani	4%
Memoni Biryani	0%
Scheherazade Biryani	0%
Sindhi Biryani	0%
Tahiri Biryani	1%
Thalaserry Biryani	6%

TOTAL VOTES: 30238

(Source: A survey conducted by Rediff.com, Last updated on: July 05, 2016)

All the Biryani's mentioned above have their unique taste, but as per the above survey, people in India given maximum votes to 'Hyderabadi Biryani' as the tastiest Biryani besides the other regional biryanis in India being delicious. Also, people relish all the regional biryanis as their favourite meal as perceptions vary. India has many good variations of biryanis from various regions relished by all the people irrespective of any location in India.

2.5 TYPES OF HYDERABADI BIRYANI:

There are a lot of Biryanis to pick from a menu. One can choose between veg and non-veg Biryani to enjoy the vintage dish in their style. Non-veg Biryani uses chicken, lamb, fish commonly for the meat portion. Biryani can be cooked using one of two ways: Pakki (cooked) and Kacchi (raw).

Pakki Biryani: The basmati rice, the marinated meat, and the possible vegetables are partially (three quarters) cooked separately before being combined in layers in a cooking vessel. Various spices are used. The contents are then cooked to complement the Cooking and allow the flavours to blend.

Kacchi Biryani: Uncooked marinated meat is alternated with layers with wet, pre-soaked raw rice (treated with various spices as above) and cooked together on medium-to-low direct heat (typically, for at least an hour). The Cooking is done by steam coming from the clean moisture of the ingredients: the cover of the cooking vessel is sealed (traditionally, with a strip of wheat dough) so that the steam cannot escape. A yoghurt-based marinade in the bottom of the cooking pot provides a mild tangy taste and humidity (a technique also used in Iranian Cooking). They brown nicely with their natural moisture content with less risk of accidental exposure burning. The lid is not opened until serving time.

2.6 ABOUT DUM BIRYANI

'Dum Biryani' is done through the 'Dum pukht' method. 'Dum pukht' in the Persian language means 'slow breathing oven.' All the ingredients to make Biryani are placed in a Biryani pot. The lid of the Biryani pot is sealed with the wheat flour dough covering the edges. It is then slowly cooked over hot charcoal. As a result, the Biryani inside is cooked in its own steam. The Biryani pot is held sealed until it is ready for serving. It retains all the wonderful aromas of spices untouched. (The pot's cover is either filled with dough, or a heavy stone is placed on it. Alternatively, hot coals are placed under the pot and on the lid. In fact, dum has come to the word Dum pukht in Hyderabad, which means sealing the dish tightly, trapping the aroma and flavours inside the pot.)

HYDERABADI CHICKEN DUM BIRYANI

This is a combination of two separate kitchens, Mughlai and Irani. Chicken is the primary ingredient to make 'Hyderabadi Chicken Dum Biryani.' It is made with basmati rice chicken and seasoned with Indian spices. Chicken Biryani is prepared using the cooking method 'Dum pukht,' Consequently, it gets the name 'Hyderabadi Chicken Dum Biryani.'

2.7 TYPES OF HYDERABADI CHICKEN DUM BIRYANI:

PAKKE MURGH KI BIRYANI:

'Pakke Murgh' in the Hindi language means 'Cooked Chicken.' The chicken is marinated and cooked first. Cooked chicken is then layered along with semi-cooked rice in a Biryani pot. The pot is then sealed with dough & cooked on low heat.

KACHCHE MURGH KI BIRYANI

'Kachche Murgh' in the Hindi language means 'Raw Chicken.' Curd and spices are used for chicken marination. The marinated chicken is arranged in layers with partially cooked rice in a pot. The pot is then sealed with dough and cooked on low heat. There is also a vegetarian form of Biryani made from carrot, beans, peas, potato, cauliflower, and paneer used for 'Vegetable Biryani' in Hyderabad.

HYDERABADI DUM BIRYANI

The main ingredients used for making 'Dum Biryani' are Basmati rice, meat (Chicken/Mutton), spices, and flavours cooked on 'Dum.' It is garnished with boiled eggs, nuts, golden brown onions with chopped coriander and mint leaves accompanied by Mirchi ka Salan and Dahi ki Chutney.

The uniqueness of Cooking:

- Meat and basmati rice will be in layers.
- Meat and rice layers are cooked with masalas.
- A Heavy pan called 'Handi' is used for 'Dum' Cooking.
- Unlike other Biryani, Raw meat and semi-raw rice are cooked together for getting the unique flavour



Fig. 1. Copper Handi: Used for cooking Hyderabad Chicken Dum Biryani



Fig. 2. 'Hyderabad Chicken Biryani' Cooking on 'Dum.'



Fig. 3. 'Hyderabad Chicken Dum Biryani' served piping hot



Fig. 4. 'Hyderabad Chicken Dum Biryani' served with boiled eggs, birista, nuts and mint, and coriander leaves



Fig. 5. 'Hyderabad Chicken Dum Biryani' accompanied with 'Mirchi Ka Salan'



Fig. 6. 'Hyderabad Chicken Dum Biryani' accompanied with 'Raita'

3 OBJECTIVES:

- To know the origin, Art of Cooking, and uniqueness of 'Hyderabadi Biryani.'
- To know the perceptions of people about 'Hyderabadi Biryani.'
- To find out why the 'Hyderabadi Biryani' became the culinary favourite of people across India even today.

4 METHODOLOGY

Research Design: The present study entailed a quantitative research design.

Sampling Design: Simple, Convenient sampling was used. Eighty-six were the respondents.

Tools and Techniques: The target population in this research paper has distributed a structured questionnaire to the age groups from 14 to 50 above.

Data and Statistical Analysis: Percentage analysis was done to calculate data.

5 FINDINGS AND DISCUSSIONS:

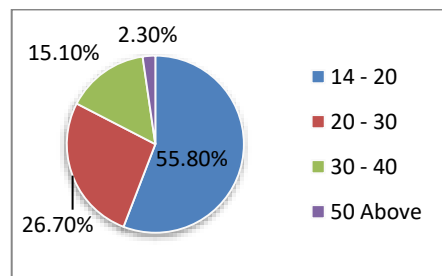


Fig. 7. Respondents of different age group levels.

The demographics of the respondent were identified by dividing the respondents into various age groups. About 55.80% of respondents were from the age group of 14 – 20 years and respondents from the age group of 20 – 30 years are approximately 26.70%. This clearly states that respondents of all age groups, especially the young generation, are well known about 'Hyderabadi Biryani.'

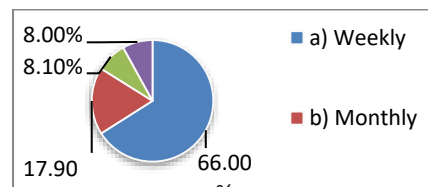


Fig. 8. Respondents on the frequency of having the 'Hyderabadi Biryani.'

On checking the frequency of consumption of 'Hyderabadi Biryani' among the respondents, it was found that 66% of respondents have 'Hyderabadi Biryani' at least once a week. With the results obtained, it was clear that all the respondents relish the 'Hyderabadi Biryani' at different times.

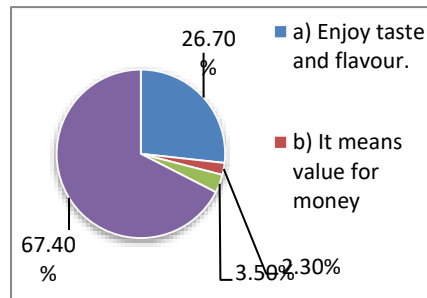


Fig. 9. Responses about 'Hyderabadi Biryani.'

About 67.40% of respondents conveyed that 'Hyderabadi Biryani' like the taste and flavour and include 'Hyderabadi Biryani' for various occasions as a celebratory dish and feels that it is a value for money. The rest of them like one of the parameters mentioned above.

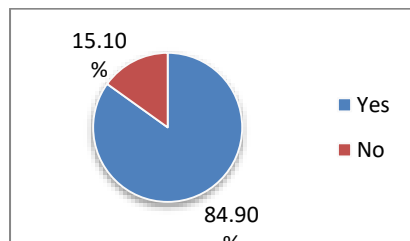


Fig. 10. Respondents about 'Hyderabadi Biryani' being the favourite meal in India.

Respondents were asked about their favourite Biryani meal; about 84.90% of the respondents conveyed with ease that 'Hyderabadi Biryani' is their favourite meal among Biryani available from other regions of India.

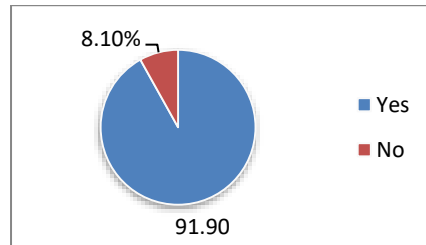


Fig. 11. : Respondents about recommending 'Hyderabadi Biryani' for special occasions such as birthdays, weddings, or other celebrations.

About 91.90% of respondents recommend 'Hyderabadi Biryani' and include it in the food menu as a celebratory dish.

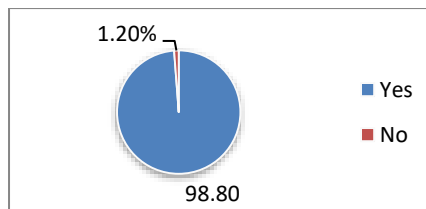


Fig. 12. Respondents about recommending 'Hyderabadi Biryani' to their family and friends.

About 98.80% of respondents recommend 'Hyderabadi Biryani' to their people.

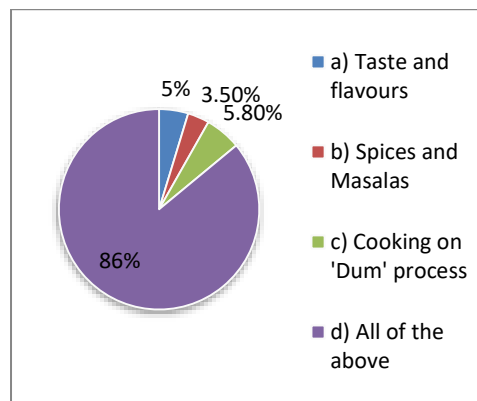


Fig. 13. Respondents about the uniqueness of 'Hyderabadi Biryani.'

About 86% of respondents conveyed that the taste, flavour, spices, masala's and 'Dum' cooking process make the 'Hyderabadi Biryani' unique. Rest 24% too selected the parameters mentioned above, highlighting the uniqueness of 'Hyderabadi Biryani.'

6 CONCLUSION AND RECOMMENDATIONS

From the primary data, it was observed that the respondents enjoy the taste and the flavour of 'Hyderabadi Biryani.' It is one of the dishes most popular among respondents. According to the primary and secondary data, it was observed that between 2016 and 2021, the 'Hyderabadi Biryani' remains the tastiest meal in India. Owners of renowned restaurants in Hyderabad still retain the ancestral legacy of 'Hyderabadi Biryani.' It has been said that 'Hyderabadi Biryani' represents the authentic taste of Hyderabad. Most respondents relish the 'Hyderabadi Biryani,' which is a favorite dish and a sense of satisfaction. Undoubtedly it is the best Biryani anywhere in the world. Various innovative Biryanis have come in Hyderabad city, especially 'Nalli Biryani,' Hyderabad's new flavour of Biryani and 'Ayurvedic Biryani' to cope with the Covid-19 pandemic for boosting immunity. Overall, people treat 'Hyderabadi Biryani' as a complete meal, cost-effective and included in the menu for many occasions as a part of the celebration. The study is based on data from various sources, including books, web publications, articles, videos, and data from the target population.

The current study recommends (i) Further research could be done to learn about the contemporary methods, particularly the use of technology in the preparation of 'Hyderabadi Biryani.' (ii) The current study was restricted to India; however, studies could be conducted in other countries to broaden the scope in the future.

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Analytical study on Adoption of Flexitarian Diet among Working Women

Harmanpreet¹, Harman Singh²

ABSTRACT. Dawn Jackson Blatner writes in his book that a flexitarian diet is the most vegetarian way to lose weight, be healthier, prevent diseases, and add years to your life. The flexitarian diet is a simple formula that you need to eat more vegetarian food than non-veg. Although Flexitarian diet is not a complex type of diet planning, it is just cutting down the consumption of meat foods and other Convenience foods and eating more plant-based foods like salads, cereals, pulses, etc. Working women (age group 25-55) go through a significant change in their diet patterns after living their younger or teenage; at that age, they eat whatever they wish to and enjoy that age group. However, once they are in their early 40's, the health issue starts alarming them, where they have to think about what changes they need to bring in their daily routine. It is not in women only it is among males also, where they want to look good in society with blushing skin and fit physique and do not want to reveal their exact age. In the present study, we will aim to understand the awareness level of flexitarian diet among working women and how and why they tend to shift themselves and adopt flexitarian diet in the Indian scenario. The shifting of their diet may be because of obesity, bad eating habits, health issues, a sedentary lifestyle, not having fiber in the diet, looking younger than their age, and, most importantly, living longer. The study reflects the present stage of the Flexi diet among working women for their overall health (physical and mental) that motivates them to choose Flexi diet rather than consuming only one type of diet for years. The study will also help the working females better understand how well they are aware of the benefits and drawbacks of taking a flexitarian diet and their preparedness to adopt it.

Keywords: - flexitarian diet; working women; benefits of flexitarian diet; awareness; health issues

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1 Introduction

Flexitarian diet comprises mainly of vegetarian food with slight inclusion of meat-based or animal products. It is essentially more of a plant-based diet, or you may call it a Semi- Vegetarian diet.

We come across the Indian females who state that they eat meat occasionally or on particular days of the week, they are not entirely vegetarian neither non-vegetarian, the correct word for them to address as "Flexitarians," those who eat mainly the plant-based food, however, they include meat or chicken in their meals sometime or other.

In today's scenario, when demand for meat is increasing day by day, the dieticians are coming up with the concept of being flexitarian, planning their diet with less meat-based food starting with less meat reduction from the diet in a week to maximum dependency on plant-based nutrition. We should not forget that meat-based food is full of nutrients and a great source of proteins; however, we also know that in the later age of the '40s to '50s, high meat consumption leads to significant health issues such as heart attack, diabetes, and most awful cancer.

Indian food habits are concerned with regional climatic conditions, economic status, religion, ethics, etc. If we see it become more or less like flexitarian, but flexitarian diet is a planned diet to attain various benefits in their daily life.

The aim of considering working women in our paper is that because we believe that they adapt to the changes relatively quickly than to youth or in old age, especially middle-aged women those who always want to look young and sleek and hesitate to reveal their correct age and do not want to go through the stress of body shaming, moreover working women in Indian scenario also does not prefer or not have enough time to go to the gym rather they choose to do diet instead.

2 Review of literature

(Blantner, 2009) He writes in his book, "I am a vegetarian who is flexible enough to eat some meat, poultry, and fish—a flexitarian." The word flexitarian was adopted in 2003 by the American Dialect Society as the Most Useful Word.

Being flexitarian shifts us towards vegetarianism in a casual way where we have the liberty to eat meat / favourite meat dish as we want; this is more or less a lifestyle that gives us variety / different kinds of plant-based food items/dishes other than other dishes than meat.

Anybody can become a flexitarian at its speed of adaptation; it can be slowly adapted or maybe at once you decide to eat more plant-based diets, you can give any twist or turn to flexitarian diet plans as per your mood and choices which provide unique benefits liked weight loss, improved heart health, reduced risk to diabetes, live a longer life, less prone towards cancer, expose to new foods/dishes, satisfy cravings most important no harm to animals and maintain the ecosystem of animal and aqua life.

This kind of diet comes with five components that help to reduce our body weight drastically and able us to enjoy a balanced, flexible vegetarian diet; these five components are:

- Five flexible food groups:- this is the inclusion of 5 food groups like whole grains, fruits and salads, plant-based proteins, milk and milk products, and herbs and condiments (apple vinegar, maple syrup, honey, etc.).
- Five-week flexible diet plan: - here, we need to plan for five weeks for our breakfast, lunch, snacks, and dinner. It means we need almost 35 days of planning for each meal.
- Five main ingredient recipes: These recipes are based on becoming flexitarian, which has twofold benefits 1) easy to prepare and 2) enjoying our food. Here, on average, we must use five main ingredients to prepare our meal: healthy, quick, and convenient ingredients that reduce our dependability on processed, canned, and convenience foods.
- Five fitness conditions: - when you have tried everything thing, and you are on a flexible diet with the aim of weight loss or any other benefit, and still, you are lagging of your results, add these five fitness conditions, i.e., exercise for 30 minutes in a day for five days a week for this we need constant motivation.
- Five trouble-shooters:- there are a few trouble-shooters while we are on a flexible diet. They are like not feeling good on some days, frequent going out to restaurants and parties, controlling cravings, timings of eating meals, regularly weighing this will help not deviate from your goals.

(Cohen M. , 2021) She wrote about the frequency/intervals for consuming meat or meat products in her article. Further, she explains that less meat consumption will reduce the chance of metabolic diseases as per her, there are three levels of flexible diet patterns i.e.

Beginner: The person follows their routine with little change in meat consuming pattern usually in a week taking all three meals (21 meals/week) only person will leave seven meals that will not include meat as per his choice.

Advanced: The person has to leave 14 meals in a week as per their choice out of 21 meals per week.

Expert: Consuming only six meat meals in a week may eliminate meat from the meals.

These above levels may be achieved by various techniques such as eating a minor portion of meat, changing the meat plate with vegetables, making your favorite dishes with vegetarian options (for example, Mousskka a la Greek not with meat but with soya granules), change the method/way of cooking your regular meals or improvise/upgrade your recipes. (Derbyshire, 2017) As we are discussing, again and again, she also states that it is a semi-vegetarian diet with slight inclusion of flesh-based food now it has become a movement and making a routine of this kind of diet. The flexitarian diet makes us realize that meat is also essential in our diet as it provides us with significant nutrients like proteins, fats, and various minerals and vitamins. However, daily eating of meat-based food increases the risk of mortality, cardiovascular diseases, diabetes, and sometimes cancer.

Nowadays, this flexible diet is becoming more popular because it helps gain good health and save environmental food chain balance and ecosystem. The flexitarian diet stands justified about weight loss, hypertension, and other health concerns. A more

plant-based diet also provides dietary fiber to reduce Crohn's disease, such as inflammatory bowel disorder, which may be increased due to a more meat-based diet. A plant-based diet is somehow more cost-effective for the people as it encourages people to shift their diet towards vegetables, whole grains, legumes, fruits, nuts, and dry fruits other than animal-based food to initiate the easy transition; as per records, this transition reduces global mortality by 6% to 10%. (Streit, 2019) This article says that there are no set rules or fixed calories intake recommendations; it is a style of eating to be absorbed in a daily routine that follows any diet. However, this is also based on some principles like:

- Eating whole grains, vegetables, fruits, and leguminous plants
- Focus on plant-based proteins
- The shift from processed meat to fresh meat
- Flexible with the inclusion of meat in the diet
- Restrict on sugars and desserts

(Naaz, 2010) wrote about how health education is essential for women and what will be the impact of health education on women to know they're well being; she emphasizes over the transition period (period of menopause in middle age) of women when the women are in the minor health state when hormones are changing and also facing the physiological as well as psychological changes are lead to diseases like hypertension, cardiovascular diseases, diabetes mellitus, obesity, osteoporosis, arthritis, anemia, cervical/ breast cancer, stroke, depression, and many more communicable and noncommunicable diseases.

