

Versatility in Hospitality Industry Around the Globe A Case Study on Development and Challenges in Hospitality Sector- Namibia

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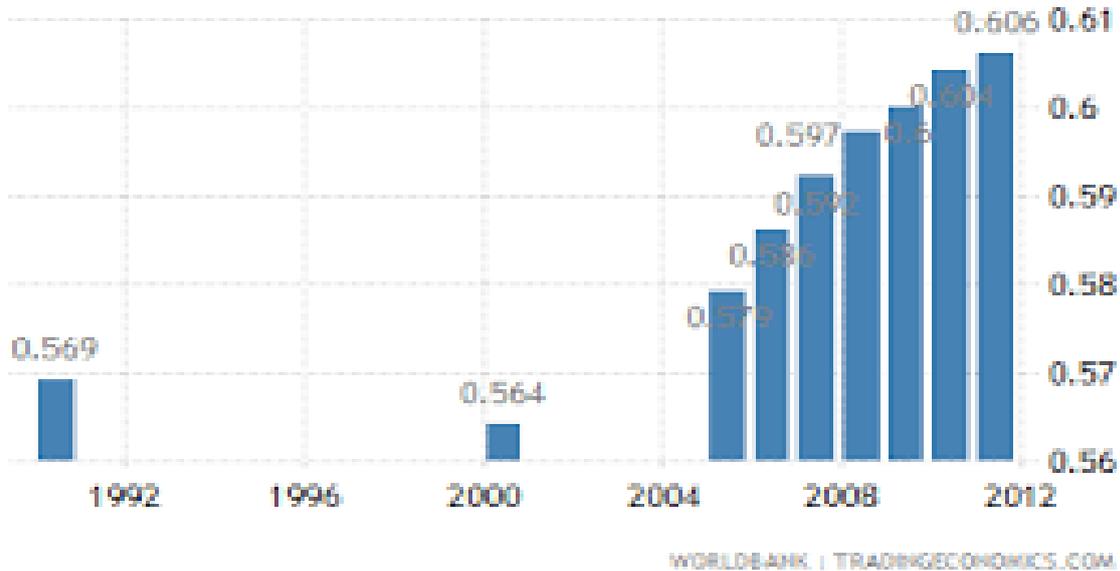
Abstract: Covid-19 has made a huge impact on our lives. The sudden breakout of coronavirus disease (covid-19) rapidly spread across the globe, leaving no country behind in being affected by the global pandemic in the year 2019–20. As covid-19 commenced, within months the majority of the world had no choice but to initiate the norms of social distancing and lock down in their societies. The indiscriminate nature of the current pandemic has not only impacted the health and quality of life of people but has also disrupted the global economy, supply chains, and countries all over the world. In the hospitality sector, the unanticipated disruption of covid has initiated its lock on the global food supply chain and service sector as major cities shut down for several months. This research investigates the impacts of the novel coronavirus disease, also referred to as covid-19 pandemic, on the hospitality industry. It examines both short-term and medium-to-long-term impacts of the pandemic and outlines strategies to reduce the potential consequences of those impacts. Considering the current crisis in business activities, the occupancy rate in restaurants has slowed down because of the restrictions in demand, fear of being infected by disease and various other factors that lead to the downfall of the hotels and restaurants economically. This research primarily investigates the ongoing covid-19 scenario in economies of restaurants, since lives of many people are dependent on the hospitality industry this analysis delivers insight into the pandemic's impact within the corona virus protocols to be followed, and explores the policies adopted and strategies undertaken for sustainability in speciality restaurants and measures taken by housekeeping department.

Keywords: Coronavirus disease, Pandemic, Restaurants Economically, Sustainability

I. INTRODUCTION

Coronavirus disease (covid-19) is an infectious disease caused by the sars-cov-2 virus and was discovered in December 2019 in Wuhan, china. It is very contagious and has quickly spread around the world.

