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Sr No	Title of paper	Name of the author/s	Department of the teacher	Name of journal	Year of publication	ISSN number
1	Effects of COVID-19 ON Tourism: India to Global Level	MR. Vinay Indulkar & others	Food & Beverage Service	Rabindra Bharati university	2021	0972-7175
2	Changing Trend in Hospitality Industry - 'Ecotel'	Mr. Vinay Indulkar & others	Food & Beverage Service	Purana	2022	055-7860
3	Era of Digitalization in the Hospitality Industry	Mr. Vinay Indulkar	Food & Beverage Service	Ideal	2023	2319-359X
4	Post Pandemic Emergence of Fresh Styles and Innovations in the Hospitality and Travel Sector	Vinay Indulkar	Hotel Management	Atharva Journal	June 2022	2231-4350



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5	Popularity of Wine tourism in Maharashtra	Mr. Bacchan Rawat & Ms. Dimpal Parmar	Hotel Management	Atharva Journal	June 2022	2231-4350
6	An Analysis on the Working module of cloud kitchen post pandemic	Mrs. Anjana Sen	Hotel Management	Atharva Journal	June 2022	2231-4350
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Effects of COVID-19 ON Tourism: India to Global Level

JOURNAL OF EDUCATION, RABINDRA BHARATI UNIVERSITY
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EFFECT OF COVID-19 PANDEMIC ON TOURISM: INDIA TO GLOBAL LEVEL

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Abstract
This study provides a brief overview of the Covid-19 episode and highlights the impact of the epidemic on the Indian and international tourism industry. The travel industry area has encountered countless development throughout the long term and it has become one of the key parts in global trade. In the initial test, Covid-19 was moving erratically in the tourism industry. Each inbound and outbound vacatioses and travelers dropped their appointments because of the pandemic. Anyways, travel problems in diverse nations has prompted the wiping out of all airlines' ventures. Consequently, agencies are dropping their earnings, and workers are dropping their positions. In the present circumstance, extraordinary upgrade bundle from the government authority is essential for the movement in the travel industry to endure what is happening and resuscitate after the pandemic. The study will help us to understand the declining numbers in the tourism sector, how did it affected the tourism sector and how can it benefit the public authority to take a necessary action against the same.

Keywords: Covid 19 Pandemic - Tourism services - Global - Economy

Introduction:
The fast spread of novel (COVID-19) has prompted significant decrease in altogether types of economic exercises in from one side of the world to the other. The primary instance of COVID-19 was announced in December 2019 in Wuhan China and spread in all around the world inside March World Health Organization (WHO) announced this COVID-19 as a pandemic. This pandemic has caused in huge closures in a wide range of business exercises and inventory network disturbances causing worldwide wavy impacts across all financial areas that was very unpredictable. In India first case was reported in Kerala on 27th of January 2020. With the population of 138 cases in India 41,302,440 cases were found 495,050 deaths were registered and 38,976,322 cases were recovered till dated 31st Jan 2022. Whereas globally 37.5 cases were found and 36.6Lac deaths were registered till dated 31st Jan 2022. The topic focuses on mainly tourism industry. There was a drastic decrease of revenue in the tourism industry which results into job loss and hotels all across the world suffered a huge decrease in revenue which results into falling of economy too. Following with hotel industry, airline industry suffered the loss-making situation. The graphical presentation is given below and explained the same. Challenges before tourism are elaborated and suggestions are given for the problem.

Objective of the study:

1. To study the impact of Covid - 19 pandemic on India and internationally on travel and tourism.
2. To take the review of the factual data affected during Pandemic on travel and tourism.
3. To understand number of challenges in the upcoming prospects of service sector.
4. To suggest and enhance the travelling and tourism services in the upcoming times.

Research Methodology:
The research paper is purely based on secondary data. The study is achieved by referring various

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books, journals, research papers, newspapers articles and different websites. Then analysis and interpretation has been done on the basis of secondary data for the betterment of tourism services.

Action taken by Domestic & International level for the Pandemic
To cut down the spread of this pandemic, all nations have forced lock down globally on land, air, sea and worldwide travel. The travel industry is connected with the human development. It is the major business sector which got affected. Indian travel industry has been developing drastically with a huge homegrown travel market as well as globally too before the pandemic. But due to outbreak change the overall scenario, globally and domestically changed.
In view of movement limitation a wide range of Travel and the travel industry exercises are stayed shut from Mid-March of 2020. Nonetheless, COVID19 has achieved a noticeable change in the way of life and economy of India.
The Indian government has shut all types of financial movement. Tourism industry was one of the primary business areas to be impacted by COVID-19. Travel limitations were forced on all vacationers around the world. Lodging inn, cafe, and transport area exercises are generally delayed due to the country-wide lock down. The carrier business has been impressively impacted with the closing out of all homegrown and worldwide trips to and from India. This study will introduce an outline of the Corona virus pandemic and talks about the effects on India's travel industry to global level and the suggestion for the same.

Data Analysis & Interpretation:

1. Tourist places affected in Covid - 19
The table no. 2 shows the different tourist spots all across India. The number of Indians and foreigners visited to the following places from the year 2018-2020. It is seen that 2018 numbers are quite stable, but in the year 2019 the numbers show declining.
For example Taj Mahal Agra shows 5988731 inbound tourist whereas as outbound tourist are 896395 in the year 2018-19. In 2019-20, 4429710 domestic & 645415 international tourists are seen. This shows impact of Covid - 19 on popular tourist destination in India.

Table No.2 Tourist places affected in Covid - 19

S. No.	Name of the Monument	2018-19		2019-20		% Declining 2019-20	
		Domestic	Foreign	Domestic	Foreign	Domestic	Foreign
1	Taj Mahal (Agra)	5988731	896395	4429710	645415	-17.41	-28.27
2	Ajanta caves (Aurangabad)	400567	27413	273344	13898	-31.68	-42.04
3	Darya Daulat Bagh (Bangalore)	777010	17329	646360	14016	-18.79	-19.12

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	2018	2019	2020	2021	% Declining 2019-20	% Declining 2020-21
4. Badshahi Monument, Saachi (Bhopal)	500571	29210	250706	3986	-16.59	-86.36
5. Rajasahi Turple (Biharadesh wate)	31442	869	16916	506	-46.20	-41.77
6. Fort on Rock Dinidigal (Chennai)	33457	161	24657	94	-26.30	-41.61
7. Sherki Chli's Tomb (Chandigarh)	132235	147	39763	86	-69.93	-58.71
8. Humayun's Tomb (Delhi)	873937	229884	658318	202288	-24.67	-11.70
9. Raigad Fort (Mumbai)	254204	124	238138	82	-14.11	-33.87
10. Site of Sabar (Lucknow)	192372	36788	74597	13628	-61.22	-18.82

Source - Indian Tourism Statistics 2020 (pg no 143 -154)

2. Employment rate affected in Covid - 19
The figure no.1 represents on the declining numbers of jobs in the countries like Japan, USA & Europe. As we can see from 2017 to 2020 Q1 graph shows a stable consistency. But as soon as the pandemic started to begin in 2020, Q2 a sharp fall is observed in the graph. This makes us understand about the job loss rate in the developed countries & how severely it got affected as the public all around the world.