Diet here plays a significant role as one of the critical roles of diet and food intake is to make humans healthy and maintain their good state of body and mind; author major writings were on food habits of women during the transition phase of her life, which is majorly between 42 years to 50 years and she is in the peak of her career as well she needs to maintain work-life balance.

Naaz further added that the BMI of the working women in Urban areas were between 30-34, which falls in the category of obese and overweight, which is significantly high in the sedentary work style, food habits, and its effect on the occurrence of diseases is more in the non-vegetarian consuming women and 46% to 35% of women are observed with Coronary heart disease & Anaemia. In the case of vegetarian dietary patterns, the women are found with hypertension compared to other conditions. Women with stress were also found, and with little improvement in lifestyle and eating habits, this can also be overcome with little change in their behaviour. (Forestell, 2018) People who opt for a flexitarian diet usually do not adjust adequately or appropriately with the standard diet patterns, which sometimes leads them to overeat and affects their weight and health. This is one of the kinds of Restrained eating, which is different from restrictive eating. However, restrained eating is not taking fewer calories than recommended but eating in a controlled manner, whereas restrictive eating restricts you from eating certain foods. Restrictive eating can be fit for vegetarians. (Yadava, 2010) In her research, she found that most females only have their meals when they are starving and must eat them.

Furthermore, they tend to eat more when females are under stress conditions at work and consume more tea or coffee, sweets, cold drinks, or other titbits in peer-group gatherings or lunch parties also work; their eating pattern changes with the know-how of diet and food consumption. In addition to the above, the author also added that the working women tend to eat their dinner with their family members and with controlled portions, along with the best use of the leftovers instead of putting it in the dustbin. . The use of fruits and salads per week has been elevated. Above mentioned practices regarding food consumption were developed in the subjects due to nutrition education provided to them. Further, the program increased the knowledge of nutrients like significantly; protein, carbohydrates, fat; vitamins, and minerals. The findings describe that there is meal frequency has been changed with the change in eating habits regarding eating fried food, sweets, and sugar, carbohydrates diet, etc. (Cohen, 2021) wrote in her blog, she mentioned that to be flexitarian doesn't mean not to meat at all however one can consume as and when required but concentrate more on a plant-based diet. Future, she also writes the advantages and disadvantages of being flexitarian.

The advantages of being flexitarian which is other than health benefits, are as follows:

- Variety of dishes (plenty of options from plant-based or meat-based foods).
- Adjust yourself socially by switching from vegetarian to non-vegetarian in a social gathering; it reduces the stress of carrying your food from home.
- Not to spend too much on buying meat, it saves the pocket.
- We are fulfilling the requirement of the nutrients being flexible to help us gain all the nutrients required by our body from plant-based food and meat, which helps in a healthier lifestyle.
- It saves the animals from getting slaughtered, which holds the food chain and maintains the balance in the environment.

There is another side of the coin too. The disadvantage of this flexible diet is:

- May feel something is missing from your meals; one may feel unsatisfied with diet.
- Whenever the turn of meat-based food comes, they may tend to eat more processed or junk meat-based food on feeling contented.
- May lead to some deficiencies that plant-based food may not compensate for, like becoming anemic or B12 deficiency.

There are some tips also before you shift yourself to become flexitarian so that you should not feel that something is missing from the diet and you had made a mistake for changing your diet patterns. They are:

- Eat healthy options and wholesome foods such as tofu, beans, nuts, and maybe eggs; these all contain proteins that give the feeling of fullness.
- Choose meat-based food wisely, which compensates for various deficiencies.
- Do not jump to the advanced level or expert level of flexitarian diet; go slow take incremental steps to such diet.
- Try to cook the recipes in new styles or use substitute ingredients for the same recipes

This is true that opting for a flexitarian diet will help lose weight. (Meenakshi Mathur, December, 2015) States that the women have come out of the kitchen to the workplace into many spheres of industry, including day working and shift working culture.

Women's health depends not only on biological factors but also on the workload at the workplace, nutrition, and overall stress in the work-life. They divide the women's nutritional status into two parts Biological and productive roles of women, respectively. Further, the influential roles are divided into two categories: social roles as mother, sister, wife, friend, etc. Other parts such as factory worker, clerical job, and other jobs moreover how they are in the community and how they manage themselves politically.

The Major limitation in front of the working women in the shift system is how to fulfill their productivity levels and well-being. Ironically the women who feed the family suffer from malnutrition even after earning handsomely. To upgrade the health of working women, the women must focus on their nutrition-related roles and health status

Socioeconomic and socio-cultural factors (e.g., income, literacy, traditional beliefs) simultaneously influence women's nutritional status and nutrition-related roles. In the Indian scenario, the apparent contradiction between women's primary responsibility for household nutrition (e.g., food preparation, health care) and severe malnutrition renders a simultaneous examination of these two aspects fascinating. The immediate determinants of nutritional status (dietary intake, health, and maintenance) do not differ in urban and rural contexts. But urban households may have a more difficult time maintaining adequate nutritional levels than rural ones. Due to irregular working hours, their proper eating or consumption patterns become challenging to maintain; this leads to eating more outside food, junk food, or fast food, which ultimately does not fulfill the RDA norms for working women. The shift workers have a high rate of being overweight. Changing eating habits and other lifestyle changes (including reduced exercise) among shift workers may increase their BMI, which leads to poor nutritional status. Most women who work night shifts feel mentally tired. There is no study on the effect of working hours on the stress level.

3 Objective

- To list out the prominent factors which lead to the adoption of flexitarian diet among working women
- To understand the diet pattern of working women about the flexitarian diet.

4 Research Methodology

Research Design: Descriptive cross-sectional design was adopted.

Research Locale: The Study was conducted in various cities of Punjab. Respondents were working women from all fields of life who were approached personally and through an online survey.

Sampling Size: Working women aged 25 up to 60 years were selected through purposive sampling. Total 203 respondents participated in the survey, out of which 188 respondents were adopting or using a Flexitarian diet, and the data was used for analysis.

Tools and Technique: Structured interview schedule was prepared for collecting information on the socio-demographic profile and flexitarian diet patterns with particular emphasis on the prominent factors of flexitarian diet and its diet pattern of participants. The questionnaire was developed to evaluate the awareness level among working women concerning significant aspects of flexitarian diet and the diet patterns of the same. The tool was in English. Based on the interviews' initial information, a list of possible prominent factors and awareness of flexitarian diet was prepared. Respondents were asked to rank these (list factors) elements from 1 to 5 on a Likert scale where one was least prominent and five were most prominent. Significant factors for adopting flexitarian diet factors were studied through 10 questions where respondents were asked. The data obtained from the questionnaire was analyzed through the rank method and relative Index of importance.

The relative importance of Index = $\text{Sum of weights (W1+W2+W3+.....+Wn)} / \text{AxN}$
Where W= weights are given to each factor by the respondents and will range from 1 to 5 where 1 is least prominent, and 5 is most prominent. A= Highest weight (i.e., 5 in each case) and N= total number of respondents.

5 Data and Statistical Analysis

Data is analyzed based on age and type of diet pattern they are following in their routine and the prominent factors that why they are adopting the flexitarian diet rather than a regular diet following

Table 1. The demographic data (Age Group of respondents)

S. No.	Particulars	Numbers	Percentage
1.	25 years to 35 years	30	16%
2.	35 years to 55 years	142	76%
3.	Up to 60 years	16	9%

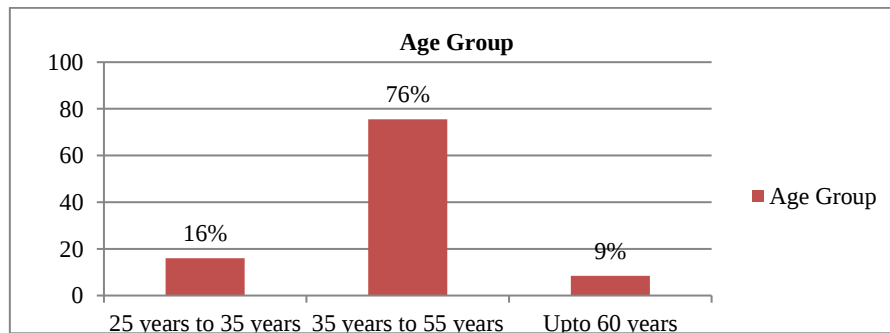


Fig. 1. Age Group of working women

Table 1 shows the age group of the respondents where the Maximum (76%) of the respondents were between the age group of 35 years to 55 years followed by the younger age (16%) group between 25 years to 35 years, and lastly, the 9% were between 55 years to 60 years.

Table 2. The demographic data: - Marital status of respondents

S.No.	Particulars	Numbers	Percentage
1.	Single	52	28%
2.	Married	85	45%
3.	Divorcee	11	6%
4.	I prefer not to say	40	21%

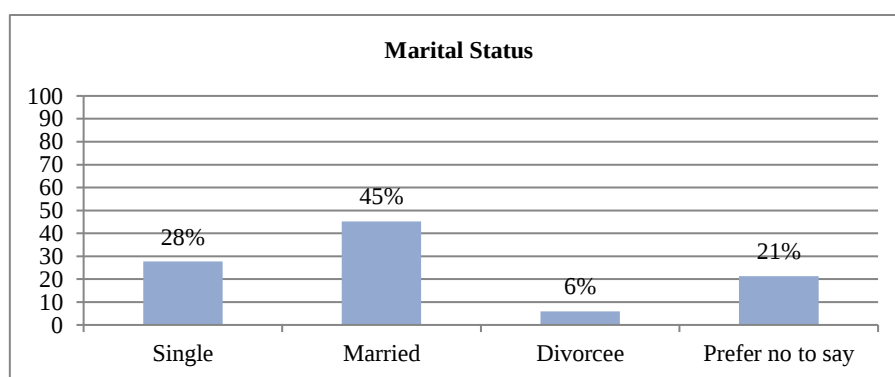


Fig. 2. Marital status of respondents

Table 2 shows the marital status of working women. The majority of the respondents (45%) were married, followed by 28%, 21%, and 6% single; some did not disclose and were divorcees, respectively.

Table 3. The demographic data: - Location of the respondents

S. No.	Particulars	Numbers	Percentage
1.	Urban	136	72%
2.	Semi-Rural /Semi-Urbann	37	20%
3.	Rural	15	8%

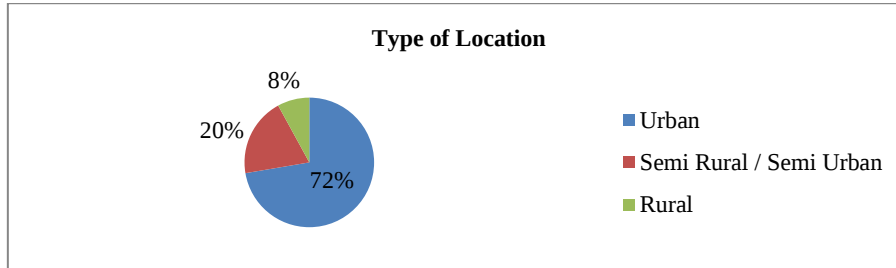


Fig. 3. Location of the respondents

Table 3 shows the location of working women and from which demographic location they belong. The majority of the respondents were urban areas, i.e., 72% and the least percentage (8%) is Rural working women, and Semi-rural or semi-urban respondents are only 20%.

Table 4. The annual income of the respondents

S. No.	Particulars	Number	Percentage
1.	Less Than 2.5 lakhs	22	12%
2.	Between 2.5 to 5 lakhs	40	21%
3.	Between 5 Lakhs to 10 lakhs	105	56%
4.	More than ten lakhs	21	11%

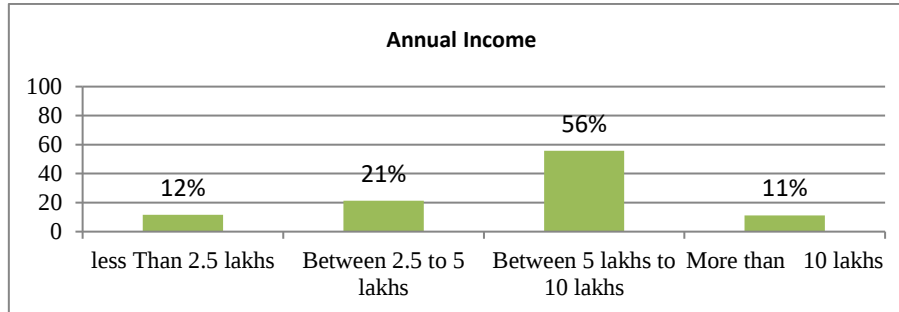


Fig. 4. Income Group of respondents

Table 4 shows that 56% of working women earn between 5 lakhs to 10 lakhs per annum, whereas 21% of annual income is between 2.5 lakhs to 5 lakhs and 12 % of working women are under 2.5 lakhs per annum. Lastly, 11% of women earn more than ten lakhs per annum.

Table 5. Kind of occupation of the respondents

S. No.	Particulars	Number	Percentage
1.	Salaried	155	82%
2.	Self Employed	30	16%

3.	Freelancer	3	2%
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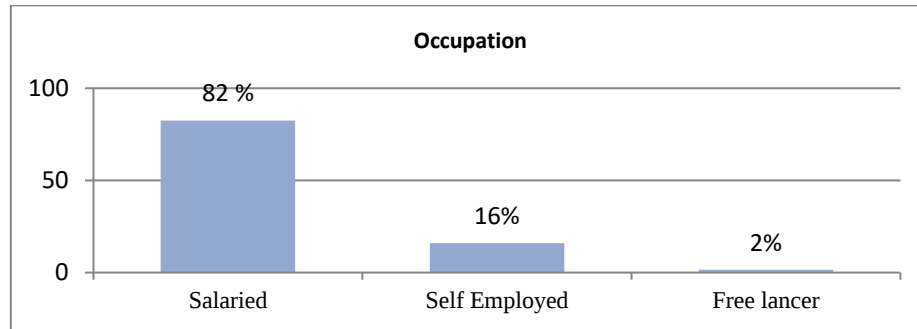


Fig. 5. Occupation of Respondents

Table 5 is about the occupation of respondents, which shows that majority of the working women are salaried from different sectors of work, 16% of them are entrepreneurs/self-employed, and 2% belong to the Freelancers or work from home.

Table 6. Purchase/ Buying Preferences of respondents

S. No.	Particulars	Number	Percentage
1.	Local Market Shops	150	80%
2.	Online Grocery Apps	20	11%
3.	Combination of above	18	10%

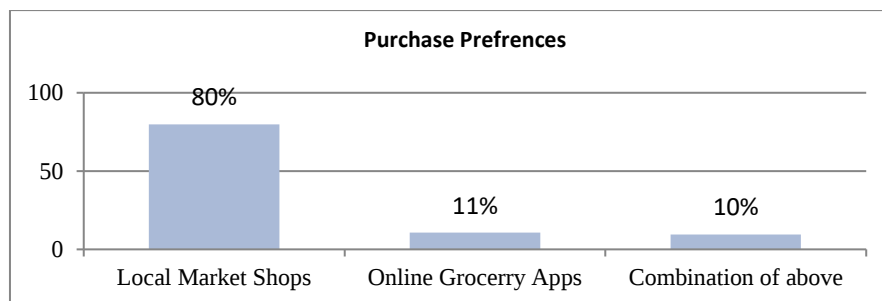


Fig. 6. Purchase/ buying preferences of respondents

Table 6 depicts the Purchase/ buying preferences of working women, which reflects that most of the respondents (working females), i.e., 80% prefer to go to the local market themselves for buying fresh ingredients, followed by 11% of those who believe only online and 10% use both the modes of purchasing/buying.

Table 7. A most reliable source from where respondents gained knowledge and awareness about flexitarian diet.

S.No.	Particulars	Number	Percentage
1.	Books	9	5%

2.	Websites/blogs	62	33%
3.	Friends and peers	41	22%
4.	Dietician	52	28%
5.	Social media	24	13%

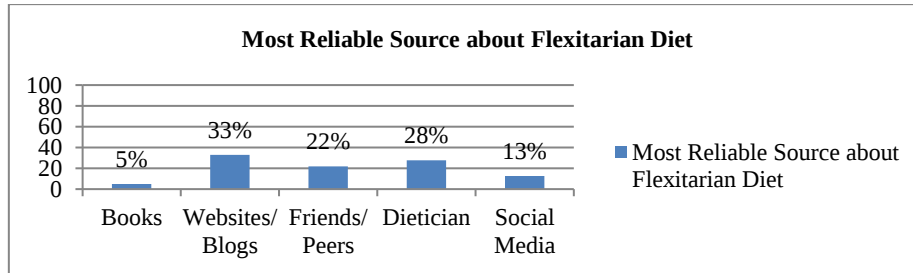


Fig. 7. Reliable source about the knowledge of flexitarian diet

Table 7 the awareness for flexitarian diet we found that 33% of respondents are getting the knowledge about this diet from websites/blogs, 28% are seeing dieticians and getting acquainted, 22% from their friends and peers/colleagues, 13% from social media and 5% of them know from books and reading material source.

Table 8. Respondents belong/ fall in which level of the flexitarian diet

S. No.	Particulars	Number	Percentage
1.	Beginner: 6–8 meatless meals/ 21 total meals each week	138	73%
2.	Advanced: 9–14 meatless meals/ 21 total meals each week	23	12%
3.	Expert: 15+ meatless meals/21 total meals each week	21	11%

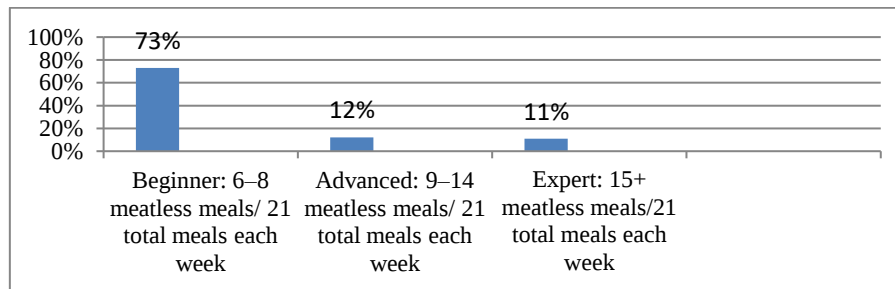


Fig. 8. Flexitarian diet consumption pattern

Table 8 Majority (73%) of respondents are on beginner level of adoption and consumption pattern of flexitarian diet which shows that slowly getting habitual for such diet. However, 11% of respondents had already achieved the expert level, and 12% on the advanced level of flexitarian diet had become semi-vegetarian in consumption pattern of their routine diet.

