

**CHALLENGES TO
HOSPITALITY INDUSTRY**

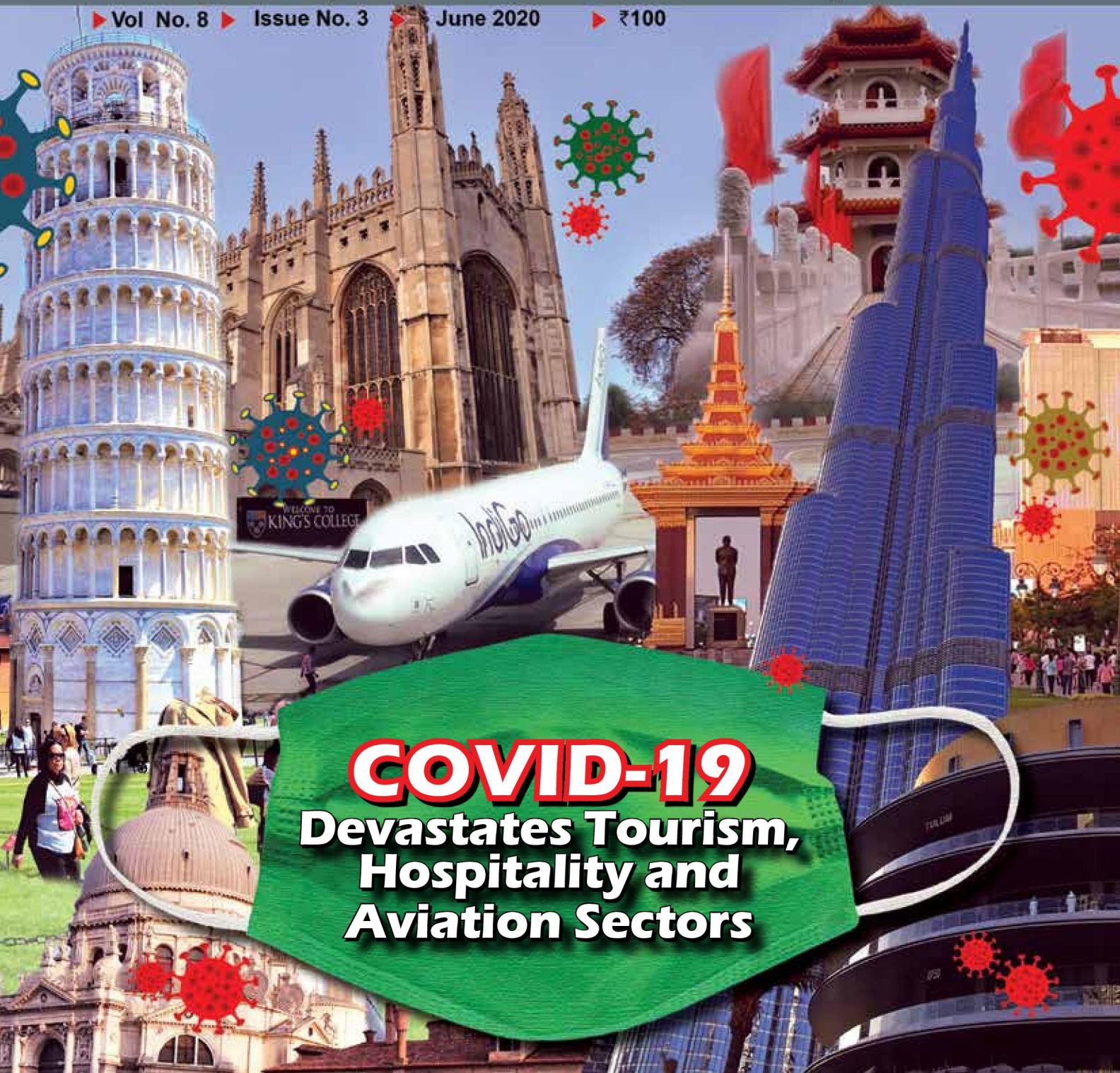
CARELESS COVIDIOTS !

