

AFTERMATH OF COVID-19 ON HOSPIATLITY YOUTH

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ABSTRACT

The outburst of the novel coronavirus (COVID-19) has massively attacked various industries across the globe, but perhaps the cost to hospitality industry has been unseen and worst ever till date, with the forecasted occupancy rates for the year 2020 are dreadful than in 1933 during the Great Depression. The research aims to analyze the perception of hospitality youth towards industry amid coronavirus pandemic. The study also aims to suggest ways for future situation post coronavirus.

The methodology adopted quantitative approach involving usage of statistical tools like Descriptive statistics analysis, Chi square test & Pearson Correlation to evaluate the perception about the hospitality industry among hospitality youth in view of COVID -19 epidemic situations. Semi structured questionnaires were used as a tool to gather information. Different related articles and research papers were also reviewed thoroughly to ensure accuracy and effectiveness.

Research finding shows that youth is just nearly satisfied with the measures adopted by the industry and are confident that industry will bounce back soon, however a level of panic and anxiety is also observed among the employment of hospitality industry amid COVID-19. This study provides a single source of information for the industry experts to streamline their ways of operation ensuring all the precautionary measures taken to deal with the contagious coronavirus.

KEYWORDS: Coronavirus pandemic, Hospitality Industry, Contagious.

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1. INTRODUCTION

1.1 COVID-19 OVERVIEW ON ECONOMY

The roll out of novel corona virus across globe has massively disturbed the world economic state. All the business sectors are hard hit by this catastrophic wave of COVID-19. Among which hospitality sector being the most vulnerable one. This pandemic has put the country's economic condition into a deep recession and as a result of which the economy of the country is contracting day by day. It is believed that is one of the worst recessions

ever happened after independence. The corona virus epidemic, which was originated from the Wuhan city of China, has now infected people in more than 188 countries. (Lora Jones, 2020) World Health Organization has raised a red alert of National health emergency as an international concern for all the countries of world. Almost all countries have ensured complete lockdown to put a break in the outspread of this virus.

Current Global Situation (as on 8th December 2020)

Confirmed Corona virus Cases	Deaths
68,011,731	1,552,199

Source: World Health Organization.

Current India Situation (as on 8th December 2020)

Confirmed Corona virus Cases	Recovered cases	Active Cases	Deaths
97,03,770	91,78,946	3,83,866	1,40,958

Source: Ministry of Health & Family Welfare.

From the above data it is clearly observed that the numbers of corona virus cases are rapidly rising in the world and in the country. This highlights the Irony of the situation with the COVID-19 cases tremendously increasing day by day, while country also recorded the highest one day rise in corona virus cases across the world and on other side economy is also drooping down to massive level. The impact is huge and still unpredictable. Keeping in mind the existing scenario the government has now started the series of unlock after the complete lockdown of 21 days in the country. The pattern of unlock is subjected from high to low containment

zones that are marked as red, orange and green for better understanding. This movement of government of providing relaxations from a complete lockdown does not indicate the country is getting relief from the outspread of corona virus. It is just a need of an hour. However the risks associated with it are also increasing as more and more people are now moving out of their homes & coming in contact with each other. Hence precautionary measures advised by the government should be practiced every second to win this battle against corona virus. COVID-19 is not only an infectious disease affecting human being but has

severely affected the world economy and financial market.

According to IMF, the world economic report specifies that the economic impact of COVID-19 on the year 2020 was more adverse in the beginning of the year than the later as anticipated by various economists. Overall a downfall of 6.5 % point fall in GDP in the year 2021 is forecasted than the actual projections of January 2021 made pre COVID.

1.2 COVID-19 IMPACT ON HOSPITALITY INDUSTRY

With the shutdown of the economy due to the covid-19 pandemic it has made the hospitality industry to face severe challenges for its growth and survival. As a result of this pandemic the effects of covid-19 on hospitality industry are quite

evident and noticeable. Hospitality industry is a very wide industry and all its sub sectors like retail; airlines, cruise-lines, hotels, resorts, even planning, etc. are equally affected by this pandemic. For the first time ever all the masses across country are facing issues like nationwide lockdown, social distancing, halt in education sector, travel constraints, international border sealed etc. All these restrictions imposed have lead to the temporary closure of business and therefore it had resulted in the huge decline of the demand of hospitality business. (Bartik, 2020)

India's hotel industry is expected to face a loss of Rs 90,000cr in the year 2020 reflecting deterioration of 57 per cent as compared to last year. (Lamba, 2020)

HOTEL REVENUE LOSS PREDICTED FOR THE YEAR 2020		
Organized Sector	Unorganized Sector	Semi-Organized Sector
₹ 40,309cr	₹41,126cr	₹8,379cr

Source: Ministry of tourism, STR &HVS Report

From the above data it is clearly shown that the consequences of these losses will further chock the hospitality earning. The Rupture in the economy is often compared to previous recessions happened although this comparison is incomparable especially when we talk about hospitality industry that is highly intangible as it deals with the human element which is not static by nature.

