Effects Of Covid-19 On Hospitality and Sustainability Practices in Hospitality

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Abstract: Tourism and hospitality industry contributes a high amount in global economy, due to the covid 19 the share of revenue towards the global economy as well as the business owner's revenue took a dip. Descriptive analysis done by referring various research papers to find the effects of covid 19 pandemic on hospitality and customer behaviour theories to find the behaviour amid covid 19 and sustainable practices which can help to move forward post covid 19. Adopting sustainable practices in hospitality also helps to cut the over expenses, save the environment and bring change in the thinking process of hospitality business owners. Some of the sustainable practices also presented below for owners as well as the Government for implementation.

I. INTRODUCTION

Effect of covid-19 pandemic on hospitality:

The tourism industry is one of the most vulnerable sectors to pandemics because it involves "spatial movement of people." (Yu et al., 2020). As of March 17, 2022, the novel coronavirus 2019 (COVID-19) outbreak had resulted in more than 469,212,705 confirmed infections and 6,077,252 deaths worldwide (WHO, 2022, MARCH 17). Most countries have imposed strict restrictions and controls on both international and domestic travel to combat COVID-19. As a result, COVID-19, according to the World Tourism Organization (UNWTO), Tourist arrivals from other countries are dwindling (UNWTO, 2020). However, not every hotel service is affected in the same way.

Previous tourism research has looked at whether and how pandemics affect people's travel decisions, as well as how pandemics affect travel flows and revenue patterns.

While the majority of existing research has focused on the effects of pandemics from a macro perspective, there is a scarcity of studies that have looked at the effects of pandemics from a micro perspective of understanding of how the dynamics of pandemic situations affect individual travellers' perceptions and expectations over time.

It is reasonable to assume that changes in the travel environment have an impact on travellers' preferences for travel services. The sociological concept of "cocooning" is widely used to explain human behaviour in social science. Staying in one's room rather than going out is an example of this behaviour (2020 O'Shea), which is regarded as a protective response meant to protect the individual from perceived danger (Coleman & Ganong, 2014; Kobayashi & Boase, 2014; Snider, 2013), similar to the COVID-19 pandemic's self-quarantining as a result, "cocooning" approach understands better how travellers' expectations of hotel services have changed over time. During the COVID-19 crisis, things have changed significantly.

With restrictions being imposed on outdoor activities, hotels' exterior settings should become less important to travellers, with experiences provided inside hotels becoming more important. As the rules of social distancing limit, the use of shared hotel facilities, it can also be expected that in-room experiences and hygienic considerations will be focal points for travellers. Consequently, they will likely exhibit a higher value orientation, and their expectations may shift from hedonic to utilitarian hotel attributes. Therefore, the authors' first research objective is to determine the extent to which

consumer expectations regarding hotel attributes (e.g., service, cleanliness, price, and facility) have changed across the COVID-19 pandemic.

Consumer expectations are likely to change, which will have an impact on how they perceive hotel performance. According to the expectation confirmation theory (Oliver, 1980), customer expectations shift along with relative satisfaction with hotel attributes. As a result, the authors' second research goal is to see if hotels can successfully adjust their product and service offerings in response to market fluctuations in expectations of consumers.

The COVID-19 pandemic is an external shock that has the potential to affect not only immediate reactions to the acute situation, but also long-term consumer behaviour. Consumers remained "stay at home shoppers" after the 2008 recession, despite the fact that there was no economic need for them to do so (Slaughter & Grigore, 2015). On the basis of this precedent, the authors sought early indicators of the extent to which customers' changed preferences for hospitality services might prevail in a less severe pandemic phase.

Three new research questions were developed to guide this empirical study based on these conceptual reflections.

- What shifts in the importance travellers place on hotel services, across the COVID-19 pandemic, can be identified by conducting text mining on user-generated reviews (UGRs)?

- What changes in customers' perceptions of service performance, across the COVID-19 pandemic, can be revealed by sentiment analysis on UGRs?

- What insights can be derived from these changes to direct hospitality practices during the COVID-19 pandemic?

This analysis looks into and compare traveller preferences at various stages of a public health crisis. The analysis is based research papers in which used a large number of customer reviews, allowing for broad and statistically validated insights. While globalisation and rapid economic growth have aided the development of the global tourism industry in recent decades, COVID-19 appears to be the first global pandemic in this context, with far-reaching consequences.

