Versatile Hospitality Industry Across The Globe A Case Study on Development and Challenges in Hospitality Industry in England

Branel Dsouza[1], Gaurav R Salian[2], Nandini Roy[3], Ashish Nevgi[4]

Student, Thakur Institute of Hotel Management, Thakur Shyamnarayan Degree College , Mumbai, India[1]
Assistant Professor, Thakur Institute of Hotel Management, Thakur Shyamnarayan Degree College, Mumbai, India[2,3]
Coordinator, Thakur Institute of Hotel Management, Thakur Shyamnarayan Degree College, Mumbai, India[4]

Abstract: *Tolerance for poor guest service is rapidly shrinking in the hotel industry. According to results from a survey of 2016 US & UK internet users; one bad experience is enough to turn off the guests from using a particular brand in the hotel industry. Today's hotel industry is globally dealing with vast set of major challenges like economy influx (fluctuations in economy), labour shortage & retaining quality personnel, rising technological demand, providing & maintaining absolute cleanliness & hygiene, providing & maintaining excellent & exceptional guest service standards, providing meaningful & memorable personal experiences, sustainability, increasing competition, lack of latest & sophisticated marketing techniques, difficulties in managing energy & resources, providing impeccable safety & security & providing nutshell cyber security & data privacy etc. Today's hotels need to ensure that they exceed expectations at every stage of their guest's stay if they have to ensure long-term profitable growth. To succeed in hotel business, the hotel managers globally need to start working on the above mentioned challenges by formulating effective strategies with immediate effect. When most people think of the hospitality industry, they usually think of hotels and restaurants. However, the true meaning of hospitality is much broader in scope. According to the Oxford English Dictionary, hospitality means "the reception and entertainment of guests, visitors or strangers with liberality and good will." The word hospitality is derived from hospice, the term for a medieval house of rest for travelers and pilgrims. Hospice—a word that is clearly related to hospital—also referred to an early form of what we now call a nursing home.*

Keywords: Challenges, Year, Restaurant, Hospitality

Timeline of hospitality restrictions

2020

- 16 March: People were advised to avoid bars, restaurants and other indoor leisure venues
- 20 March: Hospitality businesses were required to close (except for takeaway/delivery service).
- Early July: Hospitality businesses were able to open for dining with social distancing measures and Covid-secure mitigations in place (exact dates varied between nations).
- July-August: Other than social distancing and Covid-secure mitigations there were limited restrictions on the opening conditions for hospitality venues over the summer. The Eat Out to Help Out Scheme in August encouraged customers to eat out UK-wide. Local lockdown restrictions were in place in some areas.111
- September: Restrictions on restaurant and bar opening began being introduced from September. In England, from 14 September the "rule of 6" applied to all indoor gatherings. From 24 September hospitality venues were required to close at 10 pm and were limited to table service only. Similar restrictions on opening hours and groups of 6 were also in place in Scotland and Wales in late September. A growing number of local area restrictions were imposed.
- October: From 14 October in England, what had become a complex patchwork of local restrictions was simplified into three tiers. Pubs and restaurants serving food could open to dining (with restrictions on groups) even under the strictest tier (Tier 3) but were only allowed to serve alcohol with a "substantial meal". Local

restrictions were also in place in the devolved administrations.

- November: Restaurants, cafes, pubs and bars were required to close other than for take-away during the England wide lockdown from 4 November to 2 December. Shorter "circuit breaker" lockdowns applied in Wales and Northern Ireland (over different periods). In Scotland a system of local restrictions applied, with pubs and restaurants required to close in the highest local protection level (Level 5).
- December the tiered system of local lockdown restrictions returned in England. Restaurants and pubs in Tier 3 were required to close (with takeaway only); all restaurants and pubs had to close at 11 pm. A fourth tier was introduced on 18 December. The number of areas in Tiers 3 and 4 increased throughout the festive period. Pubs and restaurants were required to close (except for takeaway) from Boxing Day in Wales, Scotland and Northern Ireland.

2021

- January 2021: From 5 January all hospitality venues in England were required to close (except for takeaway) with the commencement of the third England-wide lockdown.
- April: Outdoor hospitality reopened, with restrictions on group sizes, and table service only. In Scotland, hospitality venues were able to serve food indoors until 8pm, without alcohol.
- May: Indoor dining reopened with restrictions on group sizes. In England, six people (or two households) could gather in indoor hospitality venues. In Scotland, up to six people from three households could meet, with alcohol able to be served until 10.30pm. In Wales, six people from different households could meet indoors.
- July: The majority of restrictions on hospitality in Scotland and England were removed on 19 July. In Scotland, customers were still required to provide contact details for Test and Assist.
- August: Wales removed all restrictions on hospitality on 7 August, including nightclubs reopening. • October: Covid passes were required for nightclubs in Wales.
- December: Work from home guidance was introduced in England in response to the Omicron variant ("Plan B"). The NHS Covid pass was required for entry into certain venues such as nightclubs. In Wales, the "rule of six" was reintroduced, hospitality venues were required to take customer contact details, and licensed premises were only able to operate with table service, from 26 December. In Scotland, one meter physical distancing in hospitality premises was introduced, and nightclubs closed, from 27 December.

2022

- January 2022: Social distancing restrictions on hospitality in Scotland and Wales were lifted.
- February 2022: UK Government publishes its Living with Covid-19 Plan for the removing all remaining Covid-19 restrictions in England.
- April 2022: all remaining Covid measures were lifted in England.

REFERENCES

[1]. Niamh Foley, Pub Statistics, House of Common Library.
[2]. Tansel Tercan,Introduction to Management In Hospitality Industry.
[3]. Georgina Hutton, Hospitality industry and Covid19, House of Common Library.
[4]. Mr. Akshay Nain, Amity School of Hospitality, Amity University Haryana, India.
[5]. Hospitality Strategy: Reopening, Recovery, Resilience. Presented to Parliament by the Secretary of State for Business, Energy & Industrial Strategy. by Command of Her Majesty.
[6]. https://commonslibrary.parliament.uk/research-briefings/cbp-8591/
[7]. https://www.academia.edu/17852461/Introduction_to_Managementin_Hospitality_Industr y
[8]. https://researchbriefings.files.parliament.uk/documents/CBP-9111/CBP-9111.pdf
[9]. https://www.uou.ac.in/sites/default/files/slm/DHA-101.pdf
[10]. https://www.researchgate.net/publication/327282314_A_Study_on_Major_Challenges_Faced_by_Hotel_Ind ustry_Globally
[11]. https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_da

ta/file/1003059/1200-APS-CCS0621819592-002-BEIS-Accessible2.pdf