

# Hospitality Sectors' Post-Pandemic Strategies: A Safety and Hygiene Standards Docket

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**Abstract:** The entire world has been impacted by the deadly Covid-19 pandemic. It was a viral virus that had some sort of impact on nearly everyone. However, depending on a number of variables, the effects have been felt in different ways. People's way of life has been impacted by the infection. Both the global economy and the educational system have been impacted by the pandemic. Numerous people have lost loved ones, jobs, and even lives. The hospitality industry was driving the need for improved hygiene procedures and safety precautions to uphold standards and provide guests with a safe and secure environment while also ensuring their own safety. The tourism departments and the government have implemented a number of new practices. Since this study reviews and examines these novel practices, the hosts have become accustomed to the new standards, and the guests are at ease and feel secure while visiting and staying in the hospitality sector.

*Keywords: Post-Pandemic Strategies, Cleanliness, Hospitality Sectors Safety and Hygiene*

## 1. INTRODUCTION

The Covid-19 pandemic has been a deadly pandemic that has affected the whole world was a boundless disaster. In December 2019, a cluster of pneumonia with an unclear cause was found in Wuhan, China. The sequencing of a novel coronavirus known as severe acute respiratory syndrome coronavirus 2, which was discovered from a few clustered cases, was released by Chinese officials on January 12, 2020. This viral infection that affected almost everyone in some or the other way round. However, the effects have been felt differently depending on various factors.

Everybody's way of life has been impacted by the virus. It also had an impact on the entire educational system and rocked the global economy to a new degree, making it difficult for even the wealthiest businesspeople to continue operating their companies. In addition to losing their loved ones, many others also lost their businesses, education, jobs, and lifestyles. [1]

The travel and tourism sector, which is the foundation of the hospitality business, suffered a significant setback among other industries. This was the first government initiative to discourage international travel. Since the beginning of the pandemic, employment losses have disproportionately affected the manufacturing, retail, and accommodation and food services (including hotels, restaurants, and similar companies), and healthcare has been least affected.

The main problems facing the tourism sector are visa requirements, visitor safety and security, a lack of infrastructure, uncleanliness and poor hygiene in tourist areas, poor connectivity, excessive and varied taxes, etc. We begin with the fundamental workings of mindfulness practices as a pandemic coping strategy and, from a managerial perspective, go over the various functions of mindfulness in the tourism development pathways that are envisaged for the post-COVID-19 future.

It is evident from lessons learned that policies aimed at reviving tourism must tackle systemic flaws, prioritize critical issues, promote international unity, and capitalize on emerging prospects. This research concludes that post-pandemic tourism policies should be built on seven pillars: prevention, immunization, cooperation, information, promotion, education, and research. A commitment to equity entails expanding a broader ethical framework and implementing targeted adjustments in decisions and behaviours at several levels. This mental shift necessitates that travelers, businesses, and educators move away from a self-serving viewpoint and fundamentally alter how we view and comprehend tourism to include a really equal focus.

The paper shows an intriguing scenario in which a nation undervalues its tourism potential, even in the difficult COVID-19 environment. However, by putting important strategies into place to practice sustainable tourism, the nation can gain "ground" in the global tourism market while simultaneously adhering to the health and safety protocols that are currently top priorities.

It indicate that the COVID-19 pandemic has influenced travel patterns and habits regarding philological and economic factors. Psychological factors, primarily the fear of contamination, impact travelers' willingness to travel and the conditions and preferences for vacation destinations. At least in the medium term, people will avoid traveling in large groups and being in crowded places. Hygiene and health conditions in the host destination can represent essential factors in travel decisions. Confronted with a cautious clientele, tourism businesses should further enhance their hygiene conditions to restore confidence.

Two main components of a conceptual framework—intelligent-based transformation and value-based recalibration—are constructed. The initial dimension represents the subsequent phase of digitalization with respect to a more robust use of artificial intelligence (AI). The second dimension emphasizes that companies also need to reevaluate their operations to match with the evolving values of their customers and their new experience-based expectations. As a result, this paper advances the study of

entrepreneurial marketing, strategic planning, innovation, and AI management.

### 2. METHODOLOGY

This study is to identify the challenges and changes to manage manpower post-pandemic and explore the strategic amendments in the hospitality sectors to adopt and recognize the changes in the operation procedure post-pandemic.

#### **Impact of Covid – 19 in Hospitality Sector**

According to the research, in order to improve their competence in interacting with tourists both during and after the pandemic, tourism site managers have implemented the international health protocols that were developed by management through extensive workshops and trainings. According to this research, in contrast to mainstream managements, collaborative managements involving pecalang, troops, police, and temple management have dynamically changed in limiting the dangers of COVID-19 breakouts within the temple sites during the pandemic.

