

Post- Covid Strategies for Recovery of Hotels: A Study of Hotels in Delhi

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ABSTRACT

The hotel industry in India, like many other countries, has been severely impacted by the COVID-19 pandemic. The nationwide lockdowns and travel restrictions resulted in a significant decline in tourism and business travel, leading to a sharp drop in hotel occupancy rates and revenue. However, as the situation is gradually improving, the hotel industry is slowly recovering. Domestic tourism has seen a boost as people are preferring to travel within the country due to the ongoing international travel restrictions.

Many hotels have implemented new safety measures and protocols to ensure the safety of their guests, such as regular sanitization of rooms and public areas, contactless check-in and check-out, and social distancing measures.

Moreover, the Government of India has introduced several relief measures to support the hotel industry, including loan moratoriums and financial assistance packages. Additionally, many hotels have introduced innovative services and offerings, such as work-from-hotel packages and staycation deals, to attract guests and generate revenue.

Despite the challenges, the hotel industry in India is showing resilience and adapting to the new normal. With the ongoing vaccination drive and the easing of travel restrictions, the industry is optimistic about a gradual recovery. However, the road to full recovery may take time, and the hotel industry will need continued support and innovation to navigate the ongoing challenges posed by the pandemic.

This study is to give a brief discussion about the Hotel industry in Delhi despite the challenges and new models adopted by the hospitality sector to emerge.

Keywords: Hotel Industry, Post-Covid 19 hotel industry, Innovations in Delhi Hotels, New technologies in the hospitality sector.

I. CHAPTER 1

INTRODUCTION

The Chinese government discloses the instances of a specific coronavirus in December

2019, which itself is subsequently dubbed coronavirus disease 2019, or COVID-19. The disease is a new disease of the SARS virus that expands over the globe and becomes a worldwide pandemic. Because of its uncontrollable spreading and the absence of a definite potential treatment, the epidemic has affected people's lives in unanticipated ways. Without even a definite therapy in existence, countries and local municipalities have implemented strategies to curb the transmission of this unique illness, including travel bans, social distancing, and the establishment of isolation centers for separating suspicious individuals, among other things. The intensive media exposure of the epidemic, which shows a continual rise in the number of infected individuals and the territory it engulfs, combined with WHO's proclamation of an epidemic, causes widespread panic. Disasters of all sorts motivate the hotel sector to take action to address the issues posed by the catastrophe. There is enough evidence that hotels have risen from the recession by adopting confrontational tactics.

Tourism is among the world's biggest and most rapidly expanding sectors. It serves as a jet engine in the growth and development of nations. The influence of tourism on our global economy is considerable; the sector of tourism and travel employs 266 million individuals worldwide and accounts for 9.5% of the global GDP. In India, the hotel company's gross domestic product (GDP) contribution is expected to expand from 8.8% in 2010 to 9.16% by the end of 2020. Nevertheless, due to the Coronavirus virus epidemic, the hotel industry lost roughly Rs 30000 crore in income in 2020. This study investigates the impact of the COVID-19 epidemic on the Indian hotel business.

According to a study, total rental rates at India's five-star properties are expected to fall by 16.7-20.5% in 2019, whereas Revenue is expected to fall by 31-36.2%. The repercussions on the Indian hotel business were obvious when hotel stays began to decline towards the end of February 2020, even though there was still a lot of tourism

activity traveling to other nations. Due to the rapid development of the COVID-19 epidemic, the Indian government canceled tourist visas from March 11 until 15 April 2020.

The pandemic's effect is largely felt by unsuspecting workers who are fighting for their life and a living daily. According to Hotel projections, Indian hotels are facing massive deficits, accounting for 5% of the whole lodging sector. As a result, the present situation in the hotel sector should be revitalized for growth prospects. It is necessary to create strategies. In this case, OYO rooms are used as a reference for examining the current article. The focal areas to attract clients are pleasant accommodations in an inexpensive area, inside the budgets of the consumers or tourists when they require it. OYO has grown to include more than 120 nations.

The hotel business in India is presently experiencing an unprecedented emergency because of the COVID-19 outbreak. Following the initial incidents of COVID-19, mobility around the country comes to a standstill or has diminished mostly due to the lockdown impact. Planes and railways are being canceled, as well as a limited strike in transportation in many regions, which has a huge impact on the leisure and tourist industries. The issue has been recreated multiple times because of the frequent reinstallation of lockdowns, which has contributed to the increase in instances. The government has established rigorous measures for preventing the disease's development.

The hotel industry in Delhi is a crucial component of the city's economy, contributing significantly to the tourism sector. Delhi is a popular destination for both domestic and international tourists, and the city has a diverse range of accommodation options, from budget hotels to luxury resorts. According to a report by the Indian Brand Equity Foundation (IBEF), the hotel industry in India is expected to grow at a compound annual growth rate (CAGR) of 8% between 2021 and 2026. While the exact size of the hotel industry in Delhi is not available, it is estimated to be a significant contributor to the overall hotel industry in India.

The hotel industry in Delhi comprises a diverse range of accommodations, including luxury hotels, boutique hotels, budget hotels, and serviced apartments. Delhi is a popular destination for both domestic and international tourists, with a high demand for hotels and accommodations throughout the year. In recent years, there has been an increasing trend toward the development of branded and luxury hotels in Delhi, reflecting the growing demand for high-end accommodations.

According to the statistics from December 2019, an aggregate of much more than 7 lakh visitors chooses to remain at OYO each evening. According to references, OYO receives 7.5+ out of 10 evaluations on Internet Travel Company Sites. That shows that OYO is gaining the trust and allegiance of its clients. OYO's core plan and targets for 2020 were real development, technical and consumer perfection, and an emphasis on culture & accountability.

Yet, the infection severely altered the economic model by propagating across the entire globe. Improved preparation, methods, and procedures must be developed and applied to escape the predicament. It was projected that interest in Indian hotels would not rise soon in 2020; this was confirmed by the cancellation of tourist bookings from October to March 2021. The grim situation has been exacerbated by instability and an extraordinary downturn that has gripped the world in the aftermath of the COVID-19 epidemic. Apart from real business deficits, hotel operators will face losses owing to fixed operational expenditures, loan repayments, accrued interest, and a variety of additional compliance requirements necessary as part of the industry.

OBJECTIVE OF THE STUDY

1. To identify changes in operational procedures in hotels
2. To explore marketing strategies for promotion of hotels post covid-19

II. CHAPTER-2 LITERATURE REVIEW

It is not "business as usual" for hoteliers, who are putting new strategies into place to position themselves for a quicker recovery. They use the theme to convey new actions and objectives in their business and marketing goals from the confinement to the unlocking stage. Hotels use various measures to appeal to the crowd, such as entering the storage & distribution area, offering work and stay packages, disclosing financial assistance bargains, & staging simulated events, amongst many others **A. (2020)**.

There was therefore a lot of room for research into the numerous marketing techniques that Delhi's five-star hotels use to draw tourists during COVID-19. To find out the hotel restoration recovery strategy & resuming business plan, research involving marketing managers of five-star hotels was done. Research like this one focuses on the numerous marketing tactics & cutting-edge methods used throughout the crisis are highlighted

in this research. The worldwide terror brought on by COVID-19 could have a long-lasting effect on tourism. Effective initiatives are needed to boost traveler confidence and assist companies in quickly recovering from this public health catastrophe. (A. D. (2020)

The adaptability and sustainability of the hotel sector may be strengthened by meeting various consumption demands & taking action to seize an opportunity when faced with difficulty. Such initiatives are tied to anticipated customer consumption patterns for things like environmental regulation, and smart amenities, including traveler's health. The way hotels responded to the pandemic and the shifting market demand highlights a variety of sectors where the area of expertise needs to be improved

The study of changing traveler behavior can help advance the theory of hotel marketing as well as leadership. After this epidemic, there are hopes and strategies for industry recovery that will encourage constructive changes in business practices. Hotels were investigating and experimenting with a variety of marketing techniques to draw travelers. The primary draw for tourists is centered on the advantages of health and cleanliness. Even hoteliers use a variety of social media platforms to market themselves. The research on this topic is, nevertheless, still incredibly underdeveloped. This report published maps out "strategic reactions" from the hospitality industry & suggests consequences for hotels to confront the developing pandemic scenario based on 219 publications gathered from international news sources using an interconnected disaster management methodology. To improve as well as further build a pandemic emergency preparedness framework, three changes were suggested. With a predicted loss exceeding all prior crises combined, including the 9/11 terrorist attack, the 2008 economic downturn, or the SARS outbreak, the COVID-19 pandemic has severely impacted the hotel industry. (Singh, 2020)

Due to travel restrictions and travelers' anxiety over becoming detained, the average revenue-per-available-room (RevPAR) dropped by almost 90% in the second quarter of 2020 & therefore is expected to continue to fall. A realistic strategy that might help the hotel industry become more robust both during & after the epidemic is urgently needed. While it is true that there has been a growing amount of research on emergency preparedness, the existing models frequently advocate using a "one size fits all"

strategy without considering the reality that crises differ significantly in duration, magnitude, & repercussions. (K E. (2020)

These approaches lack concrete recommendations for dealing with specific crises like a worldwide pandemic & are primarily theoretical, seldom tested experimentally, & are more concentrated on the tourist industry (than hospitality). This research paper aims to start conversations about creating a more functional & sophisticated pandemic disaster management strategy for the hotel industry. An integrated strategic crisis management methodology is used to gather, evaluate, and plan out hotel strategic reactions using sources from international news media.

Because it identifies "strategic actions" used by the hotel industry to combat the Covid-19 outbreak, the letter also offers useful insights. A major catastrophe, like the Covid-19 outbreak, transforms the hotel industry and forces hotels to adjust their operations to the "new baseline" circumstances. By improving the pandemic disaster management framework inside the framework of the hotel industry grounded in worldwide hoteliers' strategic actions, this research report adds to the existing literature. It also acts as a jumping-off point for more study & conversation in this field. Undoubtedly, some pertinent information from those other languages may be missed while using English-language news source. (M. Q. (2021)

1.1 OVERVIEW OF THE HOTEL INDUSTRY IN DELHI

The hotel industry in Delhi is a vital component of the country's tourism sector, which is a significant contributor to Delhi's economy. The industry has undergone significant changes over the years, with a rapid expansion of both domestic and international hotel chains.

Here is an overview of the hotel industry in Delhi:

Market Size: The Delhi hotel industry is estimated to be worth approximately \$10 billion, and it is expected to grow at a CAGR of 8% over the next five years. The industry comprises both budget and luxury hotels, with the latter segment accounting for a significant portion of the market.

Key Players: The hotel industry in Delhi is dominated by both domestic and international players. Major international hotel chains such as Marriott, Hilton, Intercontinental, and Accor have a significant presence in Delhi, while domestic players like Taj, Oberoi, and ITC also have a substantial market share.

Tourism: The growth of the hotel industry in Delhi is closely linked to the growth of the country's tourism sector. Delhi has a rich cultural heritage and is home to several popular tourist destinations, including the Taj Mahal, the backwaters of Kerala, and the Himalayas. As a result, the country attracts a significant number of domestic and international tourists each year.

COVID-19 Impact: The COVID-19 pandemic had a severe impact on the hotel industry in Delhi, with occupancy rates dropping significantly due to travel restrictions and safety concerns. However, the industry is slowly recovering as vaccination rates increase and travel restrictions are lifted.

Outlook: The hotel industry in Delhi is expected to grow at a steady pace over the next few years, driven by an increase in domestic and international tourism. The government's focus on infrastructure development and promoting tourism is also expected to drive the growth of the industry. Additionally, the rise of domestic travel and the growing demand for experiential travel are expected to create new opportunities for hoteliers in Delhi. (Singh, 2020).

1.2 IMPACTS OF COVID-19 ON THE HOSPITALITY INDUSTRY

The Covid-19 pandemic has had a significant impact on the hospitality industry, which includes hotels, restaurants, bars, and tourism-related businesses.

Here are some of the keyways in which Covid-19 has affected the hospitality industry:

Reduced demand: The pandemic has resulted in a significant reduction in travel and tourism. With lockdowns, border closures, and travel restrictions, many people have been unable or unwilling to travel, leading to a sharp decline in demand for hotels, restaurants, and other hospitality services.

Financial losses: The hospitality industry has suffered financially due to reduced demand. Many businesses have had to close temporarily or permanently, resulting in job losses and revenue losses. Many companies have been forced to lay off employees, furlough them or reduce salaries to cut costs.

Health and safety protocols: To prevent the spread of the virus, many hospitality businesses have had to implement new health and safety protocols. This includes things like increased cleaning, social distancing, and the use of personal protective equipment. These measures can be expensive and time-consuming to implement, which can add to the financial burden of businesses.

Changes in consumer behavior: The pandemic has also changed the way consumers behave, with many people preferring to stay at home or opt for contactless options. This has led to a shift in the types of services that are in demand, with a greater emphasis on takeout, delivery, and outdoor dining.

Slow recovery: While some parts of the hospitality industry have begun to recover, many businesses are still struggling. Recovery is likely to be slow, with some experts predicting that it may take years for the industry to fully bounce back.

Overall, the Covid-19 pandemic has had a significant impact on the hospitality industry, with many businesses struggling to survive. However, with vaccines now becoming more widely available, there is hope that the industry will eventually recover. (Le, 2020).

