

**"Analysing the guests' hotel selection behaviour related to hygiene and sanitation post-COVID-19 pandemic in the Pauri Garhwal region of Uttarakhand."**

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**Abstract**

In a very short amount of time, the COVID-19 virus has spread all over the globe, putting the health and safety of millions upon millions of people in peril. The pandemic had a tremendous impact on the tourism and hospitality businesses all around the country. The consequences of it had a negative impact on human lives and led to a decline in the nation's economy. As a direct consequence of the pandemic, everyone, regardless of whether they were traveling inside their own country or abroad, had anxiety about travel and dining in public places. Lockdowns, travel restrictions inside the state, and the fear of being quarantined all had a negative impact on the hospitality and tourism sectors. The guest become more and more conscious in this regard and start considering safety and hygiene as the major criteria while selecting hotels during and after the Mass Spread of Viral Infections (Novel Coronavirus)

In the present paper, the researchers are making an effort to find out the guest buying behaviour for selected hotels in Pauri Garhwal Region considering safety and hygiene during mass spread of viral infections (Novel Coronavirus) times and how the hotels deal with this precarious situation going forward. The New normal is going to raise a lot of challenges and expectations from guests regarding safety and hygiene of the guests in present and future. This exploratory study also examines all new trends associated to this aspect of safety and hygiene and how these are being implemented by hotels to attract more and more customers.

Keywords: Hotel Industry, Guest Buying Behaviour, Safety and Hygiene, Novel Coronavirus, COVID-19, Hotels in Pauri Garhwal Region, Hospitality and Tourism Industry.

**Introduction**

The Indian hotel industry has experienced significant growth in recent years, driven by the expansion of the tourism industry and the country's improving standard of living. Factors

such as the rise of low-cost airlines and increased competition have provided domestic travellers with more options, leading to a surge in the Indian hotel business.

The promotion of "Incredible India" as a tourist destination and the "Atithi Devo Bhava" (ADB) campaign have played crucial roles in boosting domestic and international tourism, thereby increasing the demand for hotel accommodation in India. The government's efforts to promote tourism, such as recognizing convention centres as essential infrastructure and providing funding for capital investment, have further fueled the growth of the hotel industry. Additionally, the liberalization of the aviation industry in India has presented exciting opportunities for the hotel business, as airlines play a significant role in bringing overseas visitors to the country.

However, the COVID-19 pandemic has had a profound impact on the hotel industry and the overall tourism sector. The rapid spread of the virus and the lack of a cure or effective medical intervention led to the implementation of non-pharmaceutical interventions (NPIs) such as lockdowns, isolations, quarantines, and social distancing measures. These measures brought the economy to a standstill, resulting in the closure of non-essential workplaces, schools, conferences, and tourism activities.

The travel and hospitality sectors in India were severely disrupted. Domestic tourism declined significantly due to the reduction in international air travel, travel prohibitions, and border closures. The impact of COVID-19 on the hospitality industry has been immense, with businesses in this sector facing unprecedented challenges and uncertainties. The industry is currently struggling for survival, facing a collapse due to the general health crisis caused by the corona virus.

Amidst the pandemic, travellers, including those from the Pauri Garhwal Region, have become more conscious of safety and hygiene when choosing hotels. Safety and hygiene have become prime factors in hotel bookings in light of the mass spread of viral infections like the Novel Corona virus. It is expected that hotels in India will increasingly focus on promoting a healthy lifestyle, offering services such as meditation and exercise classes, as well as providing healthy dining options. It is crucial to explore how the hotel industry can adapt and develop new facilities to meet guests' health expectations and rebuild consumer confidence in safety and hygiene.

### **Factors Influencing the Choice of Hotels**

The choice of hotels is influenced by various factors that impact the preferences and priorities of travellers. These factors play a crucial role in determining where individuals choose to stay. Some of the key factors influencing hotel choice are as follows:

**1. Hotel Location:** The location of the hotel is important, especially for leisure travellers. The proximity of the hotel to tourist attractions and other points of interest is a significant consideration. For business travellers, a hotel close to business canters and industrial hubs is preferred for convenience and time-saving purposes.