II. Sustainable Practices In Hospitality

Sustainability is a big deal in business (Demjanoviová& Varmus, 2021) and in people's lives (Cantele &assia, 2020).

The concept of sustainability has been hotly debated in both social and scientific circles for the past two decades (Malheiro et al., 2020). Sustainability refers to projects and actions that are environmentally, sociocultural, and economically responsible (Albrecht et al., 2020). The United Nations' Sustainable Development Goals ask that everyone commit to meeting the goals' targets by 2030. (Stombelli, 2020). Economic development, social development, and environmental protection are the three main goals of sustainability (Hakovirta &Denuwara, 2020). Sustainability entails not only improving the lives of all living things, but also fostering beneficial business environments (Stombelli, 2020). Sustainability is extremely important for society (Ocampo et al., 2021), and its concept continues to gain attraction (Oriade et al., 2021).

The tourism industry and hospitality industry are significant for the worldwide economy (Han, 2021; Malheiro et al., 2020). Sustainability has turn into a fundamental vital goal for the travel industry objections around the world to safeguard the climate and work with social incorporation (Moyleet al., 2021; Pulido-Fernández et al., 2015; Zhu et al., 2021). Using a variety of strategic tools, resources, and capabilities, hospitality and tourism family businesses can improve their social responsibility activities (Randolph et al., 2022).

For hotels to achieve a competitive cost advantage and gain broader community recognition, they must be environmentally and socially responsible (Cvelbar & Dwyer, 2013). As a result, hotels must factor environmental and social concerns into their strategic planning. Hoteliers should encourage employees to participate in environmentally sustainable activities by promoting green human resource management practises. Hotels should encourage their employees to engage in sustainable activities in order to improve their ecological skills and green hotel environmental performance (Irani et al., 2022).

Focusing on sustainability is critical for gaining market share in the hotel business (Oxenswärdh, 2020a). According to Calisto et al. (2021), hotels adopt environmental sustainability practises to respond to "doing things right rather than societal challenges." Mzembe et al. (2020) also found that hotels join the green key scheme to gain reputational benefits, competitive advantages, and to contribute to sustainability as a public good.

In the short term, hotel sustainability practises may not directly lead to improved financial performance, but they can achieve superior social and environmental performance,

which can lead to improved financial performance in the long run (Shi & Tsai, 2020). In addition, Duricand Topler (2021) concluded that environmental protection and sustainability could help hotels maintain their competitiveness and attract a large number of visitors. Furthermore, the hotel industry is one of the major sectors that has a negative impact on the environment; it bears a significant responsibility to adopt sustainable practises that protect the environment while also promoting the economy and social equity (Malheiro et al., 2020). It is suggested that renewable energy be used to reduce carbon emissions (Khan, Godil, et al., 2021).

According to other researchers, hotels must adopt sustainability practises in order to cut costs, improve their image and prestige, increase customer satisfaction, and increase occupancy rates. The hotel's long-term competitiveness depends on its environmental strategy (e.g., Pereira et al., 2021). In this regard, Calisto et al. (2021) revealed that hotels must transform their operations and implement practises to become more sustainable in order to gain a competitive advantage and obtain benefits from governments and other tourism-related worldwide organisations (e.g., fees and financing availability), while also responding to customer needs to meet sustainability goals. Hotel managers should establish clear environmental policies, train staff on environmental issues, discuss environmental issues with stakeholders, encourage product recycling and reuse, use environmentally friendly products and machinery, and use solar energy and energy-efficient appliances.

Sustainability additionally assumes a basic part in the food and beverage sector (Ocampo et al., 2021). Sustainability rehearses in restaurants are critical for accomplishing consumer loyalty, expanding competitiveness, and working on their presentation (Cantele and Cassia, 2020). Client dependability can be accomplished through economic development (Maynard et al., 2020). Boas et al. (2021) contend that buying from nearby networks is fundamental for cafés to create in the region and add to the neighbourhood economy and further friendly and environ-mental supportability. One of the main reasonable practices in hospitality and food administration settings is decreasing food squander. There-front, extra food ought to be reused through gifts and redistribution (Munir, 2022). The apprehension about expenses and low familiarity with practical methods are a portion of the purposes behind cafe's inability to initiate friendly ecological practices (Maynard et al., 2020). In this vein, Cantele and Cassia (2020) showed that natural legislation and the money saving advantage confuse of

ecological frameworks can be barriers to supportability. Notwithstanding, reception of undertakings for environmental administration frameworks and green human asset management is constrained by partners' developing environmental mindfulness (Khan, Wei,etal., 2021). To create novel techniques arranged toward developing a solid sustainability direction, neighbourliness, and the travel industry enterprises should construct a decent connection with providers of agri-food items (CorcolesMuñoz et al., 2022).

