

# Changes in Beliefs and Processes in Hotels post to Covid 19

Sanjay Wadhwa

*Ph.D. Research Scholar Department of Tourism*

*The Hermitage*

*Kumaun University, Nainital*

## ABSTRACT

*Impact of Covid 19 on our Daily lifestyles round the world has changed our traditional beliefs and ways we add hospitality. COVID-19 pandemic is rapidly changing consumer preferences and process on tourism and hospitality sector. With fast pace, our traditional beliefs also are impacted to great extent. This paper highlights the main changes in SOPs and processes undertaken in Hotels to mitigate covid19 impact and recreate customer confidence for top footfall areas by changing key processes and traditional beliefs. The findings are supported primary and secondary data. Primary data was collected from a sample size of 60 employees and 20 professional peers. Secondary data was collected from the literature search, published official reports, FSSAI / FHRAI Websites and guidelines for further discussion on the role of the hotel industry. Data was reviewed form various seminars and thought taken from professionals in industry and owners of hotel chains. To analyze the impact of COVID-19 traditional beliefs, author have reviewed best practices in an depth report on the way to tackle things and get on the safe side after the virus is contained. The precise timeline can't be determined until the virus is contained across the world, since we have to live with virus for long run, we have to fine tune our working lifestyle and processes. After Corona hospitality spaces will be going to be designed with minimum human contact. Travellers will be looking for enhanced transparency around cleaning, hygiene and sanitisation measures at a property with maximum digital intervention.,*

**KEYWORDS :** *Covid19, SOPs in Hotels, Traditional beliefs. Tourism, Hotels, Management, Resorts*

## 1. INTRODUCTION

COVID-19 continues to make havoc is hotel industry and is compelling leadership teams to review internal SOPs, service protocols to extend consumer confidence and immune post lockdown challenges in line with customer satisfaction levels, The hospitality sector primary focus is that the safety of their people and customers. Hospitality sector have shown maturity level: in working together, and created central data base standard service protocols and in saying goodbye to few traditional service standards and beliefs. Stay positive, stay focused, stay alert, we assure, we care, wellbeing are now part to beliefs. FHRAI, FSSAI and NHRAI are apex bodies helping hotels in creating service protocols.

This article will use guidelines given by various hospitality institutions and thanks to hospitality veterans, whose vision have helped author in reviewing changed SOPs and protocols post international spread of COVID19 in 2020,.

### 1.1. GENERAL SOCIETAL AND SOP CHANGES:

#### 1.1.1. FRONT OFFICE [1]

##### 1.1.1.1. PORCH:

- Checkup Protocol on arrival using thermal scan
- Guest Unwell protocol and steps to handle unwell guests
- Communication to guests regarding baggage sanitization

- Self-park option with designated slots for cars - Exit from traditional process

#### 1.1.1.2. **WELCOME & CHECK IN: [1]**

- Aarti – Tikka to be discontinued
- Immunity wellness drink to be offered - selection of 4 unique drinks being shared with General Managers
- Contactless check-in option given to guests
- Self-reporting form added to registration process

#### 1.1.1.3. **RECEPTION : [1]**

- Non-resident guests movement to guest floors restricted for next 6 months
- PPE kits available at concierge desk for guest use

#### 1.1.1.4. **BELL DESK: [1]**

- Bell desk to sanitize all sign up baggage using UV technology retrofitted to existing baggage scanners

#### 1.1.1.5. **LAUNDRY : [1]**

- All team members to wear PPE gear and hourly hand wash and sanitizing to put in automated announcement system).
- Team member to wear PPE gear while collecting soil linen from guest floors.

#### 1.1.1.6. **TEAM LIFT: [1]**

- Handrails to be sprayed with Virex all hour
- At entrance to make sure social distancing norms are followed
- Button panel to be sprayed with D10 all hour

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#### 1.1.1.7. **GYM:**

- Realign the gym equipment during a spaced out manner separating them by atleast 1.5 mtrs

#### 1.1.1.8. **RESTAURANT AND BAR USAGE: [2]**

- Restaurant/bar new lay out ensuring a minimum of 1.5 meters between tables. Two covers per table. - Exit from traditional process.
- All Buffet's to be discontinued. In unavoidable situations, team members to manage service and repair gear to not be accessible to guests. - Exit from traditional process.
- All Menu cards are sanitized regularly. Limited menu selection. Exit from traditional process.
- Provide disposable sachets or disinfect S&Ps after each sitting - Exit from traditional process.

#### 1.1.1.9. **IN ROOM DINING PROTOCOLS:**

- All Menu cards are sanitized regularly.
- Disposable excellent quality serviettes to be used for in room dining - Exit from traditional process of fabric napkins.
- Gloves and masks as a typical to be used during complete interaction in in room dining. New SOP [1].

#### 1.1.1.10. **BOARDROOM USAGE FOR RESIDENTS AND NON-RESIDENTS: [1]**

- Boardroom usage for residents and non-residents to incorporate temperature reading on both entrances.
- Guest masks are available at entrance of venue. All guests to be offered face masks at the doorway by steward before entering the venue.
- Boardroom set up's i.e. theatre/ cluster new grids developed to encourage social distancing. Setup will include 1.5M distance between tables and no. of guests seated on each table also will be reduced to make sure acceptable distance between seats.
- Team to serve food using ladles to guests using safety gear. No self-service. Each section of the buffet will have team members, wearing face masks and gloves, available to serve guests from the buffet. Buffet counter setup also will ensure enough gap between guests lining up to be served.