**2. Hotel Amenities:** Modern hotels understand the importance of providing excellent services and amenities to their guests. Hotels that offer exceptional amenities and services are preferred by tourists. Business travellers may prioritize facilities like internet access and Wi-Fi, while other amenities such as specialized guide services for foreign visitors can also be significant factors.

**3. Ratings/Reviews of the Hotel:** In the age of social media and online platforms, travellers have access to a wealth of information and reviews from other guests. Before selecting a hotel, travellers often read reviews and ratings posted by previous visitors. These reviews provide insights into the quality of service, cleanliness, and overall guest experience.

**4. Proximity or Accessibility:** The ease of transportation from the hotel is a vital consideration for travellers. Hotels that provide shuttle services to key destinations, such as shopping malls, tourist spots, railway stations, and airports, are preferred. Access to quick transportation options and taxi services in the vicinity of the hotel is also important for a seamless travel experience.

**5. Value for Money:** Travelers often compare prices and services offered by different hotels to ensure they are getting value for their money. Seeking discounts and promotional offers is common practice, and guests want to make sure they are getting the best deal possible.

**6. Hotel Services:** Guests expect quality services during their stay, and hotels need to meet or exceed these expectations. As the standard of living rises, there is a demand for luxurious and comfortable experiences. Hotel management should strive to provide top-notch services to enhance guest satisfaction.

**7. Food Taste and Quality:** The taste and quality of food offered by the hotel play a crucial role, especially during leisure trips. Guests seek a delightful culinary experience and comfortable dining options.

**8. Employee Behaviour:** The behaviour and conduct of hotel staff and personnel significantly impact guest satisfaction. Friendly, helpful, and professional staff contributes to a positive guest experience.

**9. Brand Image:** The reputation and brand image of a hotel can influence the choice of customers. A well-established and trusted brand often attracts more footfalls and generates higher revenue.

**10. Safety and Hygiene:** In light of the COVID-19 pandemic, safety and hygiene have become prime factors influencing hotel choice. Travelers are now more conscious and particular about the safety protocols implemented by hotels to ensure a clean and secure environment.

Considering these factors, it is essential for hoteliers to understand guest buying behaviour and address their expectations, especially during the COVID-19 pandemic. Providing a safe, hygienic, and comfortable experience will be crucial for attracting guests and regaining consumer confidence.

### **Impact of Covid-19 on Hygiene Practices in Indian Hotel Industry**

Because to COVID-19, maintaining a high standard of cleanliness and hygiene in hotels has taken on an even greater level of importance. The pandemic might potentially spread via the

use of door handles, as well as other regions and people that are afflicted (WHO, 2020b). The likelihood of a high viral count on hotel surfaces that are touched by guests raises the possibility that these places are a key contributor to the transmission of infection (Park et al., 2019). The COVID-19 illness may have a second source in the airborne transmission that is caused by centralized air conditioning systems (Zhang et al., 2020). As a result of COVID-19, guests will choose to stay at hotels that provide comfortable accommodations in addition to safe items that are relevant to the hotel industry. In addition, hotels should conduct regular hygiene inspections at their administrative offices using both human and automated rehearsing procedures. In the next step of this project, it is possible to study how hotel cleaning employees should collaborate with AI-driven mechanical technology in order to meet cleanliness and hygiene goals. In addition, hotel cafes and other types of workplaces should emphasize their commitment to the highest standards of health and hygiene norms as well as cleaning practices.

One of the most important factors in determining a hotel's status is the cleanliness of the rooms (Gu and Ryan, 2008). Numerous studies have measured cleanliness and hygiene as a major concern of guests' hotel preferences (Lockyer, 2005), customers' happiness (Gu and Ryan, 2008), customers' delight (Magnini et al., 2011), and customers' accuracy (Lockyer, 2005). Other studies have measured the happiness of customers (Gu and Ryan, 2008). (Barber and Scarcelli, 2010). Aside from that, studies have seldom ever attempted to determine the level of cleanliness and hygiene present in a particular area of a hotel (Park et al., 2019). The current stance of COVID-19 proposes that we should go beyond the typical viewpoint on the experience and outcome of hotel cleanliness and hygiene and instead look into the perspective of visitors on the sanitation of hotels. This is in keeping with the current position of COVID-19. As we have all come to realize, hotel surfaces that are in frequent contact with guests need to be disinfected as a matter of priority during the act of touching them (Park et al., 2019). Otherwise, these surfaces may be the source of the spread of contagious viruses like COVID-19 (Chen et al., 2020). The automated dispersal of viruses system may also disinfect external places such as the centralized air conditioning system or any other region (Zhang et al., 2020).

