

Influence of Pandemic on Restaurant Businesses: Brief Review

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Abstract:-

The focus of this study is the assessment of the Impact of Covid-19 pandemic in the Restaurant (Restaurant) businesses which has led global panic due to present situation. Scope of this work is to study the effects of Covid-19, current events, and assessment through the interpretation as it is essential to investigate how the industry will recover after Covid-19 and how it can be sustainable. Current work is to analyze the future with few measures and speedy recovery and regain of the Restaurant businesses for the Indian economy, employment and business. The study has some recommends of local impact of the outbreak, impacts and is critically evaluated in this review. This is the need of the hour to take measures before time to control the impacts.

Keywords: Pandemic; Restaurant; Opportunities; Unemployment; Business

Introduction

Indian Economy is considered one of the major components and to add these we have three different sectors like Agriculture, Industry and Service sector the tourism & Restaurant businesses (including hotels and restaurants) has been universally recognized as the growth of expansion and an engine for socio- economic growth all over the world, tourism and Restaurant businesses bring wealth and fortunes to cities and countries. Tourism and Restaurant also employs the local residents. India has grasped the profits available from these businesses. India's tourism and Restaurant industry now brings billions of dollars into the economy every year. Restaurant and Tourism are one of the biggest and fastest-growing businesses has been considered as a vulnerable industry i.e. in the contrast to other manufacturing, the Restaurant and tourism industry gets more contrived due to any external or internal blow or distress. Viewed this way, the latest outbreak of the Corona (covid-19) [1] virus has caused havoc across the world.

This paper will aim to gather the historical data post-pandemic and will compare with the current crisis and will predict the future status of impacts of the virus on Indian tourism and Restaurant flows.

The pandemic has compact and prostrate storm to the tourism and Restaurant businesses, especially with the sudden decisions authority administration is suspending all the entry permits, with the profit-making impact being guessed to roll and loss of over Lacs of rupees. Meanwhile industry chamber CII, also notified that this is catastrophe and worst disaster ever to hit hard to Indian Restaurant businesses collision with all the world and district and compass-Inbound, outbound bound, state and national almost all the levels of the tourism and Restaurant verticals – free time-leisure, entertainment, experience-adventure, legacy, meetings, incentives and conference, cruise ship, corporate, and niche products. The entire Restaurant and tourism and the entire world- class chains hotel, travel booking agents, tour operators/ operations, high-end restaurants, entertainment venues, and air, land, and seas have completed hit with biggest disaster pandemic of this year 2020.

In a sign of the pandemic, CII Tourism Committee said further on inbound foreign tourism of over USD 28 billion in value terms accounts for an average of 60-65 percent between October-19 to May-20 has major hit in the Indian economy and moreover it will be muted for few months. The Federation of Associations in Indian Tourism & Hospitality (FAITH) said there must be strong support fund for twelve months to support basic wages with "direct transfer" to the affected tourism employees due to major impact and it could render the people jobless in coming few months. Reports and experts proposed possible job loss across tourism and allied industries due to stop by the Covid-19 outbreak across the world. As per the reports of world tourism could decline by 60-80% in 2020 which caused 21 percent in international tourist coming during the first quarter of 2020. "The Indian tourism and Restaurant industry is staring at a potential job loss of around 38 million, which is 70% of the total workforce," due to coronavirus, KPMG, a financial business advisory stated on 1st April 2020 that government will have a huge role to play in controlling the damages and hit across the globe with all kinds of business with such a heavy impact on the Restaurant and tourism industries. In this paper we will able to see the post-pandemic and the impact of COVID-19 on the Indian Restaurant and tourism industry and will also the future of these businesses which will help to conclude this paper. This paper is based on evidence available before the COVID-19 and 23rd March 2020, however, we

would put some insight in this paper and see that our industry keeps working harmoniously in this present crisis by using the best practices and motivated workforce and seek to back into recovery mode, and this too shall pass soon.

Introduction to Restaurant Business: -

A restaurant is a commercial establishment involved in the sale of food and beverage.

Arora (2011) usually food served and consumed in the premises of the restaurant, conversely most of the restaurants provide facility of home delivery and take out services. In the era of modernization, restaurants offer a wide variety of cuisine. In our busy life style, restaurant plays an important role and eating out is a preferred social activity. Food is the basic necessity of every person; people enjoy their meal in pleasant atmosphere with a group of friends and family. In recent time, people usually dine out to take their meal as ever before.