Future research could augment the database with non-English news pieces to better understand accommodation within certain nations. Second, a more thorough examination of various hotel types (such as large worldwide hotel chains vs local/small hotels) can further expose the innovative techniques applied by various hotel sizes & resources. Finally, subsequent crisis scenarios at the local, national, & regional levels ought to serve as opportunities to further examine and confirm the suggested pandemic crisis approach to management. Strategies to Recover from the Epidemic. recaptured from on the post-pandemic resurrection methods of the Indian hotel sector in addition to OYO rooms, there is a major shift in the efficiency of the service industry during one of the days of the epidemic. Visitor numbers in India reached a high of 6.1 million in 2019, up from 4.5 million in 2015. When the influenza phase is through, it's going to be extremely difficult for all industries to recover. While no vaccine has been developed to combat the epidemic, the risks of becoming infected with corona keep rising. ; (Le, 2020).

To be secure, everyone must comply with all regulations. Yet, the game must continue. Everything needs to be done with great care for the country's economic development. OYO rooms are handy for individuals who travel outdoors and stay overnight. As a result, hotels or Oyo-pruners must uphold and observe the president's cleaning and significant discrepancies requirements. That implies they must be more mindful and focused than ever before in the hotel industry. Between 2015 to 2019, the number of visitors visiting India increased.; (S.H.(2021)).

It is obvious that India has many unique and breathtakingly gorgeous sites to explore, yet it's also significant that the hotel industry influences a growing number of tourists to visit by offering them all pleasant and acceptable amenities while they are there. But the covid-19 shut down substantially altered the situation. Until March 2020, the number of visitors visiting India fell by 93.44%, which is bad news for the business and the hotel industry. The industry's functioning was halted because of this shutdown. Individuals are forcefully urged by the authorities to remain inside their homes and preserve social distance. Nevertheless, it has substantially decreased to 0.33 million by March 2020.;**D.K.(2021).**

This demonstrates that the hotel company's efficiency is dismal. Similarly, earnings have increased from 2010 to 2019, while financial results in the sector have decreased dramatically. Given the epidemic condition, the hotel industry can pursue resuscitation measures for enterprise re-engineering. **D.K.(2022).**

1.3 IMPACTON THE COMPETITIVE LANDSCAPE OF THE HOSPITALITY INDUSTRY

The Covid-19 pandemic has also had a significant impact on the competitive landscape of the hospitality industry. Here are some ways in which the pandemic has affected competition within the industry:

Increased competition for local markets: With reduced demand for travel and tourism, businesses have had to focus more on their local markets. This has led to increased competition within local markets, as businesses try to attract customers from the same pool of potential customers.

Shifts in market share: The pandemic has also led to shifts in market share, with some businesses being better able to adapt to the changing landscape than others. Businesses that were already well-established online or had robust takeout and delivery options may have been better positioned to weather the pandemic than those that did not.

Changes in customer preferences: The pandemic has also changed customer preferences, with many people prefer outdoor dining, takeout, and delivery options. Businesses that were able to pivot quickly to meet these changing preferences may have been able to gain an advantage over competitors that were slower to adapt.

Consolidation: The pandemic has also led to some consolidation within the industry, as weaker businesses have been forced to close or merge with stronger ones. This has led to a concentration of market power among larger players, which may

make it more difficult for smaller businesses to compete.

Innovation: Finally, the pandemic has also spurred innovation within the industry, as businesses have had to find new ways to operate and serve customers. This has led to new business models, technologies, and approaches that may help some businesses gain a competitive advantage.

Overall, the Covid-19 pandemic has had a significant impact on the competitive landscape of the hospitality industry, with some businesses being better able to adapt than others. As the industry continues to recover, it will be interesting to see how these competitive dynamics continue to evolve robotics and wellness difficulties. **(Mahapatra, 2022)**

According to the survey, the total revenue decreased in the 4th quarter of 2019-20. To counteract this downward trend, the corporation may implement resurrection methods such as reduced usage of personnel, adequate sanitizing, employment of robots, increased emphasis on the information technology industry, rigorous social separation, and determine the most relevant hotel qualities from the perspective of a traveler following COVID-19 epidemic. To accomplish this goal, literature evaluations on hotel factors impacting hotel booking decisions were done. Most of the studies were conducted before the epidemic. Nevertheless, Jiang and Wen (2020) underlined the adoption of novel technologies and qualities in hotel sectors following the COVID-19 pandemic, such as contactless service with AI & Robots, Hygiene, and Healthcare. According to published research, potential ideal hotel qualities were identified and finalized following discussions with industry researchers and academics; **(Mahapatra, 2022).**

The completed poll was created with 27 classes depending on the finalized qualities, following extensive consultation and verification check, and the poll was administered with 740 participants, subsequently, the results were analyzed using the SPSS program. Principal components evaluation was employed to identify the optimum hotel reservation qualities, yielding 8 key components that were filled with 27 hotel selections.;**(Mahapatra, 2022).**

Due to insufficient outer loadings, 5 entries were eliminated. Hotel Facilities & Operations, Cost Effectiveness, Proximity, Security & Protection, Automated & Non-contact Assistance, Personnel, Cleansing & Disinfecting,

and In-Room Pleasure were the last retrieved variables discovered. Lastly, the variables were validated using the CFA framework. The terms of performance were evaluated, as well as the concept accuracy. Both the physical tests, as well as the internal consistency requirements, were determined to be good.; **M.P.(2022).**

The present study sought to discover the new aspects of hotel reservation characteristic requirements because of the post-COVID-19 effect. As a result, the survey was developed with this in mind. Hospitality services mechanization and frictionless communication are given top priority. The washing criteria were renamed the washing and sanitizing norm. Likewise, the remark on the safety precautions undertaken and kept by the resort employees in terms of donning protective gear such as gloves and masks were added to the survey. .**K.(2022).**

1.4 CHANGES IN OPERATIONAL PROCEDURES IN HOTELS

The Covid-19 pandemic has necessitated significant changes in operational procedures for hotels. Here are some ways in which hotels have had to adapt:

Enhanced cleaning and sanitation: Hotels have had to increase their cleaning and sanitation procedures to prevent the spread of the virus. This includes more frequent cleaning of high-touch areas, such as door handles, elevator buttons, and light switches.

Social distancing measures: Hotels have had to implement social distancing measures to minimize the risk of transmission. This may include reducing the number of guests allowed in common areas, spacing out seating in restaurants and bars, and installing physical barriers at front desks and other areas.

Contactless check-in and check-out: To reduce contact between staff and guests, many hotels have implemented contactless check-in and check-out procedures. This may include online check-in, keyless entry, and mobile payments.

Changes in food and beverage services: Hotels have had to make changes to their food and beverage services to comply with health and safety guidelines. This may include offering grab-and-go options, reducing the number of tables in restaurants, and offering room service with contactless delivery.

Employee training: Hotels have had to provide training for their staff on new procedures related to cleaning, sanitation, and social distancing. This is essential to ensure that all staff members are aware

of the new protocols and can implement them effectively.

Personal protective equipment: Hotels have had to provide personal protective equipment (PPE) to their staff to protect against the virus. This may include masks, gloves, and face shields.

Overall, the Covid-19 pandemic has required hotels to implement a range of new operational procedures to ensure the safety of guests and staff. As the pandemic continues to evolve, hotels will need to remain vigilant and adaptable to ensure that they are able to meet changing health and safety guidelines. **(Kaur, 2022)**

Respondents stressed the COVID-19 particular safety and security issue the most. The visitors were preoccupied with analyzing and assuring the hotel's security, safety, and upkeep requirements. They are more interested in the hotel's strategy for achieving the very same;

India ranks among the most popular recreational and commercial tourism locations around the globe. India's hotel business alone accounts for 9.2% of the nation's total economic output. Cell phones, Skype, and emails were used by participants and investigators to acquire specific information from the administration of 3, 4, and 5-star hotels. Actual visits to these establishments throughout the creation of this article were limited due to the pandemic's shutdown and restrictions on travel. **(Kaur, 2022).**

The properties picked have strong occupancy levels and a large visitor intake and were selected by the purposeful selection, which was helped by the investigators' relationships in the hospitality industry. This polling strategy involves participants being purposely sampled because the researchers believe that responders with certain managerial credentials are in a superior position to contribute 1st insight into the current scenario. **A.A.(2022).**

The conversations took place in English due to it being the most often used corporate language in the nation of India. The influence of COVID-19 was investigated from 3 major perspectives: overall administration during the epidemic, the function of HR in hotels during the disease outbreak, and hotel corporate strategy post-COVID. The findings for this research were derived from collected answers to the queries and condensed transcribed interviews. **A.A.(2022).**

The significant terms in the translations were recognized, offering insights into the present state of the facilities. On May 22, 2020, the investigators also joined the BW Hotel owner's seminar. This provides insight into the influence of COVID-19 on the Indian hotel business. The findings of the conversations with hospitality managers indicate that COVID has a significant detrimental influence on the Indian hotel business. Nonetheless, since this extraordinary crisis occurred, operators have explored in-depth solutions that confidently intend to establish hotels with culturally detached but cordial greetings. Crisis middle managers might be formed to develop action plans for dealing with events that necessitate quick decisions and actions. A.A.(2022).

1.5 EFFECTIVE NEW MODELS FOR POST-COVID RECOVERY

The Covid-19 pandemic has had a significant impact on the hospitality industry, and recovery will likely require new models that are adapted to the changing landscape. Here are some effective new models for post-Covid recovery that the hospitality industry can adopt:

Focus on local markets: With reduced demand for travel and tourism, businesses should focus on their local markets. This may include targeting nearby residents for staycations, promoting local attractions, and partnering with other businesses in the area.

Emphasis on safety and cleanliness: In the wake of the pandemic, safety and cleanliness have become top priorities for travelers. Businesses that prioritize safety and cleanliness in their operations are likely to be more successful in attracting guests.

Increased use of technology: The pandemic has accelerated the use of technology in the hospitality industry, and businesses should continue to embrace technology to improve their operations. This may include contactless check-in and check-out, mobile payments, and in-room technology that allows guests to control their environment.

Creative pricing and promotions: Businesses should consider creative pricing and promotions to attract guests. This may include offering package deals, discounts for longer stays, and loyalty programs that incentivize repeat business.

Diversification of services: Businesses should consider diversifying their services to meet changing customer needs. This may include offering more outdoor dining options, expanding takeout and delivery services, and providing more options for remote work.

Sustainable practices: The pandemic has also highlighted the importance of sustainability in the

hospitality industry. Businesses that prioritize sustainability in their operations are likely to be more successful in attracting guests who are concerned about the environment.

Overall, the hospitality industry will need to be creative and adaptable to recover from the pandemic. By focusing on safety, embracing technology, diversifying services, and prioritizing sustainability, businesses can position themselves for success in the post-Covid landscape. (K Nair, 2023)

Illness, and it is critical to keep viruses at bay. To guarantee the proper operation of resorts, frequent conferences, and discussion sessions to tackle emerging difficulties must be undertaken. Safety precautions should be emphasized and firmly enforced for at minimum the next two years until the globe is free of the disease. Government assistance and plans for the restoration of the Indian hotel sector are yet other important elements. If resuscitation steps are not implemented, it is anticipated that at minimum 40 million employees in the hotel industry would be lost. In addition to such steps, we believe that hotels and the administration should collaborate to revitalize the business by implementing immediately needed and strengthening traveler trust. (K Nair, 2023)

In the next, scientists may conduct a comparable type of study using a survey, which might cover a wider audience or enhance the results by integrating a bigger sample size. The original study timescale is limited since it was hard to plan hotel accommodations during the shutdown. The scientists can replicate the experiment when the emergency is ended to examine the lingering effects of the catastrophe. The researchers do not intend to extrapolate the findings to all the hotels in Delhi because the researchers did not include all of them. The research focuses on the impact of COVID-19 on hotels in New Delhi. N.K.(2023).

The true impact of these illnesses cannot be determined since the COVID-19 epidemic has not yet ended. Because this sickness is new to all, there is little data available, and further research is needed. This report provided useful advice such as how hotels implement various crisis management plans and adhere to state regulations. Hotels are cutting expenses whether by shutting a few of their gates or putting their personnel on vacation. To combat the situation, many steps have been implemented, such as tight cleanliness procedures, heat checks on guests and employees, disinfecting the facilities, and developing a visitor connection. Unfortunately, the procedures are ineffective

because the shutdown is in operation across India; **S. H. (2023)**

Nonetheless, hotels are preparing to provide isolation accommodations; in fact, several hotels have begun to sell isolation accommodations at a predetermined tariff that the government has set. By only forecasting the present circumstances and implementing predefined procedures to avert the catastrophe can this catastrophe be transformed into a benefit. To survive, we must benefit from earlier outbreaks such as SARS, according to this research; **D. M. (2023)**

1.6 STRATEGIES FOR PROMOTIONS OF HOTELS POST COVID-19

The Covid-19 pandemic has had a significant impact on the hospitality industry, and hotels will need to use effective strategies to promote themselves in the post-Covid landscape. Here are some strategies for promotions of hotels post Covid-19:

Emphasize safety and cleanliness: Safety and cleanliness are top priorities for travelers in the wake of the pandemic. Hotels should emphasize their cleaning and sanitation procedures, including the use of PPE, enhanced cleaning of high-touch areas, and social distancing measures.

Use social media: social media is a powerful tool for promoting hotels, and hotels should use platforms like Facebook, Instagram, and Twitter to showcase their amenities, services, and safety procedures. User-generated content is also effective, so encourages guests to share their experiences on social media.

Offer package deals and discounts: Package deals and discounts can be effective in attracting travelers who are looking for value. Hotels should consider offering deals that bundle amenities like meals, spa services, or local attractions.

Partner with local businesses: Partnering with local businesses can be an effective way to attract travelers who are looking for unique experiences. Hotels can partner with local restaurants, attractions, and tour operators to offer guests a comprehensive experience.