Table 9. Respondents follow which dietary pattern in make it a flexitarian diet

S. No	Particulars	Percentage
1.	Eat mostly fruits, vegetables, legumes, and whole grains.	64%
2.	Focus on protein from plants instead of animals.	31%
3.	Be flexible and incorporate meat and animal products from time to time.	28%
4.	Eat the least processed, most natural form of foods.	32%
5.	Limit added sugar and sweets.	58%

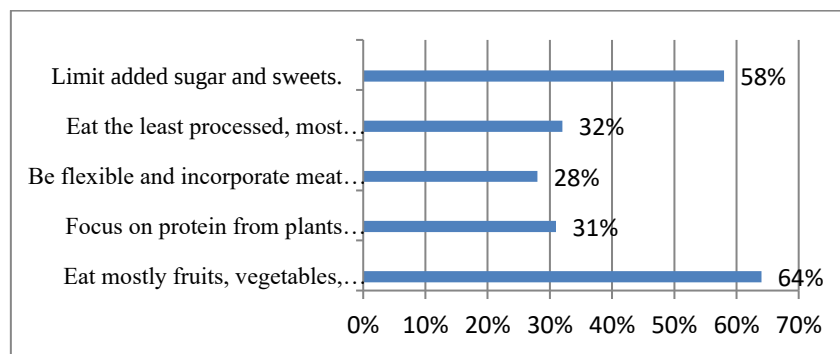


Fig. 9. Dietary Patterns

In Table 9, it is shown that respondents were liberal about the dietary options they were provided with. They are well aware of the change in diet patterns. The majority (64%) of them include fruits, vegetables, legumes, and whole grains in their diet. The limit on the sugar and sweets from their diet helps them achieve the benefit of a flexitarian diet.

Table 10. The prominent factor for which people follow a flexitarian diet

S. No	Prominent factors	RII
1	Insulin Resistance and Type 2 Diabetes	0.578
2	Weight Loss and Obesity control	0.700
3	Decreasing the Risk for Heart Disease	0.688
4	Contributes to live Longer Life	0.691
5	Reduces Your Carbon Footprint and maintain ecological balance	0.623
6	Is Easy to Follow	0.633
7	Helps in Saving Money	0.576
8	Adds to Feelings of Fullness	0.632
9	Keeps Well Nourished	0.671

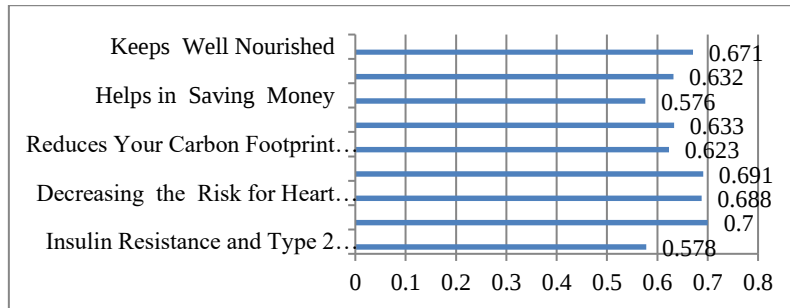


Fig. 10. The prominent factor for the adoption of the Flexitarian diet

In Table 10, it is shown that respondents told us that the prominent factor of becoming flexitarian or adopting a flexitarian diet is for weight loss and not to be obese as they are working women. They want to look good all the time among their peer group or colleagues as many are employed and do sedentary/ clerical jobs. Since 2020 they have been under lockdown where they were doing work from home, affecting their overall health and leading to obesity. From the relative importance of the Index, we conclude that the most prominent factor is weight loss, followed by reducing the risk of heart diseases and coronary diseases, most importantly diabetes.

6 Findings

From our survey on a flexitarian diet, upon the questions asked from many of the respondents answered that they had:

1. Include various plant-based ingredients in their diet and exclude the meat from that part; most respondents (78%) said they included salads, which provide fiber and give the feeling of fullness.
2. In continuation, 63.9% of respondents added dry fruits and nuts, which compensate for the protein or B12 deficit, whereas 57% of respondents answered that they make their meat portion smaller, which they were consuming earlier. Further, there is quite a list of ingredients/ dishes included, like almond milk, soya chunks, soya milk, broccoli pulao or vegetable pulao, tofu, multigrain roti or bread, whole grains, introducing new grains like quinoa than regular grains, etc.
3. As per the diet pattern of working women, respondents are well aware of the flexitarian diet and incorporate various substitutes instead of meat products like curd, whole foods, and raw vegetables. Eating fish is still preferred over red meat by the respondents.
4. All the respondents are adopting a flexitarian diet or visiting a dietician for taking any other kind of diet. The most prominent factor which motivates the respondents for weight loss and obesity control (0.7 on the scale of relative importance index and followed by living longer and healthier life (0.691 on RII) reason for their diet shift or tend to change their diet patterns.

7 Conclusion

Awareness about the flexitarian diet and its prominent factors/benefits plays a significant role in adopting the flexitarian diet. Acceptance of flexitarian diet is still in the preliminary stage where people are still in the process of getting aware and adopting the flexitarian diet. This research established that mainly working women become flexitarian for attaining the ideal weight and overcoming obesity issues, followed by a decrease in heart diseases. However, in all situations, accurate and reliable data on the flexitarian diet is required for profound studies of the flexitarian eating habits patterns; more of the assessment is necessary to establish dietary patterns. Finally, we come to consciences that start from the beginner's flexitarian pattern towards the expert level and replace meat from the diet slowly with other food options which provide equivalent nutrients in the diet of one to fight against the diseases and maintain good health along with more life.

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Challenges faced by online Educators in Hospitality Education during Covid-19

Kajal Singh¹

Abstract. COVID-19 pandemic has hit the country very severely. Each & every sector is trying to cope with the pandemic in its ways. Lockdown has seemed to be one of the effective measures to help against the spread of COVID-19. All the schools and colleges, including hospitality institutes, were disturbed because of the lockdown across the country. As a result, academic institutions have explored alternatives and have switched to the online mode, its e-content, and its effective delivery. This study aims to analyze the significant challenges online skill-dominant hospitality education faces during covid-19 (April 2020 to June 2021) from the educators' perspective. This research intends to offer positive and constructive suggestions based on the findings. The respondent's sample size is 100 from the select hospitality institutes of India for the evaluation. A well-set of questionnaires has been used to acquire primary data. The secondary data has been gathered through literature reviews from similar research areas. The study also explores the respondents' views on how those are likely to evolve in the future. This will also help analyse how educators and institutions respond to particular challenges being faced in online education. The study will further contribute to online hospitality education to become more aware of the challenges and various ways to minimize them to a certain level, leading to the commitment of the required skill and knowledge effectively.

Keywords: Challenges, E-content, Skill-dominant, Hospitality education, COVID-19

1 Introduction

COVID-19 pandemic has affected the entire country. Every field has been disturbed, and the hospitality industry is no different. The active part of the industry and the whole teaching system have also been adversely affected by the pandemic. (Kwok, 2021) 2020 has been a challenging year and a complete downfall to the hospitality industry with the collapse in economy and employment. The year 2021 and the coming years bring

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hope to the industry and will be a complete survival and recovery time for the hospitality and tourism sector. After the pandemic, all the schools and colleges were shut, and it is difficult for all the educational institutes to continue the classes with the traditional classroom method. As a result, almost all the teaching institutions and organisations have been shifting their teaching methods to suitable alternatives for the continuation of education. The online teaching method seems to be an effective measure for education and is being widely accepted by the students of various courses. But for a skill-dominant course curriculum like hospitality, which is mainly based on practical knowledge, the e-learning method doesn't seem adequate. It is a matter of concern for the budding hoteliers and the future of the hospitality sector.

Skill delivery through online platforms is challenging, and the facilitators face various issues. The availability of proper e-content and study materials, facilitation of required resources by the institutes, technical knowledge to conduct the e-teaching, knowledge of equipment, and good net connectivity is must. They are failing any of these leads to inefficiency in the education process. The factors about e-learning are students' attitudes and acceptance of the new shift in the education system. This study focuses on measuring the effectiveness of online conduct, and the challenges hospitality education's online educators face.

2 Objectives

- To study the present e-content for theory classes conducted at IHMs
- To analyze the present e-content for practical lessons at IHMs
- To find out the tools used by the educators in the online teaching of Food Production Practical.
- To find out the tools used by the educators in the online teaching of Food and Beverage Practical.

3 Review of Literature

Sl. No	Title of the Study	Resource Journal	Publisher	Year of Publication	Study Gap/Findings
1	Challenges faced by Hospitality Instructors due to Covid-19 Pandemic: An exploratory study on IHMs by Shreya Prasad and Deeksha Khatri	Indian Journal of Hospitality Management, IHMA, VOL 3, Issue, ISSN: 2582-4082	Institute of Hotel Management, Ahmedabad	2021	This paper focuses mainly on the central IHMs of India, and there is no significant discussion about the skill subjects and the practical aspects of hospitality education.
2	Effect of Covid-19 Pandemic	International Journal of All Research	IJARESM Publications	2021	This study focuses on the mental health, job stability,

	demic on Hospitality Educators of Private Institutions in India and its Challenges in Future, with Special Reference to Delhi NCR by Harveer Singh and Vishal Bishnoi	Education & Scientific Methods, VOL 1, Issue 1, ISSN: 2455-6211			and affected economic conditions of hospitality educators during the pandemic. This study is carried out in the private hospitality institutes of Delhi-NCR.
3	Online Learning: A Panacea in the Time of COVID-19 Crisis by Shivangi Dhawan	Journal of Educational Technology System, VOL 50, Issue 1	SAGE Publications	2020	The study explores the growth of online learning during the COVID-19 Pandemic situation and suggests effective measures for its success but ignores the teaching constraints for a dominant skill course like hospitality.
4	Adapting to a blend of online and offline hospitality education by Dr. Vinay Rana	Express Food & Hospitality	Global Fairs & Media Pvt. Ltd.	2020	The article elucidates the possible strategies that hospitality institutes can use to face the academic challenges in the covid crisis. It also provides insights into the required changes in the syllabi contents.
5	Challenges and Strategies of Online Training for Hospitality Trainers by Mukul Dimri	Mukt Shabd Journal, ISSN: 2347-3150	Mukta Shabd	2020	The paper suggests the success of future hospitality education through a well-balanced and blended model, including online and offline classes.
6	A Literature Review on Impact of COVID-19 Pandemic on Teaching and	SAGE Journals, ISSN: 2347-6311	SAGE Publications	2021	The study provides a comprehensive report on the impact of the COVID-19 pandemic on online teaching and

	Learning by Sumitra Pokhrel and Roshan Chhetri				learning and indicates the way forward. However, it does not talk about hospitality education in particular.
7	Impacts of COVID-19 on tourism education: analysis and perspectives by Pinaz Tiwari, Nimit Chowdhary, and Hugues Seraphin	Journal of Teaching in Travel and Tourism, ISSN: 1531-3220	Taylor & Francis	2020	This study focuses on the perspective of hospitality educators concerning upcoming challenges in the hospitality discipline.

4 Hypothesis

- The core hospitality skills inputs cannot be delivered effectively to the students via online modes.
- The educators who possess the technology adequately will deliver online hospitality education relatively better.

5 Research Methodology

The study has been conducted using primary and secondary sources of data. As a primary data source, a set of well-structured questionnaires was distributed to 100 hospitality educators, and responses were received from 56 of them. The responses were further analysed to conclude. Different literature reviews about similar research areas were considered and analysed as secondary data sources. The data analysis has been done with the help of pie charts and linear bar graphs. The study was carried out on the leading institutes located across India, including Kolkata, Ahmedabad, Bhubaneswar, Pune, Noida, Indore, Delhi, Mumbai, Guwahati, and Haryana.

6 Findings

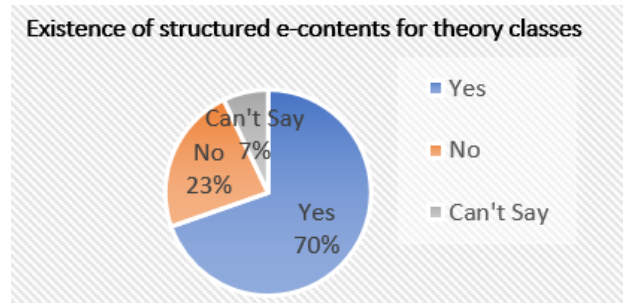


Fig. 1. Existence of structured e-content for theory classes

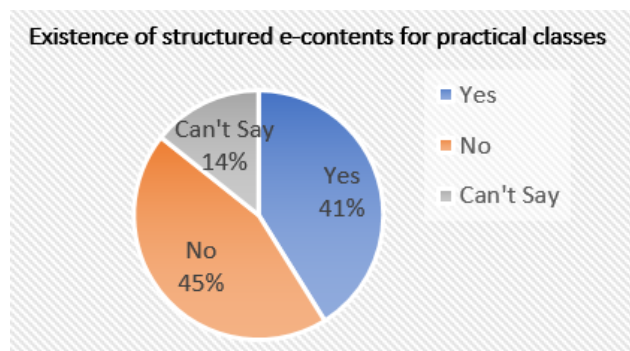


Fig. 2. Existence of structured e-content for practical classes

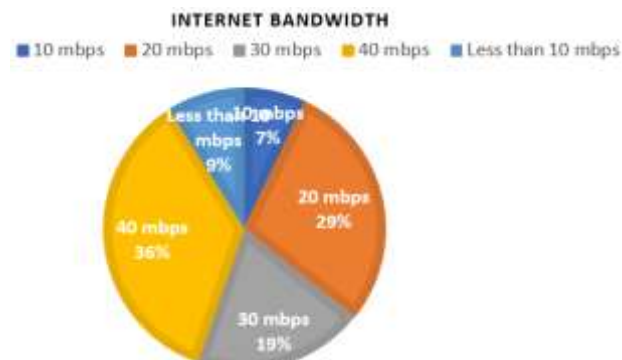


Fig. 3. Internet Bandwidth

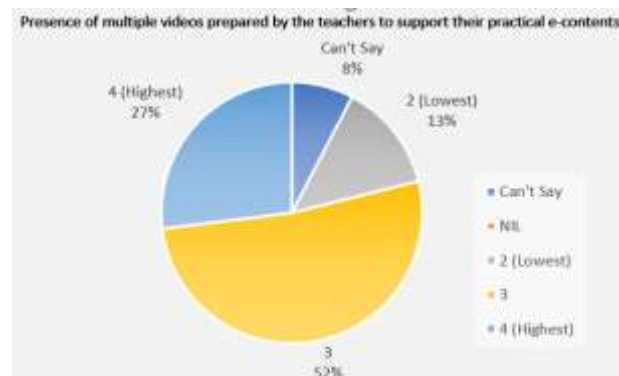


Fig. 4. Presence of multiple videos prepared by the teachers to support their practical e-content

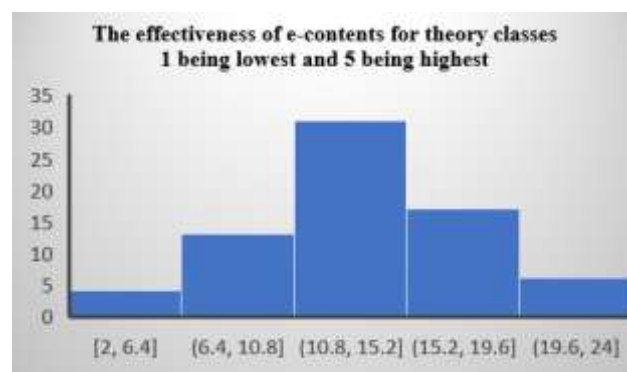


Fig. 5. The effectiveness of e-content for theory classes, 1 being lowest and 5 being highest

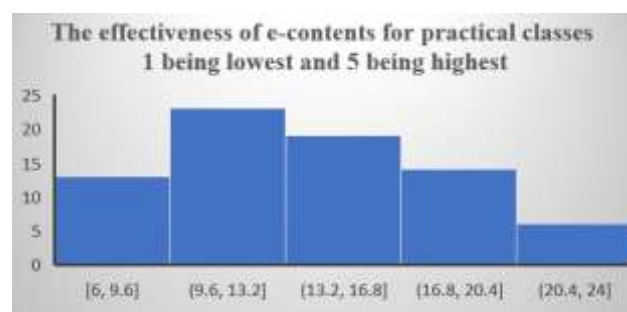


Fig. 6. The effectiveness of e-content for practical classes, 1 being lowest and 5 being highest



Fig. 7. Comfort level in teaching Food Production Theory online

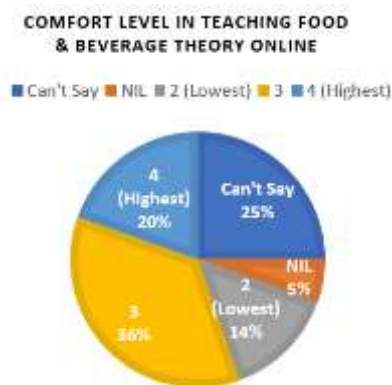


Fig. 8. Comfort level in teaching Food & Beverage Theory online

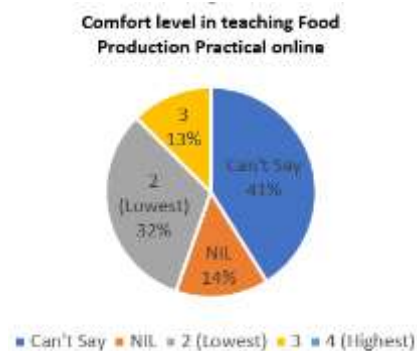


Fig. 9. Comfort level in teaching Food Production Practical online

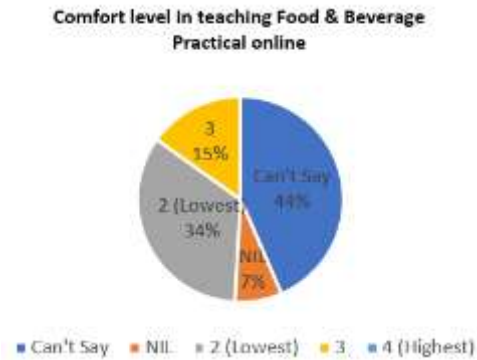


Fig. 10. Comfort level in teaching Food & Beverage Practical online

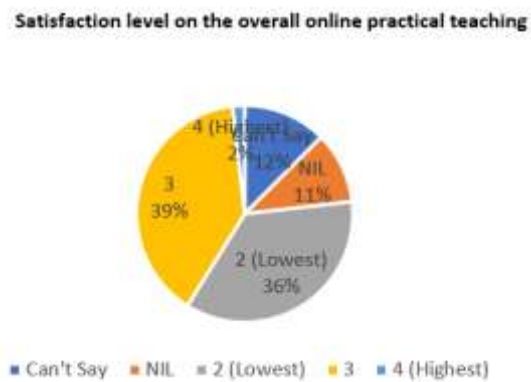


Fig. 11. Satisfaction level on the overall online practical teaching



Fig. 12. Respondent's preference to conduct Hospitality skill practical classes

7 Analysis and Discussion

- 69.6% of the respondents have agreed that there exist uniformly structured e-contents for theory classes. 23.2% of the respondents do not agree, and 7.1% are clueless about the given statement.
- Considering the existence of uniformly structured e-contents for practical classes, only 41.1% of the respondents have agreed, and 44.6% of the respondents have disagreed, while 14.3% are clueless about the same.
- A varied range of internet bandwidth usage from 40mbps to less than 10mbps has been observed among educators, affecting the quality of content delivered online.
- The effectiveness of e-contents for theory classes have been observed to be higher than that of the efficacy of e-contents for practical lessons, with 30.4% being the highest and 3.6% being the lowest in the case of theory classes and 12.5% being the highest, and 8.9% being the lowest for practical courses.