In addition, having an adequate understanding of the processes involved in hotel cleanliness will assist the employees in reengineering such processes in order to guarantee effective cleaning and sanitization of the hotels.

Throughout and after the pandemic, hotels may be encouraged to exploit "cleanliness and sanitization" measures as a selling feature since this is the rising guest's desire for hotel hygiene during the pandemic, and because these policies are already in place. According to Zemke et al. (2015), younger travelers are more likely to be willing to spend more money on a higher standard of hotel room disinfection. In addition, since an advanced degree of sanitation may need financial resources for equipment, tools, and property, next study must also consider to what extent different kinds of hotels should advance their cleaning operations.

The concept of sanitation may be expanded to include more extensive facets of medical treatment and go beyond simple sanitization. When making travel arrangements during the pandemic, visitors are likely to become more concerned about universal healthcare access, such as where to get medical facilities in the event of an infection.

## Review of Literature

According to (Vig, 2020), even while hygiene and safety practices are vital for almost all firms, the hospitality industry is where they are most applicable. Hotels may now market their dependability and gain the confidence of customers in the service that is provided by using ratings. Customers may use the ratings to pick hotels based on their level of cleanliness and safety, and the ratings also motivate hotels to compete with one another to offer the safest environment possible for both customers and staff. There are not many organizations that give certificates and conduct out hygiene inspections in accordance with WHO guidelines. “WHO, FSSAI, FHRAI, MT, MHFW, ICMR, MHA,” and other organizations have established guidelines on best hospitality practices to guarantee the safety and hygiene of the industry.

As per the research done by (Panwar, 2020), in the post-COVID-19 world, the role of hygiene manager would become even more critical. They will more focus on proactive ideas and measure to make the environment safer and welcoming for the guests. They will work closely with the training team to ensure that they create substantial awareness and understanding of health and hygiene in daily life amongst the associates.

According to the research done by (Giroti, 2022), food safety and hygiene standards have become an important selling proposition for hotels and restaurants going forward and it would help them to build higher guests in today’s scenario. It is important to create the right and proper kind of hospitality facility. The working environment must be pleasant, and the primary objective should be to lower operational costs while simultaneously raising productivity, all without lowering the bar for hygiene or food safety. The only way to stop epidemics before they start is to be proactive and take preventative measures. The success of the venture is contingent on each and every guest’s level of contentment and ease.

According to Todiwan (2020), consumers’ preferences for safety and hygiene while booking any hotel in the current times have drawn emphasis to the cleaning department like never before. As a result, housekeeping is receiving more attention than ever before. Hotels are appointing hygiene officers to demonstrate the significance of excellent cleaning. It’s not the 98% of things that hotels do that makes a difference to the guest experience; it’s the 2% of things that hotels don’t do. The staff members either need to concentrate or be aware of what the 2% cut entails. It is essential to provide guests with wonderful experiences so that they would assess the hotel favorably and award brownie points. Knowing the product thoroughly is essential before giving services to the guest or client. The employees in charge of housekeeping are the hotel’s “eyes and ears” since they get direct input from guests on their stays. It is essential to think creatively and establish new standards that people will want to emulate or imitate themselves.

According to the findings of a research project that was conducted by (ET Hospitality World, 2022), Diversey, a leading company in the cleaning and hygiene solutions industry, recently introduced a new kit that is extremely valuable called the COVID-19. This kit is used as a weapon of choice in the fight against infection. The Diversey Hygienizer, LC According to Das, Managing Director of Diversey India Ltd. for India and the subcontinent, Diversey Hygienizer has handed a personal hygiene kit to each employee at his or her office so that they may clean and disinfect their hands and personal desk. Diversey Hygienizer kit is not only releasing the product into the market; rather, they are incorporating a habit that is required into the daily routine of their employees in order to effectively handle the COVID-19 health care dilemma.