Leverage influencer marketing: Influencer marketing can be an effective way to reach new audiences and promote hotels. Hotels can partner with influencers who have a following in their target market and who align with their brand values.

Use email marketing: Email marketing is a powerful tool for promoting hotels and can be used to promote deals, events, and amenities. Hotels should build a strong email list and use targeted

messages to reach different segments of their audience.

Provide exceptional guest experiences: Above all, hotels should focus on providing exceptional guest experiences. Happy guests are more likely to leave positive reviews, recommend the hotel to friends and family, and return for future stays.

Overall, hotels will need to be creative and adaptable in their promotions post-Covid-19. By emphasizing safety and cleanliness, using social media, offering package deals and discounts, partnering with local businesses, leveraging influencer marketing, using email marketing, and providing exceptional guest experiences, hotels can position themselves for success in the post-Covid landscape. **(Dandiya, 2023)**

1.7 NEW MARKET OPPORTUNITIES IN HOTEL INDUSTRY POST COVID-19

The Covid-19 pandemic has caused significant disruption in the hospitality industry, but it has also created new market opportunities for hotels.

Here are some new market opportunities that hotels can capitalize on in the post-Covid landscape:

Workstation travelers: With the rise of remote work, many people are now able to work from anywhere. Hotels can target workstation travelers by offering amenities like high-speed internet, comfortable workspaces, and meeting rooms.

Wellness travelers: The pandemic has highlighted the importance of health and wellness, and hotels can capitalize on this trend by offering amenities like fitness centers, yoga classes, and spa services.

Staycation travelers: With international travel restrictions in place, many people are opting for staycations instead of vacations. Hotels can target staycation travelers by offering package deals that include local attractions, restaurants, and experiences.

Leisure travelers: The line between business and leisure travel is becoming increasingly blurred, and hotels can target leisure travelers by offering amenities that cater to both work and play.

Eco-conscious travelers: The pandemic has also highlighted the importance of sustainability, and hotels can target eco-conscious travelers by implementing sustainable practices like energy-efficient lighting, water conservation measures, and recycling programs.

Residents: With reduced demand for international travel, hotels can target residents by offering amenities like rooftop bars, restaurants, and events.

Overall, the post-Covid landscape presents new market opportunities for hotels. By targeting workstations, wellness, staycation, leisure, eco-

conscious, and local travelers, hotels can position themselves for success in the post-pandemic era;(G. P. 2023)

Additionally, at this moment, when hotels aren't prepared to manage COVID-19, hotels must guard against this sort of problem. Because it was previously missing, management can devise a strategy to support people inside the next after learning about this disaster. In contrast, an emergency preparedness fund might be established to assist throughout the emergency.The Journal of Business Perspective;(Dandiya, 2023)

1.8 STRATEGIES FOR OPERATIONAL EFFICIENCY IN HOTEL INDUSTRY POST COVID-19

The Covid-19 pandemic has forced hotels to reevaluate their operations and find ways to increase efficiency while maintaining safety and cleanliness standards.

Here are some strategies for operational efficiency in the hotel industry post Covid-19:

Embrace technology: Technology can help hotels streamline operations and reduce the need for face-to-face interactions. Hotels can use technology like mobile check-in and keyless entry systems to reduce lines and eliminate touchpoints.

Optimize staffing: With reduced demand for travel, hotels can optimize staffing levels to reduce costs while maintaining high levels of service. Hotels can use data analytics to forecast demand and adjust staffing levels accordingly.

Implement contactless dining: Contactless dining can help reduce the risk of transmission and increase efficiency. Hotels can implement digital menus, contactless ordering, and mobile payments to reduce the need for servers and reduce wait times.

Automate housekeeping: Automating housekeeping can help reduce costs and increase efficiency. Hotels can use technologies like robots and AI to clean rooms and common areas, reducing the need for human labor.

Focus on sustainability: Implementing sustainable practices can help hotels reduce costs and increase efficiency. Hotels can reduce energy and water usage by implementing efficient lighting,

Train staff on safety protocols: It is important that staff is trained on safety protocols to maintain a safe and healthy environment for guests. Hotels can provide regular training on cleaning and sanitation procedures, social distancing guidelines, and other safety measures.

Encourage self-service: Encouraging self-service can help reduce the need for staff and increase

efficiency. Hotels can provide self-service kiosks for check-in and check-out, as well as vending machines for snacks and drinks.

Overall, hotels will need to be creative and adaptable in finding ways to increase operational efficiency while maintaining safety and cleanliness standards post-Covid-19. By embracing technology, optimizing staffing, implementing contactless dining, automating housekeeping, focusing on sustainability, training staff on safety protocols, and encouraging self-service, hotels can position themselves for success in the post-pandemic era.N.K.(2023)

1.9 NEW BUSINESS MODELS IN HOTEL INDUSTRY POST COVID-19

The Covid-19 pandemic has created a need for new business models in the hotel industry to adapt to changing customer needs and behavior.

Here are some new business models that hotels can adopt in the post-Covid landscape:

Subscription-based model: Hotels can offer subscription-based services where customers can pay a monthly or yearly fee for access to amenities like co-working spaces, fitness centers, and hotel lounges.

Co-living spaces: Hotels can transform underutilized spaces into co-living spaces, where guests can rent private rooms with shared common areas like kitchens and living rooms.

Virtual events and meetings: With the rise of remote work and virtual events, hotels can offer virtual meeting spaces and event services to cater to the changing needs of customers.

Short-term rentals: Hotels can offer short-term rental options like vacation rentals and serviced apartments to appeal to customers looking for longer stays.

Hotel apartments: Hotels can convert rooms into fully furnished apartments, offering guests the comforts of home while still providing hotel amenities like housekeeping and concierge services.

Boutique hotels: Boutique hotels can offer unique experiences and personalized service, catering to customers looking for a more intimate and exclusive experience.

Sustainable hotels: With the increasing importance of sustainability, hotels can focus on sustainable practices and offer eco-friendly amenities like solar power, composting, and recycling programs.

Overall, the post-Covid landscape presents opportunities for hotels to adopt new business models and offer unique services to meet changing

customer needs. By embracing subscription-based models, co-living spaces, virtual events and meetings, short-term rentals, hotel apartments, boutique hotels, and sustainable practices, hotels can position themselves for success in the post-pandemic era. (Kaur, 2023)

1.10 NEW TECHNOLOGY INVENTION IN HOTEL INDUSTRY POST COVID-19

The Covid-19 pandemic has accelerated the adoption of technology in the hotel industry, with many hotels looking for new ways to streamline operations and maintain safety and cleanliness standards.

Here are some new technological inventions in the hotel industry post Covid-19:

UV-C Disinfection Robots: UV-C disinfection robots use ultraviolet light to disinfect rooms and common areas, reducing the risk of transmission and increasing efficiency.

Contactless Check-in and Check-out: Contactless check-in and check-out technologies like mobile apps, keyless entry systems, and self-service kiosks reduce the need for face-to-face interactions, improving safety and efficiency.

Air Purification Systems: Air purification systems can help remove pollutants and viruses from the air, improving indoor air quality and reducing the risk of transmission.

Digital Menus: Digital menus allow guests to order food and drinks using their mobile devices, reducing the need for servers, and eliminating touchpoints.

Virtual Concierge Services: Virtual concierge services like chatbots and voice assistants allow guests to make requests and receive information without interacting with staff directly, reducing the risk of transmission.

Temperature Screening Devices: Temperature screening devices like thermal cameras and infrared thermometers can help identify guests with a fever, allowing hotels to take appropriate measures to reduce the risk of transmission.

Remote Control Technologies: Remote control technologies like smart home systems and voice-activated devices allow guests to control lights, temperature, and entertainment systems without touching physical controls, improving safety and convenience.

Overall, the adoption of technology in the hotel industry post Covid-19 is driven by the need for safety, efficiency, and convenience. By embracing new technology inventions like UV-C disinfection robots, contactless check-in and check-out, air purification systems, digital menus, virtual

concierge services, temperature screening devices, and remote-control technologies, hotels can offer guests a safer and more convenient experience in the post-pandemic era. T. A.-Q. (2023).

III. CHAPTER-3 RESEARCH METHODOLOGY

This questionnaire was Developed into separate Section where Section A is based on Demographic study such as gender and Age Section B is based on **To Identify Changes In Operational Procedures In Hotels** And objective 2 id based on **To Xplore Marketing Strategies For promotion Of Hotels Post Covid-19** The many procedures that a researcher must follow in order to carry out significant primary or secondary research depending on the topic of a specific on- or off-field study are referred to as research methodology. There are several instruments, a data collecting technique, a number of respondents, and research objectives in this approach. With the use of a survey and a templated or standardized questionnaire, the main data was acquired. This includes getting information directly from the respondents by speaking with them and asking them questions. Exploratory and descriptive research were used for the main task. The focus is on gathering knowledge and expertise in preparation for future research or while problems are still under preliminary examination. To fully understand the impacts and legitimacy of post-Covid strategies for recovery of hotels a questionnaire was developed. The comments of the responder make it apparent what they think about the same. Respondents were provided with a link to the survey, which was produced online utilizing convenience sampling. I communicated with the responders via social media, email and WhatsApp.

• Research Resources

A questionnaire designed specifically for this study was the tool employed. Users in Delhi, Noida, and Gurgaon were the subjects of a survey.

• Research Approach

This study was conducted using a descriptive and experimental methodology.

Primary And Quantative Analysis is used in This Methodology

• Participants Number

Using a google form, information was gathered from 65 respondents who were contacted over WhatsApp.

• Data Gathering

1.) Primary Data: The survey's observations served as the foundation for this analysis.

2.) Secondary Data: This data was gathered from academic papers, journals, blogs, and the website.

**IV. CHAPTER – 4
 DATA INTERPRETATION**

The below-mentioned data interpretation is based on the secondary research done via the survey

Where 65 responses were collected. This questionnaire was based on the objectives of the study.

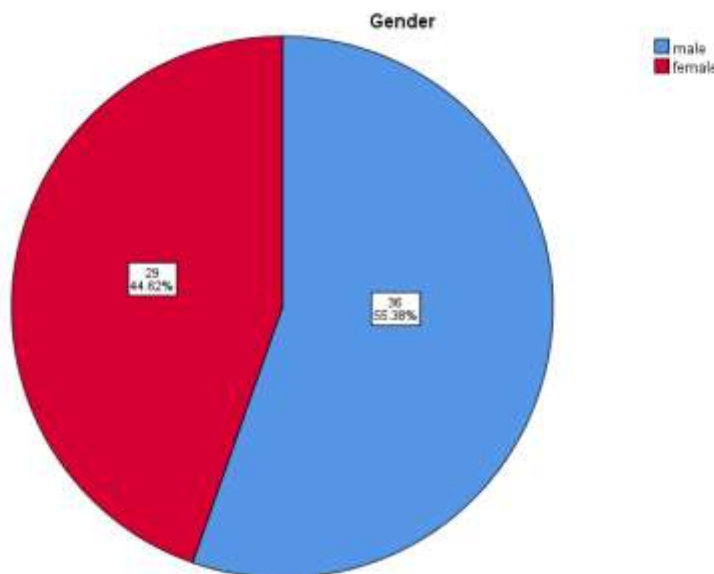
Analysis of data on objective 1- post-covid strategies for recovery of hotels in Delhi on the objective of identifying changes in operational procedures in hotels

Section-A

1. What is your gender?

Table 1- Responses on gender of respondents

		Gender			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	male	36	55.4	55.4	55.4
	female	29	44.6	44.6	100.0
Total		65	100.0	100.0	



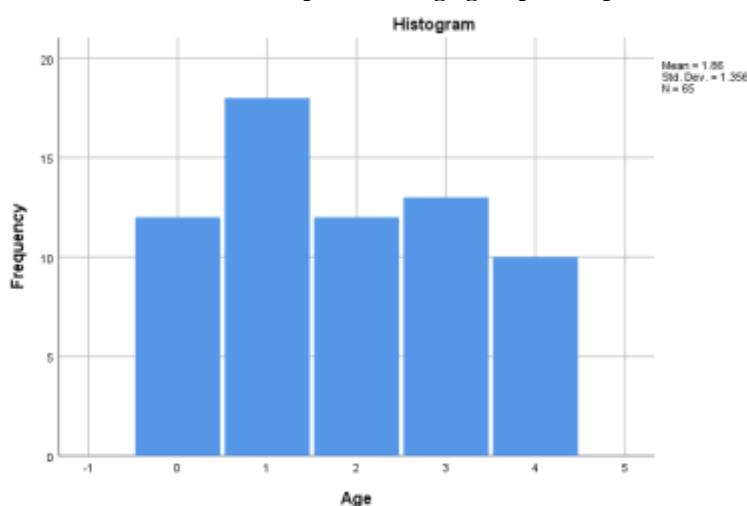
Graph 1- Representation of gender of respondents

This question aimed at understanding the gender of respondents. It was analyzed that out 65, 36 were male and 29 were female.

2.What age group you belong?