Covid-19 most often causes respiratory symptoms that can feel much like a cold, a flu, or pneumonia. Covid-19 may attack more than your lungs and respiratory system. Other parts of your body may also be affected by the disease. It is part of the coronavirus family, which include common viruses that cause a variety of diseases from head or chest colds to more severe (but more rare) diseases like severe acute respiratory syndrome (sars) and middle east respiratory syndrome (mers). Covid-19 symptoms are variable, but often include fever, cough, headache, fatigue, difficulties in breathing, and loss of smell and taste. Symptoms may begin one to fourteen days after getting exposed to the virus. At least a third of people who are infected do not develop noticeable symptoms of those people who develop symptoms noticeable enough to be classed as patients, most (81%) develop mild to moderate symptoms (up to mild pneumonia), while 14% develop severe symptoms (dyspepsia, hypoxia) or more than 50% lung involvement on imaging), and 5% suffer critical symptoms (respiratory failure or shock). The impact that the corona virus has made not only affects the personal health of the population but also the economical health of the hospitality industry. [1]



Hospitality is losing an average of \$534 million in earnings and estimated more than 12,000 jobs every day. Since its independence in 1990, Namibia had achieved notable progress in reducing poverty, halving the proportion of Namibians living below the national poverty line to 28.7% in 2009-10 and to 17.4% by 2015-16. Despite this progress, deep underlying challenges remain in Namibia, undermining the prospects for further advancement. The pre-1990 history of systematic exclusion of the black majority from full participation in economic activities continues to shape society and the economy, constraining the country’s economic and social progress to this day. The key legacies of colonial rule and racial segregation are persisting territorial segregation and resource misallocation, and a lack of access to basic services for a large portion of the population. Economic advantage remains in the hands of a relatively small segment of the population, and significant inequalities persist. This lack of inclusiveness and vast disparities have led to a dual economy—a highly developed modern sector co-existing with an informal subsistence-oriented one—and are manifested in three main socio economic challenges that define the economy today:

Namibia ranks as one of the world’s most unequal countries. Its Gini coefficient of 59.1 in 2015 was second only to South Africa in terms of inequality. Geographical disparities in both economic opportunities and access to services are large and widening. High levels of inequality result in starkly different poverty rates across different groups, including by age and gender.

Relatively high poverty, lagging human capital, and poor access to basic services are interrelated problems. Namibia’s poverty rapidly declined from 1993/94 to 2015/16, but it remains high for the country’s level of development. Despite recent progress, Namibia ranked 117th among 157 countries on the Human Capital Index.

The duality of the labor market, combined with slow job creation and low primary-sector productivity, results in very high unemployment.[2]

Due to consistently negative per capita GDP growth since 2016 and the negative impact of COVID-19 on livelihoods, poverty rates are projected to have increased. Typically, female-headed households, the less educated, larger families, children and the elderly, and laborers in subsistence farming, are particularly prone to poverty.

Severe drought conditions experienced in 2019 constrained agricultural output and led to a sharp decline in harvests. The reduction in precipitation also affected the broader economy through lower electricity and water generation, with repercussions on industrial production. These developments, along with lower diamond and mineral production, in a context of planned fiscal consolidation, have created challenging conditions for growth.

II. LITERATURE REVIEW

This study aims to investigate the effects of the coronavirus epidemic on the hospitality industry. Hence the initial question was, what are the possible effects of coronavirus in the housekeeping sector, and what are the protocols to be



followed to revive the industry. Measures taken by the world health organisation such as social distancing , encouraging people to take vaccinations have proved to make the current pandemic situation improve and the world returning to normal as it was in the pre- covid era.