Hospitality education sector is also another prime area of concern that is majorly hampered by the outspread of the deadly disease. Presently the situation is in a standstill position with no future information given by the government for its start-up. Focusing on the hospitality youth they are the most affected ones as it was the time of starting of their new journey in the hospitality industry. Unfortunately it is delayed, stopped or even if started not in the desirable or expected manner. This has de-motivated the youth to certain extent towards the industry.

The positive outlook is also featured by the hospitality industry by preparing themselves to effectively face the current situation to pace-up with the pre-covid momentum of business as soon as possible. It is also to be considered that the lifting of lockdown cannot take place in one go, however it will start slowly and gradually. Otherwise the main motive purpose of imposing lockdown i.e. containing the virus for the health safety of people will be vanished.

With the reopening of industry in partial phases as per the directions given by the government, a modified way of running hospitality operations with substantial changes were incorporated with a prime focus to ensure both employees' and guest's health and safety. (Gössling, 2020). It also magnified the guest's willingness to encourage the business. The Industry has started witnessing the slow and gradual recovery from losses incurred and

is expected to bounce back remarkably as it has always done in past any happenings. It is indeed the laborious challenge for the industry to overcome the existing situation as the entire world is going virtual which is purely opposite to what hotel industry is based on.

Keeping in view the effects of large-scale public health crises happened in 2003 due to the outbreak of SARS and the current trends of digitalization taking place in the market the hospitality stakeholders are paying emphasis on the usage of artificial intelligence and its applications, such as use of robotics in hotels. AI and robotics are now taken as a theme in hotel management and marketing post-COVID-19. (Zabin, 2019). Hygiene and cleanliness are crucial to successful hotel operations and have got a whole new meaning in hospitality industry. (Kim, 2005). The concept of hygiene and cleanliness has been greatly shifted from aesthetically clean to clinically clean. People are becoming more smart and updated with the safety and hygiene trends coming in the society. They have started transforming the living style to a healthier and a safer one. The present era has not only created stress in terms of risk to physical health of individuals but also caused havoc by disturbing the mental health of people. (Wang, 2020)

The foundation of the hospitality industry that is believed to provide personalized and on-toes service to their guest is shaken. Gradually the industry is getting customary to the situation. The phenomena of new normal is something that is becoming a common change in everyone day to day life. Everyone is adapting themselves to new concepts like social-distancing, sanitization, wearing mask& gloves, avoiding unnecessarily travel to their routine activities. Today's reality is tragic but our industry is very powerful and

confident enough to withstand the collateral damage caused by the expansion of the novel corona virus.

2. OBJECTIVES:

- To identify the measures taken by the hospitality industry amid COVID-19 to sustain their employment in industry.
- To understand the satisfaction level of the hospitality youth towards the measures adopted by the industry in the current scenario.
- To understand the motivation level of youth to work in hospitality industry
- To ascertain the factors influencing the youth to exist from the hospitality industry.

3. RESEARCH METHODOLOGY

3.1. Research Design: Descriptive research has been applied for the research to describe data and characteristics about the target population being explored.

3.2. Sampling Design: Simple Random Sampling technique is used for selecting items from the sample.

3.3. Sampling Size: 43 employees were selected from various hotels of Jaipur, Rajasthan & Delhi NCR.

3.4. Sampling Method: Convenience method of sampling is used to collect the data from the respondents.

3.5. Data Collection: The data is collected from both primary and secondary sources.

3.5.1 Primary data is collected through questionnaire survey and interview from respondents.

3.5.2 Secondary data is collected from books, magazines, and websites etc.

3.5.6 Statistical Tools: SPSS Tools used for analyzing the collected data are:

- Descriptive statistics analysis
- Chi square test
- Pearson Correlation
- Graphs, tables, figures and bar diagrams