(Kumar, 2020) discussed in their research that in comparison to Chinese hotels that didn't get time to prepare fully to face the pandemic, their Indian counterparts have the luxury of at least a month at their disposal to learn, train, and implement the new safety and hygiene protocols in order to receive the guest with confidence. This is in contrast to Chinese hotels that didn't get time to prepare at all to face the pandemic. Before checking in, the new guests will ask an excessive number of inquiries, and they may also inquire about the specifics of the tools and products that are used in the hotel's cleaning process. It is essential that guests refrain from sharing rooms to the greatest extent feasible, and only alternating rooms should be assigned. In order to sell the same room to another guest after the previous one has checked out, there must be at least 72 hours of downtime.

In light of the ongoing worldwide pandemic, it has been reported that the India International Hospitality Expo (IHE) has begun an endeavour to draft a single hygiene code and standard for the Indian hospitality industry. At the moment, all of the hotels have their own standard operating procedures in place. They intend to combine all of these standard operating procedures (SOPs) and transform them into a single industry-wide benchmark for the hospitality sector. The implementation of this standardized code and certification will contribute to the development of trust and confidence in the goods and services.

### **Objectives**

- 1.To study the guest buying behaviour for selected hotels in Pauri Garhwal region considering safety and hygiene during mass spread of viral infections (Novel Coronavirus).
- 2.To study the opinion of guests or customers about how actually they found the safety and hygiene in the selected hotels during mass spread of viral infections (Novel Coronavirus).
- 3.To study housekeeping trends in the hotel regarding the safety and hygiene of guest during mass spread of viral infections (Novel Coronavirus).

### **Research Methodology**

The present paper studies the guest buying behaviour for selected hotels in Pauri Garhwal region considering safety and hygiene during mass spread of viral infections (Novel Coronavirus). The researchers collected data with a help of a questionnaire forwarded to 70 respondents from Pauri Garhwal region who booked a specific hotel considering safety and hygiene as main factor for finalizing the hotel.

Primary data collected from the respondents which we get with the help of a questionnaire. The questionnaire of the research study was sent to a maximum of 150 respondents from which 138 responses were received and recorded. The secondary data was collected through research articles or the internet about this study.

The hotels selected for present research are "Bluepine Orchard, Hotel Himalayan View, Maavaa Dreamland and The Woods Retreat" from Pauri Garhwal region.

### **Data Analysis & Interpretation**

Demographic Analysis and Primary Data Analysis and Interpretation:

**Table 1:** Gender of the Respondents

Gender	Frequency	Percentage
Male	79	57.24%
Female	59	42.76%
Total	138	100.0%

Source: SPSS Output.

Table 1 contains the data that was requested on the gender classification of respondents. A total of 138 respondents participated in the poll, with male respondents accounting for 57.24% of the total respondents and female respondents accounting for 42.76%.

**Table 2:** Age of the Respondents

Age	Frequency	Percentage
Under 20	04	2.89%
21 to 30	42	30.44%
31 to 40	26	18.84%
41 to 50	22	15.94%
51 to 60	10	7.25%
Over 60	34	24.64%
Total	138	100.0%

Source: SPSS Output.

The frequency distribution table is shown in Table 2, and it includes information on the respondents' ages in several categories. From the data shown in Table 2, it is possible to conclude that out of a total of 138 respondents, the least 2.89% fall into the age category of being younger than 20 years old, while 24.64% are older than 60 years old. Whereas 30.44% of respondents fall into the age category of being between the ages of 21 and 30, and 18.84% fall into the age category of being between the ages of 31 and 40. Although 15.94% of respondents fell into the age category of 41 to 50 years, only 7.25% fell into the age category of 51-60 years.

**Table 3:** Marital Status of the Respondents

Marital Status	Frequency	Percentage
Married	99	71.74%
Unmarried	33	23.92%
Other	6	4.34%
Total	138	100.0%

Source: SPSS Output.

*Table 3* depicts the descriptive statistics table providing information about the marital status of respondents. The total number of respondents is 138, out of which 71.74% are married and 23.92% are unmarried. Other 4.34% of total respondents are either divorced or deserted.