Talking about the comfort level of teaching theory of the food departments, i.e., Food Production and Food & Beverage, the following pattern (in %) have been observed:

Table 1. The comfort level of teaching theory of the Food Production and Food & Beverage

	Can't Say	NIL	2 (Lowest)	3	4 (Highest)
Food Production	30.4	8.9	16.1	35.7	8.9
Food & Beverage	25	-	14.3	35.7	19.6

While asking about the comfort level of teaching practicals of the food departments, i.e., Food Production and Food & Beverage, the following pattern (in %) have been observed:

Table 2. The comfort level of teaching practicals of the Food Production and Food & Beverage

	Can't Say	NIL	2 (Lowest)	3	4 (Highest)
Food Production	41.1	14.3	32.1	12.5	-
Food & Beverage	41.1	7.1	32.1	14.3	5.4

On comparing the responses for online theory and practical classes, it is found that the respondents are more comfortable taking the theory classes online than the practical classes for the skill dominant subjects.

Considering the satisfaction level on the overall online practical teaching, only 39.3% of the selected population is reasonably satisfied, whereas 35.75 of the population has a very low satisfaction level, and the rest of the population is not satisfied with the overall online practical teaching.

25% of the respondents have been found to have the presence of multiple videos prepared by them to support their practical e-contents. 48.2% of the respondents support the given statement on an average rating scale, whereas 12.5% suggest that they do not have proper videos prepared by them to help the practical e-contents.

A majority of 51.8% of the respondents prefer to conduct hospitality skills practical classes, offline. 37.5% of the respondents prefer the mixed model, including online and offline modes, whereas the rest of the respondents cannot decide on their preferences.

8 Suggestions and Implications

The study is conducted to analyse the challenges faced by the online educators of the skill-dominant hospitality education from the best institutes of India, and according to the responses received, the results suggest that proper internet connectivity and uniform structured study materials are the major focused areas by the educators. Most respondents prefer the course conducted through offline mode with appropriate social distancing norms or through a well-balanced and mixed model including both online and offline classes. The findings also suggest the institutes make necessary changes in the syllabi contents of the curriculum to facilitate effective content delivery and proper evaluation of the same.

Considering the findings and the suggestions, the study may be essential to measure the efficiency of hospitality practical skill delivery using e-content. It also discusses the challenges hospitality educators face in online teaching mode and can help overcome the challenges and barriers of the same. The paper may also contribute to further studies related to the same research area.

9 Conclusion

Based on the analysis of responses received and review of the secondary data, the following conclusions are evident that various study materials and e-content utilised to deliver the skill play a significant role. The involvement of self-made videos and demos is substantial. The existence of structured e-content for theory classes is sufficient, but it lacks practical lessons, affecting the effectiveness of practical base knowledge over theoretical knowledge. For the skill dominant and practical subjects like Food Production and Food & Beverage, it is challenging for the educators to carry and demonstrate the skills to the students. Thus, online teaching in a skill-dominant hospitality education is not a choice but a necessity of the crisis-like situation. The quality of the education delivered depends on various factors such as proper infrastructure, sufficient internet bandwidth, and adequate technical knowledge to operate the equipment used and conduct online classes efficiently. Lack of interest among students and their negative behavioural attributes in the online classes also hinders the teaching process. All of these challenges and barriers conclude that a majority of the educators are not well satisfied with e-teaching. Therefore, a large population of the selected sample prefers to conduct offline or mixed hospitality skill practical classes.

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Marketing Strategies for Domestic Travellers at Star Hotels in Indore during the Covid-19 first pandemic phase

Monika Pandey¹

Abstract. The Covid-19 has transformed businesses into a new shape across the globe. The hospitality and tourism industry has been affected significantly due to this pandemic. The hotel industry worldwide is restructuring its regular marketing strategies to bring back the guests to the hotels. Marketing strategy means the plan to reach the masses and convert them into customers of the products. The travel restrictions have opened a new opportunity for the star category hotels to attract domestic travellers so that the businesses can be survived and profits can be earned in these difficult times. The hotels are branding themselves with the new normal practices and attractive strategies to promote themselves among the domestic clientele. An instant remedy to overcome the challenges caused by the pandemic was the need of the hour for all the hotels since the outbreak of corona. The objectives of this study are 1. To enlist the sales and marketing challenges, hotels face after the coronavirus outbreak in March 2020. 2. To understand the marketing strategies formulated by the four and 5-star hotels of Indore to attract domestic travellers. 3. To find out the impact of the revised marketing strategies on the overall business of the hotels from March 2020 till July 2021. A descriptive research design using a structured questionnaire was filled by the staff members employed in sales and marketing departments of the four and 5-star hotels of Indore. The findings have revealed that staycation and special packages for day use rooms are most useful during a pandemic and in the near future for recovering their operating costs and gradually moving towards profitability.

Keywords: Marketing Strategy; Hotels; Domestic Travellers; Indore; Pandemic

1 Introduction

The coronavirus has severely affected the hospitality industry across the world. The hotels have adopted numerous changes in their daily operations, keeping in mind the safety factors for all the stakeholders. The marketing strategy broadly covers product development, pricing, distribution, and promotion. Identifying the target customers, reaching them, and retaining them are the main elements of marketing strategy. Marketing is an indispensable ingredient in running any business. Although it is an important factor that makes any hotel unit successful, it is often an ignored area. A hotel

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needs to utilize an amalgamation of inputs like personal selling, promotion of marketing channels, advertising, and to achieve the targeted return on investment (Jha, 2010).

As the pandemic is still there, the hospitality industry is trying to recover from the ongoing situation; this study takes a step forward in understanding the marketing strategies of the hotels in Indore, which would help enhance the overall revenue of the hotels at present and in upcoming times. The need of the research study is to identify the challenges faced by hotels during a pandemic and the impact of revised marketing strategies to sustain themselves in this tough time along with its effectiveness in the near future. The study makes us aware of the concerns and suggestions for improving the hotel's overall business during challenging times. Those can be implemented by other hotels operating in smaller cities of India.

The study is divided into the following sections. The second section illustrates the past research done in the field of the marketing strategy of the hospitality industry before and during pandemic times. The third section is a research methodology, followed by the data analysis. Findings and suggestions constitute the last section of the study.

2 Literature Review

The pandemic of coronavirus has brought the hospitality industry to unprecedented situations. The industry that has always been high in demand has been badly affected by the deadly virus. The current and future survival of the industry is becoming questionable due to the virus (Kaushal and Srivastava 2021). An unprecedented crisis began with this highly infectious respiratory disease that spreads through contact with other people or infected surfaces (Yang, Zhang, and Chen, 2020). The disease targets respiratory systems and causes damage to other body parts internally, leading to severe illness or death. Social distancing and other precautionary measures to control the spread of the disease led to the closure of large gatherings and traveled across the world (Connor, 2020).

The hospitality industry was one of the first industries affected since the outbreak of corona, and it will be the one recovering in the last among some other sectors. The hotel industry, which involves maximum human contact, received severe blows due to travel restrictions and lockdown measures (Wallis, 2020). The travel restrictions stopped the inflow of international tourists causing the immediate decline in the overall revenues of the hotels. Travel restrictions have forced the hotels to develop an alternative strategy to survive in this tough competitive market.

Dale (2005) defines domestic tourists as "People who travel in their own country for tourism purposes." Many Countries focus on domestic tourism as an excellent way to develop infrastructure, create employment and drive economic growth. The money spent on domestic tourism supplies back into that same country's wealth, enhancing that country's overall economy. Barreiros (2021) mentions how to utilize the domestic travel market and terms it the lifeline of the hotel industry in the present time of the pandemic.

2.1 Marketing Strategy in Hospitality Industry in pre – covid time

Kotler (1994) defines marketing from the managerial outlook as "a social and managerial process by which individuals and organizations obtain what they need and want through creating and exchanging value with others." The marketing of the hotel business is required because of the continuous growth in the number of guests and the competition among the hotels. The hotel business is maturing fast, and the competition is tough everywhere. In such a situation attracting guests to the hotels is itself a challenge. Hence, a considerable shift can be seen in marketing (Cooper, Fletcher, Fyall, Gilbert, and Wanhill, 2008).

An effective marketing campaign gives a company an edge over its competitors. A business may offer the best product in the market. Still, it will not generate the desired returns on investment without a good marketing campaign because marketing makes the product or service known to potential customers (Talabi, 2015). The hotel industry is witnessing rigorous competition, making hotel owners and managers look for new ways of ensuring success in their businesses by implementing diverse strategies to yield higher occupancy and average room rate.

A strong marketing strategy is critical to strengthen any brand, gain new customers and retain the customers' trust. The hospitality industry is no exception, as the key to sustaining the hotel business is to manage loyal guests. Effective marketing plans are developed primarily based on extensive research done through feedback and ratings of the guests and trends in the market. The service industry's growth is based on customer satisfaction. In the hospitality industry, the hotels that can attract guests and retain them will sustain themselves in the competitive environment at present and in the future (Petzer, Steyn, and Mostert, 2008).

2.2 Marketing Strategies of Hotels during Pandemic

The coronavirus pandemic is declining in India's tourism and hospitality industry like in other countries worldwide. It has been clearly shown in all types of tourism in the country since the beginning of the virus. The virus had forced the lockdown situation across the country and worldwide (Gautam, 2021). Marketing strategy is a necessity, especially in times of crisis. Guevara (2020) states that the tourism industry faces a tough survival time during the pandemic.

One of the most popular strategies across the hotels could attract the domestic clientele in many hotels across Asia and Europe. Social media has been proved to be very effective in promoting hotels during this pandemic of COVID-19 (Le and Phi, 2020). A research study carried out on four and five-star hotels in Spain, Mar Alonso-Almeida and Bremser (2013), reveals that the companies present various products to boost their split in the tourism sector during difficult times any crisis.

Hotels in India have implemented numerous measures to enhance revenues. The pandemic has also led them to focus on reducing operating costs to sustain themselves during such difficult times. Labour and energy are the two main areas where hotels try to cut and save costs. Various hotels are also keeping the maintenance postponed to

save expenses. Measures are being taken to attract domestic guests by promoting special offers and new products like special healthy menus prepared by using locally available raw materials. Immunity booster menus are also getting popular by five-star hotels in India. The hotels are restructuring their strategies to remain sustainable in this "new normal" environment (Majumdar, 2021).

Many companies utilize online marketing strategies to remain competitive and profitable (Redjeki, Narimawati, and Priyadana, 2021). Ortega (2016) mentions in his study from across different hotels of the world that in the time of the global recession of 2008, the hotels saw a significant decrease in the business. They took measures like strategic packages and partnerships for promotions to enter alternative markets. Tourism and hospitality industry growth depends on the footfalls of the guests. The entire marketing strategy revolves around the guests. As the pandemic hits the world, the restrictions have posed extreme setbacks on the hotel industry (Gössling, Scott, and Hall, 2020). Hospitality-related research studies during the COVID-19 crisis are starting to surface now.

The outbreak of SARS in Hong Kong affected the hotel sector so severely that the hotel staff members were forced to take annual leaves, and staff termination peaked. The hotels were challenging to pay for the staff's salaries (Pine and McKercher, 2004). Strategic controls have been proved to be very effective in managing any crisis. Any crisis can be turned into opportunities with the correct strategic management. Hotel businesses are no exception, and many hotels worldwide have restructured their marketing strategies in this unprecedented time of COVID-19 (Redjeki, Narimawati & Priyadana, 2021).

Anand (2020) mentions that the strategies of Staycation and Workation are becoming popular among hotels, and these will remain dominant in upcoming times as well. Understanding the marketing strategies in detail under competition, cost reduction, customer acquisition, product life cycle, and market share help the hotels to survive in a time of crisis like pandemic (Redjeki, Narimawati & Priyadana, 2021).

The previous study also finds ways for hotels to survive the pandemic, such as applying artificial intelligence for daily operations, frequent hygiene and sanitation practices, and healthcare practices for physical and mental health (Jiang and Wen, 2020). Amidst the COVID-19, people have realized the importance of healthy lifestyles (Wang, Pan, Wan, Tan, Xu, Ho et al., 2020) for physical and mental well-being. Looking at this latest guest need, facilitating guests to have a healthy lifestyle could be a good solution for hotels. Special packages of meditation programs, fitness, and healthy diet plans can be incorporated into hotels' marketing mix (Jiang and Wen, 2020).

Earlier research studies show that crisis conditions strongly affect the hospitality industry. The immediate effects are a significant drop in the number of tourists, occupancy levels, a fall in revenue per available room (RevPar), and average room rate (ARR). Few other impacts like job cuts and decline in services pose challenges to the hospitality industry's revival. The most valuable strategies are cost reduction, re-launching the domestic market, revised reduced pricing, contingency plans, and restructured policies for human resources (Rodriguez-Anton and Alonso-Almeida, 2020).

After going through the extensive literature reviews, a gap has been identified in the marketing strategies of the hotels during pandemic times.

The three objectives of the study are:

- To enlist the sales and marketing challenges, hotels face after the coronavirus outbreak in March 2020.
- To understand the marketing strategies formulated by the four and 5-star hotels of Indore to attract domestic travellers.
- To find out the impact of the revised marketing strategies on the overall business of the four and 5-star hotels of Indore from March 2020 till July 2021.

3 Methodology

3.1 Study Area

An annual growth rate of 25.3% in domestic tourists visiting all the states and union territories was published in India Tourism Statistics – 2020, while a negative growth (-15.6%) was seen in Foreign Exchange Earnings during the year 2020 (Annual report 2020-2021, Ministry of Tourism, Government of India). Madhya Pradesh is being promoted for four tourist circuits, namely Buddha, Eco, Heritage, and Wildlife, by the Tourism Ministry.

The city of Indore is a good transit point to visit nearby tourist circuits. The city boasts of cultural as well as commercial activities in the state of Madhya Pradesh. Indore is popular for its variety of delicious food, which houses the famous Sarafa Bazaar and Chappan Dukan. Being the most populous city of Madhya Pradesh, Indore is a commercial hub that brings a good inflow of business tourists to the city (Madhya Pradesh Tourism).

3.2 Survey Instrument

The study used a structured questionnaire as the instrument for collecting the data from the respondents. The questionnaire was developed after an extensive literature review and feedback from industry professionals. The questionnaire was divided into two sections. The first section was used to capture the hotel's profile. The second part investigated the challenges caused by pandemics to the hotels and the action plan on marketing strategies. The survey instrument used multiple-choice questions and open-ended questions to determine the hotels' marketing strategies in detail during the pandemic.

3.3 Sampling

The target population was all hotels of Indore. The sample for the study was the four and 5-star hotels in Indore. All the four and 5-star hotels of Indore were contacted through telephone and followed by sending the structured questionnaire via e-mail. The questionnaire was prepared on Google forms. The study sample was seven hotels, and the response rate was 100 percent.

4 Discussion & Conclusion

Most of the hotels are business hotels that form 57% percent of the total sample, whereas 43% are positioned as luxury hotels (Fig.1). The responses show that all the hotels have domestic clientele as a significant source of their businesses.

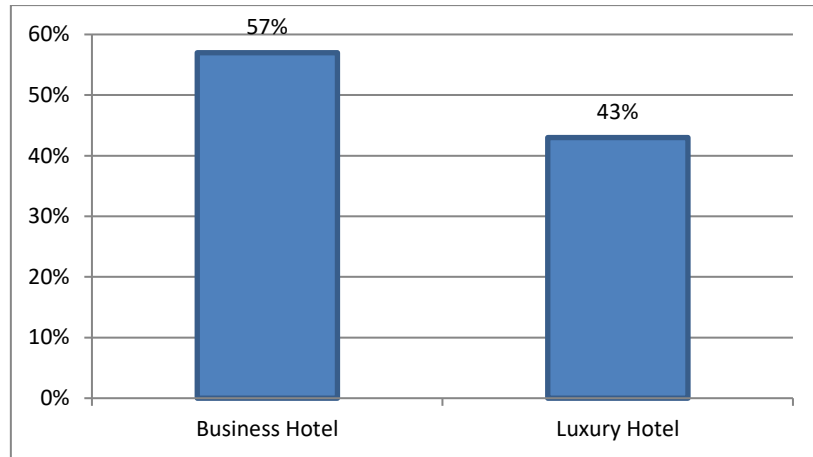


Fig. 1. Type of Hotel

The hotels' primary revenue source during the pandemic is rooms (57%), and the other 43% of the hotels have Food and Beverage outlets as their earning sources (Fig.2). It is interesting to note that the business hotels are the ones which are earning their revenue through rooms whereas the luxury hotels are earning from their Food & Beverage outlets.

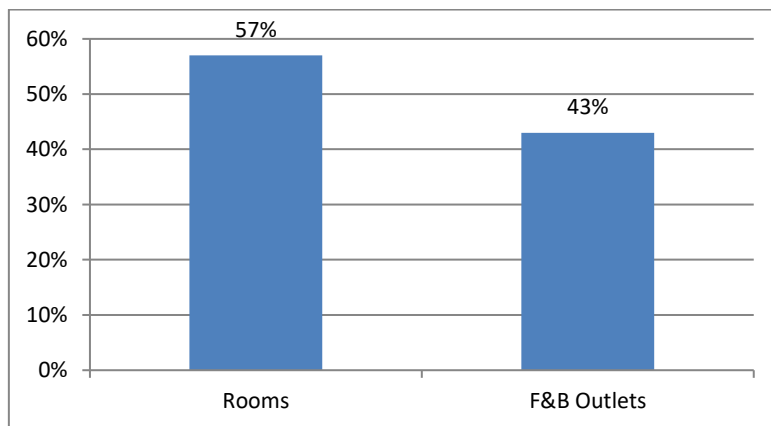


Fig. 2. Primary Revenue Source

The longevity of the marketing plan in pre-pandemic times has shown that 71% of the hotels used to update their marketing plan monthly while 29% of them were updating the marketing plan quarterly. The sales target forecasts in the hotels were primarily based upon market trends (71%). The remaining 29% were business hotels that use past performances as the basis for sales forecast of revenue.