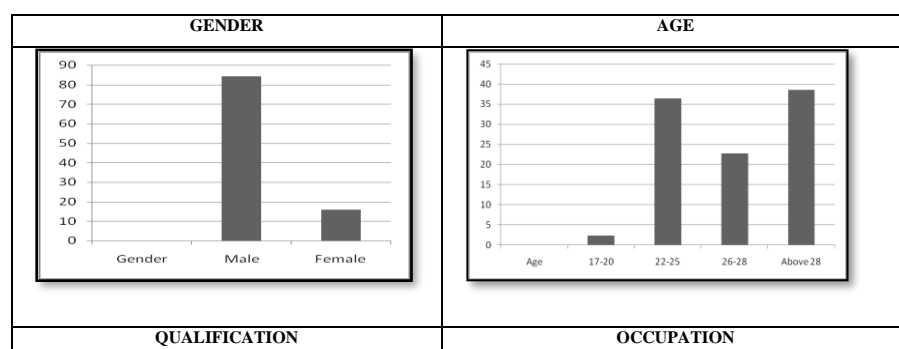
It helps in presenting quantitative facts in simple, clear and effective pictures and are also attractive and create lasting impression.

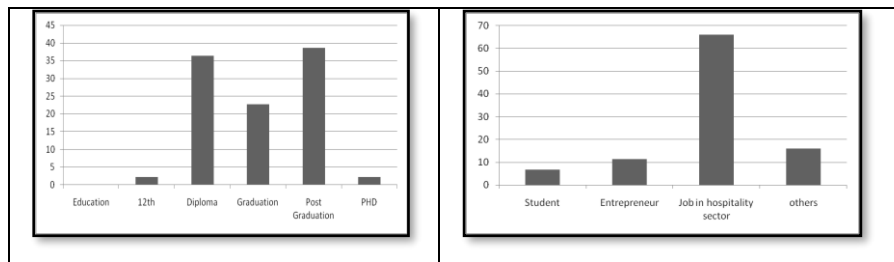
4. DATA ANALYSIS:

The data collected is analysed on the basis of the following factors

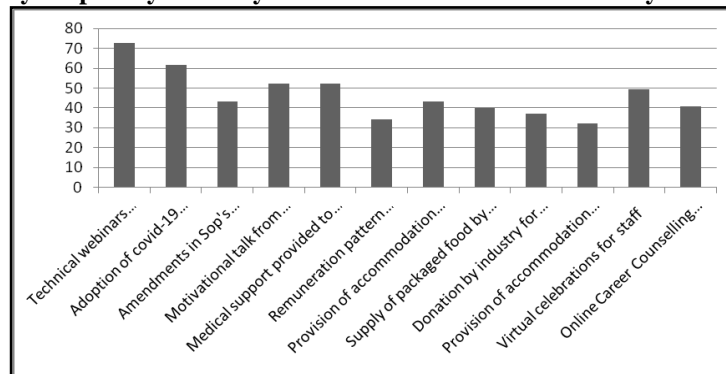
4.1 Demographic details of the respondents:

Gender	Percentage	Education	Percentage
Male	84.1	12th	2.3
Female	15.9	Diploma	36.4
Age		Graduation	
17-20	2.3	Post Graduation	38.6
22-25	36.4	PHD	2.3
26-28	22.7	Occupation	
Above 28	38.6	Student	6.8
		Entrepreneur	11.4
		Job in hospitality Sector	65.9
		others	15.9





4.2 Measures taken by hospitality Industry amid COVID-19 to sustain their youth employees



Measures	Percentage
Technical webinars organized by industry experts.	72.7
Adoption of covid-19 precautionary measures	61.4
Amendments in Sop's towards clinical safety of guest and employees.	43.2
Motivational talk from patrons	52.3
Medical support provided to staff from the industry	52.3
Remuneration pattern followed by the industry during lockdown	34
Provision of accommodation facility for covid-19 patients treatment and quarantine requirements	43.2
Supply of packaged food by the industry to covid-29 warriors	40
Donation by industry for COVID-19 medical requirement	37
Provision of accommodation facility for COVID-19 warriors	31.8
Virtual celebrations for staff	49.4
Online Career Counselling sessions	40.8

There are many measures that are undertaken by various hotels to sustain their youth employment in the industry. However From the above data it is analysed that the among various measures taken hotels are majorly focussing on measures like strict following of COVID-19 safety measures at work place to ensure health safety of employees which makes them comfortable and stress free at work. Employees are also made aware about how to adopt these precautionary measures at home & work Place through webinars as prevention is always better than cure. Technical & motivational webinars are also conducted by the hotels to keep the employees updated and stress free even when

away from work. However very few hotels are adopting measures like giving donations for COVID-29 medical requirement, providing of accommodation facilities, packaged food for COVID warriors and patients. Organising online competitions for employees with a motive to engage them while not at work to ensure sound mental health is also an effective measure but adopted by very few hotels.