During the COVID-19 pandemic, sustainability was a hot topic in the hospitality industry, with an increased focus on the social aspect (eric & eric, 2021). In the COVID-19 and post-COVID-19 eras, Pelikanova et al. (2021) discovered that COVID-19 can motivate people to think more about sustainability issues, such as multi-stakeholder engagement, corporate social responsibility, and the fight for a competitive advantage. According to Arora and Mishra (2020), the best way to prevent pandemics, such as COVID-19, is to go all out to meet environmental sustainability goals. Despite the fact that COVID-19 has presented a vision of a more sustainable future, the hospitality industry and many of its traditional clients may find this vision to be a major challenge (Jones & Comfort, 2020).

Sustainability may be viewed by business owners as a trendy concept that is unclear for small and medium-sized businesses (Fonseca & Carnicelli, 2021). To engage in social responsibilities (e.g., corporate social responsibility, sustainability, and sustainable development), policy frameworks at the international, national, and institutional levels are required (Fonseca & Carnicelli, 2021). Sustainable tourism goals are a hotly debated topic in academia and practise, and its unclear what managers mean by them (Albrechtet al., 2020). Although Sin et al. (2021) demonstrated that the importance of sustainability in the tourism and hotel industry has grown in recent years, the issue remains ambiguous and requires more academic research (Olyaet al., 2021).

To different people, sustainability means different things, and its management in the hotel industry is quite volatile, with varying facts supporting various viewpoints (Oriade et al., 2021). Calisto et al. (2021) also stated that a more holistic approach to sustainability is required to gain a better understanding of sustainable business decisions in the hotel industry, which is currently lacking in the literature. Despite the importance of sustainable practises during times of crisis, such as COVID-19 and post-pandemic (Pelikanova et al., 2021), and the struggle, ambiguity, and volatility in both

academia and practise regarding sustainability in tourism and hospitality (Albrecht et al., 2020; Oriade et al., 2021; Sin et al., 2021), scholars argue that there is a need for a more holistic approach to sustainability in tourism and hospitality (Calisto et al., 2021). This is further evidenced by a growing academic interest in environmentally friendly practises (Cantele & Cassia, 2020). We argue that a comprehensive review of the literature on sustainable practises in the hospitality industry is essential. A review of how previous scholars have approached this topic and how it should be investigated in the future is needed.

III. THEORIES TO FIND CUSTOMER BEHAVIOUR AND CHANGES

3.1 Social system theory (SST)

This study uses SST to discover hotel managers' thoughts, feelings, and attitudes about the impact of COVID-19 on their personal lives, communities, workplaces, the hospitality industry, and the country as a whole. SST is the study of society as a complex arrangement of elements, including individuals and human groups, in relation to a larger unit such as a country or the world. It's about how each subgroup interacts with one another (Dossa, 1990). According to SST, the system's components (parts) are interconnected, and what happens in one affects the others, as well as the entire system. Communities are the backbone of SST s (Reicherter and Billek-Sawhney, 2003). While SST hasn't been widely used in hospitality and tourism research, Reicherter and Billek-Sawhney (2003) used it as a tool for analysing social systems and emphasising the importance of older adult communities promoting community and resident welfares (Reicherter and Billek-Sawhney, 2003).
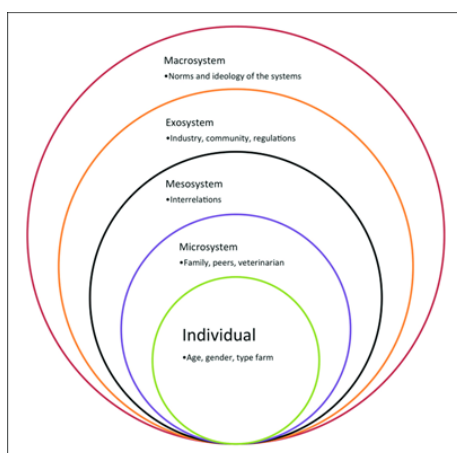
3.2 Cultural differences theories