Employment Declining Rate of countries like Japan, U.S & Europe during the Q2 of 2020

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Source - data.oecd.org (figure no.1)

A. Declining of Occupancy in hotel industry
The statistical data (figure no. 2) represents the occupancy percentage in Mumbai Hotels. Before the pandemic, hotels in Mumbai posted a normal of 77% occupancy in 2019, which was the most noteworthy entire year level on record back to 2013. There was a consistent 1% to 2% expansion in entire year occupancy every one of the beyond five years. Nonetheless, Mumbai hotels lost business share in 2020 and 2021. Because of the pandemic, Mumbai hotels occupancy arrived at a low of 14.5% in April 2020. Occupancy has ticked up from that point forward, and arrived at its most elevated level of the pandemic sack a long ways in February 2021, at 56.8%. It's plunged again since February, to 37.2% in April.

Income per accessible room, a key exhibition file, additionally arrived at the most lowest level on record for entire year 2020, at 2,617.91 Indian rupees (\$35.69), as indicated by STR data.

Actual Occupancy Percentage by Year

Source - STR, 2021 Costar Realty Information, Inc (figure no.2)

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4. Financial loss globally in tourism industry
The figure no. 3 shows the overall loss in the tourism sector globally with combination of developed and undeveloped countries. As we can see the total loss in scenario one is about 2.4 trillion dollars. In scenario two the developed countries had initial loss of 52% which improved to 48% later due to vaccination rate carried in the country. The scenario 3 also represents the same but of the undeveloped countries.

Source - UNCTAD (figure no.3)

The figure no-4 makes us understand about the estimated losses in GDP by region in particularly tourism sector. The assessed GDP impacts of the noticed misfortune in the travel industry receipts are displayed in figure and in additional detail in Appendix. For instance, worldwide the travel industry contributes around five percent of the GDP in Ecuador and the nation experienced a 69 percent fall in worldwide vacationers in 2020. The fall in the travel industry request is assessed at \$33 billion and this prompts misfortunes in areas that supply the travel industry, for example, food, refreshments, retail trade, communication and transport. The all out fall in yield is \$95 billion multiple times the previous shock. The decrease in the travel industry alone adds to a genuine GDP loss of around 9%. This decrease was incompletely counterbalanced actually by financial measures to boost the economy.

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Country	Scenario 1	Scenario 2	Scenario 3	Region	Scenario 1	Scenario 2	Scenario 3
India	0.0000	0.0000	0.0000	Global America	0.1000	0.0000	0.0000
USA	0.0000	0.0000	0.0000	Europe Africa	0.1000	0.0000	0.0000
UK	0.0000	0.0000	0.0000	South East Asia	0.1000	0.0000	0.0000
South Africa	0.0000	0.0000	0.0000	North Africa	0.1000	0.0000	0.0000
Japan	0.0000	0.0000	0.0000	West of Africa	0.1000	0.0000	0.0000
Saudi Arabia	0.0000	0.0000	0.0000	East of Africa	0.1000	0.0000	0.0000
Republic of Korea	0.0000	0.0000	0.0000	East of Europe	0.1000	0.0000	0.0000
Australia New Zealand	0.0000	0.0000	0.0000	West of Africa	0.1000	0.0000	0.0000
China Hong Kong	0.0000	0.0000	0.0000	West of Africa	0.1000	0.0000	0.0000
France	0.0000	0.0000	0.0000	West of Africa	0.1000	0.0000	0.0000
Germany	0.0000	0.0000	0.0000	East of Europe	0.1000	0.0000	0.0000
Canada	0.0000	0.0000	0.0000	East of Europe	0.1000	0.0000	0.0000
United States of America	0.0000	0.0000	0.0000	East of Europe	0.1000	0.0000	0.0000
Indonesia	0.0000	0.0000	0.0000	East of Europe	0.1000	0.0000	0.0000
Italy	0.0000	0.0000	0.0000	East of Europe	0.1000	0.0000	0.0000
Spain	0.0000	0.0000	0.0000	East of Europe	0.1000	0.0000	0.0000
Iran	0.0000	0.0000	0.0000	East of Europe	0.1000	0.0000	0.0000
South Korea	0.0000	0.0000	0.0000	East of Europe	0.1000	0.0000	0.0000
Japan	0.0000	0.0000	0.0000	East of Europe	0.1000	0.0000	0.0000
China	0.0000	0.0000	0.0000	East of Europe	0.1000	0.0000	0.0000
India	0.0000	0.0000	0.0000	East of Europe	0.1000	0.0000	0.0000

Source - UNCTAD based on GTAP stimulations (figure no.4)

5. Declining of tourist in Airlines globally & domestically
The following figure no 5 shows that the year 2020 had the most negative impact on the airlines sector. The international tourist rate declined -20% to -30% due to the unexpected virus Covid-19. The impact of Covid - 19 on passenger traffic: planned for the world by 2022 (average of actual results), compared in 2019 levels.

- Overall reduction 22% to 25% of seats offered by airlines.
- Overall reduction of 1,242 to 1,463 million passengers (-20% to -33%)
- Approx USD 193 to 221 billion loss of gross passengers operating revenues of airlines.

International passengers (2022 to 2019)

- Overall reduction of 37% to 40% of seats offered by airlines.
- Overall reduction of 806 to 908 million passengers.
- Approx USD 157 to 175 billion loss of gross operating revenues of airlines.

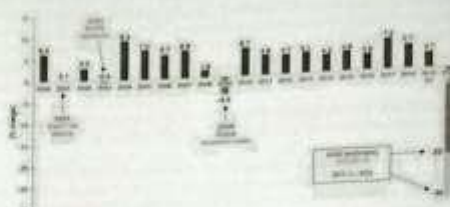
Domestic passenger traffic (2022 to 2019)

- Overall reduction 11% to 13% of seats offered by airlines.
- Overall reduction of 435 to 556 million passengers (-17% to -21%)
- Approx USD 36 to 46 billion loss of gross operating revenues of airline.

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Source – (UNWTO) (figure no.5)

6. Economically affected countries completely based on tourism:
For example countries given are: Italy, China, Germany, United Kingdom, United States, France, Japan, and India. In 2019 the annual GDP contribution in Billion USD was 1869.7 for USA and in 2020 it came about 1103.7 which shows the loss of 766 Billion USD. The ultimate effect is shown on the GDP too. In 2019 it was 8.6% and in 2020 it decreased to 5.3%. It clearly makes us understand about the massive decline on the economy of the countries shown below.