Chakarwanti (2011) in hotels operation restaurant may be a licensed part, it is a facility for the resident guest, as well as sale of food and beverages contribute to the sales performance of the hotel as a whole.

Restaurant may also be independent business entities under individual ownership and management. Mainly restaurants provide tables and chairs for customers to sit and eat food prepared by an attached kitchen. They are equipped with crockery, cutlery and linen which may vary in quality according to the standard of the restaurant which is determined by its décor, independent bar, entertainment facility and above all the quality of service. Restaurant is a non-residential catering establishment which offers food for consumption on the premises. Basic feature of restaurants is that they offer food and beverage to the general public and they do not provide sleeping accommodation.

Restaurant classified according to their mode of operation and they may be divided into waiter service and self service establishments, in the waiter service establishment food is served at tables by the service personnel's and in self service restaurants, the customer collects his own food and sitting facility is either provided at tables or the food is consumed at counter.

Restaurant Sector in India: -

A restaurant is a place where food and beverage are sold and served to customers.

There are different types of restaurants that have evolved to meet the dynamic demands of customers. The lifestyles of people are continuously changing and so are their eating habits. The restaurateur must consider the menu, service hour, mode of

service, expendable potential of the customers, time that target customers are likely to spend on dining, and so on to satisfy the changing needs of customers and to sustain themselves in an ever-changing market environment.

As we know a restaurant is a commercial establishment committed to sale of food and beverage. Basically restaurant provides table and chair for people to sit and eat, food prepared by an attached kitchen. They are equipped with crockery, cutlery and linen which may vary in quality according to the standard of restaurant which is determined by its décor, entertainment facility and above all the quality and type of service. There are different types of restaurants which are as follows:

Restaurant Sector in India Categorized in to Segments: One is organized and another one is unorganized.

Organized Sector: According to CRISIL (2013) report stated that organized sector has 18 % contribution in the food and beverage industry. Main features of this segment is follow norms set by the government, quality control, multiple outlets, structured supply chain with standardized design and transparency.

Unorganized Sector: Conversely, 82-84 % of market share of unorganized sector in the food and beverage industry revealed by the CRISIL (2013) report. This sector does not have a standardized system of supply, accounting, quality and design.

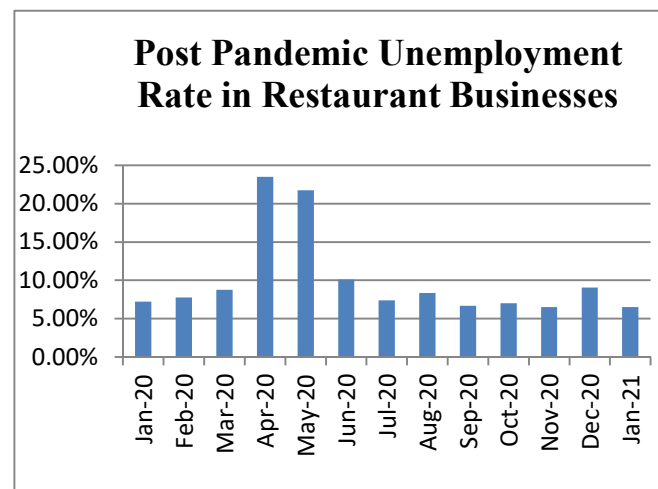
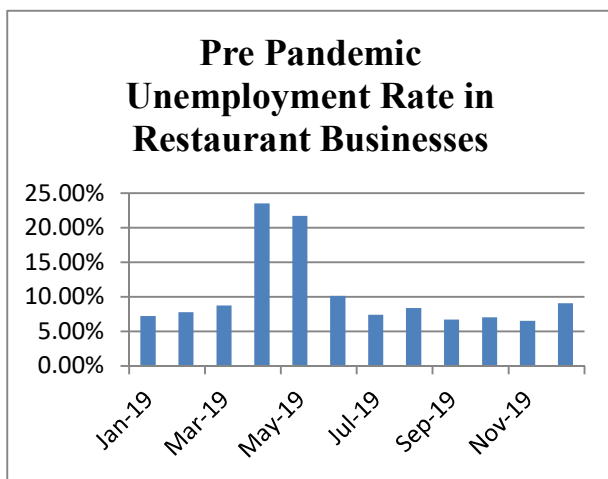
Objectives of study