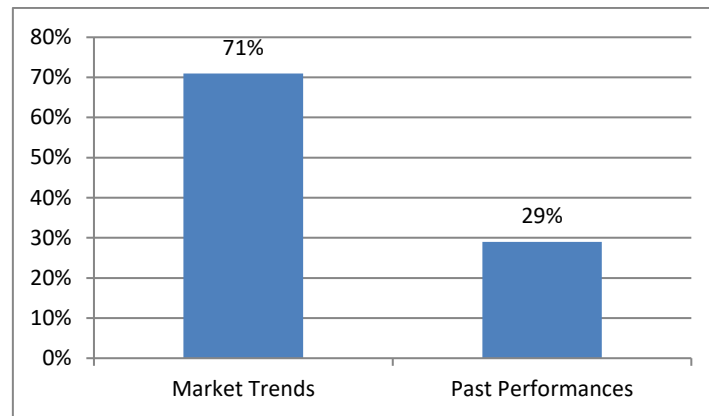


Fig. 3. Basis of Sales Target Forecast

Table 1. Descriptive Statistics of Promotional Channels of Hotels

Variables	Frequency
Hotel Website	100%
Hoardings	43%
Social Media	100%
Radio	14%

The data for channels used by hotels for promotion (Table 1) has revealed that all hotels use both hotel websites and social media while hoardings are being used by 43%. Radio has the least percentage, which is 14%. The marketing strategies used by hotels in pre-pandemic time have shown discounts, flexible upgrades, room plans with complimentary pick-up and drop facility, advertisement on e- platforms, and special offers on weekends for Food & Beverage outlets as their plans to attract footfalls of the guests. The challenges faced by the hotels were listed as - complete shutdown of the hotel tough rate competition in rooms and Food & Beverage services, low occupancy challenge, high operating costs, in-house guests who were stuck of other nationality, additional expenses of sanitization and cleaning, lack of business, fear among guests regarding health and safety, overcrowding of guests in hotel's public area, many large-scale cancellations across the corporate, MICE (Meetings, Incentives, Conventions & Exhibitions) and leisure segments.

Table 2. Descriptive Statistics of Strategies adopted by Hotels during Pandemic

Variables	Frequency
Staycation	100%
F&B Packages	86%
Special Packages	100%
Strategic Alliances	43%

When enquired about the strategies to attract domestic guests to the hotel during the pandemic (Table 2); Staycation and special packages were among the most popular adopted by all the hotels during a pandemic. Special packages were used for day use rooms, meal packages (room with all meal plans), and entertainment packages (rooms with entertainment facilities). 86% of the hotels used Food & Beverage packages as a marketing strategy during the pandemic, while strategic alliances were adopted by 43% of the hotels. When asked about the marketing strategy which will be sustainable in the near future, staycation, social media advertising, and special packages for day use rooms have been listed. The impact of revised marketing strategies adopted by the hotels is helpful as they could recover the operating expenses and gradually improve the hotel's overall revenue.

5 Findings and Suggestions

This study reveals the marketing strategies of 4 and 5-star hotels of Indore for domestic guests. Since the coronavirus outbreak, hotels' sales and marketing challenges have been listed as the complete shutdown of the hotel, high operating costs, additional expenses of sanitization and cleaning, and many large-scale cancellations across all the segments. The study aligns with Redjeki, Narimawati & Priyadana (2021), and their suggestions can be implemented in Indian hotels. The study showcases the various marketing strategies formulated due to pandemics to attract domestic hotel travelers. Special packages for Day Use rooms, staycation, and a few strategic alliances were very effective in gaining revenue for the hotels. This study is in line with findings by Rodriguez-Anton and Alonso-Almeida (2020), which were mentioned to focus on domestic tourism through support from governmental measures, build trust in domestic tourists, strengthen the hotel brand and adapt to new normal practices in daily operations. In his study, Ortega (2016) also found out that the hotels utilized strategic partnerships and packages to gain revenue from alternative markets during the global recession of 2008. The impact of revised marketing strategies is helpful for the hotels as they could pull through the operating costs and gradually improve profits. The strategy can be applied all over India by different star category hotels in the pandemic to sustain the business. The hotels have highlighted staycation and special packages for day use rooms to be very useful in the near future.

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Impact of Pandemic on Consumer Behavior towards Online Shopping of Food and Beverages in Pune City

Prajakta Kedar Parasnis¹, Ashima Mandar Deshpande²

Abstract. COVID-19 has an immense impact on the whole world. Almost all the sectors were affected due to the restrictions. There was uncertainty and concern in many aspects. The study attempts to understand consumers' buying behavior about consumable goods, e.g., Packed food items, canned food, and various beverages. A structured questionnaire was designed to collect the responses. The analysis was done with the help of charts and graphs. The responses show that there is a change in the thought process of the consumers. They are anxious and hesitant due to an unclear picture of the future. They wanted to be more focused on purchasing essential goods only. People generally buy essentials in supermarkets or nearby grocers to buy the food and beverage items in everyday situations. But this habit changed due to limited timings of market accessibility, and people wanted to avoid waiting in line and contact people outside their household. The most convenient option was online shopping. It was observed that many consumers were using an online platform to purchase various goods. But there was an increase in users of different mobile applications to buy consumables—the significant aspects involved in the shift towards online shopping, elaborated further. There is an ease of shopping irrespective of restricted timings. It becomes a safe mode as one does not have to move out of the house to purchase goods. And the use of various applications was relatively easy even for new users. As the situation is highly unpredictable, consumers may permanently shift to online shopping mode even in the future.

Keywords: Pandemic, Buying Behavior, Essential Goods, Food & Beverage items

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1 Introduction

The Pandemic has fundamentally changed the world as we know it. It has affected and altered almost every sector and industry worldwide. Many lifestyle changes were experienced due to lockdown and norms of social distancing, as directed by WHO and many countries across the globe. People lived differently and had to adjust themselves to the New Normal during the Pandemic. No wonder the retail market was also affected due to the situation. Like other aspects, buying behavior was one of the essential aspects of the COVID-19 Pandemic. As mentioned above, the lockdown and social distancing have disrupted the consumer habits of purchase and physical shopping from markets and stores. During the Pandemic, panic shopping peaked, and people started shopping for things in panic, more significant numbers, frequency, and Volume.

Due to the local timing for shopping, people also indulged in impulsive purchasing. The COVID-19 outbreaks have also increased awareness of consumers towards hygiene and health but also the way they interact in society. Pandemic has isolated people because they had to look for an alternative. Digital technology was a savior in these critical times. Many users found it convenient to use technology more than ever. So, what changes can we expect in consumer shopping behavior? The closure of physical shops has led consumers to rethink their shopping habits. People who were earlier reluctant to shop online are now left with little choice and are getting used to online shopping rather than physical shops and retailers. Shoppers will choose shops that provide contactless payments and deliver instantly via phone. The e-commerce sector or digital tools of buying the essentials has responded rapidly to the challenge of creating positive experiences in response to the Pandemic. The impact of Pandemic has increased digital adoption as people are shifting to digital platforms for day-to-day needs. Consumers have started preferring value-based purchasing and online shopping. The consumers started getting various products online and with excellent offers and minimum contact.

As Pandemic has been around, the following change has been observed in people:

- Due to restrictions on eating and dining outside in restaurants, people grew accustomed to eating at home.
- People wanted to buy more grocery items as many started cooking at home.
- As a result of restriction on timing and compulsion of following the norms of social distancing, many consumers shifted to online shopping platforms for daily essentials.
- With an emphasis on health, cleaning supplies, sanitizer, and other hygiene products increased demand.
- Many such digital applications have a lot of advantages to offer, like online payment and contactless delivery.
- The ease and convenience of such applications attracted many new users, and most of the current users would continue to shop online irrespective of Pandemic or normal situation.

2 Objective

- To understand the preference given to shopping method by the consumers before Pandemic
- To understand the change in preference while purchasing food & beverage and other daily consumables during Pandemic
- To understand the factors influencing the change in the purchasing method

3 Literature Review

The literature reviewed highlights various aspects of consumers' buying behavior and their changing preferences during and after the Pandemic. Bayad Ali (2020), in the research article 'Impact of COVID-19 on consumer buying behavior toward online shopping in Iraq, has studied the online buying behavior of consumers of electronic goods during COVID – 19. The study is focused on the market of Iraq. The study reveals that the total market share of durable goods is 46% in the Iraqi market, almost half of the total market. In the initial phase, i.e., from February 2020, the market experienced a drop in activities and purchasing due to changing norms and rules. Also, the market experienced a shift towards essential products like groceries and other necessary items while shopping. The author opines that the restrictions imposed during the Pandemic have led the consumers to adopt the new ways of shopping. With the easy online shopping options, the consumers of Iraq have found it very easy to continue shopping even during situations like restricted movement specific timings for shopping. The author states that despite so many odds, the market has survived with the help of online shopping options. Aziz -Ur-Rehman, Muhammad Muhammad Kashif, Muhammad Kashan Javed (2020), in the research article 'Covid-19 impact on online shopping, have studied the impact of COVID - 19 pandemic on the preference of shopping of various themes.

The study aimed to understand if the Pandemic was the only reason for increased shopping through online mode. Or it is a continuous phenomenon which people prefer in general. Further, the authors wanted to study. A questionnaire was administered to collect responses. Two hundred five responses were collected from the survey. The analysis of the reactions was done with the help of bar graphs and charts. The results show that the majority of people go online shopping. But it's also mentioned that most people do not prefer shopping by going to the market. Burhan Uddin Meher Neger (2020), in the research article 'Factors Affecting Consumers' Internet Shopping Behavior During the COVID- 19 Pandemic: Evidence From Bangladesh', investigated various factors influencing the buying behavior of the consumers during the Pandemic. The study considered different factors like products purchased online, the psychology behind buying the products online, price, convenience, ease of shopping, the comfort of online payment, and security of transactions.

A structured questionnaire was used as a data collection tool. A 5 point Likert scale was used to rate the statements and questions. An online survey method was used for data collection. Data was collected from 230 citizens of Bangladesh. The sampling

method used was Non-Probability Sampling Method. Data analysis was carried out with reliability analysis, statistical analysis, and multiple-regression analysis. The results show a significant increase in online shopping during the COVID – 19 pandemic. The factors that have tremendous influence over increased online purchasing are time-saving. It offers a variety of products in a similar category. Online shopping provides ease of payment with various online payment gateways. And most importantly, the psychological factor gives the feeling of being safe from the current situation of the Pandemic.

The price and security aspects are momentary factors that push people towards online shopping. In April 2020, a survey conducted by NAMOGOO in the USA collected responses from 1091 adults about their views on online shopping. The report reveals that 14% of users were the ones who started with online shopping due to pandemic restrictions, and 56% of users increased the frequency of using online shopping platforms during this period. Almost half of the respondents have used online shopping platforms for buying food items & household items (other than electronic appliances). On the other hand, the purchasing of luxury items & other sundry items is limited to less than 20%. It shows that the consumers tend to focus on online shopping during the Pandemic.

Capgemini Research Institute (April 2020) The Consumer and COVID – 19: Global Consumer Sentiment Research in the Consumer Products and Retail Industry report states that the Pandemic has made it mandatory for the retail markets to assess the current working model. It is required as the consumers are going through an era of uncertainty and their behavior and purchase preferences are unpredictable. The thinking pattern consumption pattern also has a lot of impact on the restrictions due to Pandemic. Many of these behavioral changes may become permanent habits of the consumers. The survey included more than 11000 consumers across the globe. The survey was conducted in the USA, UK, France, Germany, Netherlands, Norway, Sweden, Spain, Italy, and India. The results show that many consumers have shifted to online shopping from conventional shopping. The primary reason is the convenience, flexibility of time, and ease of ordering the commodities. Another important aspect was the health & safety concern as most people were reluctant to go out of the house, especially in crowded places like the market. COVID – 19 and E-Commerce (October 2020) 'Findings From A Survey of Online Consumers in 9 Countries', a survey conducted by Netcomm Suisse Observatory & UNCTAD based on consumers' preferences on purchasing. This survey had undertaken to understand the effect of COVID-19 on online purchase behavior. The study covered Germany, Switzerland, Italy, Brazil, the Republic of Korea, the Russian Federation, South Africa, and Turkey. Pandemic has affected the daily life of people. To overcome various day-to-day life problems, digital platforms served as a savior for many businesses and social exchanges. Around 1600 respondents were surveyed during the study. The countries chosen were developed and developing countries. The results show that the respondents from the developing countries will continue online shopping even after COVID – 19 restrictions are waved off. Respondents from countries like Turkey say that they prefer online shopping to traditional shopping, even post-

pandemic. At the same time, respondents from Italy, Germany, Russia, and Switzerland would opt for both physical purchasing and online purchasing.

Priyadarshani Tyagi¹, Dr. Vanishree Pabalkar (2021), in the research paper, 'Impact of Covid-19 Over Purchasing Behaviour of the Consumers', study the impact on the purchasing pattern of the consumers during Pandemic. The time restrictions of the lockdown have shown the effects over purchase systems of people. It has changed from the traditional way of shopping to online shopping. Other factors contributing to this change are maintaining social distance, avoiding the crowd and long queues, etc. The COVID-19 infection can spread quickly from one individual to another if proper precautions are not taken. Technology has played an essential role in this whole scenario. Digital platforms mobile applications have proved to be a better option for physical purchasing. This change was experienced throughout the world. It was also observed that many first-time users of online shopping applications and portals were. It can be said that the Pandemic has created remarkable changes in the purchasing pattern of the consumers.

Alina But, Ioan Sebastian Bruma, Lucian Tanasa, Steliana Rodino, Codrin Dinu Vasiliu, Sebastian Dobos, and Marian Butu (July 2020) in the research article, 'The Impact of COVID-19 Crisis upon the Consumer Buying Behavior of Fresh Vegetables Directly from Local Producers. Case Study: The Quarantined Area of Suceava County, Romania' has studied the change in consumers' buying behavior in Romania as an impact of the crisis of COVID-19. It has changed the world economy and affected almost all sectors across the globe. The authors have studied the pattern of purchasing fresh vegetables in Romania after the restrictions were imposed. The responses were collected from 257 respondents with the help of a structured questionnaire and were circulated online. The results show a noticeable increase in online orders from local vegetable vendors. The difference was seen from 12% to 60% of consumers changing their purchase patterns. The study suggests that the distribution channels should adopt the new system and get ready for the digitalization of business.

Monitor Deloitte (June 2020) 'Impact of COVID-19 Crisis on Short and Mid-Term Consumer Behavior' is a survey undertaken to understand consumer behavior. The study also talks about the impact of the Pandemic on the changes in purchasing patterns. The study was focused on consumers from Germany. During the Pandemic, there were many constraints of time and movement of people. Many places were under strict lockdown. These are the primary reasons which led people to change their habits, which affected even the purchasing pattern. The focus of the study also considered the aspects as to if the changes are temporary or will have long-lasting effects on the buying behavior and trends. Accordingly, the manufacturers and distribution channels need to change their strategies. The results show a significant difference in consumer behavior and purchasing patterns during the Pandemic. A significant change was in the mode of purchasing. Many consumers shifted to online purchasing during the Pandemic. Also, the trend was to prefer locally available products and purchase goods from local retail shops. Due to restrictions imposed during the Pandemic, people like to stay at home and manage their daily routine. This has encouraged the online shopping of essential goods.

C Jamunadevi, S Deepa, Dr. K T Kalaiselvi, R Suguna, and A Dharshini (2021), in the research article 'An empirical research on consumer online buying behavior during the COVID-19 pandemic' have studied the changes in the behavior of consumers during the COVID-19 Pandemic. According to WHO's guidelines, almost the whole world went under lockdown. Consequently, there were restrictions imposed by various governments as far as the timings and accessibility of shopping were concerned. Of course, essential goods were available throughout lockdown, but under certain conditions. This scenario made it quite difficult for many people to buy the daily essentials from the market. The readily available option was online shopping. Many consumers changed their method of purchasing consumables and shifted to the online shopping method. The study was carried out during July and August 2020. The responses were collected with the help of a structured questionnaire. The same was circulated through Google forms. The data was analysed using the Simple Percentage method, Ranking method, Chi-square, and ANOVA test. The results reveal that the vendors have taken the help of digitalization due to sudden restrictions. Also, consumers found it easy to go for online purchasing. It was shown from the responses that consumers from the age group of 21 – 30 years are more frequent users of online shopping platforms. Also, the consumers are pretty satisfied with various facts like the delivery would have no shipping charges, the consumers can keep adding items to their 'cart' till they want to complete the order.

Anupam Sharma, DeepikaJhamb (2020), in the research article 'Changing Consumer Behaviours towards Online Shopping - An Impact of Covid 19', study the change in shopping pattern, which is majorly due to the constraints imposed due to the spread of COVID-19. The Pandemic had hit every sector worldwide, and the economy almost came to a standstill. The disturbance in the production and distribution of goods, especially the daily needs and consumables, made many consumers change their way of shopping. The time restrictions, lockdown at many places, and most importantly, to follow social distancing were the prime factors that people did not want to move out of the house. The best option was the digital platform for shopping. This change in purchasing pattern was quite prominent. Apart from changes in purchasing prints, consumers have also changed their preferences in shopping for goods. The shift can be seen from luxury goods to daily essentials and healthcare products. Though the change in the buying behavior is due to Pandemic, it will remain permanently in the future. Accenture (2020) COVID-19: How consumer behavior will be changed, a report published by Accenture has put forth the facts about consumers' changes in behavior during the COVID-19 Pandemic. Consumers are unsure about the future and the upcoming scenario, especially their economic condition. That is why most consumers are keen on spending only on basic needs and daily essentials. Also, looking at the Pandemic and spread of the virus, people wanted to buy more healthcare and hygiene products. As per WHO's guidelines, social distancing was a pivotal aspect to avoid the spread of COVID-19. That is also an essential factor which kept people away from market places. In such a situation, using the digital platform was quite inevitable. The report also states that this changed habit will more or less remain permanent with most consumers as it is time-saving, convenient, and, most importantly, a safer way of purchasing.

