THE STUDY OF THE MARKETING STRATEGIES FOR HOSPITALITY AND TOURISM INDUSTRY POST COVID-19

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Abstract:
   Now that India is making a long-term policy for itself after the crisis of Covid-19, it also has an opportunity to shape its hospitality and tourism industry according to the coming times and future. India has entered a new phase by dealing with the outbreak of Covid-19 as a global pandemic and with this India has also managed to reopen its international hospitality and tourism industry. Now international airports have been reopened for those coming for tourism and business-related reasons. The pandemic has prompted people and stakeholders in the hospitality and tourism sector to rethink the hospitality and tourism industry as a more flexible and sustainable model. With measures in place to contain the possible spread of the pandemic, India is looking to market itself as one of the safest travel destinations in the world. This research paper studies the marketing strategies for the hospitality and tourism industry during the post Covid-19.
Keywords: *Hospitality and Tourism Industry, Covid-19, Marketing Strategies, Safe Travel, Tourism Sector, Technology*

Introduction:
   The economic scenario shows that the pandemic presented India's authorities with a difficult choice between health and economic prosperity. The effective contribution of hospitality and tourism to the economy has been greatly affected by travel restrictions due to Covid-19. This means that the pandemic has further complicated the health crisis by turning it into an economic and social crisis. Covid-19 has also changed the way of living by affecting the lifestyle of the people.

   Technology solutions that are getting incorporated into the industry should facilitate transparency to gain the trust of the consumers. Some changes are being seen at both ends of the market. While consumers nowadays try to book on their own instead of using an agency, hotels are also trying to build their room booking portals to handle customer reservations, giving them huge returns to travel agencies including online travel agencies. The commission is saved.

   Hotels have suffered a lot during the pandemic and are keen to make customer bookings directly on their website instead of routing them through an agency. However, this does not mean that agencies cannot enter contracts with hotels, as most customers seeking a single-window solution are booking through their loyal agencies anyway.

   Especially, the role of technology and technology has increased immensely during this crisis. Many organizations have converted their business models into digital form and made them available to people through the Internet. Along with this, leading telecom and cable, and wireless companies have started paperless billing for the convenience of people and payment from home. Rather, the situation of the epidemic has not only exposed the various challenges facing India such as limited health resources and lack of qualified health workers but has also increased it.

   Technology and travel trends are driven by the consumer, travelers who seek reliability and transparency. Before and after the pandemic alike, we must place greater emphasis on simplifying the booking process by adding hospitality and tourism, transfers, and other attractions so that customers can design their itineraries. With the onslaught of the pandemic almost 2 years ago, some of the technological developments in the travel and hospitality sectors were waiting to hit

the market or were put on hold for the market to reopen. These innovations were meant to serve two purposes. Give more flexibility and convenience to travelers designing their itineraries, and companies offering tour packages to reduce their operating costs by making the entire process from lead generation to inquiry validation to quotation to booking easy and error-free Reduction should be allowed.

It is not that these solutions were not available and used by travel companies, efforts were on to make these solutions accessible to smaller agencies and online travel agencies. Most of these technological innovations integrate APIs (application programming interfaces) to customize data to suit the agency's design and integrate data with ERP and CRM to allow for seamless operations, data analytics, and MIS. We do. On the consumer interface side, to organize and book travel the way they want, with all vouchers, acknowledgments, confirmations, and local operator contact details arriving digitally via e-mail, and at the right price There are more challenges in providing flexibility. In the last 5-7 years when online travel agencies started aggressively in the market, consumers benefited to a great extent by getting cheap hotels and sometimes very attractive deals on airfares. This certainly hurt traditional travel agencies through whom many individual and corporate clients used to book. With online travel agencies, the power has shifted into the hands of consumers.