- The purpose of the study is to investigate on the effect, efficiency, and effectiveness of Restaurant Businesses
- To discuss and examine the study of local domestic Restaurant Businesses growth before the post-pandemic
- To study and bring light on crisis of Pandemic faced by Restaurant Businesses

Methodology

The current work is design to examine on subordinate data produced by various organization and research scholars and data includes by existing statistics like journals, textbooks, related literature, articles and information provided by the bureau of tourism, Department of Industrial Policy & Promotion (DIPP), newspapers, magazines and internet and discussed the future prospects of the business.

Unemployment Scenario in Restaurant Businesses: - Pre and Post Covid-19



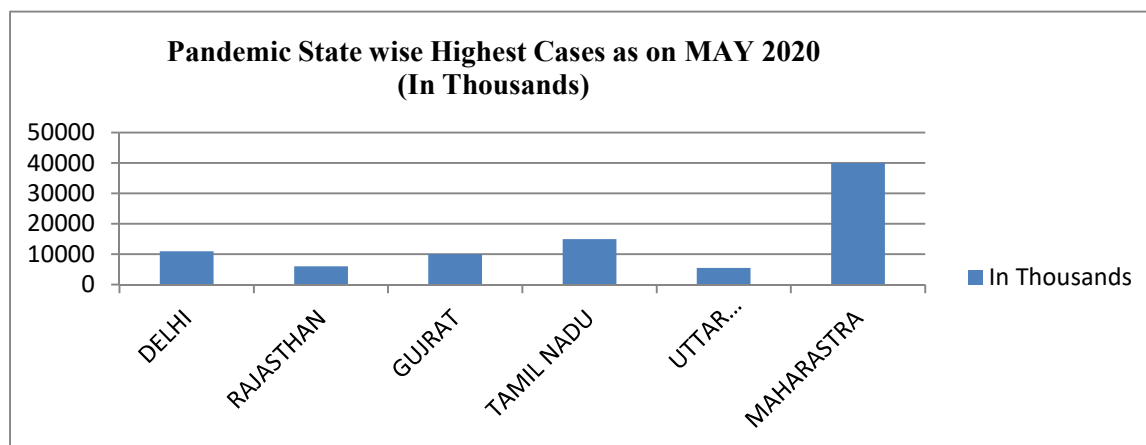
Disaster of covid-19 on Restaurant Businesses

The analysis is based on data available from March 2020. However, as it is an unprecedented impact on the global economy. tourism and Restaurant is coming to the terms with the Corona virus epidemic and these businesses are struggling with the effect of the economic slowdown and its big state of shock at present situation tourism and Restaurant has come to halt with India under lockdown and imposition of section 144, also cancellation of flights, suspensions and cancellation of entry permits, visas and shut of tour operators and travel agents, with this situation anyone will barely do the future booking, the fresh hit affected in February where the Indian tourist and travelers total number declined and then latest hit crisis in tourism and Restaurant businesses. Tourism is currently one of the most affected businesses and UNWTO

has revised its 2020 and it's predicted for international tourist arrivals and receipts, though its importance that such prediction are likely to be further revised.

Considering the present situation and develop nature of the circumstances, it is too early to estimate the full jolt of the COVID-19 on Indian and international tourism and Restaurant. For its initial evaluation, UNWTO takes the SARS scenario of 2003 as standard, component in the size and dynamics of global travel and present interruptions, the environmental spread of COVID-19 and its likely to have economic impact:

It is stated as Federation of Association in Indian Tourism & Restaurant (FAITH), the federation represent the entities in the tourism, travel and Restaurant industry, has appealed for an instant relief package from the government to stay afloat and avoid job losses. Close to 90% percent MSMEs of 52,000 travel agents, 115,000 tour operators, 15,000 adventure, 911,000 tourist and transporters, 53,000 Restaurant and five lakh restaurants are facing the heat due to lack of cash flows, which said by federation. This industry recruits an estimated 3.8 crore jobs in this businesses. In 2018-19, handled the business of over 10.5 million foreign tourists, more than five million visiting NRIs, nearly 1.8 billion national and state tourist visits, over 26 million outbound travelers.