To achieve our targeted result the following analysis will showcase a literature review related to some previous crisis that affected the housekeeping sector

Most large hotel companies probably were not prepared necessarily for such an extreme Situation as this one.smaller hotels that operate on tighter profit margins, however, may face more of a challenge when it comes to changing the types of detergents or disinfectants used, or even increasing the frequency of washing bed linens,housekeepers need to be prepared for three different scenarios when cleaning guestrooms. While a guest is staying in a room,

Prevention guidelines and wearing appropriate personal protective equipment which they should be [doing] already from a [workers compensation] perspective, another small detail that can make a big difference is not shaking linens out when changing beds. When you're shaking linens, you're actually releasing particles and now they become airborne.the local department of health [3]

The environmental protection agency to see what the most current recommendations are.suppliers like ecolab, he added, can help determine which disinfectant products are right for different spaces and surfaces.



After experiencing average annual growth of 4.4% between 1991 and 2015, Namibia’s economy stagnated in 2016 and fell into recession in the following year. The economy has since struggled to recover. Leading up to the mid-2010s, investments in mineral extraction, a boom in exports and government spending underpinned growth. Namibia subsequently suffered from falling commodity prices, weak growth in key trade partners (Angola, South Africa) and tight fiscal policy on the back of the government's effort to rebalance public finances.

The COVID-19 pandemic has had an unprecedented impact on Namibia’s economy and has exacerbated pre existing structural challenges. Real gross domestic product (GDP) contracted by 8.5% in 2020. The rebound is expected to be slower than initially expected, with growth projected at 1.2 percent in 2021 and 2.4 percent in 2022. Going forward, the growth outlook is subject to significant uncertainty given the unknown profile of the pandemic and likelihood of further restrictions in activity if additional infection waves materialize. Progress on structural reforms will be required to raise Namibia’s growth potential.

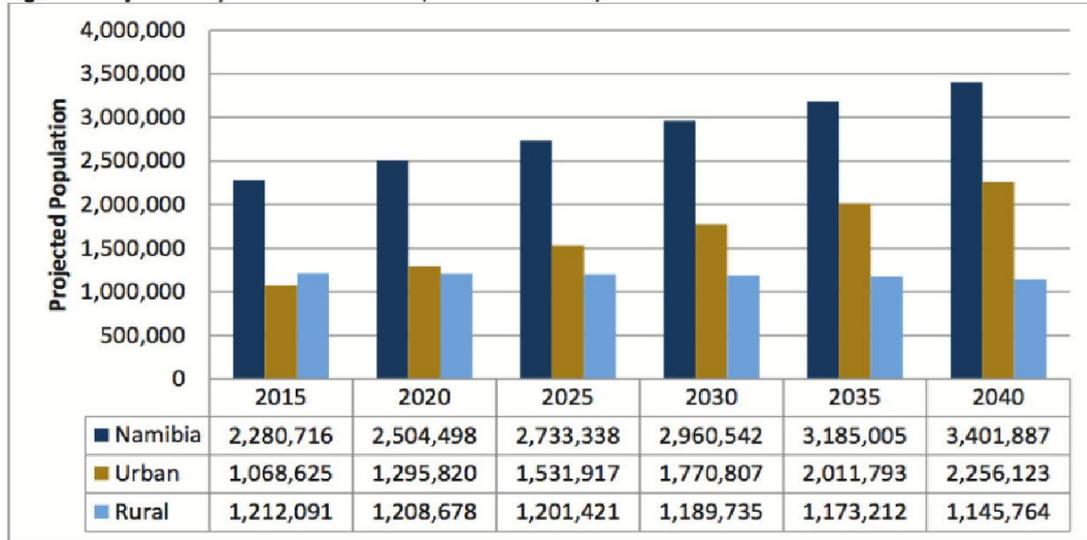
III. CASE ANALYSIS

A housekeeper may simply replace some linen and tidy up a little bit, if at all.and that's the extent of the cleaning noting that it is safer for cleaning teams to minimize contact with both guests and potentially infected areas unless they can take the time to thoroughly disinfect the space.then a guest checks out, and a new scenario comes into play.that's where you're going to see the more detailed cleaning and then the third one is called the deep clean, and that’s when you're moving furniture around and you’re really going into a deeper type of cleaning process ... And those are done less



frequently making sure no spot in the room is missed, because if the previous guest was exposed to any pathogens, the room becomes dangerous for anyone else until it is sanitized.