On holiday and vacation packages, traditional travel agencies still retain their utility as consumers rely on them to provide reliable services at the destination. But these agencies found it difficult to get attractive hotel deals as online travel agencies started negotiating better contracts with hotel chains. For the online travel agency, offering bigger room nights in hotels was not difficult as they had access to a wider technology-friendly and mobile-savvy customer base. Traditional travel agencies began looking for ways to upgrade their operations and broaden their service offerings by selling both domestic and international travel packages, offering visa assistance, foreign exchange, and so on. But it was still difficult to compete with online travel agencies to get large volumes of customers.

Review of Literature:

Sharma and Kartikeya (2017) claim that during recent decades of sovereign India, the industry of tourism was considered vital to the development of the regional economy.

Belén (2019) believes that among many other things, the smart mobile phone is still the most important technological solution in the travel and tourism industry as communication and other personal assistant features are fully integrated into a smartphone. As a result, there is no doubt that paradigm shifts in the smart mobile phone travel and tourism industry are inevitable. Additionally, our mobile devices serve as our tour guides, travel agents, maps, locators, and visitor lifecycle for many tourism services.

According to Jaeger (2019), marketing strategies include assessing current digital marketing changes in terms of content compatibility and visual appeal of existing digital channels, such as website, blog content, social media accounts, word-of-mouth, native advertising, It is important to check Google AdWords, paid advertising, etc.

According to Kakkar and Sapna (2012), implementing sustainable tourism practices in the public and private sectors can be accompanied by economic development and environmental protection.

According to Nage (2017), the use of e-commerce in the tourism industry significantly contributes to the improvement of tourism services through the use of cutting-edge information technology, which strengthens connections between tourist businesses and improves information exchange.

Research Methodology:

The research paper has depended on secondary data.

The Objective of Research:

1) To study the marketing strategies for the hospitality and tourism industry during the post Covid-19.
2) To study major challenges related to the hospitality and tourism industry during the post Covid-19.

The Marketing Strategies for the Hospitality and Tourism Industry During the Post Covid-19:

While the entire world has been affected by the coronavirus pandemic, the hospitality and tourism industry has been particularly affected. Bookings at hotels fell sharply amid the closure of restaurants, festivals, and cultural institutions, and by municipalities that home business travelers in the aftermath of the coronavirus pandemic. As we emerge from this difficult time, marketing efforts must adapt and user-generated content has never been more important for hospitality to connect and communicate trust and safety with guests and visitors in the post Covid-19 world.

The hospitality and tourism industry needs to know right now whether they should be working on content for YouTube or TikTok. And if they are not sure where their customers are online, it's time to find out. Bringing in customers with interactive teaser content has become critically important. Because try-before-you-buy features adopted by retailers can be used successfully by an increasing number of hospitality and tourism boards, hospitality companies, and tour operators. If the hospitality and tourism industry would ideally add a little AR or other augmented reality content to their hospitality and tourism marketing plan, this would lead to an overall richer, better-quality experience for each visitor.

Industry experts believe that it is going to take up to 2023 for the hospitality and tourism industry to reach pre-pandemic levels. Hence the emphasis on cleanliness is going to be a constant in the marketing strategy of the hospitality and tourism industry. As soon as travelers step out of the safety of their homes, their first concern is the cleanliness of their alternate accommodations. For the next few years, travel and hospitality, and tourism will need to focus on outdoor adventure. Both hospitality and tourism boards and accommodation providers must either focus on naturally occurring activities outside or on those that can be adapted to a remote, open-air setting.

Marketers should begin to shift their marketing efforts from attracting outside visitors to being more attuned to local audiences. Tapping into local social media users creating content makes a lot of sense in the Covid-19 scenario. Make no mistake, social media users do not need to have millions of followers to be effective. Micro- and nano-influencers are family members, friends, or coworkers who have a small but powerful presence on social media. His voice matters to his young audience because it is perceived as authentic. When they recommend an experience, brand, or hotel, their word is as genuine as a friend's advice.