4 Research Methodology

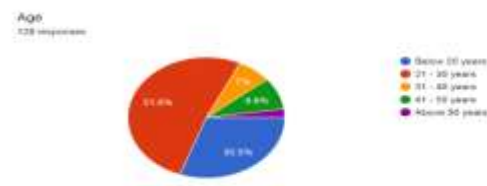
The study was carried out in the geographical region of Pune city. It was convenient for the authors to collect responses from the limited geographical area from a practical point of view.

The responses were collected from consumers familiar with various platforms and applications of online purchasing of food and beverages. A structured questionnaire was designed to collect responses. The questionnaire was circulated using the survey method and distributed through Google. A total of 128 responses were collected. The first section had all the demographic information of the respondent. The following section includes questions related to purchasing methods used by consumers to buy essential commodities before and during the Pandemic. Data collected was analyzed with the help of statistical charts.

5 Data Analysis:

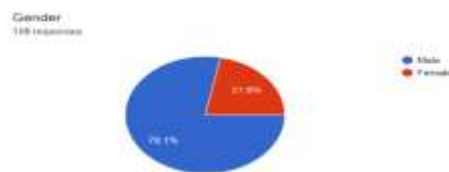
The data interpretation is presented below with the help of charts.

Fig. 1. Age of the respondents



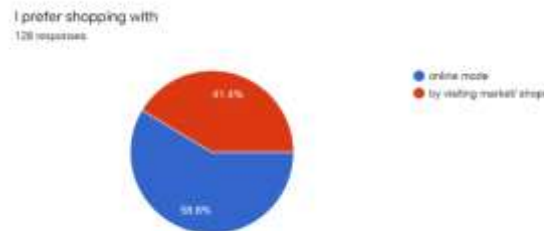
The results show that 52% of respondents are from 21-30 years, whereas 30% are below 20 years of age, and only 9% are from 41-50 years.

Fig. 2. Gender of respondents



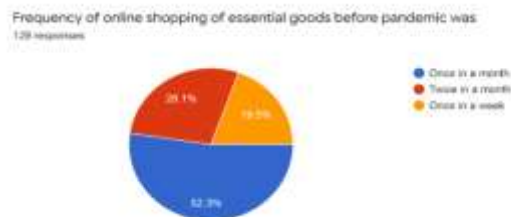
The majority of the respondents, i.e., 79%, are male, and 21% are female.

Fig. 3. Mode of shopping used by respondents before the pandemic



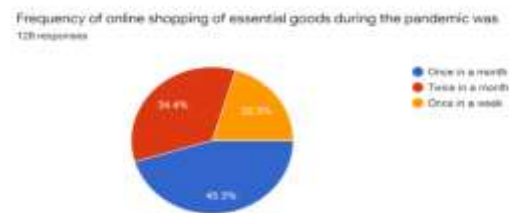
General preference of respondents of purchasing daily essentials shows that maximum consumers prefer shopping with online mode and 41% respondents prefer physical shopping, by visiting the market.

Fig. 4. Frequency of online shopping of essentials before the pandemic



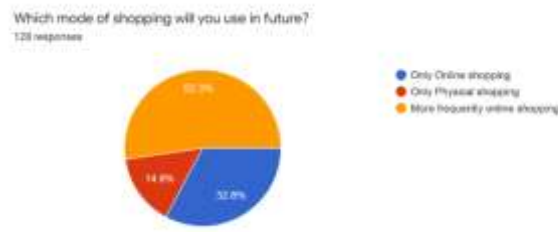
Before Pandemic, the frequency of online shopping was higher, i.e., 52% of respondents were shopping once a month for essential commodities online. Whereas 28% of respondents were shopping online twice a month, and 20% of respondents were shopping online once a week.

Fig. 5. Frequency of online shopping of essentials during the pandemic



There is a slight change observed in purchasing essential goods online. The frequency of online shopping of basic goods during the Pandemic is 45.7% shopped once a month, 34.6% respondents shopped twice a month, and 19.7% shopped once a week.

Fig. 6. Mode of shopping preferred by respondents in future



The responses received for which mode of shopping will the respondents use in the future, 52.8% will be shopping online more frequently, 33% said Only online shopping, and 14.2% responded only for physical shopping.

Fig. 7. Reasons for choosing online shopping mode



The last parameter for choosing online shopping mode, 34.6% respondents said it is time-saving, 24.4% preferred due to a wide range of products, 22% preferred it because of special offers from vendors, and 18.9% preferred it because of social distancing.

6 Findings & Conclusion

The results show that the consumers were aware of the various online shopping platform and methods. They used the same for shopping for multiple goods other than essential commodities, including food and beverages.

During the Pandemic, everyone needed to remain at home. Also, there were many restrictions imposed by the governments of many states and countries, which restricted the movement of people even if they had to move out to purchase daily essentials.

Considering many factors like convenience of buying, time-saving, keeping away from crowds, remaining at home in a safe environment, a wide range of products to choose from, easy & quick delivery, and ease of payment have led many consumers to shift to online purchasing during Pandemic. From the results, the frequency of online purchasing of daily essentials increased from once a month to twice a month.

Also, most of the respondents say that they would continue using the online shopping method even after the Pandemic. Almost 1/3rd of respondents say that they prefer only online shopping.

This indicates that the online shopping model has a lot of benefits to offer, which are safer and more convenient for the consumers. And they will keep using the same even in the future.

7 Suggestions

The study was undertaken to understand the impact of pandemic situations and restrictions imposed due to Pandemic worldwide. The study was based in the geographical region of Pune city as it was convenient for the authors to understand the perspective of consumers in a limited area.

By this time, many consumers are well aware of online shopping platforms. It is convenient and time-saving as far as shopping is concerned.

The major players like Amazon, Big Basket, JioMart, Nature's Basket, and D'Mart are already offering services and food products and beverages with a wide range of daily essentials.

To cope with the changing scenario, the local retailers who deal in grocery, green-grocery, and other daily consumables should make an effort to reach out to customers in their local areas.

The small shopkeepers can offer food commodities and similar products online with the help of mobile applications, websites, and on-call services.

The shopkeepers and small vendors can initiate the same by grouping themselves on one web page so that consumers can get a variety of beverages and packed food products from a different range. This will distribute the cost amongst the vendors, and the consumers will have a One-Stop-Shop experience.

The vendors can tie up with local delivery partners for the smooth and fast delivery of the orders.

The same can be advertised in the local area with less expensive advertisement options. This will accelerate online shopping from local vendors.

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Heritage Tourism Potential in Achipur

Swarup Saha¹, Silajit Ghosh²

Abstract. Heritage tourism is camouflaged with many treasures hidden in our native places and is yet to be fully unfurled. The knowledge of the existence of such places is not completely missing, but its heritage potential is very superficially understood. One such place is Achipur, a small settlement on the banks of river Hooghly, about 30km from Taratala in South Kolkata. Chinese food is integrally cloned to the culture of Kolkata, but very few are aware of the fact that the first existence of Chinese settlement traces back to Achipur. With its unbeatable heritage resources, this destination vibrates the heart of the Chinese community during their New Year. Apart from this, other artifacts dating back to the British era. It is also intimately related to the "Zamindari" culture of Bengal with its supposed roots in the reign of Emperor Akbar. Many structures are dilapidated, and a severe lack of understanding of their historical significance did not hatch any plans for their proper preservation. Although tourists are visiting this place, the heritage aspect and the intermingling of culture have fallen sadly on the blind eyes. The first Chinese footfall in British India started from Achipur with the name of Atchew Tong. The authors' personal experience in the amalgamation of the opinions of residents of Achipur plays a vital role in setting up the primary source of data and related literature reviews. The information is obtained from structured interview techniques, questionnaire-based methodology, and first-hand observation experience. This research work throws light upon the age-old link between the Chinese community and culture that developed in Achipur and other spots of heritage value present here. The work also focuses on the various scopes and limitations of destination management and the socio-economic impact the tourism resources can create in this location. Thereby the main objective lies in developing better insight into the heritage potential of Achipur and a deeper look into the enriched cultural value the destination hides in its cradles.

Keywords: Achipur; Heritage; Chinese; British; Bengal

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1 INTRODUCTION

India is a country whose every inch seems to be having a touch of history and heritage. Some of them are prominent enough and thereby have attracted enough attention. Some had been brought to light by archaeologists, scholars, and experts. Despite all efforts, there are still many pages left to be flipped, and the understanding of the depth of historical enrichment and heritage value of the land is far from complete. There are also several instances where the site's heritage value, monuments, and artifacts remain confined within the host population. Finally, one day suffocates to death before the world even gets a whiff of it. It is also a saddening sight when structures of historical significance lie in a dilapidated state as the vagaries of nature degrade it more. With every such structure slowly disappearing, it seems that the voice of our ancestors got buried along with it. Keeping all these at the backdrop of the mind, this research was conducted at a local site, Achipur, where people visit primarily on weekends. Still, the seeds of heritage that this place sown is yet to reap any formidable appreciation and recognition. Achipur is located thirty-three kilometers from Kolkata and may be simply reached by local transportation.

2 RATIONALE

Achipur is a place known in the tourist circuit, especially the weekend hoppers. There are picnic grounds and temples of the multi-cultural faith. Looking at the various monuments and old structures present here, a curiosity crept into the mind as far as the origin. There is a Chinese temple over here, and seeing that, a question is how is it possible that a Chinese place of worship is present here. Talking to the local people, a "Barood Ghar" area was found in a very ruined state. Again, the mind asked – what was the requirement of storing explosives here and who did so? A stately building was some distance away, converted into a hotel – talking to the people there unearthed the chequered history of Bengali landlords. When such bits and pieces of the past were seen scattered there, and an effort was made to put the pieces together, it very prominently brought out the fact that the answers to these questions lie deep in the heart of history that can bring to light the hidden heritage value of the place. These were more than just mere structures built in the past – each one of them perhaps has a story to tell which can help humanity know a little more of the ancient time.

3 STATEMENT OF THE PROBLEM

When it became apparent that Achipur could unwind the cultural enigma visible if explored more profoundly, an effort was made to dig deeper. This inspired the research paper titled: "A Study on the Heritage Tourism Potential in Achipur (West Bengal)."

4 SIGNIFICANCE

Traveling through the mostly untrodden paths of history in Achipur, a more profound insight can be gained about the cultural interactions of the Chinese and the British along with the Indians (referred to as natives). The timeworn, damaged, and some nearly destroyed structures present over here are like tombstones of our rich heritage, so garnering information about them can establish their connotation so that the attention of the competent authority can be captivated for their upkeep and restoration. . The destination can also be enlisted as a heritage tourism site as one can feel the aura of the past while walking down its avenues. It surely has got the potential to be another bright feather in the heritage cap of Incredible India.

5 OBJECTIVES

The objectives of this research work are as follows:

- To identify the places and monuments intimately related to the history of the land.
- To collect and analyse the various ancestral links of Achipur
- To establish the importance of Achipur as a symbol of cross-cultural intimacy and interaction
- To develop an understanding that the structures neglected here must be restored.
- To estimate the potential of Achipur as a heritage tourism site.

6 LIMITATIONS

- There was a variety of information available from the host population regarding the same temple or site. There was little scope of verification regarding the authentic version. The most repeated version is considered here.
- Not many written accounts regarding the place where found.
- Many tourists were not interested in taking part in the survey.

7 REVIEW OF LITERATURE

This section highlights some of the very prominent data collected from secondary sources.

The first one is from an article titled - The legend of Tong Atchew, the 'first ancestor of the Chinese in India' by Ipsita Chakravarty, published on Jan 28, 2017, in the scroll. In. (Chakravarty, 2019) Some of the significant inputs regarding Tong Atchew mentioned in this article are as follows:

The long-time Chinese residents in Kolkata (previously Calcutta) believe that Atchew or Yang Da Zhao was the first Chinese person to land on the shores in the

British era. Remains of various offerings and incense stick ashes are visible in the red tomb, dedicated to Atchew with great regard and respect.

According to Dominic Lee, The owner of Pou Chong food products in Kolkata's famous Tiretti Bazar, Atchew was called "Thongyeng Pakkung" by them, whose English meaning is "sugar plantation master." Atchew arrived when the British developed a lively interest in China and its perfected beverage over centuries: tea.

According to the opinion of Tansen Sen, Professor of History at the City University of New York, Warren Hastings – the Governor-General of India from 1773 to 1785 was trying to find out avenues via road to China by sending representatives and delegates towards the east. There are other studies conducted that provide varied versions of how Atchew landed in the port area.

According to one version, a Chinese ship was trapped in turbulent weather resulting in a storm that washed it up to the shores, and Hastings agreed to give land to the sailors to settle there. Atchew was in that ship. It is also said that Atchew managed to satisfy Hastings with his service, and he was thereby gifted with as much land as he could travel in one morning. It can be noted here that the mention of Tong Atchew and his interactions with Warren Hastings is also mentioned in the 'The Chinese Community in Calcutta – Their Early Settlements and Migration by Ramakrishna Chatterjee.'

Professor Sen recollects that the Bengali Novel "Chinatown" written by Badrinath Das was published in a sequel in the Basumati magazine in 1958. This novel provides extraordinary details about Atchew.

As per a British document of 1778, Atchew received land from Hastings as a return gift for tea. This also gives a clear hint that the Chinese wanted to collaborate with the British on Indian soil. Again, there is evidence that many labourers of Atchew moved into the city's interiors, creating a labor shortage for Atchew. He was facing a problem.

The British were quick to act, and they passed a notification that any such act would be punishable by law. Prasanta Das, a resident of Achipur who runs a printing press behind the Chinese temple, says that Atchew Tong built the temple. The ponds that were visible one after the other were connected in the past, forming a water channel.

This facilitated the coming of the steamers to carry away the sugar and indigo from that place. This was the sugar mill that Atchew had set up in a piece of land adjacent to the town of Budge Budge.

This attracted other Chinese migrants, and the community's formation gained ground. An advertisement in the Calcutta Gazette in 1804 announces that the sugar mill was up for sale. And if Badrinath Das' book is to be believed, all Chinese families disappeared from Achipur within a few years, moving to better prospects in Calcutta and confirming Atchew's worst fears.



Fig. 1. Entrance to the Chinese temple at Achipur

The area where the temple is located is still called Chinamantala. Both the inhabitants of Achipur and the Chinese community in Calcutta say that Atchew married a Muslim woman, though nothing else is known about her. "Achi saheb's wife was called Teli Bibi.

The second account of Achipur and its heritage resources can be found in the writings of the Travel Writer and Photographer, Rangan Datta. He takes a very close view of the Bawali Rajbari present here and the temples. A variety of information is also available regarding the "Barood Ghar."



Fig. 2. The horseshoe-shaped tomb of Atchew Tong

7.1 Bawali Rajbari

The historical background of Bawali Rajbari as accounted for by Rangan Datta: "Bawali, a commonplace in the Budge Budge subdivision of 24 Parganas (South) can be reached from the Budge Budge. Bawali can also be reached from Amtala on Diamond Harbour Road. The Bawali dominance in the area started with this magnificent and spacious Rajbari building, roughly around 1710. The family prospered under Rajaram's grandson Haradhan, who gained support and backing of the East India Company. Their seven generations, one after the other, had built many temples and contributed to converting a simple, featureless, and lesser-known place into a temple town (Dutta, 2019).

Manik Mondal, in 1796 constructed the high Gopinath temple in "Nabaratna" style. In front of the temple is a flat-roofed natmandir, whose roof has long collapsed. All that remains are the slender pillars and arches.

In front of the ruined natmandir is a circular platform, which once housed the octagonal Rashmancha. The dramatic and eye-catching octagonal structure of the Rashmancha gave up in 2008, and only the base remains to date. Behind the temple lies the Radha-Kanta and Lakshmi-Janardan temples, both built in traditional path – Chala style. Next to the Gopinath temple is the Radhaballav temple. Built around 1857, it houses the surrounding abandoned temples' idols. The plaster on the walls is long gone, and several adjoining structures are on the verge of crumbling and disintegration. The scenic garden that surrounded it has vanished. Bawali also has an interesting architectural piece called the jail tungi (water folly). An eight-sided structure, built as a centerpiece in a pond with decorative railings and windows with venetian blinds. Rangan Datta also wrote that he obtained some information from Dakshin Chabis Pargana Jelar Purakirti by Sagar Chattopadhyay

According to his writings, he visited Achipur in 2008, where he first came across a Gopinath Temple, which looked magnificent but in ruins. He also visited Bawali Rajbari then. He states the same as "the crumbling Mondal Mansion of Bawali." On his visit in 2012, he found that the crumbling mansion was renovated, and it had found a new lease of life in the form of a heritage hotel, though. Ajay Rawla, a Punjabi gentleman, had conceived this idea

7.2 Barood Ghar

The details of this neglected piece of history are obtained from two sources: Rangan Datta and Deepanjan Ghosh (who writes under the name - The Concrete Paparazzi). (datta, 2019) (Ghosh, 2019).

From their accounts, the Barood Ghar (the Achipur Powder Magazine) had a significant roleplay during British rule in India. Ships navigating towards Kolkata from the Bay of Bengal carrying gunpowder had to deposit their stock in these storehouses or Barood Ghar located beside River Hooghly. As per the norms followed during the British rule and a brief period after independence, the ships approaching the harbor were allowed to carry about 45kg of gunpowder with them in desperate situations for signaling purposes. These were deposited in Brood Ghar before the ship went to the harbour.

These were collected back on their return journey. According to the Bengal District Gazetteers: 24-Parganas by Lewis Sydney Steward O'Malley, These regulations were strictly followed. Any accident due to negligence can prove fatal and have devastating consequences for the harbor neighborhood.

8 RESEARCH METHODOLOGY

Primary and secondary data were collected for the present study to complete the research work correctly.

The primary data was collected through Questionnaires, Observation, interviews, and feedback from the host population at Achipur, the Bawali Rajbari managers, and the tourists visiting there. There was no fixed number of target clientele, and the selection was random. Only at Bawali Rajbari were the managers interviewed.

The secondary data was collected from the internet and some journals mainly.

A qualitative analysis of these is done to draw concrete conclusions. Some graphical representation depicts a few aspects related to the tourism status of the place.

9 DATA ANALYSIS

The following information is the summarised version of the information collected from the local population – what they had seen or what they have heard from their forefathers. A detailed account of the history in shatters is also provided here.

9.1 DISTINCT CULTURAL MELANGE



Fig. 3. KHODA-KHUDI

The Chinese Temple in Achipur is closely related to Tong Atchew but is maintained over generations by a Muslim family. Roots of Secularism going deep down from time immemorial. According to a story, a small structure was dedicated to Dakshin Rai, lord of the south, who was believed to rule over beasts and demons. The Chinese temple was constructed in the same compound. In the Ram Kali temple across the road, there is an idol of Bonbibi, guardian spirit of the forests, worshipped by Hindus and Muslims alike.