Table 1: Projected Population for Namibia, Urban and Rural, 2015-40 (Source: NSA, 2015)



Public Spaces:

In a pandemic, every member of a hotel's team becomes a housekeeper in one way or another. Everybody's on the clean team. We've got our gloves, got our masks, and touching up all these areas is pretty much a constant. We're constantly cleaning and disinfecting. public spaces are cleaned every 30 minutes following a checklist to make sure all high-touch areas are kept sanitized using the

Same disinfectant the property was using before the pandemic: A peroxide-based multi surface cleaner from ecolab. Sars outbreak and has been sharing these lessons with the rest of the hotels within the portfolio. Everywhere that you can pass through the hotel, you will find hand sanitizer dispensers, disposable face masks are readily available for guests and staff, and more stringent equipment is available for any high-risk areas or spaces that may have been contaminated. Since the sars outbreak, many buildings in the region place protective coverings over all elevator buttons, touch points like elevator buttons regularly, and some also wear disposable shoe-coverings as well as the standard gloves.

High-traffic areas like entryways and elevators are sanitized every two to three hours rather than late at night when few guests are around, and high-touch areas (door handles, elevator buttons, handrails, telephones and remote controls, among others) also are sanitized regularly, all workers drop off their business-use phones to be disinfected at the end of each shift so that the next shift begins with a fully sanitized device. while public spaces in the hotels have been shut down to encourage social distancing, housekeepers still are cleaning them every hour on the hour as well as all public restrooms,

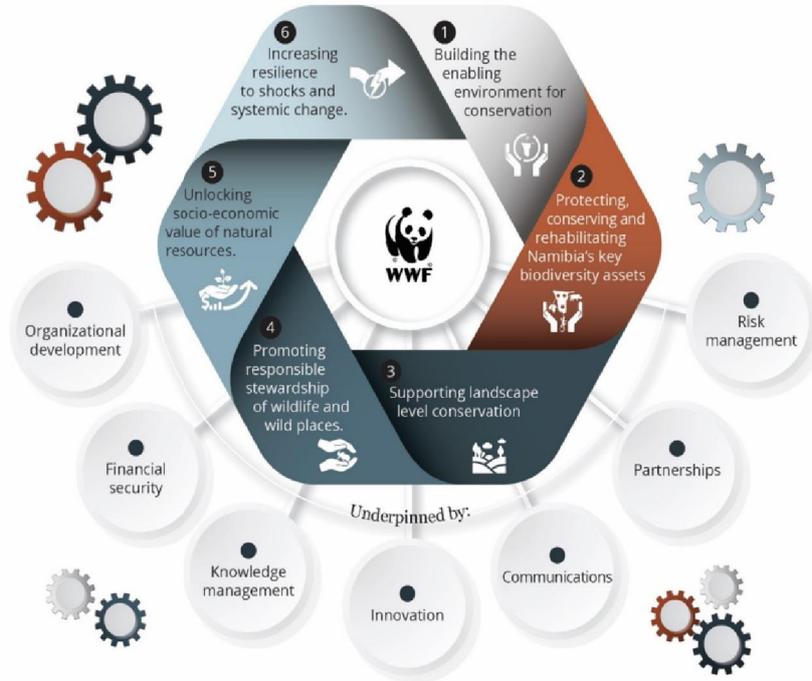
Anything a guest may have touched in a room must be sprayed with disinfectant, aicher said, from the hair dryers and towel racks to the coffee makers, teapots and ice buckets. Water glasses, cups and any other food-and-beverage equipment in langham rooms are all sanitized in between bookings whether the equipment was used or not. Across the brand, housekeepers are using hospital- grade disinfectants like oxivir tb from diversey to clean public areas and guestrooms. We need to be surgically clean.