Country	2019 Contribution to GDP (Billion USD)	2020 Contribution to GDP (Billion USD)	2019 % of GDP	2020% of GDP
U.S.A	1,869.7	1,103.7	8.6	5.3
China	1,665.6	667.2	11.6	4.5
Japan	373.0	234.9	7.1	4.7
U.K	305.0	115.0	10.1	4.2
Italy	269.8	132.2	13.1	7.0
France	240.5	123.2	8.5	4.8
India	191.3	123.9	6.9	4.7

(Table no-5) Source: World Travel & Tourism Council

Challenges before the tourism sector from perception of Covid-19 pandemic:
If the following challenges are under taken, travel & tourism will definitely result into smooth functioning.

- 1. Natural Hazards** – This aspect can obsolete tourism business and can flush out the rising development of the country within shorter time. This can put the country lacking into various economical aspects and major crisis could create in future for tourism sector. This is a great challenge before the countries falling for natural hazards. 2011. Tohoku earthquake & tsunami, Japan which caused 19,747 deaths and 360 billion USD losses.

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2. Viruses & Diseases spread across borders – This can shut the entire country down and can create a havoc loss in every sector of the country. Fear to travel will be created and there will be a great challenge to change minds of people to travel across different nations. Swine flu (May 2009).

3. Disputes between countries – This is a rising factor between countries completely based on tourism. Peace living environment should be established between countries and mutual support should be taken into consideration. Border dispute between Kyrgyzstan and Tajikistan 2021.

4. Over application of rules & regulation – This will be a fresh challenge before the countries. Overrules can cause unnecessary trouble to the travelers and tourists. This will create a cut down of people visiting the country.

5. Imbalance of taxation – This is a serious problem in different nations as travelling and leisure stuff may become costlier. This happens due to the rise of inflation rate in countries. It will result into rise of air tickets, hotel tariff, shopping stuff and foodstuffs. Overall a traveler may face rise in the price range and can cut off the plan to travel due to overpriced fare rates.

6. Keep travelling. Challenge before tourism agencies – Different world wide scenarios will impact on the family people as they will think of safety of their near and dear ones. Travel agencies will have a great challenge to market their tourism business family to family. A slight change in the news can effect cancellation of the tour; this will result into great loss of tourist agencies.

Findings and Suggestions:

- The government should support quick efficient & vulnerable tourism business at domestic and international level.
- The Pandemic has once again made us think about the diversification & strengthen the resilience of the world tourism economy. Therefore it is a great lesson before us to counter the ongoing situation & be ready, prepared for upcoming future shocks.
- Every rule stated by WHO and UNWTO should be followed strictly at the ground level by every country. It was found that the developed countries were more affected by Covid-19 than the underdeveloped and developing countries. The reason behind it is due to no follow up was done of the pandemic protocol which was recommended by the WHO, UNWTO authority.
- Developed countries need to act on collaborative system with the neighboring countries to ensure safety, travel act on how to resume the travel & tourism simultaneously. This could stimulate demand & supply which would help to accelerate tourism recovery.
- Travel confidence has caused a big hit between regular travelers and the senior citizens. Therefore clear communication, well designed information policy & clarity on the epidemiological criteria will be particularly significant from the health organization.
- During the allocation of the budget, major priority should be given to the travel & tourism sector on a larger scale.
- The key to establish a good safe travel & tourism is to perfect number of innovation and collaboration which can lead to emerging travel and tourism all around the world.
- Unnecessary obstacles for senior citizens and disabled people should be stopped completely. People's safety measures and confidence should be given to such travelers.
- There should be a great combination & coordination between the health authorities and international travel organizations.
- An alternative income source should be started for the tourist dependent regions & crisis resilience business should be taken into action.
- While planning any extraordinary upgrade in travel and tourism industry, in current situation proper analysis should be done from the ground level. Failing again can lead to major economic loss.

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Conclusion:
The study makes us understand the major background of the Covid-19 pandemic and deeply defines the impact of the pandemic on India as well as internationally. It clearly proves and makes us known about the adverse effect of Covid-19 on travel and tourism industry. The pandemic caused a major effect on sectors like airlines, loss of job in travel & tourism, declining of people visiting to different places in India, cut down of foreigners in India which not only affected Indian economy negatively but also the world economy too.

The study proves that the hotel industry faced severe loss of customers which affected their financially and are facing high problems in the current conditions too. Year 2020 and thereafter will be the most challenging years to overcome the same. However, the public authority has under taken major vaccination drive all over the nation and they are achieving great success to control the virus. The researcher says that if the above findings and suggestions could be implemented, so that will result positive boost in the Indian and world tourism economy.