Hofstede (1980) created a five-dimensional model that can be used to understand the differences between national cultures. Individualism vs. collectivism, power distance, uncertainty avoidance, masculinity vs. femininity, long-term vs. short-term orientation, and masculinity vs. femininity are the five dimensions. In 2010, Hofstede et al. (2010) introduced the concept of indulgence vs. restraint as a sixth dimension. National cultures influence the evaluation of travel services, as well as the willingness to make repeat purchases, according to Crotts and Pizam (2003). Crotts and Erdmann (2000) also provided "tentative evidence in support of Hofstede's conceptual framework that national culture influences consumers' willingness to report dissatisfaction" in their study. Respondents from highly masculine societies, with achievement, assertiveness, and material rewards as dominant traits, were more likely to report dissatisfaction than those from low to moderately masculine societies.

3.3 Uncertainty avoidance:

The degree to which members of society deal with ambiguous or unknown future factors, as well as the beliefs held by these cultures to avoid such things, is referred to as the uncertainty avoidance dimension.

IV. SUSTAINABILITY PRACTICES IN HOSPITALITY PRE-COVID PANDEMIC

According to Alberton et al. (2020), hotels have implemented organisational sustainability strategies and practises such as water and energy conservation, lamp replacement, recycling, and the maintenance of an ecological boat and an organic vegetable garden. Sustainable development approaches and green practises in hotels include biodiversity conservation, water system technology, waste reusing and recycling, green campaigns, hazardous material free, energy saving, and sustainable food dining (Hamid et al., 2020).

The utilization of low-energy lights and LED lighting, giving eco-friendly items, the utilization of nearby and occasional items, and waste administration are critical feasible practices carried out by lodgings in Europe (Moon et al., 2020). Hamid et al. (2021) observed seven key feasible advancement rehearses carried out in the Palace Hotel in Malaysia, including reuse and reuse of waste, feasible food eating, perilous material free, water framework innovation, energy-saving, biodiversity protection, and green mission. Lodging administrators were consulted in the investigation of

Oxenswärdh (2020a) about their everyday practice and work toward manageable arrangements at their lodgings. The review discoveries reflect that they carried out supportable practices and arrangements, including placing trash in a vessel and arranging it into 17 unique segments, saving water, utilizing signs on towel use, being energy-productive (no warming in the rooms when no visitors are available), sheets not being changed so frequently, extra food going to biofuel, utilizing signs on sustainabilty measures in every one of the rooms and at the pool on water use furthermore, the reuse of towels, and employing an eco-named clothing. Notwithstanding, there was no inward preparation on natural issues because of short work contracts.

A concentrate by Fonseca and Carnicelli (2021) directed in a family inn setting showed that some privately-run company proprietors knew about corporate social obligation and sustainability rehearses, which incorporate, food squander, removal, energy, and water-saving, and were willing to execute these activities as laid out by the public authority plan. The utilization of LED lights, squander decrease, pup packs for bringing back home food not eaten in the eatery, utilization of nearby and occasional items, specific green development rehearses are significant in lodgings to move along sustainability execution through decreasing natural effect (Elzek et al., 2021). A concentrate by Abdou et al. (2020) was led in the Middle East and zeroed in on distinguishing the job of ecological green lodging rehearses in accomplishing manageable turn of events. They showed the significance and execution of maintainable practices in lodgings, connected with disinfection and cleanliness, water-saving, reuse, energy-saving, and waste administration. Going against the norm, Oriade et al. (2021) found that the reuse of towels, temperature control, and commotion contamination decrease as sustainability the board rehearses are not famous and are not effectively utilized in the concentrated-on lodgings.

Acoustic insolation, inviting guests to reuse towels and sheets to reduce laundry efforts, reducing water consumption through flow reduction systems in taps, and reducing energy consumption through solar panels, low-consumption lighting, and air conditioning specifications are some of the environmental sustainability practises implemented in hotels, according to Calisto et al. (2021). Significantly, the current environmental standards for the hotel industry are primarily concerned with waste and hazardous waste management, both of which are common hotel practises (Khatter et al., 2021).