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	below 18	12	18.5	18.5	18.5
	18-25	18	27.7	27.7	46.2
	26-32	12	18.5	18.5	64.6
	33-45	13	20.0	20.0	84.6
	45 and above	10	15.4	15.4	100.0
	Total	65	100.0	100.0	

Table 2- Responses on age group of respondents



Graph 2 - Representation of age group of respondents

This question aimed at understanding the age group of respondents. It was analyzed that out of 65, 18 belonged to 18-25 age group. 13 belonged

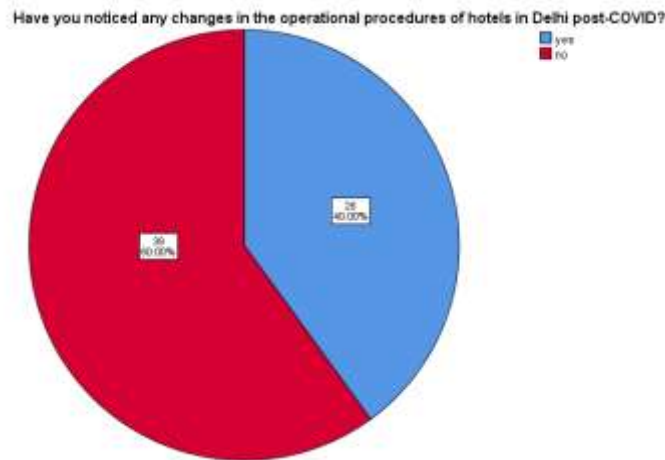
to 33-45 age group. 12 belonged to below 18 age group. 12 belonged to 26-32 age group and 10 belonged to 45 and above age group.

3.Have you noticed any changes in the operational procedures of hotels in Delhi post-COVID?

Have you noticed any changes in the operational procedures of hotels in Delhi post-COVID?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	26	40.0	40.0	40.0
	no	39	60.0	60.0	100.0
Total		65	100.0	100.0	

Table 3- Responses on changes noticed in operational procedures of hotels in Delhi post-COVID.



Graph 3- Representation on changes noticed in operational procedures of hotels in Delhi post-COVID.

This question aimed at understanding the peoples view point on that have they noticed any change in operational procedures of hotels in Delhi post Covid outbreak. It was analyzed that out of 65, 39 feel that no such major operational changes were noticed and 26 feel that yes operational

changes were noticed in hotels of Delhi post Covid. It was found that few hotels adopted the operational changes and few did no changes and this is how not the entire respondents felt that operational changes were observed at large scale.

4. Which of the following operational changes have you noticed in hotels post-COVID?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	enhanced cleaning and disinfection protocols	5	7.7	7.7	7.7
	availability of hand sanitizer and masks	13	20.0	20.0	27.7
	contactless check-in/check-out	8	12.3	12.3	40.0
	social distancing measures in common areas	13	20.0	20.0	60.0
	reduced occupancy capacity	11	16.9	16.9	76.9
	changes to food and beverage services	7	10.8	10.8	87.7
	others	8	12.3	12.3	100.0
	Total	65	100.0	100.0	

Table 4- responses on operational changes noticed in hotels post Covid.

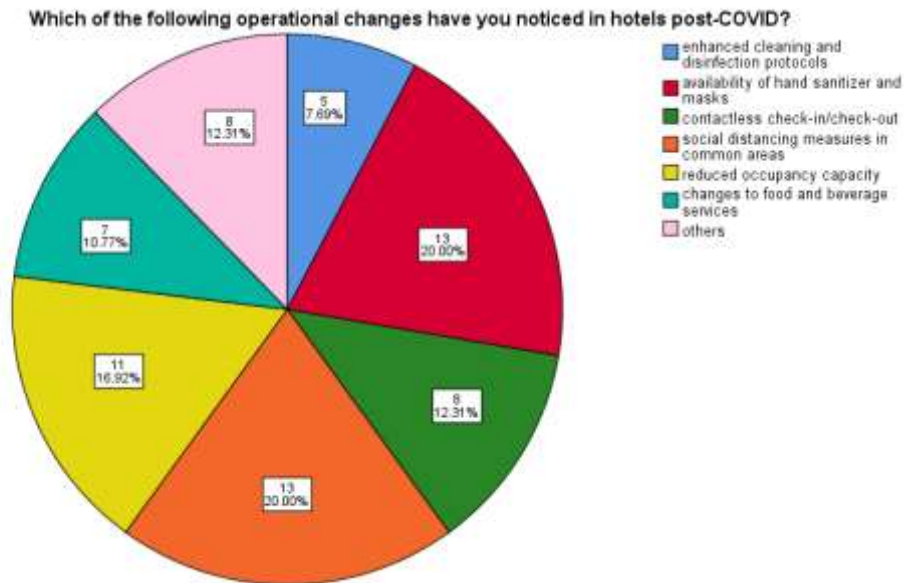


Table 4- on operational changes noticed in hotels post Covid

Based on the data provided, it appears that a survey was conducted to determine what operational changes people have noticed in hotels since the COVID-19 pandemic began. The survey included seven options, and respondents were asked to select all that apply. The most commonly selected operational change was the availability of hand sanitizer and masks, chosen by 20% of respondents. This was followed closely by social distancing measures in common areas, also selected by 20% of respondents. Other changes that were frequently noticed included contactless check-

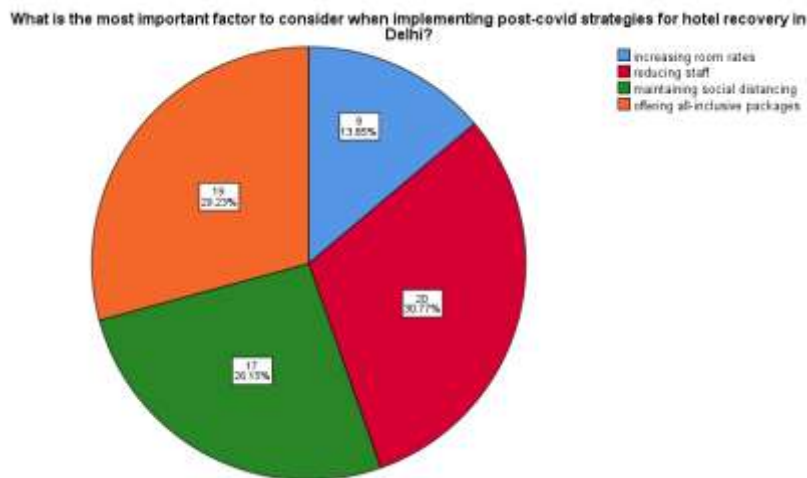
in/check-out (12.3%), reduced occupancy capacity (16.9%), and changes to food and beverage services (10.8%). Finally, 7.7% of respondents selected enhanced cleaning and disinfection protocols, and 12.3% selected "others," indicating that they noticed changes not covered by the given options. Overall, the survey suggests that hotels have implemented a range of operational changes in response to the COVID-19 pandemic, including measures to promote cleanliness, social distancing, and contactless interactions.

5.What is the most important factor to consider when implementing post-covid strategies for hotel recovery in Delhi?

What is the most important factor to consider when implementing post-covid strategies for hotel recovery in Delhi?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid increasing room rates	9	13.8	13.8	13.8
reducing staff	20	30.8	30.8	44.6
maintaining social distancing	17	26.2	26.2	70.8
offering all-inclusive packages	19	29.2	29.2	100.0
Total	65	100.0	100.0	

Table 5- Responses on important factors to consider when implementing post covid strategies for hotel recovery in Delhi.



Graph 5- Representation on important factors to consider when implementing post covid strategies for hotel recovery in Delhi.

Based on the data provided, it appears that a survey was conducted to determine the most important factor to consider when implementing post-COVID strategies for hotel recovery in Delhi. The survey included four options, and respondents were asked to select one. The option that received the highest percentage of responses was reducing staff, selected by 30.8% of respondents. This suggests that hotels in Delhi may be looking to cut costs by reducing their workforce. However, it is important to note that reducing staff may have negative impacts on the quality of service provided by hotels, and may not be the best long-term solution for recovery. The second most commonly selected option was offering all-inclusive packages,

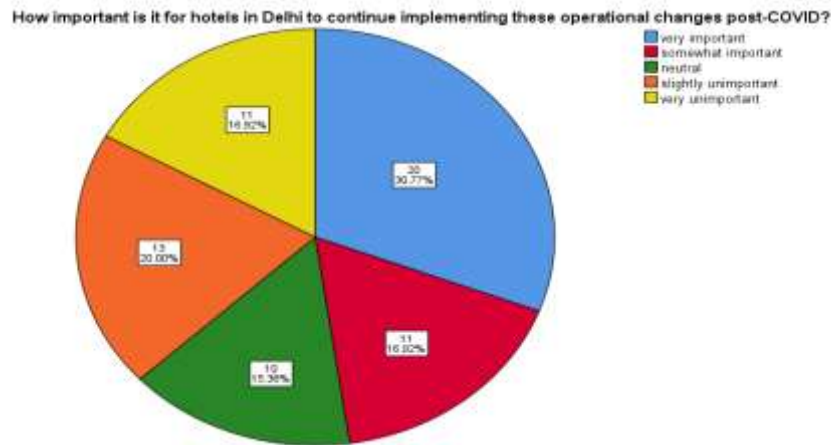
chosen by 29.2% of respondents. This may indicate that customers are looking for value and convenience when booking hotel stays. Maintaining social distancing was selected by 26.2% of respondents, indicating that customers are concerned about safety and hygiene when staying in hotels. Finally, increasing room rates was selected by 13.8% of respondents, suggesting that customers may not be willing to pay more for hotel stays in the current economic climate. Overall, the survey suggests that hotels in Delhi should prioritize maintaining social distancing and providing value to customers through all-inclusive packages, while being mindful of the potential negative impacts of reducing staff.

6. How important is it for hotels in Delhi to continue implementing these operational changes post-COVID?

How important is it for hotels in Delhi to continue implementing these operational changes post-COVID?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid very important	20	30.8	30.8	30.8
somewhat important	11	16.9	16.9	47.7
neutral	10	15.4	15.4	63.1
slightly unimportant	13	20.0	20.0	83.1
very unimportant	11	16.9	16.9	100.0
Total	65	100.0	100.0	

Table 6- Responses on importance for hotels in Delhi to continue implementing these operational changes post-COVID



Graph 6 – Representation on importance for hotels in Delhi to continue implementing these operational changes post-COVID

Based on the data provided, it appears that a survey was conducted to determine how important it is for hotels in Delhi to continue implementing operational changes post-COVID. The survey included five options, and respondents were asked to select one. The option that received the highest percentage of responses was "very important," selected by 30.8% of respondents. This suggests that many respondents believe that the operational changes implemented during the pandemic are crucial to maintaining safety and hygiene standards in hotels, even after the pandemic is over. The second most selected option was "somewhat important," chosen by 16.9% of respondents. This indicates that some respondents believe that the operational changes are important, but perhaps not as critical as those who selected

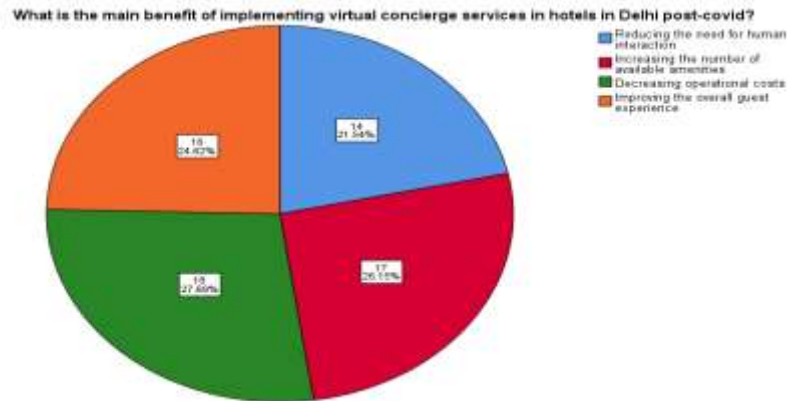
"very important." 10 respondents (15.4%) selected "neutral," indicating 13 respondents (20%) selected "slightly unimportant," suggesting that they may not see the same level of importance in maintaining the operational changes post-COVID. Finally, 11 respondents (16.9%) selected "very unimportant," indicating that they do not believe that the operational changes are necessary for hotels in Delhi to continue implementing. Overall, the survey suggests that opinions on the importance of continuing operational changes post-COVID are somewhat divided, with some respondents seeing them as critical and others not seeing them as important. However, a majority of respondents did indicate that they see at least some level of importance in maintaining these changes.

7. What is the main benefit of implementing virtual concierge services in hotels in Delhi post-covid?

What is the main benefit of implementing virtual concierge services in hotels in Delhi post-covid?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Reducing the need for human interaction	14	21.5	21.5	21.5
	Increasing the number of available amenities	17	26.2	26.2	47.7
	Decreasing operational costs	18	27.7	27.7	75.4
	Improving the overall guest experience	16	24.6	24.6	100.0
	Total	65	100.0	100.0	

Table 7- Responses on benefits of implementing virtual concierge services in hotels in Delhi post-Covid.



Graph 7- Representation on benefits of implementing virtual concierge services in hotels in Delhi post-Covid.