4.3 Satisfaction of employees towards these measures adopted by the hospitality industry

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Conducted by the Hospitality Industry	43	1.00	3.00	2.2558	.78961
Webinars on adoption of covid-19 precautionary measures	43	1.00	3.00	2.3721	.72451
Amendments in Sops for clinical safety of guest and employees	43	1.00	3.00	2.5581	.58969
Motivational talk from top patrons	43	1.00	3.00	2.8140	.476223
Adoption and encouragement to usage of safety measures at home & workplace	43	1.00	3.00	2.5349	.59156
Medical support given by industry to employees	43	1.00	3.00	2.2093	.83261
Remuneration pattern adopted by industry during lockdown	43	1.00	3.00	2.0395	.80420
Supply of packaged food to covid19 warriors	43	1.00	3.00	2.1860	.79450
Provision of accommodation facilities for covid-19 treatment and quarantine requirements	43	1.00	3.00	2.1558	.78961
Donation given by industry to country for covid-19	43	1.00	3.00	2.0698	.76828
Online career counselling sessions for employees	43	1.00	3.00	2.2093	.70906
Virtual celebrations as fun activity for employees	43	1.00	3.00	2.2000	.81650
Valid N (listwise)	43				

The data shows that the employees are nearly equally satisfied by the measures adopted by the hotel during the lockdown period and unlock series. The stress caused during this period has demotivated the employees to a great extent towards their job and career hence in such times it is highly imperative for the organization to look after their employees well being both in terms of mental and physical health safety. The employees are highly satisfied with the correct and regular following of COVID precautionary measure at work place. It enhances their confidence level while working

when their physical health is taken care of properly in such a pandemic situation. Also, they feel inspired when they listen to motivational talks from industry patrons regarding the career in hotel industry and how to cope up with the present scenario. Slight dissatisfaction is observed regarding the remuneration changes taken place during this period because of the slowdown in the current growth. Employees are not satisfied with the help granted to the society by the hotels in any form in this COVID-19 epidemic.

4.4 Confidence and motivation to work in hospitality industry during COVID-19

	Frequency	Percent	Valid Percent	Cumulative Percent
yes	26	60.5	60.5	60.5
no	11	25.6	25.6	86.0
maybe	6	14.0	14.0	100.0
Total	43	100.0	100.0	

The result shows that majority of the employees feel motivated to continue working in hospitality industry considering the present scenario as a temporary phase and the industry will bounce back soon with the same pace.

4.5 Factors that make you feel confident & motivated about hospitality industry as your career choice in current scenario

Pearson Correlation

Research Variables	Job Motivation Amid COVID-19	Job Sustainability	Wider scope	Positive feedback from industry	Govt support to the industry.	Remuneration payment during lockdown	SOPS to ensure clinical safety of employees and guest.	Regular updates provided by industry.	Medical assistance
Job Motivation amid COVID-19	1	.276	.138	.405**	-.033	-.109	.469**	.368*	.236
Job Sustainability	.276	1	.310*	.156	.235	.258	.208	.227	.331*
Wider scope	.138	.310*	1	.354*	.286	.175	.119	.100	.100
Positive feedback from industry	.405**	.156	.354*	1	.343*	.338*	.389**	.345*	.345*
Govt support to the industry	-.033	.235	.286	.343*	1	.626**	.338*	.171	.471**
Remuneration payment during lockdown	-.109	.258	.175	.338*	.626**	1	.285	.312*	.442**
SOPS to ensure clinical safety of employees and guest.	.469**	.208	.119	.389**	.338*	.285	1	.525**	.428**
Regular updates provided by industry	.368*	.227	.100	.345**	.171	.312**	.512**	1	.602**
Medical assistance	.236	.331*	.100	.345*	.471**	.442**	.428**	.602**	1

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

The above table shows the Pearson correlation test between dependent variable (Job Motivation in hospitality industry amid COVID-19) and nine independent variables. (Job Sustainability, Wider scope, Positive feedback from industry, Govt

support to the industry, Remuneration payment during lockdown, SOPS to ensure clinical safety of employees and guest, regular updates provided by industry, Medical assistance). The variables show low degree of correlation among each other. All these factors moderately contribute towards

motivation of employees. However among these there are two variables (Govt support to the industry and remuneration payment during lockdown) shows no correlation. This is because majority of respondents were not satisfied with the government assistance granted to the industry during covid-19 that had resulted in the deductions on the remuneration paid to the employees.