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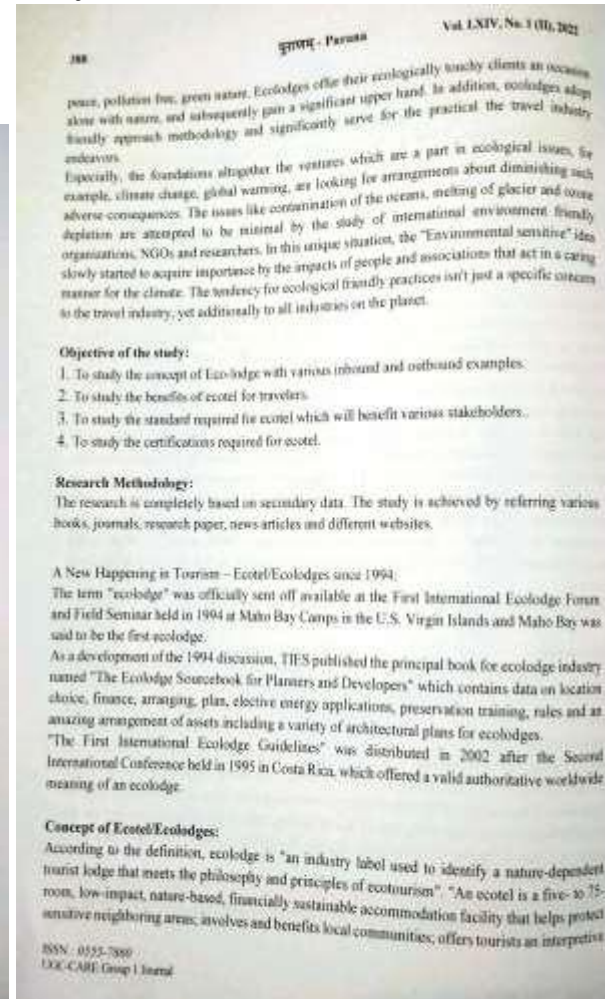
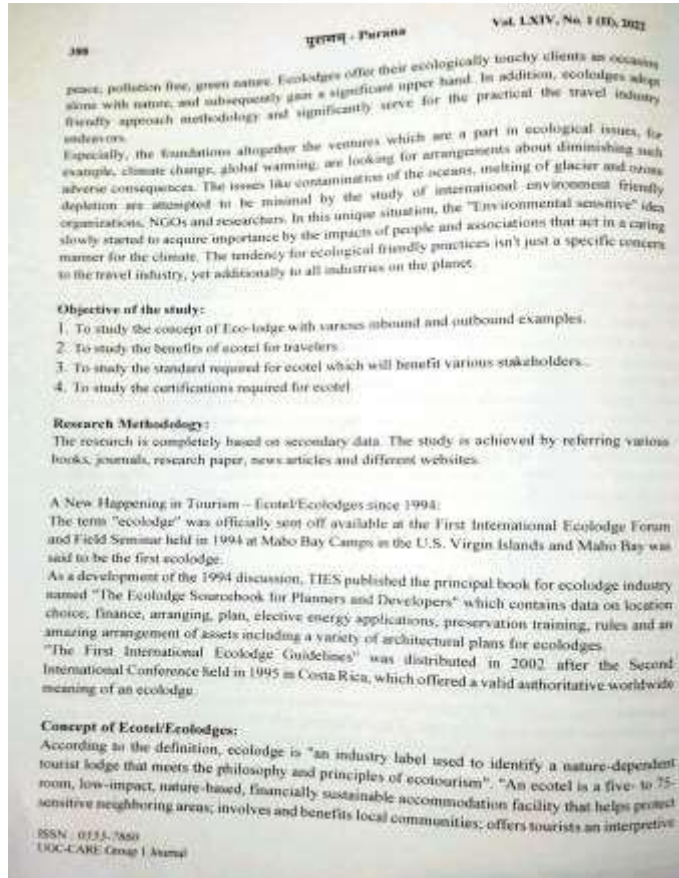
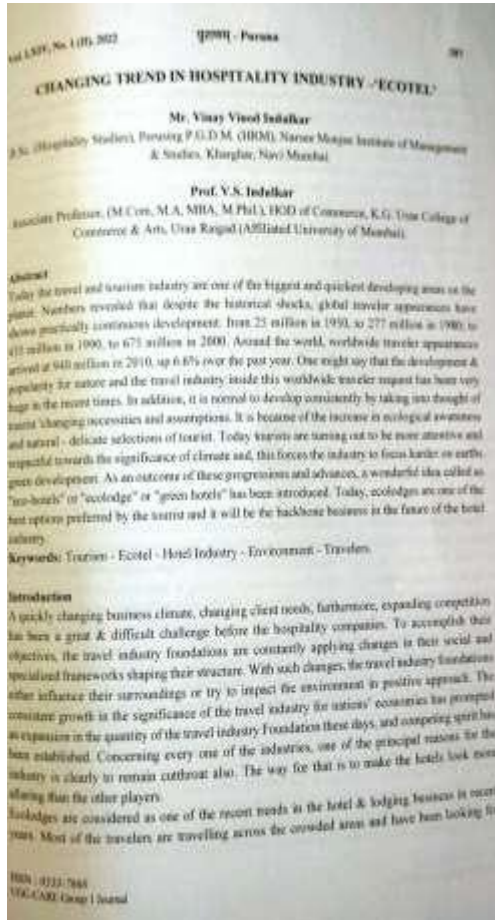
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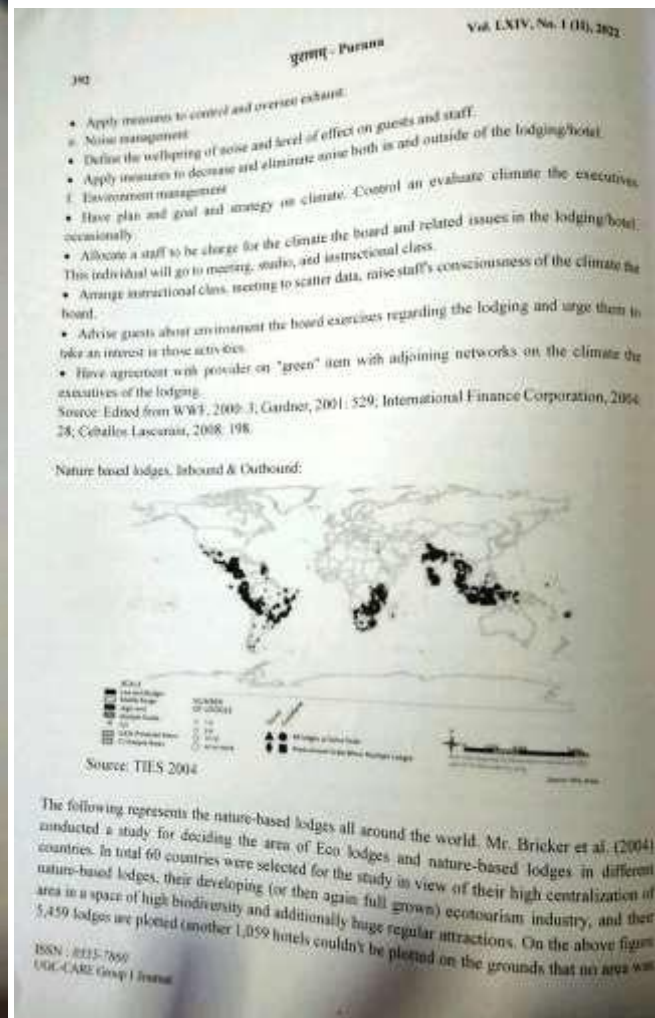
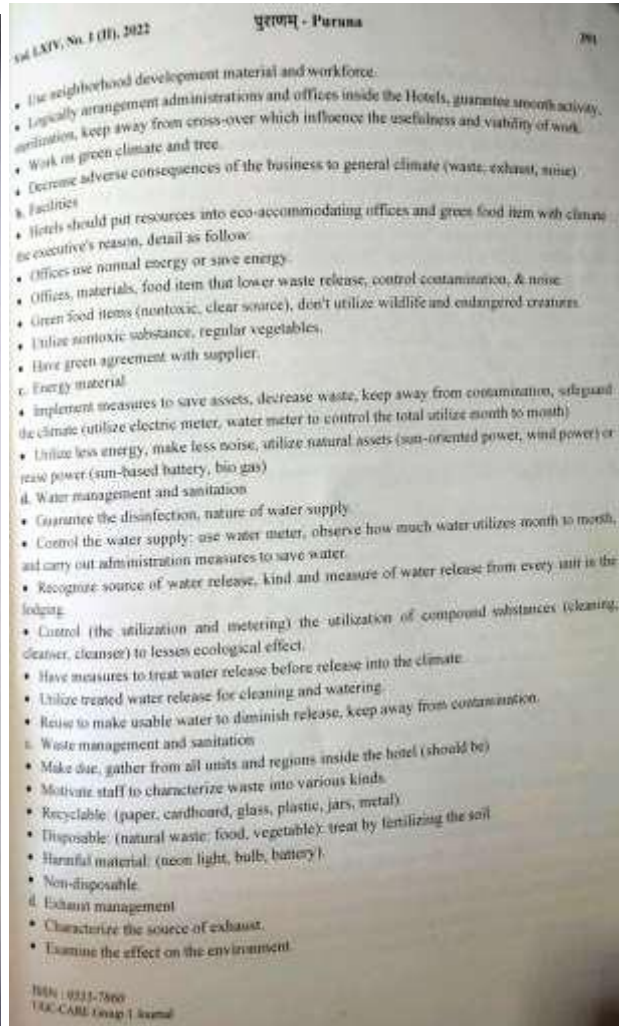
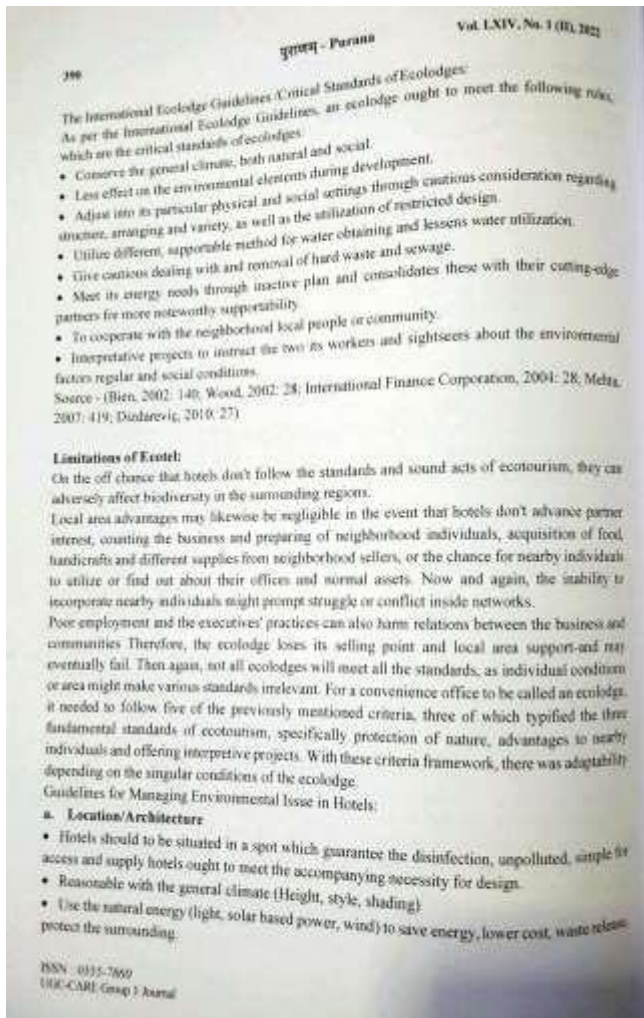
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Changing Trend in Hospitality Industry - 'Ecotel'