The table provided shows the results of a survey regarding the potential benefits of implementing virtual concierge services in hotels in Delhi post-COVID. The respondents were asked to select the main benefit that they believe such services would provide. Out of the 65 respondents, 21.5% (14) believed that the main benefit of virtual concierge services in hotels in Delhi post-COVID would be reducing the need for human interaction. This suggests that some people may be hesitant to interact with hotel staff in person due to concerns about COVID-19 transmission, and virtual concierge services could provide a way for guests to access hotel services without coming into contact with staff. 26.2% (17) of respondents believed that the main benefit of virtual concierge services would be increasing the number of available amenities. This could mean that virtual concierge services could allow hotels to offer a wider range of services or activities to guests, which may be especially important as travellers start to seek out more unique and personalized

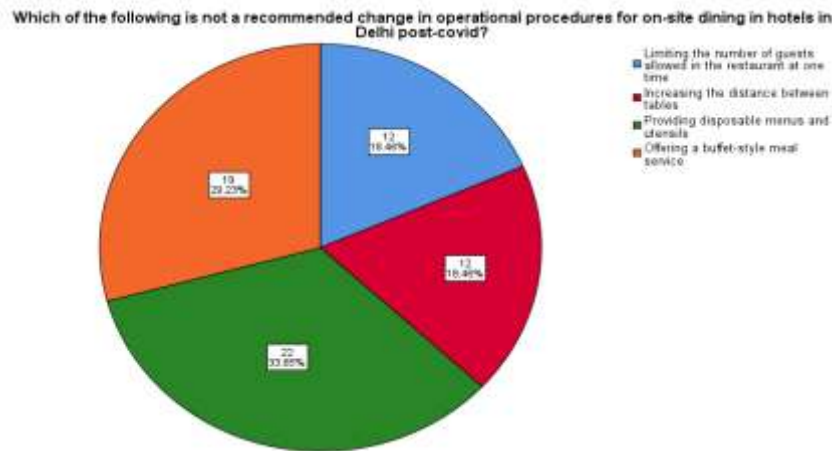
experiences. 27.7% (18) of respondents believed that the main benefit of virtual concierge services would be decreasing operational costs. This suggests that some hotels may be looking for ways to cut costs in the wake of COVID-19, and virtual concierge services could provide a more cost-effective alternative to traditional concierge services. Lastly, 24.6% (16) of respondents believed that the main benefit of virtual concierge services would be improving the overall guest experience. This could mean that virtual concierge services could provide guests with more personalized, efficient, and convenient service, which could in turn lead to higher guest satisfaction and loyalty. Overall, the results suggest that there are several potential benefits to implementing virtual concierge services in hotels in Delhi post-COVID, including reducing the need for human interaction, increasing the number of available amenities, decreasing operational costs, and improving the overall guest experience.

8. Which of the following is not a recommended change in operational procedures for on-site dining in hotels in Delhi post-covid?

Which of the following is not a recommended change in operational procedures for on-site dining in hotels in Delhi post-covid?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Limiting the number of guests allowed in the restaurant at one time	12	18.5	18.5	18.5
Increasing the distance between tables	12	18.5	18.5	36.9
Providing disposable menus and utensils	22	33.8	33.8	70.8
Offering a buffet-style meal service	19	29.2	29.2	100.0
Total	65	100.0	100.0	

Table 8 – responses on not a recommended change in operational procedures for on-site dining in hotels in Delhi post-covid.



Graph 8 –Representation on not a recommended change in operational procedures for on-site dining in hotels in Delhi post-covid.

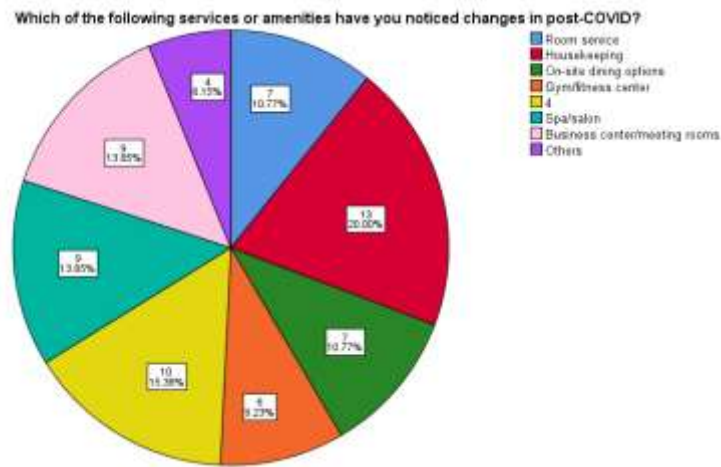
The table provided shows the results of a survey regarding recommended changes in operational procedures for on-site dining in hotels in Delhi post-COVID. The respondents were asked to select which of the given options is not a recommended change in operational procedures. Out of the 65 respondents, 18.5% (12) believed that limiting the number of guests allowed in the restaurant at one time is a recommended change in operational procedures. This suggests that some people may feel more comfortable dining in a less crowded environment to reduce the risk of COVID-19 transmission. Another 18.5% (12) of respondents believed that increasing the distance between tables is a recommended change in operational procedures. This is in line with social distancing guidelines that have been recommended to prevent COVID-19 transmission. 33.8% (22) of respondents believed that providing disposable menus and utensils is a recommended change in operational procedures. This is another measure that can help prevent the spread of COVID-19 by

reducing contact between individuals and surfaces. On the other hand, 29.2% (19) of respondents believed that offering a buffet-style meal service is a recommended change in operational procedures. However, this is not a recommended change in operational procedures, as buffets may increase the risk of COVID-19 transmission by facilitating close contact between guests and shared surfaces. Therefore, hotels in Delhi post-COVID are advised to avoid offering a buffet-style meal service and instead provide alternatives like plated meals or packaged meals. Overall, the results suggest that most respondents are aware of the recommended changes in operational procedures for on-site dining in hotels in Delhi post-COVID, such as limiting the number of guests, increasing distance between tables, and providing disposable menus and utensils. However, it is important to note that buffet-style meal service is not a recommended change in operational procedures for on-site dining in hotels in Delhi post-COVID.

9. which of the following services or amenities have you noticed changes in post-COVID?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Room service	7	10.8	10.8	10.8
Housekeeping	13	20.0	20.0	30.8
On-site dining options	7	10.8	10.8	41.5
Gym/fitness center	6	9.2	9.2	50.8
4	10	15.4	15.4	66.2
Spa/salon	9	13.8	13.8	80.0
Business center/meeting rooms	9	13.8	13.8	93.8
Others	4	6.2	6.2	100.0
Total	65	100.0	100.0	

Table 9- responses on services or amenities which you noticed changes in post-COVID



Graph 9- Representation of services or amenities which you noticed changes in post-COVID.

The table provided shows the results of a survey asking which services or amenities have experienced changes post-COVID. Respondents were asked to select all the options that apply. Out of the 65 respondents, 20% (13) noted changes in housekeeping services. This could mean increased cleaning measures or reduced frequency of housekeeping to minimize contact between guests and staff. 13.8% (9) of respondents noted changes in the spa/salon and business centre/meeting rooms services. This could mean the closure of these facilities or reduced operating hours to comply with health and safety guidelines. 10.8% (7) of respondents noted changes in room service and on-site dining options. This could mean a shift towards contactless delivery or increased precautions in

food preparation and handling. 9.2% (6) of respondents noted changes in gym/fitness centre services. This could mean the closure of these facilities or the introduction of measures such as reduced capacity and enhanced cleaning protocols. 15.4% (10) of respondents selected "others," which suggests that they noticed changes in services or amenities not listed in the options provided. Overall, the results suggest that respondents have noticed changes in a variety of services and amenities post-COVID, with the most commonly noted changes being in housekeeping services, spa/salon and business centre/meeting room's services. These changes reflect the efforts made by hotels to implement health and safety measures to protect guests and staff from COVID-19.

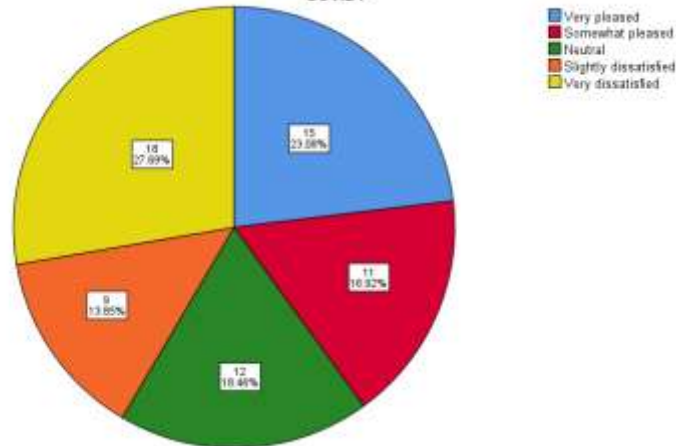
10. How satisfied are you with the changes made to the services or amenities offered by hotels in Delhi post-COVID?

How satisfied are you with the changes made to the services or amenities offered by hotels in Delhi post-COVID?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Very pleased	15	23.1	23.1	23.1
Somewhat pleased	11	16.9	16.9	40.0
Neutral	12	18.5	18.5	58.5
Slightly dissatisfied	9	13.8	13.8	72.3
Very dissatisfied	18	27.7	27.7	100.0
Total	65	100.0	100.0	

Table 10 – Responses on satisfaction with the changes made to the services or amenities offered by hotels in Delhi post-COVID

How satisfied are you with the changes made to the services or amenities offered by hotels in Delhi post-COVID?



Graph 10 –Representation on satisfaction with the changes made to the services or amenities offered by hotels in Delhi post-COVID.

The table provided shows the results of a survey asking how satisfied respondents are with the changes made to the services or amenities offered by hotels in Delhi post-COVID. Respondents were asked to select one option that best represents their level of satisfaction. Out of the 65 respondents, 23.1% (15) indicated that they are very pleased with the changes made by hotels in Delhi post-COVID. This suggests that these respondents feel that hotels have made positive and effective changes to their services and amenities to comply with health and safety guidelines and to protect guests and staff from COVID-19. 16.9% (11) of respondents indicated that they are somewhat pleased with the changes made by hotels in Delhi post-COVID. This suggests that while these respondents feel that hotels have made some positive changes, they may not be completely satisfied. 18.5% (12) of respondents indicated that they are neutral, which suggests that they do not feel strongly one way or the other about the

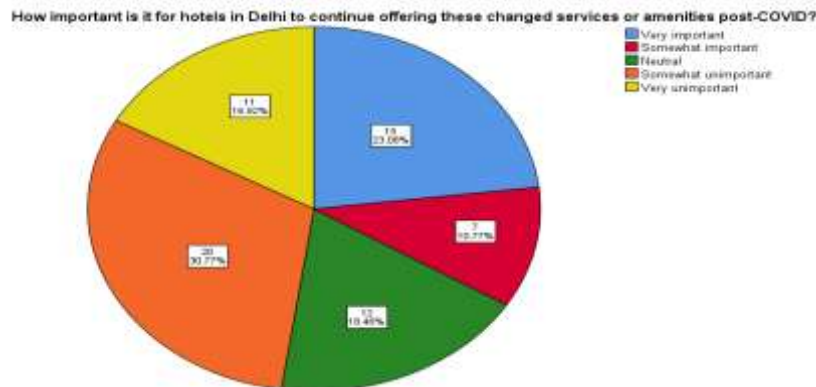
changes made by hotels in Delhi post-COVID. 13.8% (9) of respondents indicated that they are slightly dissatisfied with the changes made by hotels in Delhi post-COVID. This suggests that these respondents feel that hotels could have done more to improve their services and amenities post-COVID. 27.7% (18) of respondents indicated that they are very dissatisfied with the changes made by hotels in Delhi post-COVID. This suggests that these respondents feel that hotels have not made sufficient changes to their services and amenities to comply with health and safety guidelines and to protect guests and staff from COVID-19. Overall, the results suggest that while some respondents are satisfied with the changes made by hotels in Delhi post-COVID, a significant number of respondents are either neutral or dissatisfied. This suggests that there may be room for further improvements in the services and amenities offered by hotels in Delhi post-COVID to meet the expectations and needs of their guests.

11. How important is it for hotels in Delhi to continue offering these changed services or amenities post-COVID?

How important is it for hotels in Delhi to continue offering these changed services or amenities post-COVID?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Very important	15	23.1	23.1	23.1
Somewhat important	7	10.8	10.8	33.8
Neutral	12	18.5	18.5	52.3
Somewhat unimportant	20	30.8	30.8	83.1
Very unimportant	11	16.9	16.9	100.0
Total	65	100.0	100.0	

Table 11 – Responses on importance for hotels in Delhi to continue offering these changed services or amenities post-COVID.



Graph 11 –Representation on importance for hotels in Delhi to continue offering these changed services or amenities post-COVID.

The table provided shows the results of a survey how important it is for hotels in Delhi to continue offering the changed services or amenities post-COVID. Respondents were asked to select one option that best represents their level of importance. Out of the 65 respondents, 23.1% (15) indicated that it is very important for hotels in Delhi to continue offering the changed services or amenities post-COVID. This suggests that these respondents feel that the changes made by hotels are necessary for ensuring the health and safety of guests and staff and for providing a positive guest experience. 10.8% (7) of respondents indicated that it is somewhat important for hotels in Delhi to continue offering the changed services or amenities post-COVID. This suggests that while these respondents feel that the changes made by hotels are important, they may not feel as strongly about them as those who selected "very important." 18.5% (12) of respondents indicated that they are neutral, which suggests that they do not feel strongly one way or the other about the importance of hotels continuing to offer the changed services or amenities post-COVID. 30.8% (20) of respondents indicated that it is somewhat

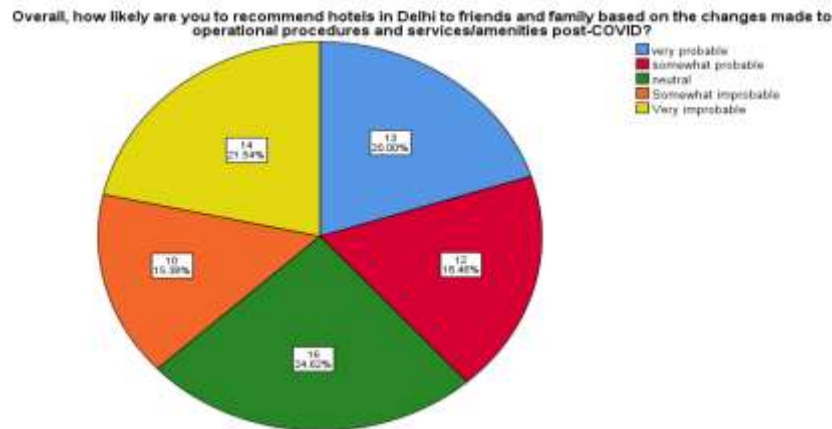
unimportant for hotels in Delhi to continue offering the changed services or amenities post-COVID. This suggests that these respondents may feel that the changes made by hotels are no longer necessary as COVID-19 cases have decreased and/or that the changes may be too costly for hotels to maintain long-term. 16.9% (11) of respondents indicated that it is very unimportant for hotels in Delhi to continue offering the changed services or amenities post-COVID. This suggests that these respondents do not feel that the changes made by hotels are necessary or important for ensuring the health and safety of guests and staff or for providing a positive guest experience. Overall, the results suggest that while some respondents feel that it is very important for hotels in Delhi to continue offering the changed services or amenities post-COVID, a significant number of respondents are either neutral or feel that it is somewhat or very unimportant. This suggests that hotels in Delhi may need to carefully evaluate the costs and benefits of continuing to offer these services and amenities post-COVID and determine which changes are necessary to meet the needs and expectations of their guests.