4.6 Association between employee motivation and their commitment towards job.

Chi-Square Test

H0: Employee motivation and employee's commitment to work in industry are not associated with each other.

H1: Employee motivation and employee's commitment to work in industry are associated with each other.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	25.404a	4	.000
Likelihood Ratio	32.575	4	.000
Linear-by-Linear Association	1.887	1	.170
N of Valid Cases	43		

5 cells (55.6%) have expected count less than 5. The minimum expected count is 1.26.

The significant level is 0.000 which is lesser than the p value (0.05). Hence the null hypothesis is not accepted and alternative hypothesis is accepted.

Therefore it shows that Employee motivation and employee's commitment to work in industry goes related to each other.

4.7 Factors affecting the employee's attitude towards making a drift from hospitality industry to other.

Factor 1: Most vulnerable Industry to COVID-19

H0: Most vulnerable Industry to COVID-19 has a negative effect on employee attitude of making a drift from hospitality industry to other.

H2: Most vulnerable Industry to COVID-19 has a positive effect on employee attitude of making a drift from hospitality industry to other.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.905a	2	.003
Likelihood Ratio	12.257	2	.002
Linear-by-Linear Association	1.920	1	.166
N of Valid Cases	43		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 3.14.

The significant level is 0.003 which is lesser than the p value (0.05). Hence the null hypothesis is not accepted and alternative hypothesis is accepted.

Therefore it shows that because of the vulnerability of the hospitality industry to COVID-19 employees don't feel safe and are planning to change their career from hospitality industry to other.

Factor 2: Slow down in industry current growth to COVID-19

H0: Slow down in industry current growth to COVID-19 has a negative effect on employee attitude of making a drift from hospitality industry to other.

H3: Slow down in industry current growth to COVID-19 has a positive effect on employee attitude of making a drift from hospitality industry to other.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.961a	2	.001
Likelihood Ratio	14.987	2	.001
Linear-by-Linear Association	2.572	1	.109

N of Valid Cases	43		
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a. 1 cells (16.7%) have expected count less than 5. The minimum expected count is 3.98.

The significant level is 0.001 which is lesser than the p value (0.05). Hence the null hypothesis is not accepted and alternative hypothesis is accepted. Therefore it shows that Slow down in industry current growth amid COVID-19 has impacted employee s to change their career from hospitality industry to other.

H0: Delayed or cancellations of job appointments amid COVID-19 have a negative effect on employee attitude of making a drift from hospitality industry to other.

H4: Delayed or cancellations of job appointments amid COVID-19 have a positive effect on employee attitude of making a drift from hospitality industry to other.

Factor 3: Delayed or cancellations of job appointments amid COVID-19

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.779a	2	.151
Likelihood Ratio	3.748	2	.154
Linear-by-Linear Association	.976	1	.323
N of Valid Cases	43		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 2.72.

The significant level is 0.151 which is greater than the p value (0.05). Hence the alternative hypothesis is not accepted and null hypothesis is accepted. Therefore it shows that delayed or cancellations of job appointments amid COVID-19 is not a major factor that leads to the change of career from hospitality industry to other.

Factor 4: Reduction in salaries & other benefits amid COVID-19

H0: Reduction in salaries & other benefits amid COVID-19 have a negative effect on employee attitude of making a drift from hospitality industry to other.

H5: Reduction in salaries & other benefits amid COVID-19 have a positive effect on employee attitude of making a drift from hospitality industry to other.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.183a	2	.004
Likelihood Ratio	11.278	2	.004
Linear-by-Linear Association	9.187	1	.002
N of Valid Cases	43		

a. 3 cells (50.0%) have expected count less than 5. The minimum expected count is 1.67.