**Table 4:** Education Levels of the Respondents

Education	Frequency	Percentage
Below Metric	1	0.73
Metric	2	1.44
12 <sup>th</sup>	6	4.34
Graduation	53	38.42
Post-Graduation	58	42.03
PhD	18	13.04
Total	138	100.0%

Source: SPSS Output.

*Table 4* throws light on the education level of respondents. It can be observed that majority 42.03% of respondents are Post Graduates, and 38.42% of respondents are Graduates. While 13.04% of respondents completed their PhD and 4.34%, 1.44% and 0.73% of respondents studied up to Secondary level, metric and below metric.

**Table 5:** Profession of the Respondents

Profession	Frequency	Percentage
Government Employee	15	10.87%
Self Employed	37	26.81%
Businessman	33	23.91%
Professional	22	15.94%
Any other	31	22.47%
Total	138	100.0%

Source: SPSS Output.

It is evident from *Table 5* that 10.87% of respondents are government employees and 26.81% of respondents are self-employed. However, 23.91% of respondents are businessmen, and 15.94% are professionals. The remaining 22.47% of respondents are involved in some other profession.



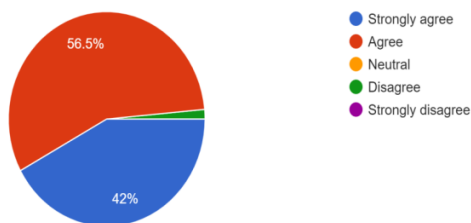
**Table 6:** Income Levels of the Respondents

Income	Frequency	Percentage
Below 1 Lakh	2	1.45%
1 Lakh - 1.5 Lakhs	3	2.17%
1.5 Lakhs - 2.5 Lakhs	17	12.31%
2.5 Lakhs - 5 Lakhs	56	40.58%
5 Lakhs - 10 Lakhs	36	26.09%
More than 10 Lakhs	24	17.4%
Total	138	100.0%

Source: SPSS Output.

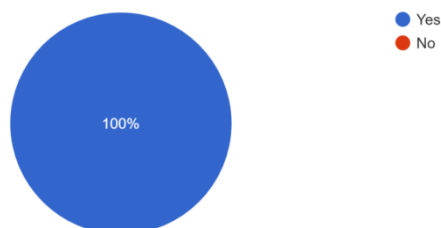
Table 6 exhibits the frequency distribution table giving information about the income of respondents. From the table, it can conclude that 40.58% of respondents have INR 2.5 to 5 lakhs yearly income. Whereas the yearly income of 26.09% of respondents is INR 5 lakhs to 10 lakhs and 12.31% of respondents' income is INR 1.5 to 2.5 lakh per year. While the income of 17.4% of respondents is more than INR 10 lakhs per year, and 2.17% of respondents have INR 1 to 1.5 lakhs per year income. Only 1.45% of respondents' income is below INR one lakh per year.

**Question 1: Do you book a hotel considering safety and hygiene during mass spread of viral infections?**



Out of the total responses 42% strongly agree with the fact that book a hotel considering safety and hygiene during mass spread of viral infections, while 56.5% respondents agree and 1.4% disagrees with this statement.

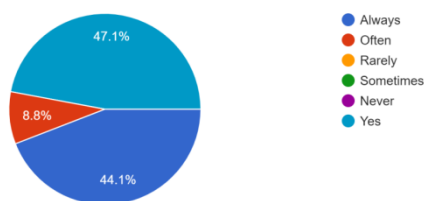
**Question 2: Do you think a hotel must follow all protocols of safety and hygiene set by the ministry of health/ Government of India?**



From all the total 138 responses all 100% of respondents are agree to the fact that a hotel must follow all protocols of safety and hygiene set by the ministry of health/ Government of India. A written advisory on the Government of India Ministry of health website which gives information about the protocol's hotels must follow regarding safety and sanitation of guests.

There is a lot of reading material about the COVID-19 available especially published on hotel websites which educate their guests about their status and readiness about tackling this pandemic. This is encouraging for guests who wish to booking their stay with the hotel. Many hotels also have tied up with a health care partner to assure guests that they are indeed following the cleanliness standards. Many hotels have converted their cleanliness efforts into full-fledged campaigns to pledge themselves to win the guest's attention, business and loyalty.