Atchew brought a God and Goddess of the earth, known as Tudigong. The Chinese have this concept of a local god to safeguard the community. The present-day nomenclature of these deities, "khoda-khudi," probably are derivations of the Urdu word for God, "khuda." When prayers are offered to Dakshin Rai, usually for weddings or other festive occasions, flowers are also placed before "khoda and khudi" Many religious traditions now meet in that temple compound. Whether Chinese or Bengali, all Gods are looked after by the same family.

As found in the towering temples of Bawali, the European architectural features depict another fine example cultural openness of India and the Indians. Built by the Mondal family, the temples offer an insight into the European influence on Bengal's temple architecture. The pillars built on the principles of European architecture that support the temples within the village are rare within the remainder of the state. Sadly most of the structures are in a dilapidated stage and on the verge of collapse.

9.2 THE MONDALS, THEIR TEMPLES, AND THE BAWALI RAJBARI

History books tell us that the Mondals of Bawali were originally Roys. Sharma, the grandson of Basudev Roy (who lived between the end of the 16th century and the early 17th century), was awarded Mondal. The magnificent cultural heritage site near Achipur is a nice blend of western and Indian art. The place possesses a significance of architectural value and promotes the heritage on the ground of socio-economic aspects in modern days. The beautiful place is known as Rajbari of Bawali.

About four hundred years back, during the Mughal era, the great Akbar had a commander, Maharaja Sawai Man Singh, and his promising army officer Shobha Ram Rai having war between the pirates in that particular region. Shoba ram fought well and won the battle for his chief. On that occasion, Shobharam Rai offered Bengal land, particularly in that area. They belonged to the Roys' family, but the grandfather of Shobha Ram Rai was awarded the title Mondal, and they are famous with the Mondal family. Another source of information told that Shobharam's grandson Rajaram was the Senapati (Chief of the Army) of the Raja of Hijli. Rajaram won a particular battle. The king offered him the land comprising approximately 50 villages, which was how Bawali was included in his dynasty. Earlier in this area, 24 Parganas (south) came under the extension part of the Sunderbans, which has a mangrove forest and swamp area on the banks of the Hooghly river. The 'Baule community dominated this area'; they survive on fishing and honey collection from the forest. They follow the two main Gods; one is the goddess of forest known as Bonbibi, and the other owner is the God of the tiger, Dakshin Rai. The locals feel that both of them are protecting them from an external enemy.

This land flourished and was renowned when the Mondal family came into existence during the time of Raja ram's grandson Haradhan Mondal. He was the person in the Mondal family who built up several temples of Radha Krishna in the Bawali with the help of local people and Rajbari of today.

Now Bawali Rajbari, a more than a 300-year-old palace, occupied the area around 3 acres of land with ponds and gardens. The Bawali Rajbari has a large courtyard with colonial pillars structure show the western architectural pattern amalgamate with Indian art. Gopinath jiu temple is a beautiful architectural masterpiece that shows the excellent terracotta-style temple in Bengal. Local people of Bawali said that the famous Dakineswar temple architecture also is inspired by the Gopinath temple (picture below).



Fig. 4. Gopinath temple

At present, the Rajbari of Bawali converted into a heritage hotel. The best part of this heritage is that it takes responsibility for the upliftment of the socio-economic condition of that particular locality in several ways. Now Rajbari of Bawali is a heritage hotel owned by Ajay Rawala. He restored the architectural value of the Rajbari; it will take around ten years, and the property is now in operation for the last 02 years. This heritage property is certified by IHHA (Indian Heritage Hotel Association).they still follow all the traditions supposed to be in "Jamindar Bari" in the old days, like Sandhya arati Durga puja.



Fig. 5. The_Bawali Rajbari (Renovated)

9.3 BAROOD GHAR (ACHIPUR GUN POWDER STORE ROOM)

Achipur has not only developed the connection of heritage with China but also brought us the new chapter of heritage relationship with the British era. This bonding and heritage significance of three hundred years is still alive in Achipur. The root connection of Achipur with the British period is maintained by the famous Barood Ghar, called by local people. It is a storage place of gunpowder when ships move towards Kolkata port through the route of Hooghly River from the Bay of Bengal. The purpose of the construction of Barood Ghar on the bank of the Hooghly river is the safety of the city of joy because the quantity of gunpowder which is supposed to carry by the ships that amount if taken and reached to Kolkata that is the risk for the city for any incident or explosion. The British government established the storage area in Achipur, also known as barood khana, to avoid all such incidents. This was a protected area surrounded by a boundary wall and guard room in each corner. Not much of this is remaining now. However, two guardrooms were found to stand still erect and uphold the heritage flagship of the place.

The architectural structure of Barood Ghar was found to be somewhat unique; there are the remains of three masonry buildings standing in the field without any window and with a dome-shaped roof, which remarkably resembles the Islamic architectural style incorporated in the Barood Ghar. There are two doors in opposite directions in the structure. The unique feature is that the storage area was down below the ground and was covered with a water chamber for protection purposes as the place was laden with a high amount of explosives. A staircase directly reaches the underground room from the surface.

As found out from the residents, who have lived here for generations, after closing down the Barood Ghar, the British had also shut down all the underground routes. Near the 3rd Ghar, a two-storied structure is found; again, as per the host population, the building is the house of - charge of the Barood Ghar. The locals had also heard from their forefathers that the British officers came to this place with their family and enjoyed the beauty of the Achipur.

Just near Barood Ghar, a small setup was seen, also constructed by the British, which is known as Foot Ghar in terms of the local language. This is a setup for measuring the water level in Hooghly River so that the ships can move quickly, and, to date, this place is active and comes under Kolkata Port Trust, also known as Mayapur and Simapur cross.



Fig. 6. BAROOD GHAR – The gunpowder was stored beneath this floor, as the public says

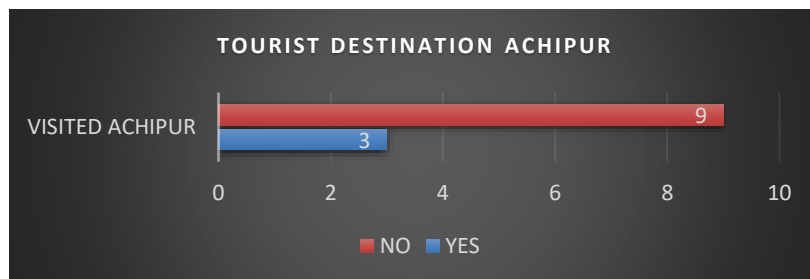
Apart from these heritage fact findings regarding Achipur, the tourist potential of the place was also explored. Talking to the tourists visiting here, it was clear that most of them were unaware of the historical importance of the same. On the websites also, unfortunately, Achipur has been described as the weekend destination, suitable for a picnic away from the humdrum of the city life but again not very far away from it. There were no visible efforts seen as far as the publicity of the heritage sites of the place is concerned. Only the Chinese temple and the Tomb of Tong Atchew are vibrant as the Chinese New Year celebrations are held with them in focus.

A few graphical illustrations clarify the scenario further:

QUESTIONNAIRE FOR TOURIST

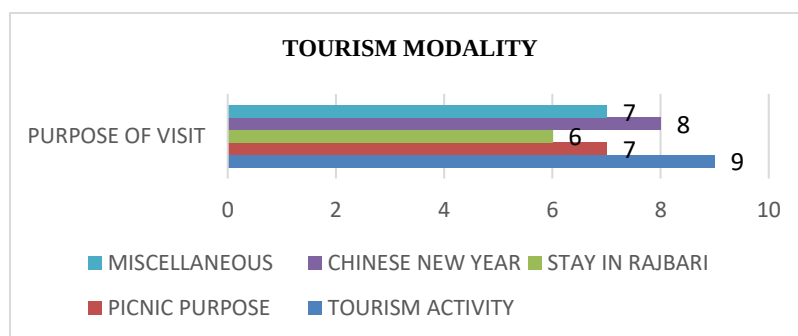
Q1. Have you ever visited Achipur?

- (a) Yes
- (b) No



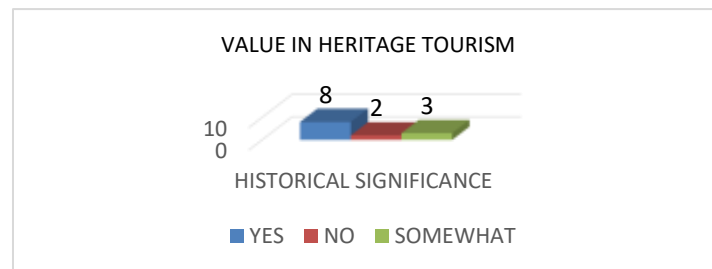
Q2. What is the purpose of visiting the place Achipur?

- (a) Tourism activities
- (b) Picnic purpose
- (c) Stay in the Rajbari
- (d) Chinese New Year
- (e) Miscellaneous



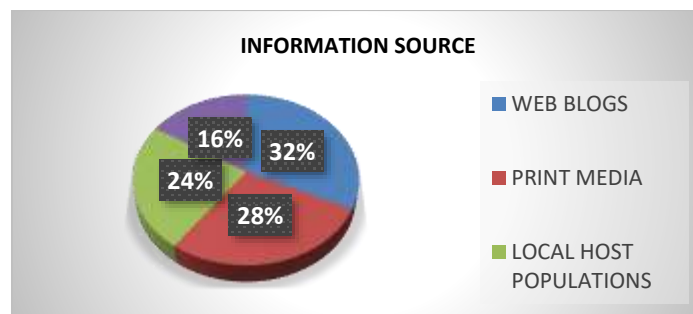
Q3. Are you aware of the historical significance of Achipur?

- (a) Yes
- (b) No
- (c) Somewhat



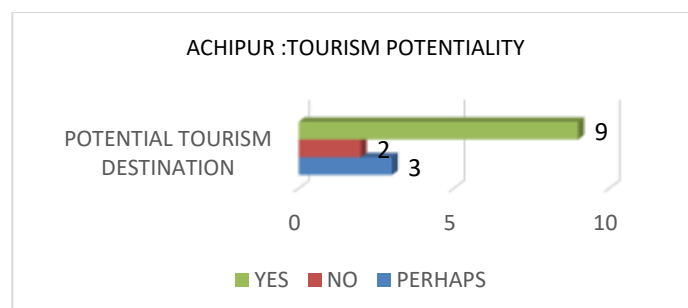
Q4. Where from you get the information about the Achipur?

- (a) Web blogs
- (b) Print media
- (c) Local host populations
- (d) Miscellaneous please specify

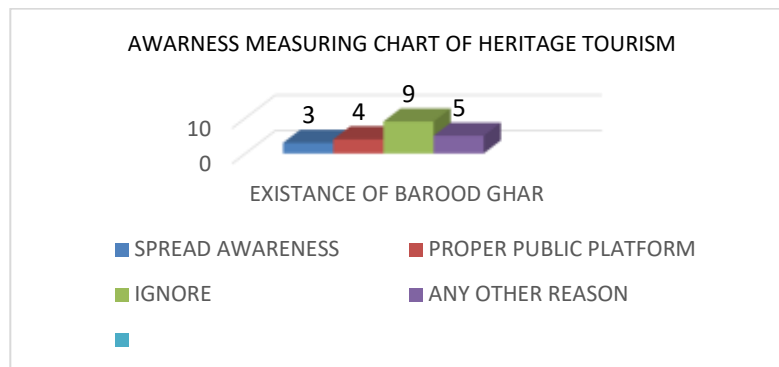


Q5. Do you think Achipur has the potential to become a heritage tourism destination

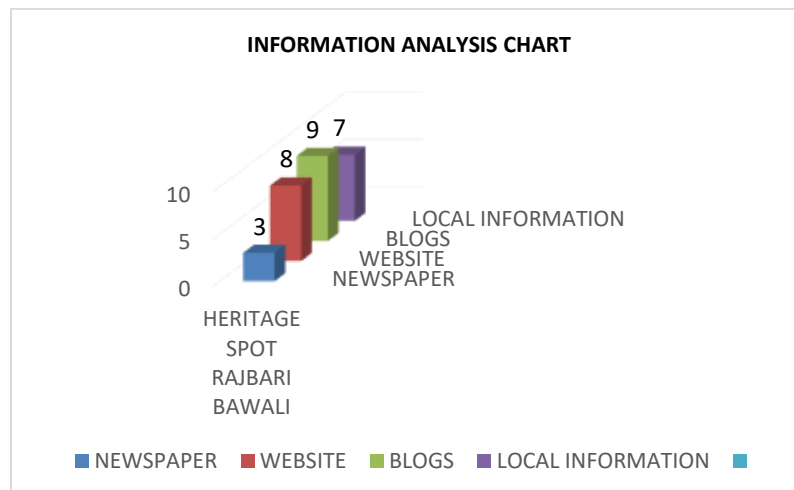
- Yes
- No
- Perhaps



- Q6. China temple and Bawali Rajbari are maintained very well as tourist spots but, Barood Ghar lost eminence. What action would you like to take?
- Spread awareness and sanitize
 - Please do your part to place it inadequately related forums
 - Ignore and let it be
 - Restore it yourself with the host population



- Q7. How do you know about the heritage spot Rajbari of Bawali?
- Newspaper
 - Website
 - Blogs
 - local information

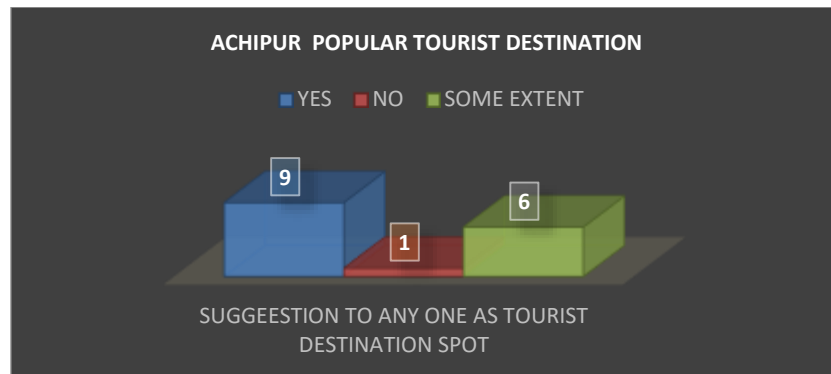


Q8. Would you like to suggest that anyone visit the Achipur as a heritage tourism destination?

Yes

No

To some extent



As far as the destination is concerned, there is an acute shortage of rooms and proper tourism infrastructure as far as hygienic food and lodging are concerned. There is absolutely no effort taken by the concerned authorities to inform people about the heritage sites and their importance. It is shocking that even after certain historians and writers highlighted the place's historical significance, that was still grossly overlooked. With all its heritage jewels, the site is left to be scavenged by time. Bawali Rajbari renovated brings life to a minute fraction of the latent history of the place.

10 RESULTS

From the close study of the data collected from the primary and secondary sources, the following concrete facts emerge:

Achipur has a chequered history as there is considerable evidence that establishes that the first Chinese settlement in India had emerged from this place.

There are ample proofs of rich display of the spirit of secularism here wherein the Chinese Temple and the Tomb of its builder (Tong Atchew) is looked after by a Muslim family. Enriched cultural interaction through the adoption of the European architectural style in temple construction is also visible.

The hidden heritage of Achipur has got a new shot in the arm through this work. The Chinese temple, The Mondals, and their Palatial mansion (now renovated), along with the temples constructed by them and the Barood Ghar, carve out a profound heritage connection of this place. Unfortunately, most of these significant historical remains, which can quickly flip a new page in Indian history, are just destroyed. Even though the historical significance of some of these monuments has been highlighted before, almost no action has been taken for their survival. Historical glory in shatters probably

describes it correctly. The Barood Ghar, with its apparent connection to the British rule, definitely has an immense heritage value, but it will be extinct soon.

Achipur can indeed be promoted as a heritage tourism site, keeping all these things in mind. Concrete and hasty action must be taken to save the relics on their death beds. Proper development of tourism infrastructure and glorification of the heritage value of the place will attract more tourists here and scholars in the related field. From the survey, it was clear that people visit here but mainly for picnic purposes and they leave without experiencing the rich treasures of heritage value the place holds. Unfortunately, Achipur is marketed as a weekend destination only where the marvelous past is just ignored.

The conversion of Bawali Rajbari into a heritage hotel was a significantly appreciating step towards the restoration and preservation of history. It has also boosted the number of tourists visiting here.. Such More popularity of the destination has taken place after a celebrity marriage was recently held in the heritage hotel initiatives. It also boosts the economic growth of the region's status, and the multiplier effect will be activated. The average earning level of the host population here can also rise with the rise in tourism activity.

Achipur has not got the honour it deserves despite all these due to its illustrious and splendid past. We wake up from our slumber and save this place, which has a fantastic potential to be mapped as a heritage site.

11 CONCLUSION

The Indian civilization is considered one of the oldest in the world. With time, the enrichment of the civilisation reached its heights through an organised system of governance, the spread of education, cultural and social advancements, etc. Every nooks and corner of our great country seem to have a story to tell. Fortunately, some of these tales have been heard, and the many eroded with time. There are still many waiting to be discovered and understood. But, there are also places whose historical values are known and studied, but still, they are neglected and are slowly being wiped away from the face of the earth.

This research aimed at highlighting one such site, i.e., Achipur. There is a gold mine of heritage here with its links spreading far wide from the Mughals to the Hijli raja and the Bawali and the British. The fact that this place was the earliest settlement of the Chinese in India tags its specialty on the heritage platter. The name Tong Atchew bears special significance. It is a landmark area of British rule, as can be understood from the existence of Barood Ghar. The Cultural compatibility seen here perhaps sows the spirit of togetherness, love, and secularism in India.

With this fantastic backdrop, this place can be awarded the laurels of a prominent heritage site, and tourism can be developed on these lines. It is a clarion call for the concerned authorities to save Barood Ghar and the temples built during the Bawali Era. Appropriate measures taken for spreading its value will attract various classes of tourists here, and the spirit of heritage that this place bears can shine the brightest.

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An Exploratory Study of Importance of Industrial Training in Hospitality Curriculum as perceived by Employers, Educators and Students of IHM Guwahati

Vikram Singh¹ & Srijani Chatterjee²

Abstract. The highly competitive environment in which the hospitality industry operates today requires training as an essential process that should be cautiously designed and implemented within all organisations to ensure an efficient, motivated workforce. Industrial training is a future investment and hotel contribution to the hospitality industry. It is only exemplary how various hotels have embraced industrial trainees during this deadly pandemic and helped them grow in their very short tenure. The hospitality industry needs to invest in human resources through training to improve the organization's competitive position. Because of enhanced quality, innovation continued increased productivity and improved profitability that can be achieved through this. As educators, it is our responsibility to ensure that our students are exposed to the industry after their primary education in college to develop the passion and dedication seen in hoteliers everywhere. This helps them understand the importance of integrity, hard work, and appropriate knowledge. This helps understand the challenges faced in practical operations, which help develop problem-solving abilities and management skills. This study is aimed to analyze the perceptions of employers, educators, and students about industrial training. It also explores the importance of Industrial training in the hospitality curriculum. The study is based on the Institute of Hotel Management Guwahati, India. Primary data (interviews and questionnaires) and secondary data (books, articles, and websites) have been considered for this study.