High-tech solutions help hotels follow appropriate cleaning steps

To help hoteliers and housekeepers keep track of all the little steps they must take in order to properly sanitize and sterilize a guestroom or public space, several companies have launched checklists both digital and print that facilitate cleaning practices to keep guests and workers safe. in late march, beekeeper and whisper launched an app that gives housekeepers step-by-step cleaning instructions in line with guidelines from the centers for disease control and prevention for covid-19. Beekeeper users can activate the .cleaning task lists from the whisper app for free.



WWF Namibia Strategic Plan



To make sure the most vital information reaches the right person at the right time. It converts those guidelines into smart checklists and makes [them] available to any worker across a hotel, so that they know what step to take and also that they're taking it in the right order[5]

Using the app, a housekeeper can check in to each task as the process begins and within that room assignment, what they will find is a covid clean checklist. The assigned tasks for each room will guide housekeepers through the bathroom to the bedroom to the entrance or living area, making sure they pay attention to areas they might not otherwise think of like, disinfect the keys on the safe or disinfect the light switches or the [air conditioning] controls. We take them through the room in a non ordinary way, apart from the things that they would regularly find in their standard operating procedure and make sure that the rooms are disinfected and ready for a new guest.

Supervisors can see a real-time dashboard, showing them every room and every public area and letting them see every step being completed by workers and we give them a compliance score so that they could motivate their team.

If you follow it strictly, it voids the warranty of some electronic equipment like credit card terminals. Credit card terminals have been said to be one of the great vectors of passing on germs because nobody cleans them or sanitizes them. For cleaning public spaces, the checklists encourage focusing on door handles, touchscreens and even the lever for pouring coffee at the grab-and-go station. People don't think about that very often.

IV. SUMMARY

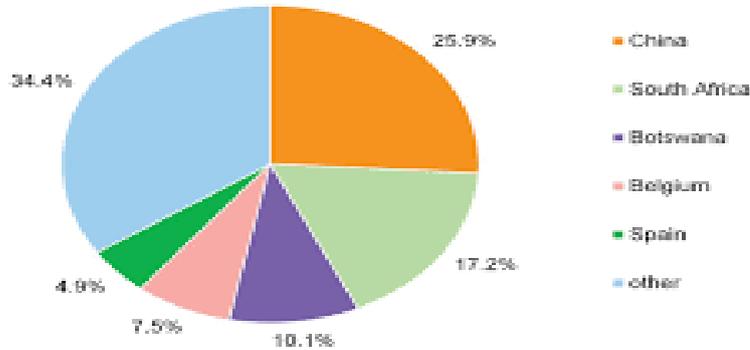
The impact coronavirus made has forced the hospitality industry to make some drastic measure to ensure the safety of the people in the industry. A thorough study has provided in order to understand the effect of the pandemic affecting the hospitality sector globally and measures to overcome the crisis. Housekeeping departments have played a measure role in the hospitality industry during this pandemic. The given protocols are given to be useful for the coming future of hotels and restaurants as they will be focusing more on hygiene and cleanliness and it will make sure to be prepared to handle such tough situations like this pandemic.

Namibia is a small country of about 2.5 million people, with a long coastline on the South Atlantic, bordering South Africa, Botswana, Zambia and Angola. It is the driest country in Sub-Saharan Africa, and is rich in mineral resources, including diamonds and uranium.



Political stability and sound economic management have helped anchor poverty reduction and allowed Namibia to become an upper-middle income country. However, socio-economic inequalities inherited from the past apartheid system remain extremely high and structural constraints to growth have hampered job creation. The COVID-19 pandemic has worsened socio-economic inequalities.

Namibia major export destinations (2019)



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V. CONCLUSION

Covid-19 which has got the world business and economy at a halt seems to be at the edge of correction, the introduction of vaccine will create a new hope and trust in the mankind but the impact of obliteration it has done on the economy and humans will take at-least 2-3 years of constructive and planned approach of rebuilding in order to sustain and get back on normal pace.

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