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accessible). Indonesia has largest lodging on board (758) due to high green and rich in natural biodiversity. Followed by Costa Rica (590), Thailand (468), Peru (356), Ecuador (345), Guatemala (322), Mexico (304), Sri Lanka (277) also, Tanzania (259). Of the hotels planned in every one of the 60 nations. 84 percent are found in biodiversity area of interest regions, as characterized by Conservation International. The most elevated focus is in Mesoamerica (1,157 cabins), trailed by Indo-Burma (343 lodges). Of those Eco lodges that finished the top to bottom reviews, 60% are situated inside or on the outskirts of a laid out safeguarded region, and 39 percent are situated inside a private area.

Here are examples listed below which follow the green practices and work towards the suitability and conservation of the natural resources.

A. Whitepod Hotel (Switzerland): This Hotel, which is situated in Switzerland, offers an ecological convenience office to winter sports sweethearts. The lodging comprises of nine tents in three unique sorts which are exceptional by their round arches. Reused materials were utilized for building the tents, and to ergonomically be, white tone was liked in summer and green in winter. The stages on which the tents were put have been planned from reasonable Swiss wood. Accordingly, the tents can be conveyed to any place effectively without harming the climate. The tents, wherein the power utilization is limited, are warmed with ovens and enlightened with gas sheep. Water utilization is taken care of by an enormous shower situated in the fundamental structure all the visitors are involving the shower in normal; sheets and towels are supplied just when the visitors need to.

B. Ngala Lodge and Game Reserve (South Africa): Glass and jars are reused in close by Nelspruit. Providing food scraps are utilized in adjoining networks for raising pigs. Light finishes are accommodated a nearby town business, which reworks them and sells them back to the Lodge. Sewage is treated in multi-chambered septic-tank frameworks. Paper and plastic bundling are scorched in an on-location incinerator. The cabin likewise purchases a privately made high quality paper, made from elephant manure and reused office paper, for use in the visitor rooms.

C. Tamana Hotel (Brazil): The location of the hotel is in Brazil towards the northwest. It consists of 9 different bungalows which go very well with the tropical nature. The hotel is completely built with sustainable wood. There is no television or music system provided in the room, which minimizes the sound completely & makes it noise free. Minimal lighting is given with no swimming pool, guest is offered bicycle for transport and all the meals are totally organic freshly prepared from the garden of the hotel.

D. Daintree Ec lodge (Australia): Sewage is treated in a multi-chamber bicycle framework situated between the estates and the cafe. Power is provided from a main line along the close by street to Daintree Village. Utilized kitchen oils are gathered and returned for going back over.

E. Lapa Rios Eco lodge (Costa Rica): During the development of this hotel situated in the rainforests of Costa Rica, neighborhood, normal and reusing materials were utilized totally. The rainforests of Costa Rica, neighborhood, normal and reusing materials were utilized totally. The hotel, which is displayed as an example for quite some time the travel industry projects, is utilizing just nearby items to add to neighborhood economy. The water in the hotel is warmed with sunlight based energy; plastic and glass are utilized as recyclable. Bike visit in the tropical timberland

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riding parties, watching the birds.
Certifications required for your Ecotel:
The ECOTEL Certification is based on five areas of environmentalism, each of which is designed by a Globe award. These five areas are referred to as the cornerstones of environmental responsibility, or simply as Globes

1. Environmental Commitment
2. Solid Waste Management
3. Energy Efficiency
4. Water Conservation
5. Employee Education and Community

Names of Certification for Ecotel:
The following certificates required for the well being of the Ecotel.

> **LEED Certification** - It is a program that identifies properties built with required sustainable practices. It applies for only new properties and properties under construction. It will add a green credit to your property and can boost the interest in sustainability minded travelers. There are four levels offered by LEED. The certification is recognized all over the globe. It is U.S. based certificates but 44% of certification is carried out outside U.S till date.

> **Green Globe** - The Green Globe Certification not just measures the natural, social and economic maintainability of the actual business yet in addition its production supply chain partners. Utilizing 44 center measures and 380+ consistence pointers, this comprehensive 360 degree appraisal makes Green Globe one of the most intensive eco certification for green lodging around the world.