#### 1.1.1.11. **STORES: [1]**

- Receipt of products , disinfection & a cool off period of minimum six hours

## 2. **LIFE AFTER COVID19**

Hotel chains like Park, Best Western Hilton, Hyatt, Marriott International has begun project WeAssure, We Care CleanSM program, THEParkHeartofHope, Suraksha, We Care, in India, which can entail new standard operating procedures for its staff and guests. The chain has identified 200 plus touchpoints at its hotels where it'll make changes to satisfy the new health and safety challenges. [4] By Anumeha Chaturvedi. These initiative are focused towards assuring the hygienic and safe environment for their guests as well as hotel employees.

Industry sources conversant in the matter said ITC Hotels is functioning on enhanced service designs for its guests keeping in mind post COVID-19 requirements.

Mandatory mobile check- ins and check outs, cashless payments, digital QR based a la carte menus, reduced banqueting and distant seating in restaurants. Hotel chains have begun revamping their existing service protocols and standards for guests following the COVID-19 pandemic. Lifts with key less access and key less room access. The Marriot Hotels has identified 200 plus touchpoints at its hotels where it'll make changes to comply and implement the new health and safety challenges.

Hotels Chains and Premium clubs in India have gradually implemented new SOPs and programmes across all its hotels in South Asia, which can include adopting measures like protection shields on front desks, no buffets, mandatory mobile check outs and reduced banqueting capacity by 50%.

As prudent operators towards all stakeholders- our employees, customers and owners, we would like to form sure we are gearing up to be ready to implement what people are calling the new normal. we've used feedback from customers and emerging trends to work out how we tweak our operations, as per Neeraj Govil, senior VP, South Asia at Marriott International told ET.

### 2.1. **CUSTOMERS WILL EXPECT GOING FORWARD, CONTACTLESS AND VARIOUS NEW EXPERIENCES IN RESTAURANTS:**

2.1.1. Gloves, disposable masks will be available at restaurant entrance, a new normal.

2.1.2. Sanitizers and wet tissues will be part of restaurant hostess desk.

2.1.3. **Benches and** seating arrangements publicly / waiting areas will be placed at gap to maintain social distance.

2.1.4. Typical restaurant, the improvised seating plan will be having a minimum distance of two metres between tables.

The space of two meters (6 feet) between tables should measure from one fringe of the table to the opposite table's edge.

2.1.5. Just in case of back to back seating (eg: Booths) the seats are going to be divided by Fiberglass divider raised up to 2 meters (6 feet) from the bottom.

2.1.6. Air con devices will be rest to 24 – 30 C. Open air restaurant will be preference due to fresh air and social distance.

2.1.7. This will usher era of digital Avoid using tags as far as possible. There are various contactless valet digital platforms available. Guest will gradually have to use digital valets services for tags.

2.1.8. Each restaurant is going to have a QR code that the guest can scan so as to access the restaurant's menu.

2.1.9. Sanitization of all public areas every hour will be norm, including lift buttons, tables tops, chairs, hostess desk etc – Target will be clinically clean from aesthetically clean.

### 2.1.9.1. FUTURE TRENDS

#### 2.1.9.1.1. Minutes of Meeting - FHRAI webinar 25/04/2020 [3]

Mr Kachru – Radisson – Chairman Emeritus

- Do European plan and make breakfast chargeable in order that they we will maintain distancing at breakfast or option of breakfast in room on a la carte.
- With a la carte the menu cost will go up.

Mr Sanjay Sethi - Chalet hotels – Managing Director

- Doctor on location.

Mr Bakaya – Sarovar Hotels – Director

- Laundry maybe every alternate day.

Large room 32-34 sq metres in US market, in Asia, hotel are developed with 15-20% larger sizes, where owners have to shell additional capital. Going forward room size will be match in India with international standards. We believe that if a Upscale hotel was earlier built with a gross area of 900–1100 per square foot or a mid-scale hotel was built at 800-900 per square foot then the overall rule should be on how we will reduce this by ten to fifteen percent all new hotels. Rooms will be with minimum place settings and props. More technology based driven setups. Employee to customer interface will reduce, hence overall staffing in hotel will go down by 20 %. Massive lockers, Cafeteria, Admin area will be passe to cut costs and running expenses. With sustainable development will hold key to new projects and developed spaces will be re-engineered in existing hotels. Room design and fit outs may become much simpler and more standardised. Contactless technology will gain popularity like Self-check-in kiosks, Web / App -based check-in and check-out, Digital locks and minibars. Alexa or Siri based room lighting and mood lighting. Digital payments via various modes will be norm.

### 3. CONCLUSION

In the short term, resorts and hotel operators should consider the necessity for a setting internal processes and procedures. Social distancing and its awareness are going to be key to business in Food and Beverage areas. Room allocations and its cleaning mechanism need to be redefined with respective holding period before further reallocations. Hygiene Managers and practitioner will hold important stature in resorts, hotels and clubs. Training are going to be important a part of hospitality field for training teams on redefined SOPs and beliefs. Customers will be very hygiene conscious. Internal and external audits will hold key to running hospitality business and traditional way of operations will be fine tuned to more cloud based or digital solutions for survival on business.

### References

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Sanjay is a professional degree holder from IHMCT&AN Bangalore and double masters degree in field of tourism and management. With over 23 years in the hospitality field, he has worked with various upscale and luxury hotels, including Taj Place New Delhi, Radisson New Delhi, Leela Mumbai, Pursuing PhD from Kumaun University

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