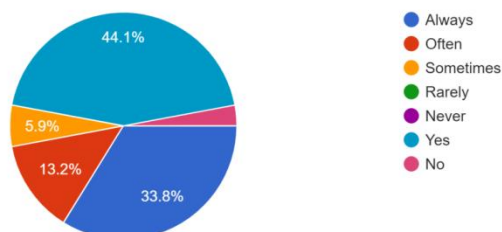
### Question 3: Would you choose a hotel to stay whose website mentions it has certification of safety and hygiene and it also conduct a regular safety /hygiene audit?



Out of total 138 respondents, the majority 91.2% of the respondents prefer to choose a hotel to stay whose website mentions it has certification of safety and hygiene and it also conduct a regular safety /hygiene audit.

There is a sense of relief and solace to know that the hotel one chooses to stay adheres to these rules and the hotel conducts regular audits for the same. A sense of legitimacy develops when a guest sees an established name of a health partner who tests, inspects and provides certification to validate and review the existent safety and hygiene program in the hotel.

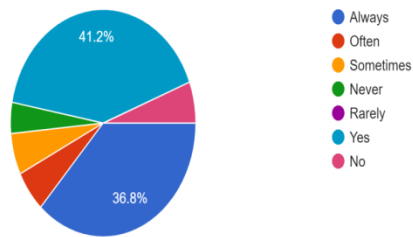
### Question 4: Would you fill a self-health declaration for guest medical history or travel, if asked by the hotel?



From all the total responses 59% respondents agree to fill a self-health declaration for guest medical history, where 5.9% respondents say sometimes, other 13.2% respondents say often and 2.9% respondents said they would not prefer to fill the same.

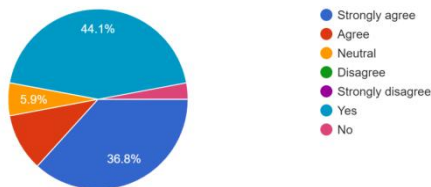
It is an option a guest cannot refuse as the Government of India tourism and Ministry of Health website makes it mandatory for guests to reveal their medical history while checking in the hotel.

**Question 5: Would you be more comfortable to choose a hotel which provide checking in with contactless process like UPI/Wallet/Online/QR Code for menu?**



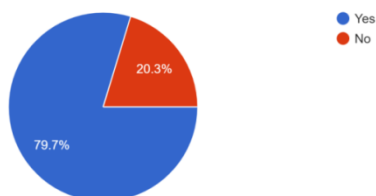
According to all the total responses 71.10% respondents feel more comfortable to choose a hotel which provide checking in with contactless process like UPI/Wallet/Online/QR Code for menu as this virus is contracted through touch and in the hotel the probability of an area or surface being touched by several people may lead to transmission of the virus. The very foundation of the Hospitality Industry is face to face interaction with guests which has been severely crippled. The smile of an employee at the front desk has been replaced with a mask whose expressions cannot be gauged by the guests. A handshake has been replaced an Indian style greeting of folded palms. To move forward the hospitality industry is taking the help of technology to help guests with contactless processes which would reassure that guests who may be worried about transmission through contact. Hotels are heavily investing in the use of artificial intelligence. Robots are slated to replace the human element in this equation.

**Question 6: Would you be more comfortable to choose a hotel kept a Sani-Kit in your room to enhance safety and hygiene during your stay?**



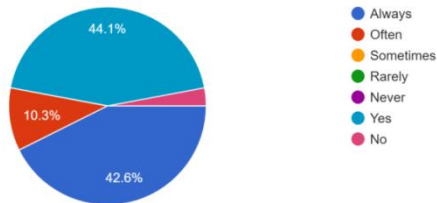
Out of all the total responses received majority 85.6% of the respondents are of the opinion that they choose a hotel which kept a Sani-Kit which atleast contain a mask, disposable gloves, sanitizer in their room. The sani-kit in the room must be kept at a prominent place where it is seen and its presence will remind the guests about using it for their own safety.