> **Green Tourism Active** - GTA Global, which has been perceived by the GSTC, offers neat checks for its confirmation. These appraisals cover manageable practices around energy usage water conservation, sustainable procurement, cultural preservation, staff practices and others. GTI has four levels of certification, Green Initiate (35% pass rate), Green Leader (60% pass rate), Green Champion (80% pass rate) and Green Champion with Distinction (90% pass rate). The association isn't for making profit, so its certification is in many cases more open to more modest property and free thinkers.

> **Green Seal** - Green Seal is a charitable association that utilizes science-based projects engage customers, buyers, and organizations to make a sustainable world. Green Seal Certificate is a thorough interaction that incorporates yearly consistence observing and a guaranteed continuous improvement. Hotels and Lodging certificate incorporates three levels: bronze, silver and gold. The appraisal assesses execution around waste minimization, energy preservation, water management, preventing contamination and ecologically sensitive purchasing.

Finding & Suggestions:

- Ec lodge is an intense need in today's world and should be practiced at a greater scale.
- A special designated floor should be allocated as green floor or eco-floor that completely

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to the eco-friendly enthusiastic guest. A great green practice could be carried out in the middle of the busy city.

- Government should set up a mandatory practice of giving 50% eco-friendly while giving permission for constructing the hotels/resorts and commercial properties.
- An idea of eco-tourism, eco-lodge should be given to the guest and request them to use the resources with care.
- To establish Eco-lodge a proper certification should be done as it can add great value to the place.
- By practicing green and eco-friendly, lot of positive approach occurs on the health and mental state of the guest.
- By practicing eco-lodges in rural regions, economic source and a chance of employment can be created.
- Ec lodges are one of the best options preferred by the tourist and it will be the backbone business in the future of the hotel industry.
- Different chain hotels should come together and should implement new green practices which could help the resources to get saved.
- There will be great challenges before the hotels to sustain in the market as there is a great competition in changing trends in the industry.
- Owning an ecotel can lead to low operating cost through efforts put in to reduce the waste and create a sustainable approach.
- Research for eco-friendly ideas and implementation should be introduced to the undergrad program of hospitality students.
- Research and development should be made mandatory in the primary education which can lead to new innovation in different sectors of the environment.

Conclusion:
Ec lodges are acknowledged as one of the recent trends in the travel industry in recent years. In a climate where environmental issues are expanding day by day, Ec lodges both give their clients to carry on with an alternate occasion insight and serve the sustainable travel and tourism industry endeavors at a significant level. Today changing needs have become an essential part of the human life, so to cater to all this need, minimal destruction to natural sources should be cut down completely. It's been said that if we take care of the nature, it will do the same. With intense care of the nature and with top business values a great business can be established in the travel and tourism sector. A wide set of examples are set before us, a practice called ec lodge should be imbibed in every hotel and this can lead to sustainable eco-friendly business. Business will survive if the needs of customers are matched at a greater level. With regards to hotels foundations, despite the fact that anticipating future advancements will advance and add to the foundation is important, this case requires hard efforts because of area's underlying trademark. In such an environment, the working of lodging foundations with expanding execution and customer satisfaction level relies upon their strategically thinking and to have the option to apply them at a greater level.

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5. <https://www.cloudbeds.com/articles/eco-friendly-hotel-certifications-overview/>
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Era of Digitalization in the Hospitality Industry

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4. Era of Digitalization in the Hospitality Industry - For a next Level Stay

Assistant Prof. Vinay Indulkar

Abstract

In the modern era of hospitality there is drastic change in the trends taking place currently. Hospitality in hotels prioritizes for comfort and pleasant stay, for smooth and next level stay. Digital technology has been introduced in the hotels. Digital Technology means to better life for the guests and for the insatiable appetite for this lifestyle increases accordingly. With each new application and connected device, digital technology shows that anything is possible. One area where this change is more pronounced is hospitality. Everything from check-in processes to in-room technology options is changing rapidly. So this means that guest behavior is constantly changing. Now, as automation and digitization increase, and guests become more tech-savvy, touch points across the hospitality industry are keeping up with this evolution, leveraging new digital trends and smart technologies to make the customer journey as smooth as possible. To make it seamless and fun digitalization is being introduced in hospitality industry.

Keywords: Digitalization, Hotel, Hospitality, Technology, Rooms.

Introduction

Digitization is considered one of the biggest trends that will change society and the economy in the near long term future (Tihinen & Kääräinen, 2016). The effect of digitization will be great. It has been compared with the Industrial Revolution by several authors (Degryse, 2016; Tihinen, et al., 2016). In the literature, digitization or digital transformation refers to "changes related to" the application of digital technologies in all aspects of human society" (Stalerman & Fors, 2004). It started the first mainstream commercial website to go digital was introduced in the 1990s. Technology has brought a new level of comfort to hotels. Digital development today technology offers new opportunities to design new products and services. However, creating something like digitized products and services often bring new problems and challenges to hotels trying to go digital innovate. In this article, we analyze the

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needs that will determine your guests' next stay design. It's been discussed the need to digitize products and services to transform hospitality.

1.1 Digitalization in the Hospitality Industry

A 1995 Paper (Hansen & Owen) Predicted that advances in technology could be important working in the future for hotels. They wrote that the customer's "chip cards" can also be used as hotel keys such as "kiosks" in the future that will allow guests to enter the hotel and save time. Data marketing (customer segmentation and customer profile optimization) is a 20 - step process years ago, but now it is a standard tool in the daily work of hotels (Petrovits, 2014). All this is not only the truth, but also evidence that the future of technology can be predicted from its beginning, the company's researchers expressed concern about the benefits of technology and opportunities results in customer satisfaction. Collins & Cohanoglu, 2008; Piccoli & Torchio, 2006), leading a change in their initial behavior regarding the choice of hotel products. As a general rule, the bigger and more complex the hotel, the more it depends on application of digital technology although it is not mandatory. Hotel technology is often applied on two levels (Cohanoglu et al., 2011)

1. At the level of management and work
2. For in-house guest services.

Customer-focused technology tools are introduced to improve customer satisfaction, and the efficiency and effectiveness of the hotel staff. In the hotel, amenities are available introduced to provide a safe and secure environment, which may include options what the guest expects from the food and drink in the mini-bar in his room, the pattern of lighting, the weather and TV, choosing a theme for the room, and even choosing a start time when preparing your first morning cup of coffee (Ristova & Maglevski, 2018).

1.2 Digital Tech Savvy Trend in Hospitality Trend

Digital technology in the hospitality industry is advancing faster than ever and more new devices developed in the last decade should be common. In this article, and in the next few pages, the authors will focus on some of the recent technological products of the hotel company

- Keyless entry - Card-free days when visitors are locked in the room is gone. In today's hotels, customers' smart phones are used to swipe cards to unlock the hotel room. On June 28, 2014, Starwood Hotels became the first hotel to offer access to

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then customers who have their room without a key, through their SPG app. Since 2016, this Hilton, Marriott as well as Hyatt and InterContinental Hotels have introduced the technology (Battles).