Keywords: Training, Exposure, Knowledge, Skill Development

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1 Introduction

Industrial Exposure Training is an integral part of hospitality education. Being an industry where the human touch makes an experience, hands-on experience is an essential part of education in the field. This exposure helps our students of IHM Guwahati to relate their classroom learning with day-to-day hotel operations. This exposure not only helps our students develop knowledge and skill but also helps in developing the right attitude. This 18-24 weeks tenure as an essential component is a character-building exercise as knowledge and skill development. When students are exposed to the actual industry scenario, it is easier for us as educators to teach management and operational aspects of subjects as they can relate a practical experience. It also often shows that students develop unique situation handling abilities, which are significant in this industry.

The main objective of the industrial training program is:-

- To allow students to experience and observe real operational scenarios.
- To allow students to develop skills and knowledge under the guidance of very experienced hoteliers
- To aid confidence and attitude building are essential characteristics to succeed in the hospitality industry.

1.1 Importance of industrial training:-

For hotels: Hotels providing industrial training can quickly identify prompt and more responsive trainees to the training process. This helps them develop a skilled trainee who can contribute efficiently to the organisation. Hotels help build teamwork skills, and individual performance may benefit students who absorb and apply these skills. The hotels, in this way, contribute actively to developing the next generation of hoteliers and building the future of hospitality.

Importance for students: Industrial exposure training is a component through which our students develop both individually and as hospitality personnel. This helps them understand the education provided in college and genuinely imbibe the essence of hospitality.

Importance for educators: Institutes benefit from this process as it bridges classroom teaching and the natural hotel environment. This helps educators and students be on the same page and develop a method of sharing knowledge through discussion and practical reference. Students are often far more readily receptive to classroom education when they come back from the industry. Students' knowledge, skill, and attitude development reflect in their campus placements. Students who are more receptive to the overall expertise irrespective of their academic performance tend to fare better and reap satisfactory responses while securing jobs through campus placements.

2 Review of Literature

Industrial Exposure is a part of the curriculum that aims to provide hands-on experience in core areas of the hotel under experienced professionals. This industrial exposure gives the students the actual benefit of practical work in a real hotel scenario. Students get an opportunity to be a part of and work under leading hotels and under-skilled hoteliers.

In their research, Dutta and Jha (2015) concluded that students who have not undergone training have a more positive outlook towards training than those who have completed it. Their findings are much contrary to what we found out through our surveys. Manoj AS (2013)-The author concluded that the industrial exposure program may be considered successful and is helpful for both students and the employer hotels. Both the parties depend on cooperation for the smooth functioning of the hotel. Suvidha Khan (2013)-The author concluded that a skilled employee could make maintaining a high quality of service standards easier. Jog Amol (2013)The author, in his conclusion, states that the education and training provided is not adequate to train students for their professional life. Manisha (2013), in conclusion, mentioned that regular training could improve not only employee performance but also the organisation. Dasgupta (2020) noted that working in hotels for a short span during semester breaks and weekends helps students generate ideas about Industrial training. He has also stated that industrial training is essential in the hospitality curriculum. Ravish Kukreti & Dr. Rakesh Dani (2020) The authors note that Industrial training provides students with the benefit that helps the students while they work in the industry and are successful in their jobs. Gaurav Bathla, Dr. Varinder Singh Rana, Dr. Amrik Singh (2019) The authors concluded that Industrial Training is an integral part of the curriculum. Students need it to have sound knowledge of their subject. This training contributes to practical and theoretical expertise giving students the necessary knowledge of hotel operations required by a professional.

3 Objectives:-

- To analyse the importance of industrial training as a part of hospitality curriculum according to the perception of students, educators, and employers.
- To study the satisfaction level among students of IHM Guwahati about the Industrial training program.
- To study the outcomes of industrial training as perceived by educators and employers.

4 Methodology

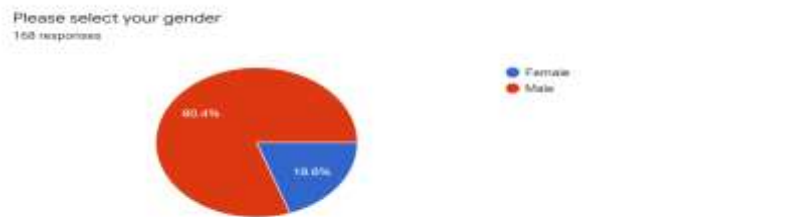
Primary data- The primary data required for research was collected using questionnaires. Three different questionnaires were drafted and circulated among students, educators, and employers of Institute of Hotel Management Guwahati to obtain their responses. Secondary data was collected from articles, websites, published research papers, etc.

4 Data Analysis

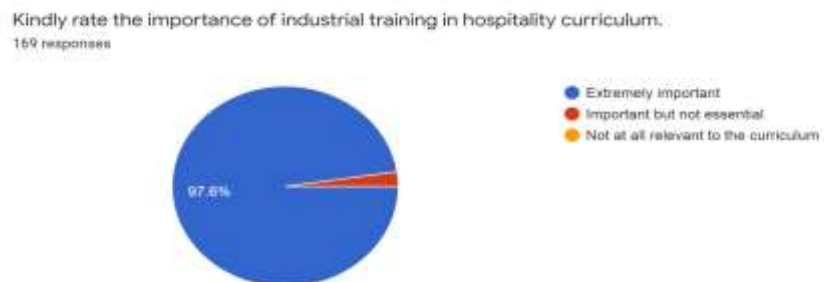
The survey was done in 3 parts with three sets of questionnaires. The total number of participants was 202, out of which 169 students from IHM Guwahati, twenty-three educators, and ten employers. We have considered their gender, age, and experience as educators. This data has been collected via an online survey. The first part contains personal information, gender, experience, etc. In the second part, the survey tries to understand three perspectives on how important Industrial Exposure Training is for the students, educators, and employees. In the last part, we attempt to assimilate each group's satisfaction level and preferences to understand how training impacts them.

Students:

Here follows the analysis of the questionnaires sent to all the students.



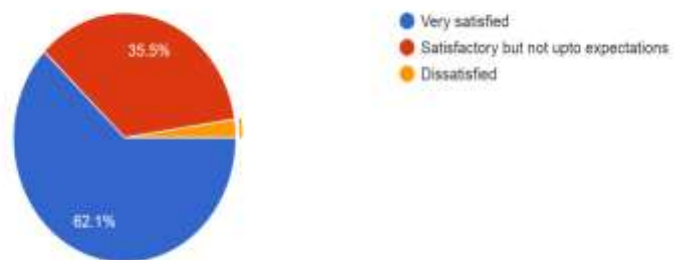
Among the students, we had approx 80% male and 20% female students fill up this form.



The majority of hotel management students of IHM Guwahati have believed that Industrial Training has proved to be very important for them, and they have benefitted from the experience.

Kindly rate your satisfaction level after undergoing industrial training.

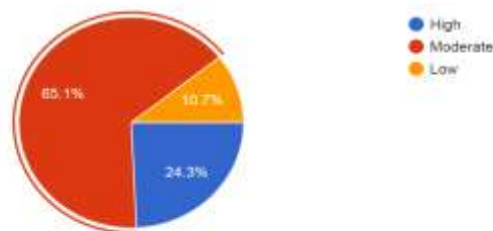
169 responses



We have found that a very small percentage of students have been dissatisfied whereas majority has been satisfied with Industrial Training.

Kindly rate the amount of theoretical knowledge applied during industrial training?

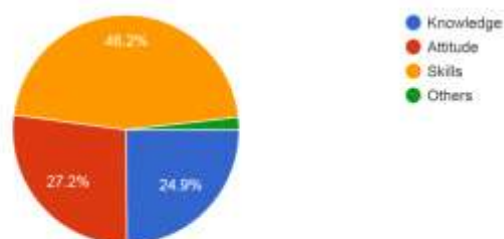
169 responses



The majority of students have found theoretical knowledge learned in college has been used moderately but not wholly during their Industrial training.

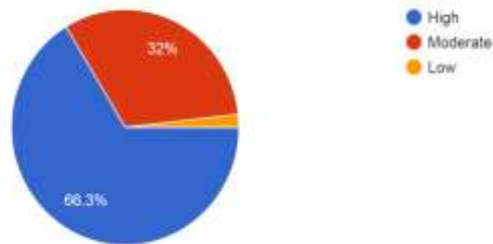
Which of your following attributes has improved the most after industrial training.

169 responses



According to students' opinion majority of the students have improved their skills the most followed by attitude and knowledge.

Kindly rate the level of learning opportunities you get during your industrial training.
169 responses

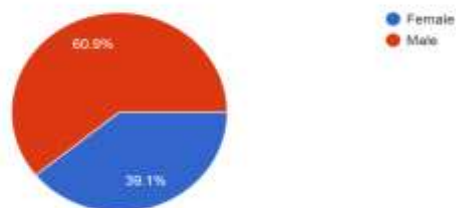


Most of the students felt they had great learning opportunities during their Industrial Training period.

Educators:

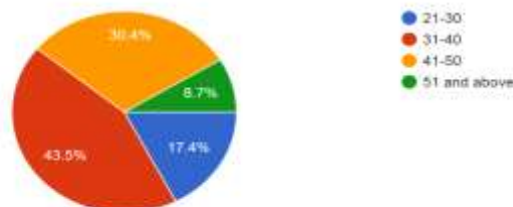
Twenty-three educators from IHMs across India filled out the forms, and their views about Industrial Training are reflected in the following analysis of the questionnaire.

Please select your gender
23 responses



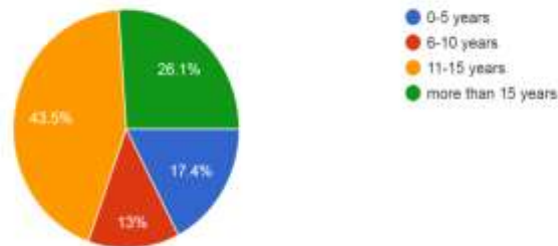
Educators who filled the form consisted of approx 60% male and 40% female educators.

Please select your age group.
23 responses



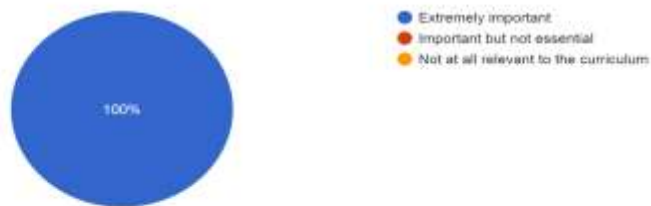
This survey had a healthy balance of educators from varied age groups.

Please mention your teaching experience
23 responses



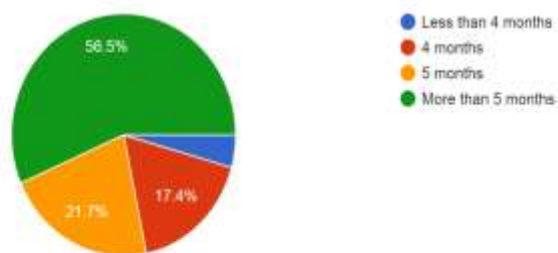
In this survey, we had a healthy balance of educators with varying experience levels.

Kindly rate the importance of industrial training in hospitality curriculum.
23 responses



All educators believe Industrial Training is very important in the hospitality curriculum.

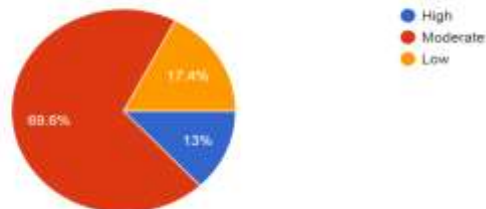
What should be the appropriate duration of industrial training?
23 responses



The majority of educators feel that Industrial Exposure should be more than five months, which will give them enough time to be prepared for their career as hospitality personnel.

Rate the level of challenge faced for placement of students in hotels as trainees.

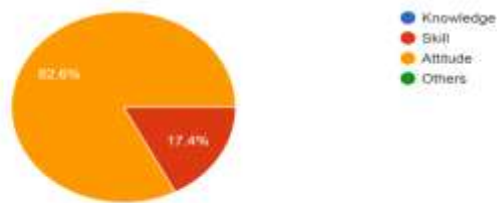
23 responses



The majority of educators, almost 70% of them, found it moderately challenging to place Industrial Trainees in Hotels.

Which attribute undergoes the highest level of change in students after they return from Industrial Training.

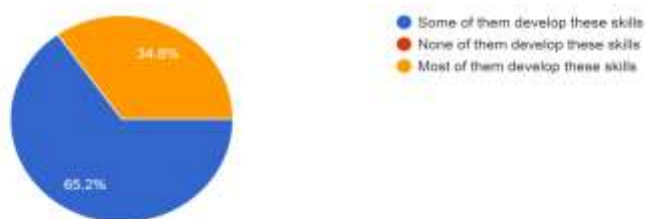
23 responses



Unlike students majority of the educators feel the most prominent change seen in students after Industrial Training to be the attitude.

Are students able to develop managerial and problem solving skills after Industrial Training?

23 responses

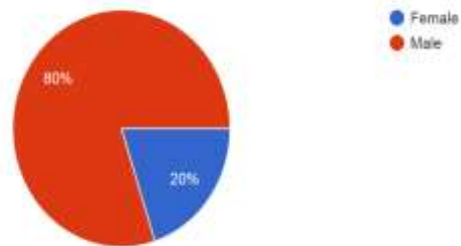


According to the majority opinion of educators, some students develop managerial and problem-solving skills.

Employers:

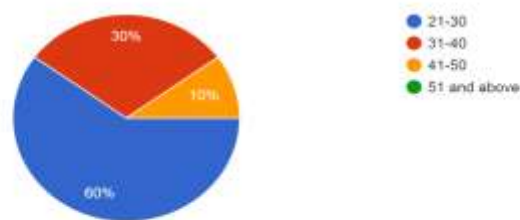
Ten employers or hoteliers across India from various hotels have given their opinions in this survey.

Please select your gender
10 responses



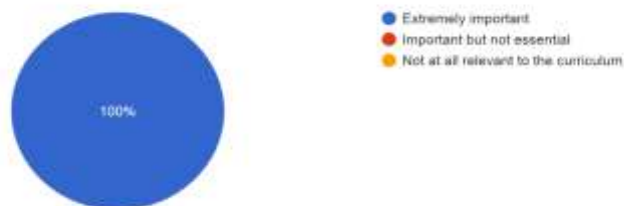
Among the employers, 80% were male, and 20% were female.

Please select your age group:
10 responses



We have hoteliers of various age groups providing their opinions for this survey.

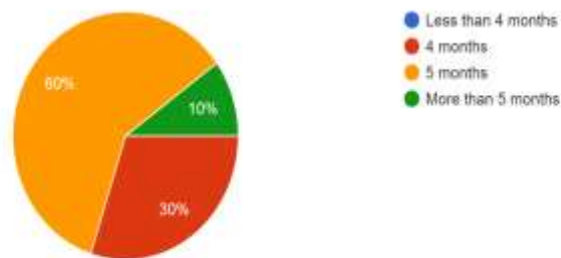
Kindly rate the importance of industrial training in hospitality curriculum.
10 responses



All hoteliers find that Industrial training is of very high importance as a part of the hospitality curriculum.

What should be the appropriate duration of industrial training?

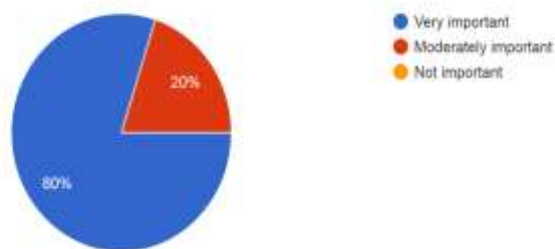
10 responses



The majority of employers feel Industrial Training should be of 5-month duration.

Rate the importance of trainees for hotel operations

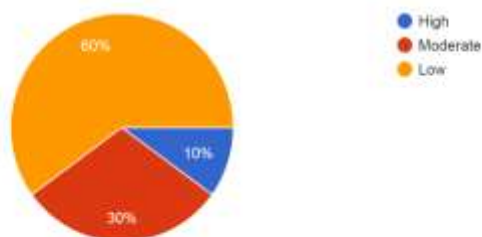
10 responses



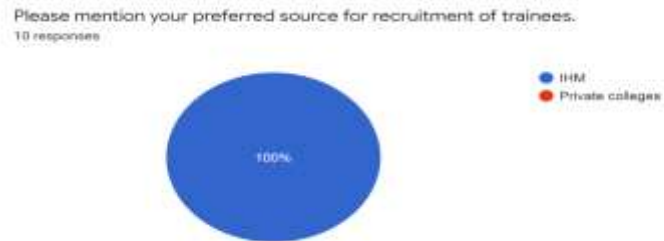
80% a vast majority of hoteliers believe trainees are essential for the smooth functioning of hotel operations.

Rate the expense incurred by hotel in providing training to students.

10 responses



The majority of employers feel the expense incurred during the training of students to be lower.



Employers across India have unanimously agreed to prefer IHM over private colleges to recruit trainees.

5 Conclusion

Through the research done above among the students and employers of the Institute of Hotel Management Guwahati and employers from 5-star hotels across India, it has been found that all three groups of hospitality industry stakeholders agree that the importance of Industrial Training in the hospitality curriculum is utmost. It has also been found that Industrial Training helps the most in building skills and positive attitude, which are the two most important traits of a hotelier. Through this, we have also realised that theoretical knowledge only moderately helps students in the practical application, which shows that we need to update their academic curriculum to match the ever-changing trends of the hospitality industry. Hoteliers have also agreed that trainees are essential for the operations. With the above findings, we can easily conclude that Industrial Training is a process that highly benefits students, educators, and employers.

6 Limitation

Due to the current COVID scenario, the surveys were conducted online through Google Form. A complete effort was given to get information from various demographic locations and segments of hotels though it was not possible to cover all parts of India.

7 Recommendations

During the research, it was felt that the following points might be helpful for the students, educators, and employers:

1. A more updated theory curriculum would help students be prepared for industry and apply the knowledge gained in college to their full potential during Industrial Training.
2. The training period can be made five months as per majority suggestions.

3. As trainees are an essential part of hotel operations and it has been majority opinion that cost of maintaining trainees is low, reconsideration of their stipend may increase productivity and student motivation.
4. Though not the majority but many students have been dissatisfied with the training process, these students can be counselled to find the root cause of the dissatisfaction, and a healthy exchange of feedback should be made between colleges and hotels.

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