Instances of significant earth economical practices in incorporate a towel reuse program, offering nearby food,

utilization of refillable allocators, water reusing, energy-saving, squander the executives, utilization of eco-accommodating cleansers, and utilization of inexhaustible wellsprings of energy (Baratta and Simeoni, 2021). Through studying functional chiefs in Indian lodgings, an investigation of Akhtar and Najar (2020) found that inns carried out earth manageable practices which included squander the executives, isolation of trash, reusing of water, utilization of low-stream latrines, energy saving, utilization of neighbourhood and natural nourishment for planning dinners, and reusing. Going against the norm, Khonje et al. (2020) inferred that hotel in Malawi don't have natural administration arrangements to upgrade ecologically reasonable practices. From directors' and leaders' viewpoints, Kaur (2021) observed that boundaries to the reception and execution of earth economical practices in Indian inns incorporate introductory costs, high certificate costs, hard affirmation process, absence of mindfulness, unfortunate regulation, schedules, existing non-strong construction, and powerless top-administration responsibility.

Some researchers, such as Chan et al. (2021), focused on a specific key to sustainable practises, such as creating a safe working environment, organising relevant training, career advancement, rewarding creativity, career development opportunities, benefit packages, compensation, caring management culture, and recognition. In addition, sustainable practises in hotels include green recruiting and selection, green training and development, and green compensation (AboulDahab & Saied, 2021). Hotels use income statements, budgets, cash flow, reliability, and high-quality information systems, according to Saleh et al. (2021), to reduce expenses, data, and financial statements in line with accounting standards and norms, and good creative accounts, which means financial accounts are approved by auditors.

Sustainable food practises are a hot topic among academics. Restaurants developed key practises to promote sustainable food systems, according to Niederle and Schubert (2020), such as using self-produced food, purchasing food directly from farmers, using organic food, boycotting non-healthy ultra-processed and transgenic food, and using environmentally friendly packaging.

Various past scholastics coordinated ecological and social supportability rehearses. For instance, Pereira et al. (2021) researched the reception of inns for ecological and social sustainable rehearses. They found that lodgings carried out natural strategies, for example, energy effectiveness, water preservation, squander the board, and CO_2 emanation

decrease. Furthermore, inns utilized social sustainability practices like buying food from the neighbourhood working together with a relationship of guardians and companions of simple-minded occupants to support handicapped individuals' coordination into the labour force.

V. SUSTAINABILITY PRACTICES IN HOSPITALITY AMID-COVID PANDEMIC

The COVID-19 pandemic had a positive impact on sustainability by reducing air travel and vehicle traffic. As a result, greenhouse gas emissions and pollution levels have decreased. However, the massive increase in e-commerce during the pandemic has resulted in an increase in carbon footprint (Jones & Comfort, 2020).

Green promotion strategies, green physical environment, and food waste management are examples of sustainable practises adopted by hospitality enterprises during COVID-19 (eric & eric, 2021). In the midst of the COVID-19 and post-COVID-19 pandemics, social responsibility and taking care of stakeholders are critical issues in hotels (Pelikanova et al., 2021). Hotels implemented the following sustainable practises, according to Duric and Topler (2021): waste minimization, waste disposal, emissions minimization, and energy and water consumption reduction.

In view of an investigation of Mehta and Sharma (2021) that was directed in the midst of COVID-19 in India, inns are focused on lessening their carbon impression by executing practices, for example, moderating water, gathering water, utilizing compound free housekeeping materials, changing to electric vehicles, squander the executives, green structure mechanization frameworks, reusing waste, reusing waste, making no smoking zones, and diminishing single-utilize plastic items. Inns could diminish fossil fuel by-products by presenting another arrangement of long-haul natural objectives, endeavouring to consistently further develop energy-and emanation related execution, fossil fuel by-product reviewing and announcing of all structures and offices, embracing carbon exposure drives all the more broadly, and supporting ensured projects that put resources into renewables. Moreover, they observed that lodgings execute sterilization furthermore, neatness gauges and furnish clients with contactless administrations in the midst of COVID-19 to keep up with their drives on sustainability.

In the face of the COVID-19 pandemic, Karagiannis and Andrinos (2021) emphasised the importance of restaurants' sustainable practises, such as reducing food waste, increasing recycling, using local and seasonal raw materials, incorporating bioproducts into the menu, and using renewable energy. According to Ocampo et al. (2021), it is critical to focus on locality (local products) for quality, freshness, and seasonality, reduce meat in favour of vegetables, use local foodstuffs, use organic foods, and recruit creative and knowledgeable professionals to achieve food sustainability in restaurants.

Despite the fact that the importance of these sustainable practises is well understood, the COVID-19 pandemic has harmed their implementation in restaurants by shifting purchasing practises from small producers and farmers to wholesalers. Additionally, restaurants preferred to reduce organic food to reduce the cost of purchasing these premium products, especially since the number of people affected by the pandemic was reduced (Ocampo et al., 2021).