From the Table above , we can see in the map the affected states due Covid-19 badly, As of May 20, 2020, at least six states-Rajasthan, Maharashtra, Tamil Nadu, Gujarat, Uttar Pradesh and Delhi had extended nationwide lockdown till 31st May 2020.

Future Model / Measures to Restaurant Businesses

The pandemic has not only brought whole socio-economic structures into a halt but has challenged the globalization and global operations of small and medium business. However, for a rapid and quick recovery and retrieve of the Indian tourism economy, employment, and business implementation task, a sustainable and fresh start is necessary in most of the worsened economic businesses. Ironically, corona infection first attacked the international travelers and the pandemic was given rise through the travel and thus has challenged mainly the societies of social class globally seeing that tourism and Restaurant is one of the largest and fastest-growing industry is affected after coronavirus (Covid-19) pandemic it is the key donor to the most industries and flow to the Indian economy.

The situation should be strategically addressed and reach to every person with all the possibilities measures looking at the current situations and to overcome the future threats and ensuring the wellbeing health of all humans. Therefore, some of the positive recommendation has to make to overcome this damage occurred by Covid-19 pandemic:

- Despite all the challenges it is important to tell positive communication and news and social media platforms like WhatsApp, Facebook, Twitter for the awareness of potential tourists and guests by maintaining international advertising through the campaign which is a crucial point in promoting Indian tourism and Restaurant industry.
- Allowing guests to book hotels in modified dates with flexibility with flexible-rates and can change dates with key strategy to get hotel bookings and even allow modification of cancellation in emergencies.
- It is always useful to endorse the word Flexibility as the best promotions for tourism and Restaurant which will able to pull up a lot of guests and help in increasing room revenue by ensuring strict hygiene policy and making ease availability of hand sanitizers for guest who checks in hotels and restaurants or take away.
- Due to the present situation of Covid-19, it shows fear of traveling in city limits needs to attract people with remote places and accommodation centers which will be a good strategy to attract tourists like resorts or eco-hotels.
- Some of the initiatives from the government could do the reduction of taxes and interest

free loan schemes for certain months for micro and macro- level business owners.

- Indian government must take measures and precautions timely decisions with perfect planning enhancement to reach the earlier stage of tourism and Restaurant industry.
- Government is deciding to run some operational industries in the green zone where positive coronavirus case is less and also permitting few states to run food processing businesses depends upon the number of covid-19 cases less in particular zone.
- The government should allocate sufficient funds for organizing and promoting various activities in prospective markets through print and non-print media based on the facts which we receive from the authority to reach the public sources.
- As travel and tourism is in intensive businesses, some of the advice from global institutional structures such as UNWTO and WTTC clearly stated that measures to protect tourism and Restaurant employee's retention to swiftly avoid and focus on strengthening the employee's skills and development through reskilling and digitalization skills.
- Indian tourism and Restaurant businesses should focus more on domestic travelers by marketing and promotion campaign in coordination with tourism partners.
- Restaurant businesses stakeholders should reinforced and stimulated to rethink the process and systems with innovative ideas by cutting down unnecessary cost, skill training, low-cost production and delivery and making the process convenient to the people by promoting and offering discounts on entry fees in museum or visa entry permits fees.

CONCLUSION

At present Covid-19 pandemic is the disease of 2019, which is affecting public health, the present disaster has become a downside economic crisis to the entire world and therefore

Restaurant businesses. The improvement has to be moderate and equal to the other businesses tackling with this pandemic outbreak and recovering and economic performances. Thus this study and brief report has gone with past, present and future of Restaurant industries with all the measures proposed to be implemented with this situation and ensuring the safety of people and the employees have become top concerns of the government and stakeholder, at the same time, to recover and manage the business loss and again to rebuild the positive image in the mindset of the people it is necessary and very essential to indicate all the efforts for the smart marketing and promotional campaign to improve domestic tourism by cooperating closely with WHO and many health measures are implemented which can tackle unnecessary impact on national trade and travel.

By promoting the flexibility services and safety protocols would be another strategic tool to attract potential people and offering discounted rates, cancellation policy, and a better working environment would be the best opportunity for long term sustainability of the Restaurant industry, therefore if a proper strategy and action is chalked out and both Public and Private businesses work in togetherness in sync with this effective planning, the Restaurant Businesses would jump back and provide much-needed respite to the entire economy.

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