**SKIES OPEN UP AMID
TURBULENCE**

Corporate Tycoons

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COVID-19
Devastates Tourism,
Hospitality and
Aviation Sectors

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In the last few months, things have accelerated drastically for the Indian industry-leading to a minimum or no occupancy.

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O P Singh is the Managing Director of Huvepharma SEA

Its time to come out of our silos and put on a united front and take on these challenges head on. Not all of us will be of one mind, but this is an existential threat, which requires us to rise above any differences.

COVID- 19 Poses a Big Challenge to Hospitality Sector

In the last few months, things have accelerated drastically for the Indian industry-leading to a minimum or no occupancy.

- By Chandran Iyer

The Indian tourism and hospitality industry has been one of the key drivers of growth among the services sector in India. Tourism in India has significant potential considering the rich cultural and historical heritage, variety in

ecology, terrains and places of natural beauty spread across the country.

Tourism is also a potentially large employment generator besides being a significant source of foreign exchange for the



Pride Plaza Delhi Reception Desk

country. In 2019, FEEs were US\$ 29.96 billion registering a growth of 4.8 per cent year-on-year and reached US\$ 5.40 billion during January-February 2020. However post COVID-19, this sector is on life support system.

The Confederation of Indian Industries (CII), the apex trade body of industry and trade in India, estimates that the organized sector in the industry could be the hardest hit with guestimate loss of around ₹1.58 lakh crore (\$7 billion). The national federation of 10 tourism, travel and hospitality organizations of India, FAITH, claims It's safe to assume that the overall losses could be in the range of ₹5 lakh crore, covering all aspects of the business.



Mr Atul Upadhyay, Vice President, Pride Hotels Ltd.

At the Pride Hotels, we have taken various measures to minimize human cross-contamination. We have launched the Pride Safety Assurance initiative to follow the Standard Operating Procedures (SOP) across all our hotels to create a further safe and hygienic environment for guests. All the necessary equipment like alcohol-based sanitizer, temperature check via a thermal gun thermometer, hand gloves, and face masks will be used by Pride.

Atul Upadhyay, Vice President Operations of Pride Group of Hotel says the hospitality industry has been affected drastically by the COVID 19 outbreak worldwide, forcing many hotels to close while some have had to work with a skeleton staff. In the last few months, things have accelerated drastically for the Indian industry-leading to a minimum or no occupancy.

Upadhyay said "However, we do believe in overcoming the crisis and as an industry; our first step should be to regain our guest's confidence. Instilling a sense of safety in the guests will play a huge role. So, further strict sanitation and hygiene measures will need to be applied across the industry, with new practices put in place to monitor and control the environment in which the business takes place".

He feels that communication will play a lead role in reaching out to the guests and needs to be done subtly. Gentle, so it reassures the guest of the safety in their decision to start planning and travelling again. As an industry, we should be ready to adapt our approach towards the new travelers who are locked safely in the confines of their home at the moment.

About Pride Group of Hotels, he said "At the Pride Hotels, we have taken various measures to minimize human cross-contamination. We have launched the Pride Safety Assurance initiative to follow the Standard Operating Procedures (SOP) across all our hotels to create a further safe and hygienic environment for guests. All the necessary equipment like alcohol-based sanitizer, temperature check via a thermal gun thermometer, hand gloves, and face masks will be used by Pride. Apart from that, all essential cleaning supplies such as a disposable duster and cloth, sprays and phenyl disinfectants will be utilized. Our team is trained and ready with contact less dining solutions too.