Published in Tourism Geographies, the article titled "A mindful shift: an opportunity for mindfulness-driven tourism in a post-pandemic world" In the midst of a huge crisis brought on by the COVID-19 pandemic, the article argued that mindful travelers may be the catalyst for mindful transformation within the global tourism business. We address mindfulness-based initiatives as workable, affordable ways to lessen detrimental psychological effects in numerous tourist environments as well as a plan to guarantee the tourism sector's long-term viability both during and after the epidemic. We begin with the fundamental workings of mindfulness practices as a pandemic coping strategy and, from a managerial perspective, go over the various functions of mindfulness in the tourism development pathways that are envisaged for the post-COVID-19 future.

#### **Tourism and Hospitality Sectors**

Traveler flows have virtually stopped as a result of the exceptional problem that the COVID-19 outbreak has brought forth for popular vacation sites. The post-pandemic recovery techniques are understudied, especially in connection to the highly representative group of small-scale companies managed by tourism lifestyle entrepreneurs (TLEs). Disaster recovery models, on the other hand, place a strong emphasis on prevention and preparedness. Using the Delphi method and Q-sort approach, an integrated framework for strategic thinking is established for destination marketing organizations (DMOs). Evolution in the years following COVID-19. [2]

The significance of establishing a conducive atmosphere for the growth of small businesses and endorsing the allocation of resources and competencies. Increasing their communication capability is crucial after this initial attempt to fortify these delicate firms. This is because a typical constraint of TLEs is that it prevents these entrepreneurs from accessing niche markets that are more suited to their business and way of life. DMOs can improve destination competitiveness and innovation by fostering networking

and cooperation through stronger enterprises.

The world is still navigating between the "new normal" and the "next normal" of a pandemic, and many tourist locations' recovery plans are still failing to produce the expected outcomes. Global tourist policies have long-standing structural flaws and inadequacies that have been made evident by the COVID-19 epidemic. Therefore, it is imperative that tourist regulations be developed in light of the pandemic setting. Nevertheless, data collection for the creation of research-based tourist policy has not been feasible because of lockdowns and physical separation measures. Evidence-based policies are a practical choice in this situation.

### **Post Pandemic Adoption**

This policy document presents a synthesis of tourist policies adopted by places battling in the pandemic environment, drawing on the book tourist Destination Management in a Post-Pandemic environment. It is evident from lessons learned that policies aimed at reviving tourism must tackle systemic flaws, prioritize critical issues, promote international unity, and capitalize on emerging prospects. This research concludes that post-pandemic tourism policies should be built on seven pillars: prevention, immunization, cooperation, information, promotion, education, and research.

Tourism transformation must bring an actionable focus on equity. A new normal openly recognizes the crises and tensions inhabiting tourism well before the COVID-19 pandemic along with the holistic and integrated nature of a pro-equity agenda. A resilient post-pandemic tourism must be more equitable and just, in terms of how it operates, its effects on people and place, and how we as scholars teach, study and publicly engage the travel industry—particularly in preparing its current and future leaders. A commitment to equity is about making specific changes in practices and decisions at multiple levels, along with growing a wider ethical framework.

This mental shift necessitates that travelers, businesses, and educators move away from a self-serving viewpoint and fundamentally alter how we view and comprehend tourism to include a really equal focus. Because of this, these acts compel us to reconsider the consumerism and capitalistic lens that have fueled the rapid expansion of the tourism industry. Instead, we must select a system that promotes equitable and sustainable growth, which in turn "slows down" our consumption of the outside world and changes our perceptions of what tourism is and ought to be.

Scenario planning, which is based on particular assumptions or conditions to represent the future, is an essential instrument for academic appraisal of uncertainties and development of plans that support them. Furthermore, the world needs to be ready for a variety of future situations because it is still unclear how the Covid-19 pandemic will develop and whether herd immunity will be successful. In keeping with this, the purpose of this study was to create a scenario planning framework for post-pandemic tourism in European locations in order to forecast future events and offer the required tactics.

For many of us, travelling is undoubtedly a way of life. But 2020 will be a year of significant transformation, with the tourism industry failing due to the COVID-19 epidemic. Given that the purpose of this article is to examine the state of the tourism industry in the first half of 2020, it is still too early to determine the long-term consequences of the SARS-CoV-2 virus. [3] As a result, the author was highly interested in the review of the barriers to foreign travel as well as some potential strategies for travelers to recuperate during the post-pandemic phase.

