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COVER PAGE

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SOCIO–ECONOMICS OF COVID-19 IN INDIA

EDITOR

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Socio- Economics of Covid- 19 in India

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PREFACE

Coronavirus illness (COVID-19) is an infectious disease and designated as “Public Health Emergency”. According to World Health Organization (WHO) a mix of social distancing, contact tracing, testing and isolation is essential to curtail the impact of coronavirus. However, social distancing was recognized as the utmost preventive measure to safeguard the masses from the adverse consequences worldwide. But, it includes hidden costs such as job loss, loss of livelihood, uncertainty, fear of infection, fear of sudden death of the family members and themselves. The current pandemic has affected social interactions as well the economic activities in the world.

As an academician, it is my responsibility towards my society and hence I tried to come up with an edited book “Socio-Economics of COVID-19 in India” with contributions from different authors from different corners of the country on a wide range of ideas and knowledge. On the whole the present book provides a comprehensive understanding of the various socio-economic aspects of COVID-19 such as digital education, e-commerce, intangible cost, agriculture sector, Omni channels, hostel industry, MSMEs, migrant labor and gender aspects. The diverse bunch of chapters on the above themes tried to investigate various issues conceptually as well as empirically. I hope readers will appreciate this endeavor and further advance the spirit of systematic enquiry to not only interpret what is happening, but also suggest ways and means to take the fruits of development to the masses. Written in an accessible style, this book will be useful for the policy makers, students, teachers and related institutions.

I hope the present volume will result in some meaningful contribution to the society and economy as a whole.

I would like to acknowledge the support I received from my contributors, reviewers, publisher, and well-wishers.

I hope you enjoy reading the book and we wish you success.

Editor
Dr. Pooja Kansra

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PRAGMATIC STUDY OF INDIAN HOTELS DURING COVID-19

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ABSTRACT

At the onset of COVID 19 crisis, the hotel industry has been struggling between staying afloat and protecting their workforce. With the complete lockdown of borders within the country and states, the recent outbreak has severely impacted one of the most crucial sectors worldwide; “the hospitality and tourism industry”. The second wave has already hit the country and the government has re-issued guidelines to follow requesting states to use lockdown as a last resort. As the lifestyle of people is becoming more insular and reserved, this paper aims to study policies adopted by hotels in India for survival, and aid in identifying the roadmap to recovery. The preliminary objective of this study in hospitality literature is to assess the impending question on how hotels survived and how hotels can thrive post the ‘19 Pandemic towards a promising future. Furthermore this paper also discusses various initiatives undertaken and additional measures adopted by different departments of Indian hotels during the adversities of this widespread virus.

Keywords: COVID-19, Hotels in India, Hotel policies, Survival strategy

1. INTRODUCTION

Hotels, Travel and Tourism are the biggest casualty of COVID- 19 Pandemic. The reduced traffic to hotels has lead to a drop in occupancy percentage and new reservations with an increase in cancellations on both leisure and corporate ends. Alongside the increasing transmission and rapid spread of COVID-19, hoteliers around the country are facing an arguable decision of whether they should abandon development and acquisition of new projects or whether they should proceed forward. Hospitality scholars need to find solutions to keep up in the business by facing challenges which were not known before (Gursoy D., 2020). It has been observed that numerous takeaway outlets and online delivery platforms flourished during this pandemic. The belief is to deliver food and other essentials to customer doorsteps in order to minimize the spread of the infection. Food delivery, Laundry services, Creation of Bio Bubbles, Isolation centers, were some quick initiatives adopted by hotels to keep the cash flow alive. While we evaluate the challenges, it is equally important to spare some thought on future recommendations that will help reboot hotels. The undesirable consequences faced by the industry is undeniably challenging for even the most experienced hoteliers, which is why this study illustrates managerial insights and recommendations to redefine the ‘way forward’ of hotels and experiences in a new hotelier world.

Hotel Operations are based on a high degree of interaction between guests and workers. Interactions that take place in this industry are between: Guest – Guest, Guest – Staff, and Staff – Staff. Hence it is important that strict measures are in place to minimize the spread of the virus. On contrary, the fear of this pandemic has put hotel frontline workers in jeopardy, as they and their families are at a very high risk of getting infected. Hence health, safety and hygiene have become the prime priority in this industry. According to (Awan M et al, 2020), the practice of disinfecting and sanitizing in regular intervals will be the new normal in the hotel industry which will make the customer feel safe.

I. REVIEW OF LITERATURE

In early 2020, after a December 2019 outbreak in China, the World Health Organization (WHO) identified SARS-CoV-2 as a new type of corona virus and declared COVID 19 to be a pandemic on March 11, 2020, one of seven types of corona virus, including the ones that cause severe diseases like sudden acute respiratory syndrome (SARS)

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Making meat, better: Indian Consumers' preference and acceptance for plant-based meat

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Abstract

Meat alternatives made using plant-produce and their variants are being consumed at a slower rate in underdeveloped countries. Considering their sustainable benefits, it is important to understand their acceptance among consumers. Additionally, increased meat consumption has undesirable effects on the environment. It will be vital to determine whether the consumers' health and environmental consciousness can be considered reliable allies in achieving this shift toward alternative meat consumption in the future. This empirical research applying SEM purposes to understand the awareness, acceptance of plant-based meat among consumers by evaluating the effect of environmental concern, meat attachment, and understanding of the health benefits. The study findings approve that the health and environmental concern have a significant impact on preference and acceptance of plant-based meat. This study has potential repercussions for the meat industry and the government.

Keywords: Plant-based meat, Meat Consumption, Health Consciousness, Food Neophobia and Food Products.