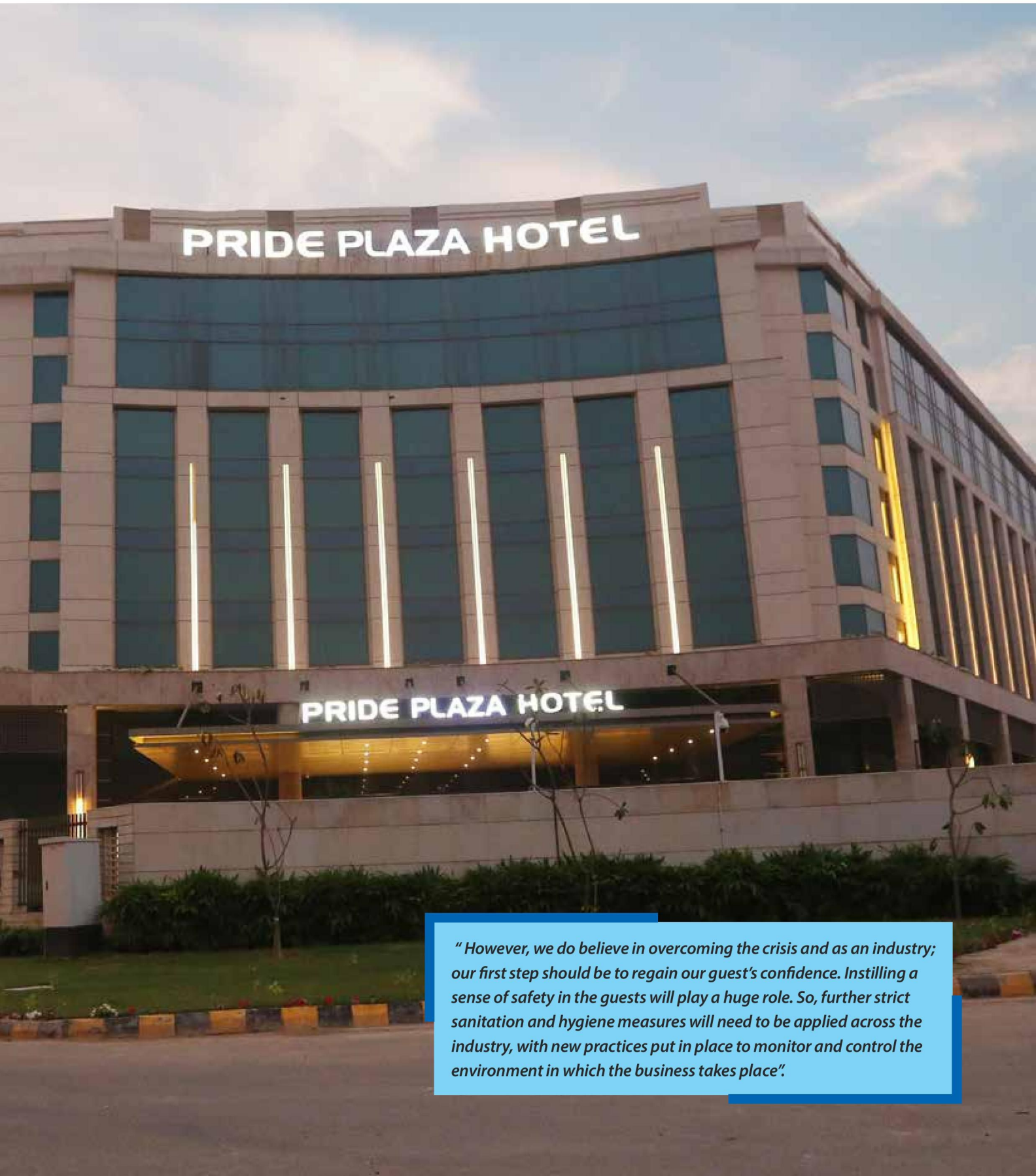
He said "Further, we have ensured that our teams are trained and up to date with new enhanced cleaning practices and hygiene standards as advised by the government. And we're also strictly following it so that it becomes a way of life for them in this new normal".



Pride Hotel Bangalore



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