Figure 1 Source: Creator: DERRIN_BATTLES

- Mirror - A television. Imagine that you are watching TV in a hotel bathroom, mirror and BDNV (Boutique Design New York) Conference in November 2018. Glass Looking at Mirror Image announced its partnership with Keytr, a management model of the cloud, to create "Remi" and "Smart TV" that will act as a TV, virtual concierge and, when turned off, a normal mirror. "Remi" displays cost \$1800 per page, with full program equipment costs \$2 per night from home. Complete package includes: mirror, mobile app, a home tablet and keyless entry program.
- Last year, Electric Mirror introduced the "Savvy Smart Mirror" with voice input touch. "Savvy Smart Mirror" gives customers the ability to talk to it and ask questions if its housework, or for hours of swimming of the hotel. In addition, the TV can view the room temperature. The first hotel to use Savvy Smart Mirror will be the Sinclair Hotel, a member the Autograph Collection by Marriott in Fort Worth, Texas, will open this summer.




Figure 2 Source: <https://www.reflect.com/>

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- Smart Beautiful homes - Nearly 5,000 rooms at Wynn Las Vegas are already voice-activated by "Autumn Echo". Meanwhile, Hilton beta tested the first mobile-enabled hotel room "Connected rooms", where guests can control the temperature, lighting, blinds, thermostats and televisions by touching their phones. "Connected Homes" is Hilton's solution for this an innovation that will make it easier for hotels to use fast-changing technology. The innovation is in Hilton's DNA, starting with businessman Conrad Hilton and acquiring Hilton was first established and pioneered in the hospitality industry almost 100 years ago. And many new later, Hilton again set a new standard in the hospitality industry, and offers it guests experience travel where home knows them and they know their home.

Creating an intelligent system is also important for Marriott, which wants to innovate always driving the overall experience for customers across its 30 brands. Similarly, Marriott is in the process of launched its own "Internet of Things" room, offering services like a virtual assistant, yoga training practice in front of a large mirror and digital frames with the possibility of attaching pictures of photos of friends and family during the stay. The process is clear: this concept of smart home will take the hospitality industry to a level unimaginable just five years ago. Visitors can now continue their favorite Netflix series where they left off or play their favorite Spotify music like as soon as they enter the hotel and enter the room. Sensors in the bed will know when guests awake or asleep to optimize temperature and light.

- Virtual Concierge - In many hotels, customers can now use smart phones to discuss their needs by communicating more with hotel staff. Imagine asking for another towel or going back pay a fee without getting out of bed. There are many reasons why you should search do this type of concierge service: automatic messages, saving valuable time for customers and employees, SMS messages that resolve customer complaints quickly and SMS messages that store the data of each interaction with every visitor. Therefore, the day customers will call the receptionist or concierge some requests, long overdue. Hotel guests today can get information Hotel staff through various smart phone applications. For example, in the application "Marriott International" and "Hilton Honors", the guest can complete the check-in process before arriving at the hotel, unlock the room with a mobile phone keys, and hotel staff information for specific requests. In November 2015, Hyatt launched use Facebook Messenger as a channel for

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... services, in addition to already being used Twitter, released a new version of the "Hyatt Gold Passport" app that includes these features ability to send SMS, send messages on Facebook Messenger and Twitter on Twitter.



Figure 3 Source: <https://www.letsnurture.com/>

- Chat bots** -The real digital revolution in the hospitality industry is still to come. Show his first sign. When Facebook and Slack first introduced it in 2016, it was clear that chat bots will be an important part of the future of hotel services, and at the same time the trend and many will follow (Goncalves, 2016). For those who do not want to talk about artificial intelligence? One of the advantages that chat bots can offer is that they are open 24/7 with questions. Questions can be answered at any time of the day or night. In February 2017, the Mercure brand of the Accor Hotels group launched "BOT", Assistant minutes as an answer for urgent messages. This useful tool has provided opportunities to customers and the residents of the area to discover the "local stories" around them, only by geo-location and permission to be guided. But intelligence is becoming increasingly important in some industries, especially the hospitality industry. From smart home to chat bots, artificial intelligence helps improve optimization and customer experience. Recently, Cosmopolitan of Las Vegas launched its first concierge chatbot named "Rose". "Rose", the housekeeper is full of laughter. When guests enter the hotel, the receptionist gives they card says, "Find out my secret. Write me. I am the answer to this question you do not have the card also has Rose's phone number, which you can text almost anything you need during your stay. (After all, it

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Competition staff is there to help you and what "Rose" can't.) Do you need another bed in your room? Also write a letter "Pink" Want to order pizza at 3pm? Also write "Blue"




Figure 4 Source: <https://pck.yasini.com/>

1.3 Why Digitalization is needed?

Many people believe that when it comes to the hospitality industry, there are not many ways to innovate. But, since we are driven by digital technology, the change affects everyone industry, including hospitality (Ristova & Maglovski, 2018). You have to understand that Digitalization is a bigger change than the internet. Amazing technological advances, others increased use and competition means that the hospitality industry will face threats commoditization. Winners must act now and build a strategic advantage that will leave their competitors behind wondering what happened. With this, digital innovation is a key driver of hospitality competition industry and tourism, and in the tourist market for customer focus. (Ristova & Maglovski, 2018). In the past, customers used to register at a hotel by telephone, when they checked into the hotel or through a travel agent. Today, online travel agencies (OTA's), hotel websites and social media dominate the hospitality industry.

Digital technology has given hotel guests access to all the information they need on the internet from a PC, laptop, tablet or smart phone - as well as mobile booking is always growing. He also gave them their expectations and behavior, their history, that interest will not only be remembered, but used for an even higher level of support arrangement. Mobile apps can be used more efficiently to reduce it market value and reach potential customers. (Kwon et al., 2013)

Customers can book their own restaurant online, choose to stay at a guest's home and search for hotel reviews online on their mobile - all the time connected to the hotel's Wi-Fi. All of these things can be done on your own and at your own pace. SO, Hospitality being a high-tech and high-tech industry, the hospitality experience should be High-tech and high-tech. In general, the

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hotel industry needs to be digitized to be able to control the loss of customer control relationships, increased competition and the threat of commoditization, and the need to engage in digital with suppliers, partners and employees in addition to visitors.

Conclusion

The rapid migration and use of digital technology was once the norm and is now widely accepted in all areas of society. In an increasingly technological society, consumers have access to effective services offered by the company. This is especially true in the hospitality industry, a system that has made customers expect to be more focused, active and equal good products and services. Customer experience is the most important attribute to achieve the purpose of the hotel. If a hotel does not provide a great experience, it will likely lose its customers to others. That is why; digitization represents an opportunity for the hospitality industry, leading to great changes and growth. Hotels are looking to offer new and emerging solutions to their customer's technologies such as IOT, virtual reality and big data with clear results; The more customer satisfaction, the better experience, better forecast, better management.