12. Overall, how likely are you to recommend hotels in Delhi to friends and family based on the changes made to operational procedures and services/amenities post-COVID?

Overall, how likely are you to recommend hotels in Delhi to friends and family based on the changes made to operational procedures and services/amenities post-COVID?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid very probable	13	20.0	20.0	20.0
somewhat probable	12	18.5	18.5	38.5
neutral	16	24.6	24.6	63.1
Somewhat improbable	10	15.4	15.4	78.5
Very improbable	14	21.5	21.5	100.0
Total	65	100.0	100.0	

Table 12 – Repponses on how likely are you to recommend hotels in Delhi to friends and family based on the changes made to operational procedures and services/amenities post-COVID.



Graph 12 –Representation on how likely are you to recommend hotels in Delhi to friends and family based on the changes made to operational procedures and services/amenities post-COVID.

This question is asking for the likelihood of the respondents to recommend hotels in Delhi to friends and family based on the changes made to operational procedures and services/amenities post-COVID. The responses indicate that 38.5% of the respondents are somewhat probable or very probable to recommend, while 36.9% of the respondents are neutral or somewhat improbable to recommend, and 37% of the respondents are somewhat or very improbable to recommend. The high percentage of respondents who are neutral or unlikely to recommend suggests that there is room

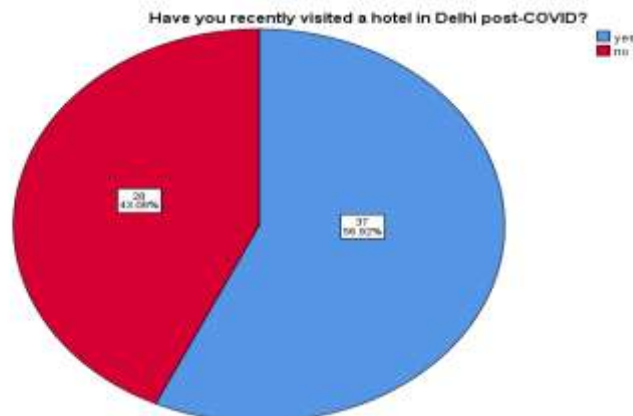
for improvement in the changes made by hotels in Delhi post-COVID to increase guest satisfaction and loyalty. It is important for hotels to consider feedback from guests and continuously improve their services and amenities to ensure guest satisfaction and loyalty.

Section-B
Analysis of data on objective2- post-covid strategies for recovery of hotels in Delhi on the objective of exploring marketing strategies for the promotion of hotels post-covid -19

13. Have you recently visited a hotel in Delhi post-COVID?

Have you recently visited a hotel in Delhi post-COVID?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	37	56.9	56.9	56.9
	no	28	43.1	43.1	100.0
Total		65	100.0	100.0	

Table 13- Responses on have people visited Delhi post covid.



Graph 13- Representation on have people visited Delhi post covid.

The data provided is in the form of a frequency table that shows the responses of a group of people who were asked whether they have recently visited a hotel in Delhi post-COVID. Out of the total 65 respondents, 37 answered "yes" and 28 answered "no". The percentage column shows the proportion of respondents who gave each

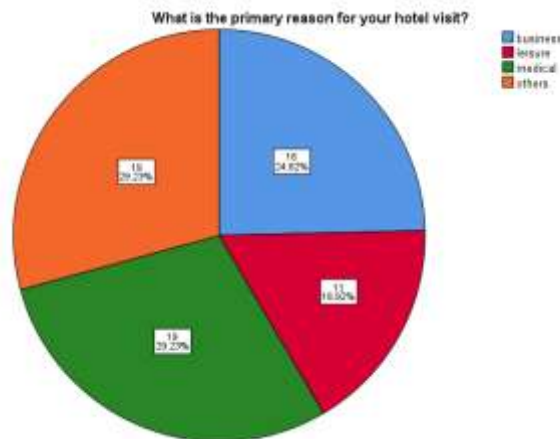
answer, and the valid percent column excludes any missing or invalid responses. The cumulative percent column shows the proportion of respondents up to that point in the table. Therefore, the majority of the respondents, 56.9%, have recently visited a hotel in Delhi post-COVID, while 43.1% have not.

14. What is the primary reason for your hotel visit?

What is the primary reason for your hotel visit?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid business	16	24.6	24.6	24.6
leisure	11	16.9	16.9	41.5
medical	19	29.2	29.2	70.8
others	19	29.2	29.2	100.0
Total	65	100.0	100.0	

Table 14 – Responses on primary reason for visit in hotel



Graph 14 –Representation on primary reason for visit in hotel

The data provided is in the form of a frequency table that shows the primary reasons for visiting a hotel among a group of people. The table displays four categories of reasons: business, leisure, medical, and others. Out of the 65 respondents, 16 reported that their primary reason for visiting the hotel was business, 11 said it was for leisure, and 19 said it was for medical reasons. The remaining 19 respondents chose the category "others," which could include reasons such as attending a wedding, conference, or any other personal or social event. The percentage column

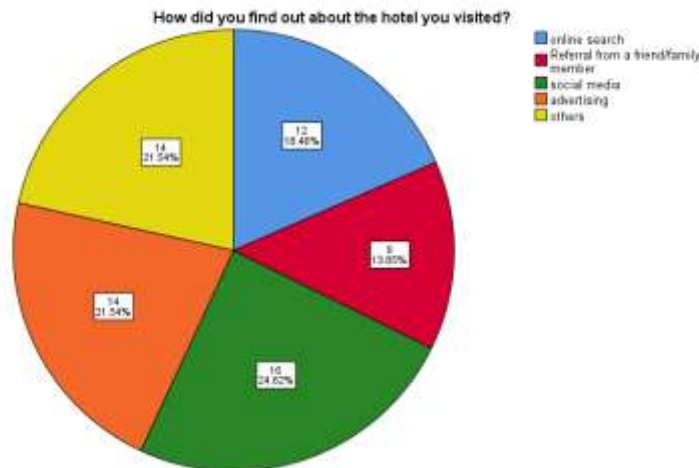
shows the proportion of respondents who chose each category, and the valid percent column excludes any missing or invalid responses. The cumulative percent column shows the proportion of respondents up to that point in the table. Therefore, the most frequently cited reason for visiting the hotel among the respondents was for medical purposes, at 29.2%. Business and leisure were the second and third most common reasons, at 24.6% and 16.9%, respectively. The "others" category was also chosen by 29.2% of respondents.

15. How did you find out about the hotel you visited?

How did you find out about the hotel you visited?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid online search	12	18.5	18.5	18.5
Referral from a friend/family member	9	13.8	13.8	32.3
social media	16	24.6	24.6	56.9
advertising	14	21.5	21.5	78.5
others	14	21.5	21.5	100.0
Total	65	100.0	100.0	

Table 15- Responses on mode of finding out the hotel they visited



Graph 15- Responses on the mode of finding out the hotel they visited

The data provided is in the form of a frequency table that shows how a group of people found out about the hotel they visited. The table displays five categories of sources: online search, a referral from a friend/family member, social media, advertising, and others. Out of the 65 respondents, 12 reported that they found out about the hotel through an online search, 9 through a referral from a friend/family member, and 16 through social media. Another 14 respondents said they found out about the hotel through advertising, while the remaining 14 chose the "others" category, which

could include sources such as travel agents or tour operators. The percentage column shows the proportion of respondents who chose each category, and the valid percent column excludes any missing or invalid responses. The cumulative percent column shows the proportion of respondents up to that point in the table. Therefore, the most common source of information about the hotel among the respondents was through social media, at 24.6%. Advertising and "others" were also significant sources, at 21.5% each.

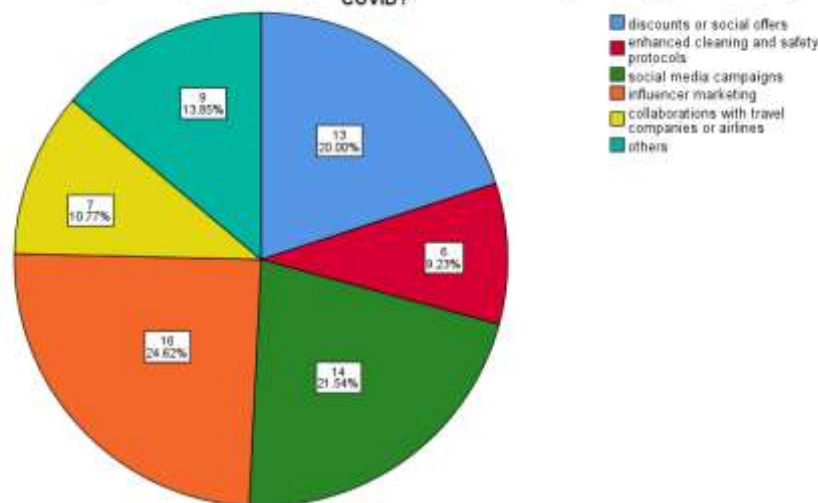
16. Which of the following marketing strategies do you think would be effective in promoting hotels in Delhi post-COVID?

Which of the following marketing strategies do you think would be effective in promoting hotels in Delhi post-COVID?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid discounts or social offers	13	20.0	20.0	20.0
enhanced cleaning and safety protocols	6	9.2	9.2	29.2
social media campaigns	14	21.5	21.5	50.8
influencer marketing	16	24.6	24.6	75.4
collaborations with travel companies or airlines	7	10.8	10.8	86.2
others	9	13.8	13.8	100.0
Total	65	100.0	100.0	

Table 16 – Responses on marketing strategies people think are effective in promoting hotels in Delhi post Covid.

Which of the following marketing strategies do you think would be effective in promoting hotels in Delhi post-COVID?



Graph 16 – Responses on marketing strategies people think are effective in promoting hotels in Delhi post Covid.

The data provided is in the form of a frequency table that shows the marketing strategies that a group of people think would be effective in promoting hotels in Delhi post-COVID. The table displays six categories of strategies: discounts or social offers, enhanced cleaning and safety protocols, social media campaigns, influencer marketing, collaborations with travel companies or airlines, and others. Out of the 65 respondents, 13 reported that they think discounts or social offers would be effective in promoting hotels, 6 said

enhanced cleaning and safety protocols would be effective, and 14 said social media campaigns would be effective. Another 16 respondents said influencer marketing would be effective, while 7 chose collaborations with travel companies or airlines. The remaining 9 respondents chose the "others" category, which could include other marketing strategies such as loyalty programs or referral programs. The percentage column shows the proportion of respondents who chose each category, and the valid percent column excludes

any missing or invalid responses. The cumulative percent column shows the proportion of respondents up to that point in the table. Therefore, the most frequently cited marketing strategy that the respondents think would be effective in promoting hotels in Delhi post-COVID was influencer marketing, at 24.6%. Social media

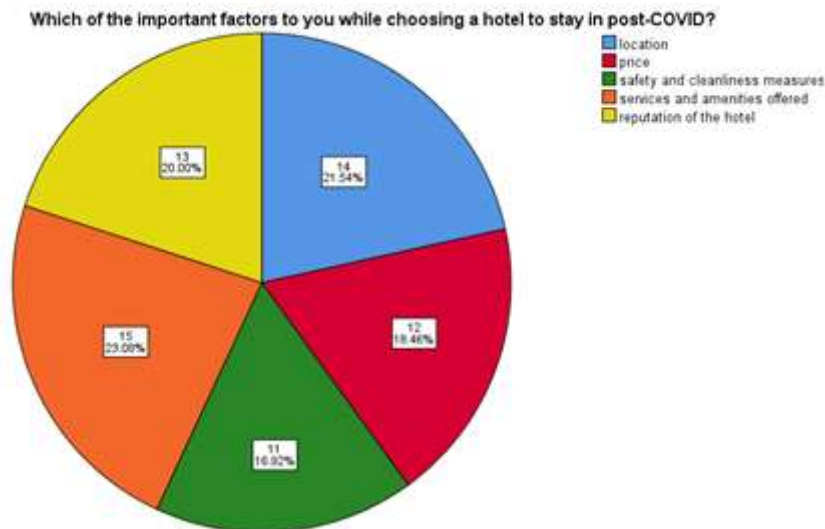
campaigns and discounts or social offers were also significant strategies, at 21.5% and 20.0% respectively. Enhanced cleaning and safety protocols and collaborations with travel companies or airlines were cited by 9.2% and 10.8% of respondents, respectively. The "others" category was chosen by 13.8% of respondents.

