

Hotel Industry Amid Covid-19 Pandemic: The Indian Context

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The article attempts to gauge the serious effects of COVID-19 pandemic on the hotel sector of India. It has ravaged this industry in terms of waning occupancies and calling off or deferring the bookings. The convolutions of pursuing the entire hospitality business have prompted the researcher to direct the efforts towards the hotel industry. The study mainly concentrates on Indian hotel business amid COVID-19 pandemic. Its findings direct towards a devastating economic impact, which will need more time and concerted efforts of all the stakeholders to recover.

I Introduction

The global hotel industry has been hit by COVID-19 pandemic like an asteroid, and consequently a higher scale of economic downturn and job loss. India attempted to navigate the turbulent phase but got entangled in the COVID-19 pandemic. Although the number of hotspots or red zones has dwindled, that of green zones also reduced during the same period. These are the symptoms reinforcing the concerns that the virus has managed to penetrate the districts which have reported no new COVID-19 case and has simultaneously made its presence felt in previously untouched regions.

Taking the advantage of stupendous prospects of tourism in India, the hospitality sector is growing leaps and bounds catapulted by technological prowess and setting world-class industry benchmark. Unquestionably, the sector has managed to evolve as a key driver to the upsurge of tourism economy. However, it is no surprise that the Indian hospitality sector has also been hit extremely hard by the onset of COVID-19 pandemic and has really put this sector on the verge of shut down, which it has never experienced before.

The delaying of revamping of the hospitality sector, especially the hotel market, could be fueled by the anticipation of nearly two per cent downfall of global GDP every month in case of country lockdown (OECD, 2020). This is further supplemented by the Indian government decision to block the international borders, interim stay on domestic and international flights, and extension of lockdown. These developments are bound to unleash unprecedented repercussions on the hospitality industry. Its woes will be escalated with the people circumventing travel, both business and leisure, out of fear, as the COVID-19