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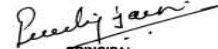
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1	5	1	0	0


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**The post-pandemic emergence of fresh styles and innovations in the
hospitality and travel sectors**

Vinay Indulkar, Assistant Professor (B.Sc., P.G.D.M – HR, M.Sc.)

ABSTRACT:

The COVID-19 pandemic significantly impacted the hospitality and tourism sector, resulting in a sharp drop in revenue, the loss of jobs, and the closure of numerous businesses. Industry has seen the emergence of new trends and innovations in response to the pandemic, with the goal of adjusting to the new normal and ensuring the safety of customers and employees. This research paper aims to investigate the fresh developments and innovations that the pandemic has brought about in the hospitality and tourism sectors.

The COVID-19 pandemic's effects on the hospitality and tourism sectors are examined in this essay, as well as the emergence of recent trends and innovations that aim to cope with the new normal. The adoption of health and safety guidelines, contactless technology, sustainability, local travel, and virtual experiences are discussed as the most recent trends and innovations to hit the market. The significance of these developments for the future of the market and the distinctive customer experiences they provide are highlighted in the paper. This paper offers insights into the most recent patterns and developments in the hospitality and tourism sectors in response to the pandemic, which are likely to have an impact on the sector's future. To understand the changes in the industry and the opportunities and challenges brought by the new trends and innovations, the paper provides industry participants, policymakers, and researchers with valuable information.

KEYWORDS: New Trends, Innovation, Hospitality, Pandemic

INTRODUCTION: The global hospitality and tourism industries have been severely and profoundly affected by the COVID-19 pandemic. Due to numerous nations' travel bans, border closures, and restrictions on public gatherings meant to stop the virus's spread,

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Popularity of Wine Tourism in Maharashtra – A Case Study

Assistant Professor – Bachhan Rawat (B. Com, Dip. AHMCT)

Assistant Professor – Dimpal Parmar (B. Com, M. Com)

ABSTRACT

Tourism is an important activity for the development of the economy of society. Wine Tourism is one of the new forms of tourism. Wine tourism which can be developed with the help of wine yards and wine industries activity. This activity can be carried out without destroying the environment and leads to sustainable development. Potential of wine making wine industry converted to wine tourism destination and also its development. In Nasik the wine yards are converted into not only a place for wine making but also a potential place for enjoying food with wine and wine yards' tour. A place to stay in the midst of the wine yards actively participating in the harvesting of grapes stomping, crushing, wine testing, wine festivals etc. The study emphasis on wine tourism is developed and growing in Nasik district. This study is focus on improving the social and economic condition of Nasik district. In Nasik district the wine tourist is quietly significant than other tourist. Day by day this tourism activity increased rapidly. This will lead to the economic development to the Nasik district. Wine tourism is the new concept of tourism from in last decade of 21th century. Whose purpose is including the testing consumption or purchase of wine often at near the source, where other types of tourism are often passive in nature wine tourism can consist of visits to wineries, testing wines wine yards walks or even taking on active part in the harvest. Wine tourism is relatively new form of tourism its history varies greatly from region to region.

KEYWORDS

Wine yards, Wine Industry, Wine tourism, Problems and prospects of wine Tourism, food and wine tourism, viniculture, emerging wine tourism.

INTRODUCTION

An analysis on the working module of cloud kitchen post pandemic: Its growth and future

Assistant Professor, Anjana Sen, AHMCT, Mumbai

ABSTRACT

Cloud kitchen works on the principle that the customer is only interested in the food and the other attributes of a conventional dining joint as per pre-established standards are bypassed. In other words cloud kitchens only offers food to its customers through food delivery (mostly food delivery aggregators) or orders and are not establishments to cater to walk-in clients. They lack the infrastructure and the physical presence of a conventional restaurant by not having any space allotted for dining, but offer the same and sometimes even more than that of a physical outlet. This study will analyse the pre requisite required to start a cloud kitchen business, its operating module and its pros and cons.

INTRODUCTION

The testing times of the pandemic and the changes it enforced, has also influenced the way we view food and the way it's supplied. At times when dining out was not possible because of the strict lockdown regulations the only way for foodies to relish restaurant style food was through home delivery. This struck a chord with the majority of the people and the demand for food delivery has increased with the future looking even more glorious. In 2020, the Indian online food delivery market was worth nearly three billion U.S. dollars. The delivery market was expected to regain traction by 35 percent to reach nearly 13 billion dollars by 2025. (<https://www.statista.com/statistics/744350/online-food-delivery-market-size-india/>).

In this race cloud kitchen are the up and running contenders to lead the food distribution chain. Cloud kitchens don't have any physical presence in term of dine


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Innovation in the Media landscape – Opportunities, Challenges and role of AI

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ABSTRACT

The media landscape has changed immensely in the recent past. With technology changing at a rapid pace, the conventional modes of consuming information through print, television, or radio have given way to clicks and swipes. Not without reason. Internet usage rose - from 500 million users in 1990 to 658 million in January 2022 fuelling increasing demand for digital devices. Smartphone penetration increased tremendously. In 2021, smart phone users in India stood at about 750 million as per a Feb 2022 Deloitte study published in Business Standard and the same is expected to rise to one billion by 2026.

With increasing number of people accessing the internet on their mobiles not just for emails or chat but to engage on social media, watch movies, digital is truly in. The digital disruption in the media and entertainment industry has given birth to varying consumer segments across platforms and rapid changes in viewer patterns. The stupendous rise of OTT as a platform during the pandemic period changed dynamics further. The lockdown came as a boon to many. OTT subscription went up by 60%. Reports state that ZEE5, a popular OTT platform registered around 200% growth during the period. According to the Over the Top Platforms Report 2021 published in the Indian Express that captured trends between April 2020 and March 2021, digital subscription went up by a whopping 49% while traditional media registered negative growth. It was observed that viewers in the 15 to 34 age group were the biggest consumers of OTT platforms. Television has more or less become obsolete while movie makers and multiplex owners are worried about theatrical films unable to pull in the crowd.

With a large section of the audience moving to the digital medium and disruption being the name of the game, this paper aims at bringing to the fore the innovation in business models in the media, the related challenges as a result of the shift and role of Artificial Intelligence.

KEYWORDS: Innovation, artificial intelligence, OTT, digital disruption, business models

Introduction

Traditionally, people subscribed to newspapers and magazines to update themselves with the latest while publishing houses raked in advertising revenue by selling space. Editors picked news items to be published depending on the target audience of the publication and the impact factor. Being unbiased, objective, authentic with an aim to inform, educate the audience and provide deep insight on a range of topics was the


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