17. Which of the important factors to you while choosing a hotel to stay in post-COVID?

Which of the important factors to you while choosing a hotel to stay in post-COVID?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid location	14	21.5	21.5	21.5
price	12	18.5	18.5	40.0
safety and cleanliness measures	11	16.9	16.9	56.9
services and amenities offered	15	23.1	23.1	80.0
reputation of the hotel	13	20.0	20.0	100.0
Total	65	100.0	100.0	

Table 17 – Responses on important factors while choosing a hotel to stay in post-COVID.



Graph 17 –Representation on important factors while choosing a hotel to stay in post-COVID.

The data provided is in the form of a frequency table that shows the important factors to a group of people while choosing a hotel to stay in post-COVID. The table displays five categories of factors: location, price, safety and cleanliness measures, services and amenities offered, and reputation of the hotel. Out of the 65 respondents, 14 reported that location was an important factor

while choosing a hotel, 12 said price was important, and 11 said safety and cleanliness measures were important. Another 15 respondents said services and amenities offered were important, while 13 chose reputation of the hotel. The percentage column shows the proportion of respondents who chose each category, and the valid percent column excludes any missing or invalid

responses. The cumulative percent column shows the proportion of respondents up to that point in the table. Therefore, the most frequently cited factor that the respondents considered while choosing a hotel to stay in post-COVID was services and

amenities offered, at 23.1%. Location and reputation of the hotel were also significant factors, at 21.5% and 20.0%, respectively. Price and safety and cleanliness measures were cited by 18.5% and 16.9% of respondents, respectively.

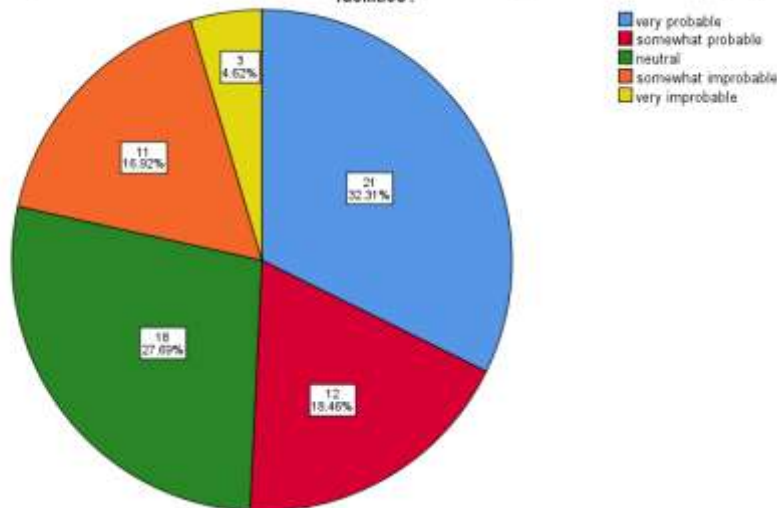
18. How likely are you to choose a hotel that offers COVID-specific services, such as on-site testing or quarantine facilities?

How likely are you to choose a hotel that offers COVID-specific services, such as on-site testing or quarantine facilities?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid very probable	21	32.3	32.3	32.3
somewhat probable	12	18.5	18.5	50.8
neutral	18	27.7	27.7	78.5
somewhat improbable	11	16.9	16.9	95.4
very improbable	3	4.6	4.6	100.0
Total	65	100.0	100.0	

Table 18 – Responses on how likely people choose a hotel that offers COVID-specific services, such as on-site testing or quarantine facilities.

How likely are you to choose a hotel that offers COVID-specific services, such as on-site testing or quarantine facilities?



Graph 18 – Responses on how likely people choose a hotel that offers COVID-specific services, such as on-site testing or quarantine facilities.

The table shows the responses of 65 respondents to the question of how likely they are to choose a hotel that offers COVID-specific services, such as on-site testing or quarantine facilities. The responses were divided into five categories: very probable, somewhat probable, neutral, somewhat improbable, and very improbable. Out of the 65 respondents, 21 said they

were very probable to choose a hotel that offers COVID-specific services, while 12 said they were somewhat probable. 18 respondents reported a neutral position, 11 said they were somewhat improbable, and only 3 said they were very improbable to choose such a hotel. The percentage column shows the proportion of respondents who chose each category, and the valid percent column

excludes any missing or invalid responses. The cumulative percent column shows the proportion of respondents up to that point in the table. Therefore, it appears that most respondents are likely to choose a hotel that offers COVID-specific services, as 50.8% of respondents said they were either very probable or somewhat probable to do so. A

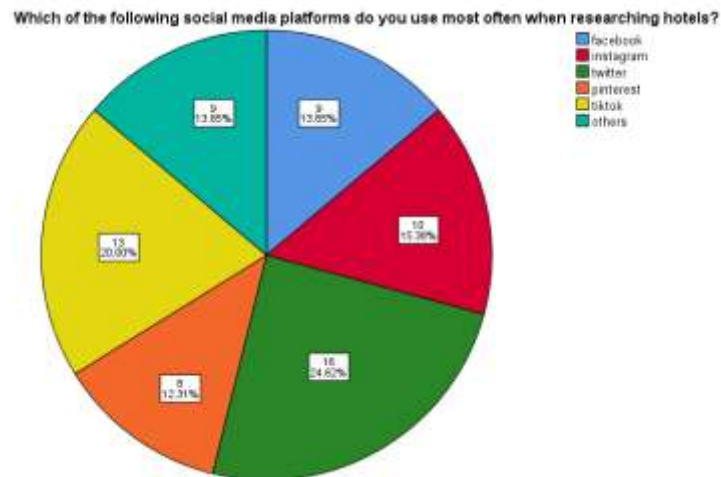
significant number of respondents (27.7%) had a neutral position, which means they were neither likely nor unlikely to choose such a hotel. Only a small percentage of respondents (21.5%) were either somewhat improbable or very improbable to choose a hotel that offers COVID-specific services.

19. Which of the following social media platforms do you use most often when researching hotels?

Which of the following social media platforms do you use most often when researching hotels?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid <u>facebook</u>	9	13.8	13.8	13.8
<u>instagram</u>	10	15.4	15.4	29.2
<u>twitter</u>	16	24.6	24.6	53.8
<u>pinterest</u>	8	12.3	12.3	66.2
<u>tiktok</u>	13	20.0	20.0	86.2
others	9	13.8	13.8	100.0
Total	65	100.0	100.0	

Table 19 – Responses on social media platforms mostly used when researching hotels.



Graph 19 –Representation on social media platforms mostly used when researching hotels.

According to the given data, the most commonly used social media platforms for researching hotels among the respondents are Twitter (24.6%), followed by TikTok (20.0%), Instagram (15.4%), Facebook (13.8%), Pinterest (12.3%), and other platforms (13.8%). It's worth noting that these results are specific to the surveyed

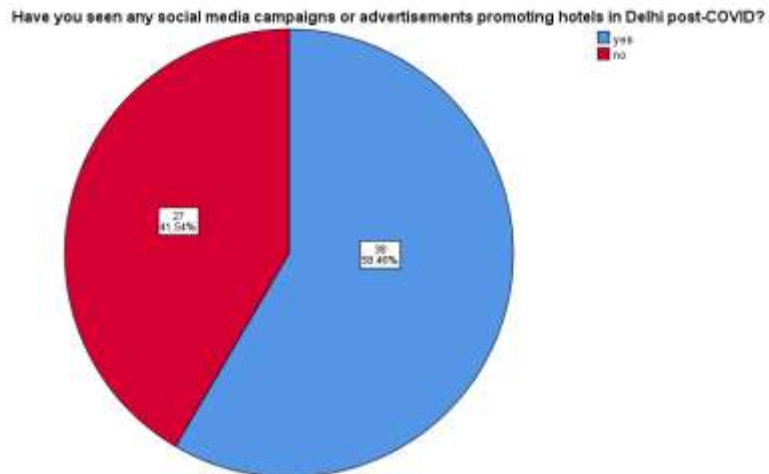
population and may not be representative of social media usage trends among the general population. However, based on these findings, hotels in Delhi could consider investing in social media campaigns on Twitter, TikTok, Instagram, and Facebook to target potential customers who are likely to use these platforms for researching hotels.

20. Have you seen any social media campaigns or advertisements promoting hotels in Delhi post-COVID?

Have you seen any social media campaigns or advertisements promoting hotels in Delhi post-COVID?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	38	58.5	58.5	58.5
no	27	41.5	41.5	100.0
Total	65	100.0	100.0	

Table 20- Responses on have you seen any social media campaigns or advertisements promoting hotels in Delhi post-COVID.



Graph 20- Responses on have you seen any social media campaigns or advertisements promoting hotels in Delhi post-COVID.

According to the given data, 58.5% of the respondents have seen social media campaigns or advertisements promoting hotels in Delhi post-COVID, while 41.5% have not. This suggests that social media campaigns and advertisements could be an effective way to promote hotels in Delhi to

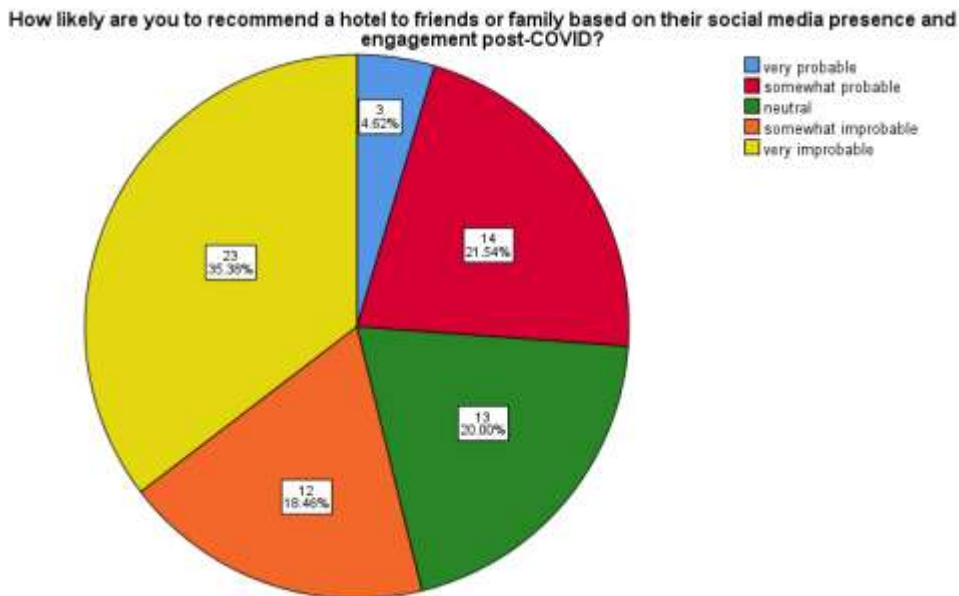
potential customers, as more than half of the surveyed population has been exposed to them. Hotels in Delhi could consider investing in targeted social media campaigns and advertisements to reach their target audience and increase their visibility among potential customers.

21. How likely are you to recommend a hotel to friends or family based on their social media presence and engagement post-COVID?

How likely are you to recommend a hotel to friends or family based on their social media presence and engagement post-COVID?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid very probable	3	4.6	4.6	4.6
somewhat probable	14	21.5	21.5	26.2
neutral	13	20.0	20.0	46.2
somewhat improbable	12	18.5	18.5	64.6
very improbable	23	35.4	35.4	100.0
Total	65	100.0	100.0	

Table 21- Responses on how likely people recommend a hotel to friends or family based on their social media presence and engagement post-COVID.



Graph 21- Representation on how likely people recommend a hotel to friends or family based on their social media presence and engagement post-COVID.

The responses indicate that there is some variation in how likely individuals are to recommend a hotel to friends or family based on their social media presence and engagement post-COVID. About a quarter of respondents (26.2%) are somewhat probable to recommend a hotel based on its social media presence, while a slightly smaller percentage (20%) are neutral on the matter. Conversely, about one-third of respondents (35.4%) is very improbable to recommend a hotel

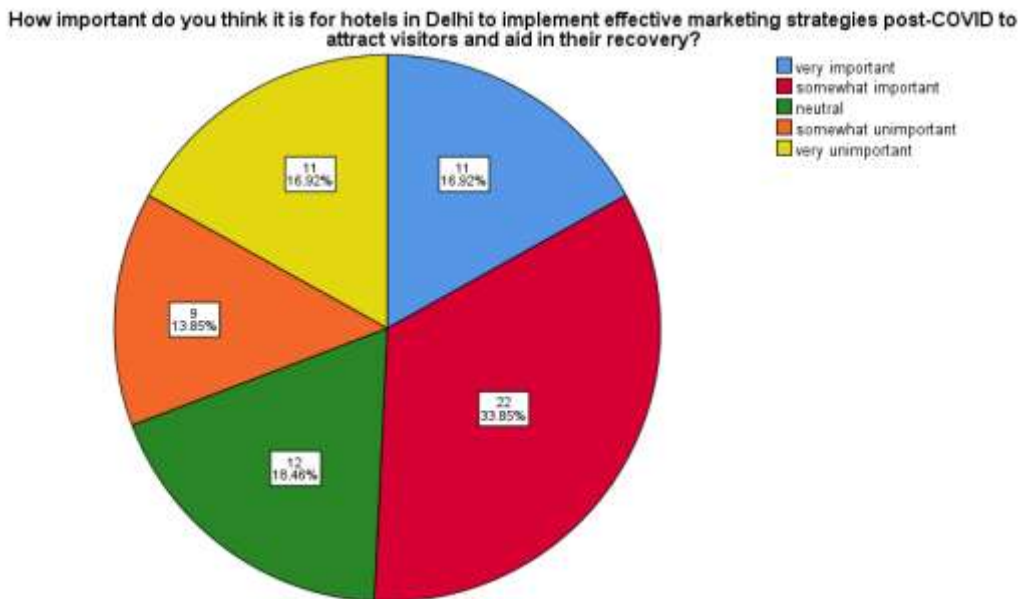
based on its social media presence, while another 18.5% are somewhat improbable to do so. These results suggest that while social media presence and engagement may influence some individuals' hotel recommendations, it is not a major factor for most respondents. Other factors, such as location, price, and reputation, may be more important for many people when deciding whether to recommend a hotel to friends or family.