VI. PRACTICAL SUSTAINABLE IMPLICATIONS FOR HOSPITALITY SECTOR

Owners or managers should build and create a robust organisational culture to support sustainability management in hotels (Oriade et al., 2021). Cantele and Cassia (2020) advised restaurant owners and managers to include sustainability in their strategic goals and objectives in order to proactively implement the sustainable development agenda. operations of the company Policies promoting environmental sustainability could be beneficial. formal document written by hospitality companies to educate stakeholders on environmental sustainability, as well as to provide concrete proof of this dedication (Khatter et al., 2021).

Governments should encourage restaurants to adopt sustainable practises by providing incentives (such as tax deduction grants and recognition) and rewarding those who do so (Karagiannis & Andrinos, 2021; Khatter et al., 2021). Governments may be able to help in this regard. encourage restaurants to adopt green practises and innovations by providing incentives. Free education, effective training, awards, subsidies, and tax reductions (Chou et al., 2012), and local government recognition website (Seo & Lee, 2017), and government regulations that are supportive (Perramon et al., 2014), as well as facilitating food donations to the homeless Filimonau and colleagues (Filimonau et al., 2020). Furthermore, the government may aid. Biogas generators are being installed in hotels (Khatter et al., 2021).

It is also recommended that the government organise programmes to raise potential tourists' awareness of the

impact of tourism on the environment and the importance of the sector's long-term development. Furthermore, it is critical for local governments to provide the necessary economic resources. Through consultancy activities, agents working in tourism, as well as tourists, are familiarised with sustainable development practises that can be applied to tourism (Madar & Neasu, 2020), as well as educational programmes (Madar & Neasu, 2020).

Environmental issues, as well as how restaurateurs can participate in environmentally beneficial activities, must be brought to the attention of nongovernmental organisations (Batat, 2021). Furthermore, hotel associations must assist hotels that lack expertise in certain areas. adopting environmental sustainability and providing them with environmental sustainability awareness training (Khatter et al., 2021).

Waste management is an important part of implementing sustainable practises in the hospitality industry. Teixeira et al. (2020) concluded that restaurant solid waste could be composted to improve environmental quality. Recycling is still crucial to the environment. reducing food waste and preserving the environment Customers prefer local and seasonal foods, as well as the "authentic" Restaurateurs and chefs are encouraged to give a "taste" of each destination. buy it and prepare it (Karagiannis & Andrinos, 2021).

Enterprises must realise that implementing sustainable development will be impossible without competent and motivated personnel (Piwowar-Sulej, 2021). For hospitality businesses to promote organisational citizenship behaviour for environmental programmes and motivate employees to work, green human resource management practises are critical. on a regular basis, sustainably Lack of employee training may result in insufficient or non-existent sustainable practises (Khan, Wei, et al. 2021). It's also critical to rely on people who are familiar with the situation. importance of sustainability and a desire to work in a sustainable manner (Ocampo and colleagues, 2021). Hotels have the potential to improve the social welfare of their guests. employees by providing training and advancement opportunities as a part of their overall compensation package (Olya et al., 2021) of socially sustainable practises.

Low energy, high thermal efficiency, use of energy-efficient stoves, use of local materials with proper insulation, use of renewable energy, use of heating stoves, and use of light bulbs could all be considered when designing sustainable hotel buildings. In addition, hotels could combine cutting-edge technology with traditional knowledge. To create a building that is truly sustainable (Bhochhibhoya et al., 2020).

With the support of the administration, alumni, and community stakeholders, hospitality higher education institutions could develop multidisciplinary projects, adapt their courses and curriculum, and launch sustainability initiatives to prepare their graduates to be positive change agents in the future (Zizka & Varga, 2020). In order to prepare positive social change, hospitality and leisure management programmes around the world must reevaluate their undergraduate curricula. Agents of change in the workplace in the twenty-first century (Zizka, 2021).

VII. Conclusion

The COVID-19 pandemic has had a significant impact on the hospitality industry, and understanding its implications is critical to its long-term survival. The various models presented can be used to assess how covid-19 is perceived in the hospitality and tourism industries. The analysis also resulted in a comprehensive plan for the main focus of sustainable practises in the hospitality literature, as well as sustainable practises pre-covid and amid-covid 19, such as food waste, green electricity, recycling, and water conversation, as well as practical implications.

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