### **Hygiene and Safety Measures**

Romania has a natural tourism potential that may draw visitors and produce income, propelling the industry among the national economic sectors that significantly contribute to the formation of the GDP of the country. The paper presents an intriguing scenario in which a nation undervalues its tourism potential, even in the difficult COVID-19 environment. However, by putting important strategies into place to practice sustainable tourism, the nation can gain "ground" in the global tourism market while simultaneously adhering to the health and safety protocols that are currently top priorities. [4]

The travel and tourism (T&T) sector was unquestionably one of the industries that was severely impacted by the COVID-19 pandemic. T&T is trailing behind the rest of the world as it gradually enters a recovery phase. This is primarily due to people's perceptions of safety and their new, cautious purchasing habits when it comes to non-essential things like T&T products. With a focus on Romania's population, the current quantitative research was developed on the basis of two different representative samples in two different moments: May 2020 and December 2020, in order to uncover sustainable recovery paths for the industry and the true impact of the COVID-19 outbreak on consumer perceptions and purchasing behavior. [6]

A significant decrease in both domestic and foreign tourist arrivals is caused by COVID-19, as travel prohibitions have been imposed by numerous countries. The governing law orders that all tourist destinations be closed to visitors during the pandemic. From the viewpoints of both locals and visitors, the research explores the solutions devised and implemented by cultural tourism destination managements both during and after the pandemic. It also aims to comprehend how cultural tourism adapts the new norm tourism scape. [8]

According to the research, in order to improve their competence in interacting with tourists both during and after the pandemic, tourism site managers have implemented the international health protocols that were developed by management through extensive workshops and trainings. According to this research, in contrast to mainstream managements, collaborative managements involving pekalang, troops, police, and temple management have dynamically changed in limiting the dangers of COVID-19 breakouts within the temple sites during the pandemic. [9]

After completing their first COVID-19 crisis management, several businesses are attempting to seize fresh chances for innovation and business in the aftermath of the pandemic. In order to methodically find new opportunities in these difficult circumstances, two main components of a conceptual framework—intelligent-based transformation and value-based recalibration—are constructed. The initial dimension represents the subsequent phase of digitalization with respect to a more robust use of artificial intelligence (AI). The second dimension emphasizes that companies also need to reevaluate their operations to match with the evolving values of their customers and their new experience-based expectations. As a result, this paper advances the study of entrepreneurial marketing, strategic planning, innovation, and AI management.

There have been a number of significant changes observed in all areas of business since the start of 2020. As a result, the post-pandemic personnel was managed effectively and efficiently, ushering in a new normal period. After COVID-19, it needs a new set of skills. The exploratory study analyses the secondary data that was taken from the various journal directories using a systematic review methodology. The study provides a summary of the results in two distinct sections. The first addresses issues related to the post-pandemic era, such as ensuring company continuity, managing remote work, promoting mental and emotional stability, and fostering employee engagement. Alongside this, organizations see changes in leadership style, policies, skills, and competences as well as responsibilities and activities.

The primary findings suggest that travel behaviors and patterns related to philological and economic aspects have been impacted by the COVID-19 pandemic. Travelers' motivation to travel as well as the conditions and preferences for vacation places are influenced by psychological variables, chief among which is the fear of contamination. People will stay away from congested areas and group trips, at least in the medium term. When making vacation plans, considerations such as the host destination's health and hygiene standards can be crucial. [10]

Tourism-related firms (including transportation, lodging, and catering) need to improve their cleanliness standards even further in order to win back the trust of their careful audience. Furthermore, given these difficult times, communication is crucial to addressing travelers' fears and anxieties. The primary findings suggest that travel behaviors and patterns related to philological and economic aspects have been impacted by the COVID-19 pandemic. Travelers' motivation to travel as well as the conditions and preferences for vacation places are influenced by psychological variables, chief among which is the fear of contamination. People will stay away from congested areas and group trips, at least in the medium term. When making vacation plans, considerations such as the host destination's health and hygiene standards can be crucial. Tourism-related firms (including transportation, lodging, and catering) need to improve their cleanliness standards even further in order to win back the trust of their careful audience. Furthermore, given these difficult times, communication is crucial to addressing travelers' fears and anxieties. [11]

### POST COVID RECOMMENDATION IN HOSPITALITY SECTORS

#### **While Pre reservation and reservation**

Safety and Hygiene measures implemented by the hotel and the same to be followed by the guests will be communicated to them through website, emails and WhatsApp. Guests ID details and online payment details will be collected before arrival to maintain the proper guest history. Disinfected pick-up car will be sent to airport/railway stations. The car will have a see-through partition between the front and back passenger rows. The driver will wear mask + gloves all the time. The driver will sanitize the baggage before loading. Guest should use the hand sanitizer provided in the car. Guest should seat herself diagonally behind the driver. No papers/water bottles/ towels will be provided. The driver will maintain social distancing at all times.