22. How important do you think it is for hotels in Delhi to implement effective marketing strategies post-COVID to attract visitors and aid in their recovery?

How important do you think it is for hotels in Delhi to implement effective marketing strategies post-COVID to attract visitors and aid in their recovery?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid very important	11	16.9	16.9	16.9
somewhat important	22	33.8	33.8	50.8
neutral	12	18.5	18.5	69.2
somewhat unimportant	9	13.8	13.8	83.1
very unimportant	11	16.9	16.9	100.0
Total	65	100.0	100.0	

Table 22 – Responses on importance for hotels in Delhi to implement effective marketing strategies post-COVID to attract visitors and aid in their recovery.



Graph 22 –Representation on importance for hotels in Delhi to implement effective marketing strategies post-COVID to attract visitors and aid in their recovery.

Based on the survey results, it appears that there is a mix of opinions regarding the importance of effective marketing strategies for hotels in Delhi post-COVID. While 50.8% of respondents believe that it is somewhat or very important for hotels to implement such strategies, 30.7% believe it is neutral or somewhat unimportant, and 30.8% believe it is very unimportant. It is important to note that effective marketing strategies can play a crucial role in helping hotels in Delhi recover from the impact of COVID-19. With the pandemic causing a decline in tourism and travel, hotels need to attract visitors and maintain a steady flow of business. Implementing marketing strategies that highlight their safety and cleanliness measures, special services for COVID-related issues, and other unique offerings can help them stand out and attract potential customers. Therefore, it can be said that it is indeed important for hotels in Delhi to implement effective marketing strategies post-COVID to aid in their recovery.

FINDINGS

It was found that few hotels adopted the operational changes, and few did no changes, and this is how not the entire respondents felt that operational changes were observed at large scale.

It was found that hotels have implemented a range of operational changes in response to the COVID-19 pandemic, including measures to promote cleanliness, social distancing, and contactless interactions.

It was found that hotels in Delhi may be looking to cut costs by reducing their workforce. However, it is important to note that reducing staff may have negative impacts on the quality of service provided by hotels and may not be the best long-term solution for recovery. The second most selected option was offering all-inclusive packages.

This may indicate that customers are looking for value and convenience when booking hotel stays. Maintaining social distancing, indicating that customers are concerned about safety and hygiene when staying in hotels. Finally, increasing room rates, suggests that customers may not be willing to pay more for hotel stays in the current economic climate. Overall, it suggests that hotels in Delhi should prioritize maintaining social distancing and providing value to customers through all-inclusive packages while being mindful of the potential negative impacts of reducing staff.

It was found that opinions on the importance of continuing operational changes post-COVID are somewhat divided, with some respondents seeing them as critical and others not seeing them as important. However, a majority of respondents did indicate that they see at least some level of importance in maintaining these changes.

It was found that virtual concierge services could provide guests with more personalized, efficient, and convenient service, which could in turn lead to higher guest satisfaction and loyalty. Overall, the results suggest that there are several potential benefits to implementing virtual concierge services in hotels in Delhi post-

COVID, including reducing the need for human interaction, increasing the number of available amenities, decreasing operational costs, and improving the overall guest experience.

It was found that hotels in Delhi post-COVID are advised to avoid offering a buffet-style meal service and instead provide alternatives like plated meals or packaged meals. Overall, the results suggest that most respondents are aware of the recommended changes in operational procedures for on-site dining in hotels in Delhi post-COVID, such as limiting the number of guests, increasing distance between tables, and providing disposable menus and utensils. However, it is important to note that buffet-style meal service is not a recommended change in operational procedures for on-site dining in hotels in Delhi post-COVID.

It was found that respondents have noticed changes in a variety of services and amenities post-COVID, with the most noted changes being in housekeeping services, spa/salon and business center/meeting room's services. These changes reflect the efforts made by hotels to implement health and safety measures to protect guests and staff from COVID-19.

It was found that hotels have not made sufficient changes to their services and amenities to comply with health and safety guidelines and to protect guests and staff from COVID-19. Overall, the results suggest that while some respondents are satisfied with the changes made by hotels in Delhi post-COVID, a significant number of respondents are either neutral or dissatisfied. This suggests that there may be room for further improvements in the services and amenities offered by hotels in Delhi post-COVID to meet the expectations and needs of their guests.

It was analyzed that the changes made by hotels are necessary or important for ensuring the health and safety of guests and staff or for providing a positive guest experience. Overall, the results suggest that while some respondents feel that it is very important for hotels in Delhi to continue offering the changed services or amenities post-COVID, a significant number of respondents are either neutral or feel that it is somewhat or very unimportant. This suggests that hotels in Delhi may need to carefully evaluate the costs and benefits of continuing to offer these services and amenities post-COVID and determine which changes are necessary to meet the needs and expectations of their guests.

It was analyzed that there is room for improvement in the changes made by hotels in Delhi post-COVID to increase guest satisfaction

and loyalty. It is important for hotels to consider feedback from guests and continuously improve their services and amenities to ensure guest satisfaction and loyalty.

It was found that the most frequently cited marketing strategy that the respondents think would be effective in promoting hotels in Delhi post-COVID was influencer marketing, social media campaigns and discounts or social offers were also significant strategies. Enhanced cleaning and safety protocols and collaborations with travel companies or airlines.

It was found that the most frequently cited factor that the respondents considered while choosing a hotel to stay in post-COVID was services and amenities offered. Location and reputation of the hotel were also significant factors. Price and safety and cleanliness measures also a vital role.

It was found that hotels in Delhi could consider investing in social media campaigns on Twitter, TikTok, Instagram, and Facebook to target potential customers who are likely to use these platforms for researching hotels.

It was found that social media campaigns and advertisements could be an effective way to promote hotels in Delhi to potential customers, as more than half of the surveyed population has been exposed to them. Hotels in Delhi could consider investing in targeted social media campaigns and advertisements to reach their target audience and increase their visibility among potential customers.

It was found that while social media presence and engagement may influence some individuals' hotel recommendations, it is not a major factor for most respondents. Other factors, such as location, price, and reputation, may be more important for many people when deciding whether to recommend a hotel to friends or family.

It was found that it is important to note that effective marketing strategies can play a crucial role in helping hotels in Delhi recover from the impact of COVID-19. With the pandemic causing a decline in tourism and travel, hotels need to attract visitors and maintain a steady flow of business. Implementing marketing strategies that highlight their safety and cleanliness measures, special services for COVID-related issues, and other unique offerings can help them stand out and attract potential customers. Therefore, it can be said that it is indeed important for hotels in Delhi to implement effective marketing strategies post-COVID to aid in their recovery.

V. CHAPTER 5

CONCLUSION

As per the study of the Hotel Industry, we conclude that even after the Covid-19 effect, the industry still has grown and grown with continuous growth which will stand back with better performance by the year 2025. In this study, we took responses from multiple respondents and after analyzing their points of view, we came to know that the hotel industry has changed its operational behavior towards servicing and managing customer needs by promoting cleanliness and contactless interactions.

Hotel management is reducing their staff to increase profitability, which shows the negative impact in the consumer's eye. However, consumers or visitors prioritize maintenance, service, and affordability when choosing the hotels to stay and to increase such services hospitality sector in Delhi has grown up by increasing the number of amenities, personalized service, and hygiene factors. Here are some positive key points which is analyzed after the study, as follows:

Increased focus on cleanliness and safety protocols: Hotels have become more focused on providing a clean and safe environment for guests. This has led to the implementation of new safety protocols and hygiene measures, such as enhanced cleaning procedures, social distancing measures, and contactless check-in and check-out processes.

Increased demand for domestic tourism: With international travel restrictions in place in many countries, there has been an increased demand for domestic travel. This has led to a surge in bookings for hotels in domestic tourist destinations.

Increased adoption of technology: The pandemic has accelerated the adoption of technology in the hotel industry. Hotels have increasingly adopted digital platforms to facilitate contactless transactions, remote check-ins, and other services that reduce physical contact between guests and staff.

On the positive side, there are some cons which as also analyzed from the study, as follows:

Financial difficulties: Many hotels have faced financial difficulties because of the pandemic, with some struggling to stay afloat. This has led to job losses and closures, particularly among smaller hotels and independent operators.

Disruption to supply chains: The pandemic has disrupted global supply chains, which has led to shortages and increased prices for some goods and services. This has had an impact on the cost of operating hotels, particularly those that rely on imported goods or services.

Overall, we conclude that there is steady growth in the hotel industry in Delhi, and the adoption of new technologies and services by hotels has increased the demand, and visitors are ready to pay for comfort and satisfaction. Visitors feel safe and happy with the current services provided by the hotel administration and industry will grow way much better in coming years.

:APPENDIX:

Post-Covid strategies for recovery of hotels in Delhi on the objective of identifying changes in operational procedures in hotels.

1. What is your gender?

- Male
- Female

2. What age group do you belong to?

- Below 18
- 18-25
- 26-32
- 33-45
- 45 and above.

3. Have you noticed any changes in the operational procedures of hotels in Delhi post-Covid?

- Yes
- No

4. Which of the following operational changes have you noticed in hotels post-COVID? (Check all that apply)

- Enhanced cleaning and disinfection protocols
- Availability of hand sanitizer and masks
- Contactless check-in/check-out
- social distancing measures in common areas
- Reduced occupancy capacity
- Changes to food and beverage services
- Other

5. What is the most important factor to consider when implementing post-covid strategies for hotel recovery in Delhi?

- Increasing room rates
- Reducing staff
- Maintaining social distancing
- Offering all-inclusive packages

6. How important is it for hotels in Delhi to continue implementing these operational changes post-COVID?

- Very important
- Somewhat important

- c. Neutral
- d. Slightly unimportant
- e. Very unimportant

7. What is the main benefit of implementing virtual concierge services in hotels in Delhi post-covid?

- A. Reducing the need for human interaction
- B. Increasing the number of available amenities
- C. Decreasing operational costs
- D. Improving the overall guest experience

8. Which of the following is not a recommended change in operational procedures for on-site dining in hotels in Delhi post-covid?

- A. Limiting the number of guests allowed in the restaurant at one time
- B. Increasing the distance between tables
- C. Providing disposable menus and utensils
- D. Offering a buffet-style meal service

9. Which of the following services or amenities have you noticed changes in post-COVID? (Check all that apply)

- a. Room service
- b. Housekeeping
- c. On-site dining options
- d. Gym/fitness center
- e. Pool
- f. Spa/salon
- g. Business center/meeting rooms
- h. Others

10. How satisfied are you with the changes made to the services or amenities offered by hotels in Delhi post-COVID?

- a. Very pleased
- b. Somewhat pleased
- c. Neutral
- d. Slightly dissatisfied
- e. Very dissatisfied

11. How important is it for hotels in Delhi to continue offering these changed services or amenities post-COVID?

- a. Very important
- b. Somewhat important
- c. Neutral
- d. Somewhat unimportant
- e. Very unimportant

12. Overall, how likely are you to recommend hotels in Delhi to friends and family based on the changes made to operational

procedures and services/amenities post-COVID?

- a. Very probable
- b. Somewhat probable
- c. Neutral
- d. Somewhat improbable
- e. Very improbable

Post-Covid strategies for recovery of hotels in Delhi on the objective of exploring marketing strategies for the promotion of hotels post-covid -19

13. Have you recently visited a hotel in Delhi post-COVID?

- a. Yes
- b. No

14. What is the primary reason for your hotel visit? (Check all that apply)

- a. Business
- b. Leisure
- c. Medical
- d. Others

15. How did you find out about the hotel you visited?

- a. Online search
- b. Referral from a friend/family member
- c. social media
- d. Advertising
- e. Others

16. Which of the following marketing strategies do you think would be effective in promoting hotels in Delhi post-COVID?

- a. Discounts or special offers
- b. Enhanced cleaning and safety protocols
- c. Social media campaigns
- d. Influencer marketing
- e. Collaborations with travel companies or airlines
- f. Others

17. Which of the important factors to you while choosing a hotel to stay in post-COVID?

- a. Location
- b. Price
- c. Safety and cleanliness measures
- d. Services and amenities offered
- e. Reputation of the hotel

18. How likely are you to choose a hotel that offers COVID-specific services, such as on-site testing or quarantine facilities?

- a. Very probable
- b. Somewhat probable
- c. Neutral
- d. Somewhat improbable
- e. Very improbable

19. Which of the following social media platforms do you use most often when researching hotels?

- a. Facebook
- b. Instagram
- c. Twitter
- d. Pinterest
- e. TikTok
- f. Other

20. Have you seen any social media campaigns or advertisements promoting hotels in Delhi post-COVID?

- a. Yes
- b. No

21. How likely are you to recommend a hotel to friends or family based on their social media presence and engagement post-COVID?

- a. Very probable
- b. Somewhat probable
- c. Neutral
- d. Somewhat improbable
- e. Very improbable

22. How important do you think it is for hotels in Delhi to implement effective marketing strategies post-COVID to attract visitors and aid in their recovery?

- a. Very important
- b. Somewhat important
- c. Neutral
- d. Somewhat unimportant
- e. Very unimportant

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