Popular destinations will need the plan to manage traffic and facilitate activity reservations if necessary. Hospitality and tourism marketing can benefit from assurances that a family can plan to enjoy facilities without worrying about crowds and personal risk. Notably, the hospitality and tourism businesses can look even further ahead, anticipating that a generation of travelers is on the way that prioritizes privacy, space, and cleanliness. Operators and assets sensitive to this long-term trend will benefit.

On the marketing front, we will thus see online travel agencies working to provide the best deals and the most flexibility in booking hotels, flights, tours, and transfers. Destination management companies and B2B agencies will also try to have the best contracts with their overseas partner agencies and hotel chains so that they can offer the most competitive and well-

designed tour packages to their B2C agency clients. Depending on the size of the destination management company, B2B and B2C agencies they will all have to be nimbler and more efficient as competition will erode their profit margins a few years back.

Brands in the hospitality and tourism industry should encourage employees to be creative about engaging with guests and testing new ideas. And when you find a winning experience, be sure to provide the hotel's social media handle and hashtags for consumers to use in social posts. This simple request is an easy way to encourage hotel guests to create user-generated content that compliments your property's creativity. As the hospitality and tourism industry continues to improve, it is important to understand how much user-generated content can connect your brand to guests.

Responsible employers will come out of this pandemic with a renewed respect for the health and economic needs of their employees. And let us not forget emotional wellness in an industry that can be emotionally demanding. It is important to remember that the mental health affects you are considering in your customers will hold for employees as well. The hostess who was always extra friendly is haunted by fears over her health and the safety of her job.

The pandemic has opened a new category of holiday seekers who need budget accommodation with good WiFi and mobile networks to enable them to work remotely. Social media and their websites are commonly used marketing platforms by hotels and resorts, travel agencies, and villa owners. But these are not enough as almost everyone is using the same methods and platforms to market themselves. Building your audience is a long process of first identifying your niche and then working as a cohesive team to deliver consistent messages to your target audience through well-conceived stories and blog content. YouTube is a great platform to tell your stories to your audience because nothing is more effective than a visual presentation that brings the experience closer to reality. A podcast with a travel influencer or loyal customer goes a long way in generating awareness and delivering new ideas and experiences.

We all know that the days of relying on a billboard or an advertisement in a magazine are long behind. The hospitality and tourism industry will need a digital content strategy to grow. Post-pandemic hospitality and tourism marketing will require more than just resizable graphics for various social media platforms. We're talking about unique content, engaging engagement, and organic growth in general, all inherent in a thoughtfully crafted brand.

One of the biggest challenges facing the hospitality and tourism industry is striking a balance between what customers want and what staff can manage. We have entered an era in which the customer is no longer right. But not all tourists will adapt, so the hospitality and tourism industry will need to respond accordingly. Remember that your hospitality and tourism marketing materials are not just about talking to potential customers; Potential employees also see your message. As much as we all prepare to put Covid-19 behind us, the bitter truth is that we will be talking about it for a generation. The events of 2020 have changed our behavior and expectations. Hospitality and tourism marketing campaigns that acknowledge this reality will certainly perform better.

Conclusion:

The field of travel is always evolving. People are either chasing their dreams or creating a dream with their family and friends. Travel and innovation will keep coming and marketing will have to keep pace with these changing consumer trends. While operators and hoteliers have lost a lot in the past two years, the future is bright for all as people are going to travel even more, and technology and the industrial revolution are going to create more entrepreneurs and wealth creators that will increase per capita income. Rising per capita income in countries of the world will provide more disposable income for people to explore far-flung, offbeat, or popular destinations of their

choice. The entire mega industry which is the global hospitality and tourism industry has been one of the hardest hits by the 2020 pandemic. From grand resorts to seasonal tour operators, hospitality and tourism businesses that have been able to weather this economic storm now face an uphill battle toward recovery and sustainability. For at least the next few years, hospitality and tourism marketing must work harder and smarter than ever. Hospitality and tourism businesses can (properly) plan now. First, it is necessary to start with some issues that need to be addressed. Rebuilding consumer interest in your products while restoring trust in your experiences is essential.

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