#### **Arrival by road**

Upon entering the premises, the guest will be guided to the self-parking area at the security point. Guest self-parking is mandatory for all. Physically challenged drivers can park at the designated parking slot.

#### **At portico**

A non-contact thermal screening will be done for the guest. Guest will sanitize their hands. Baggage will be separately sanitized and taken to the room.

#### **At check-In**

A see-through partition on the counter between the guest and the front desk staff installed. Single signature / contactless check-in process has been introduced. Staff will carry the sanitized keycard to the room. Alternate rooms will be allotted with sufficient cooling-off period between each check-in.

#### **At lobby / public area**

New decongested seating arrangements made at the lobby. Hygiene butler will disinfect the lift and lift buttons after every use. Guest will wait for the lift at the marked area. Guest will stand inside the lift at the marked area. No more than four persons will be allowed at a time in the lift.

#### **In - room**

The room will be thoroughly disinfected before check-in. Special care for telephones, remote controls, switchboards, chairs and table surfaces. Only disinfected bed linens will be used. No printed menu cards and other stationery will be provided.

QR code-based menu will be made available to the guest's handheld device. The minibar will be stocked only after checking into the room. Newspaper delivery remains suspended. Sanitizing wipes available on request for guest to sanitize their devices. Room service dining trolley will be placed outside the room. Guests to place the same outside after consuming the food. In the bathroom, one sanitized bath towel will be provided. Only the body and hair wash dispensers will be provided. All other amenities will be made available only on request. Housekeeping service will not be provided during the period of stay. All the housekeeping staff will wear face shields, masks and gloves at all times.

### **In Restaurant/Bar**

Guest will sanitize their hands at the entrance. Tables have been placed as per the social distancing protocol. Stewards will wear a mask, face shield and gloves at all times. No buffet service at the restaurants. QR code-based menu will be made available to the guest's handheld device. Disinfected and sterilized crockery and cutlery to be used. Bill to be charged to the room. The non-room guest bill will be sent to their mobile and payment to be made online. Tables and floors will be sanitized frequently.

### **Laundry**

Guest will inform the laundry desk, collect the clothes in the bag and leave it outside the room. The laundered clothes will be handed back in a sanitized bag and left outside the room. All the laundry staff will wear PPE during work.

### **Banquets**

Social distancing signboards and markers to be provided at the corridor. Hand sanitizers at the entrance of the halls. Seating's arranged as per the social distancing protocol. Guests to wear masks at all times.

### **Check –out**

Bills will be posted by email to the guest. Payment to be made online by the guest. All card payments will be made after the sanitization of the card. Cash payment will not be encouraged.

### **General care**

Arogya Setu app made mandatory for the staff. All the staff will be thermal temperature screened daily upon arrival. [7] Only the staff from the green zone will be allowed for duty. All the staff have been educated and trained on the new safety and hygiene standards. Guest area staff will wear mask and face shields at all times. Specially trained Hygiene Butlers to keep sanitizing and disinfecting the common areas frequently. Separate color coded cleaning materials for wet and dry areas provided. Hand sanitizers stationed at easy to access strategic points.

## **2. CONCLUSION**

The primary findings suggest that travel behaviors and patterns related to philological and economic aspects have been impacted by the COVID-19 pandemic. Travelers' motivation to travel as well as the conditions and preferences for vacation places are influenced by psychological variables, chief among which is the fear of contamination. People will stay away from congested areas and group trips, at least in the medium term. When making vacation plans, considerations such as the host destination's health and hygiene standards can be crucial. Tourism-related firms (including transportation, lodging, and catering) need to improve their cleanliness standards even further in order to win back the trust of their careful audience. [5]

The study summarizes the findings under two different areas. The first deals with the challenges of the post-pandemic era which include maintenance of business continuity, management of remote work, mental health and emotional stability, employee engagement, etc. For policymakers, destination managers, stakeholders, and practitioners in European destinations, we propose strategies that fall into six main categories (financial strategies, traveler expectations and confidence, coordination and collaboration, employment, (post-) pandemic tourism marketing, and sustainable (post-) pandemic tourism) based on our scenarios.

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