The significant level is 0.004 which is lesser than the p value (0.05). Hence the null hypothesis is not accepted and alternative hypothesis is accepted. Therefore it shows that Reduction in salaries & other benefits amid COVID-19 has impacted employees to change their career from hospitality industry to other.

H0: Long time required to match up with pre-COVID-19 momentum have a negative effect on employee attitude of making a drift from hospitality industry to other.

H6: Long time required to match up with pre-COVID-19 have a positive effect on employee attitude of making a drift from hospitality industry to other.

Factor 5: Long time required to match up with pre-COVID-19 momentum

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.815a	2	.148

Likelihood Ratio	3.983	2	.136
Linear-by-Linear Association	.039	1	.843
N of Valid Cases	43		

a. 3 cells (50.0%) have expected count less than 5. The minimum expected count is 1.88.

The significant level is 0.148 which is greater than the p value (0.05). Hence the alternative hypothesis is not accepted and null hypothesis is accepted. Therefore it shows that employees are not affected by the time required by the industry to match up with the pre COVID-19 pace due to the industry's long term benefits.

Factor 6: International growth opportunities restricted amid COVID-19

H0: International growth opportunities restricted amid COVID-19 have a negative effect on employee attitude of making a drift from hospitality industry to other.

H7: International growth opportunities restricted amid COVID-19 have a positive effect on employee attitude of making a drift from hospitality industry to other.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21.027a	2	.000
Likelihood Ratio	25.652	2	.000
Linear-by-Linear Association	.939	1	.332
N of Valid Cases	43		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 3.56.

The significant level is 0.000 which is lesser than the p value (0.05). Hence the null hypothesis is not accepted and alternative hypothesis is accepted. Therefore it shows that restrictions in International growth opportunities amid COVID-19 have greatly influenced employees to change their career from hospitality industry to other.

5. Conclusion

Being the most vulnerable industry to the coronavirus pandemic, it is assumed that industry will take time to bounce back to its normal pace of operations to recover the losses incurred amid COVID-19. It has created a layer of intense fear in the minds of people that is restricting them to again trust industry in terms of health safety and security. As an industry, it is required to build a vigorous strategic plan to reconstruct the masses fearless belief and confidence over industry that will boost the country's economy. Indeed the current situation has forced all the industries to reform their functioning methods to deal with post pandemic situation effectively. The study highlights some of the key areas where the industry needs to focus and channelize their strategies are:

- Red alert priority should be developing and ensuring strict adherence to the safety measures for guest and employees
- Innovative ways to motivate an employee

should be exercised as this is a time that has disturbed more of mental health than physical health of an individual.

- It is of utmost important to sustain the human power of an organization. The study revealed that employees are satisfied by the various measures adopted by the industry amid covid-19, however slight dissatisfaction is observed in terms of remunerations offered and by the lack of government support to the industry. This is directly related to the downfall in the business operations therefore now it is required to re-strategizing the policies for establishing room rates of the hotels. More flexible rates should be encouraged as the need of an hour.
- Creating awareness and promoting the future growth of the industry. Several restrictions imposed by the government to control this epidemic situations has created a negative perception about hospitality industry among youth, thereby leading to switch over of employees to other industry. The youth should be convinced that it is a temporary phase that the entire world is facing directly or indirectly. Long run vision should be showcased to the generation.

- Movement towards digitalization era rather than the traditional ones. User friendly digital platform should be encouraged more for developing strategies, social-marketing, promotions, transactions with suppliers, staff, guests, etc to prevent the spread of the pandemic.
- Participation among the hospitality stakeholders to unanimously create policies under one umbrella for the benefit of the entire hospitality industry
- Several new ways to improve the financial wealth of the industry should be planned and implemented. With the increase in the flow of money in the industry employee retention, commitment and reduction in employee turnover can be enhanced
- Launching of less explored destinations and re-branding of the existing products and services keeping in mind the all the health safety precautionary measures
- Incorporation of the medical services by the medical experts to increase the hospitality business.
- Open to mergers and acquisitions of industries to overcome the financial losses.
- Amendment in standard operating procedures is of much required strategy.
- Employment of the lockdown time in developing ourselves and industry to effectively handle post pandemic period
- Support from the government locally and internationally is the crucial aspect to rebuild the shape of the hospitality industry. The entire hospitality industry is shaken from the roots and therefore it is mandatory requirement of the industry stakeholders to have a keen check on the overall industry's functioning pattern from

the scratch to the top to give a kick start to conquer the losses occurred in the economic state of the country.

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