**Question 7: Are you aware with ozone treatment and would you be more comfortable to choose a hotel which having ozone treatment facility?**



Out of all the total responses, 79.7% respondents are aware of Ozone treatment and would be more comfortable to choose a hotel which having ozone treatment facility. The remaining 20.3% respondents are not aware what Ozone treatment is all about.

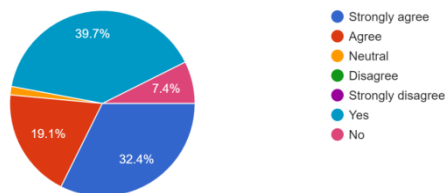
**Question 8: Would you choose a hotel to stay whose website mentions that their room attendants follow respiratory etiquettes?**



As per responses received 86.8% respondents choose a hotel to stay whose website mentions that their room attendants follow respiratory etiquettes.

Guests would be comfortable with employees wearing a pp kit plus have a mask and gloves while servicing the room or use the gear while in guest contact. This will reduce the possibility of an infection.

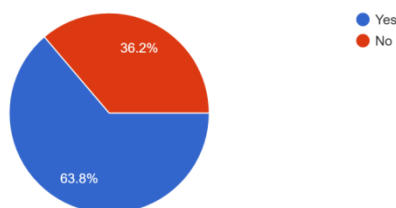
**Question 9: Would you as a guest complain about the staff/and other guests who do not follow mandatory safety and hygiene precautions?**



From all the responses received 79.6% respondents said that they would complain about the staff/and other guests who do not follow mandatory hygiene precautions.

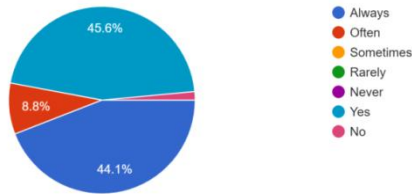
As this virus is transmittable through the air guests will be extremely cautious about the fact that they have to protect themselves from the disease. It has been proven by the WHO guidelines that wearing a mask and sanitizing one's hands with a hand wash can significantly cut down the transmission.

**Question 10: Would you choose a hotel to stay whose website mentions that a robot bringing the supplies for you?**



From all the total responses 36.2% respondents disagree and rest 63.8% respondents say yes and would choose a hotel to stay whose website mentions that a robot bringing the supplies for them.

**Question 11: Would you choose a hotel to stay whose website display COVID-19 related precautions and care also provide reading material as a part of the guest room supplies?**



Out of all the total responses received 65.7% respondents choose a hotel to stay whose website display COVID-19 related precautions and care also provide reading material as a part of the guest room supplies.

It is proved that what we see we tend to remember more. When this material or warnings are displayed the guests are going to take notice or read leading to more precaution taking for self and others.

### Conclusion

Preceding the outbreak of the pandemic, the cost of accommodation was among the foremost factors that guests would take into account when selecting a hotel. Following the pandemic, the primary consideration for a guest should be the degree of cleanliness and hygiene maintained by the establishment. Due to the extensive circulation of information in the media, guests have become increasingly cognizant of the protocols that hotels are obligated to adhere to. The confidence reposed by a lodger in a hotel is highly susceptible to disruption. Consequently, hotels must guarantee that they fulfil all the anticipated requirements to gain and maintain this trust.

Obtaining feedback from guests and fulfilling their needs is imperative for hotels to secure reservations for post-pandemic stays. Several hotels have initiated cleanliness initiatives, which are visible on their respective websites as evidence of their commitment to upholding hygiene and cleanliness standards.

Based on the primary data obtained from the questionnaire, it can be inferred that 98.6% of the respondents either strongly agree or agree with the notion that they prioritise safety and hygiene when booking a hotel, particularly during periods of widespread viral infections. The entirety of the respondents concur that it is imperative for a hotel to adhere to the safety and hygiene protocols established by the Ministry of Health or the Government of India. Based on the survey responses, it can be inferred that a significant proportion (91.2%) of the participants expressed a preference for hotels that advertise their safety and hygiene certification on their website, as well as conduct regular safety and hygiene audits. If requested by the hotel, a significant proportion of the participants will complete the self-health declaration form pertaining to their medical history or travel details.

In the current context, there is a consensus that adherence to COVID-19 guidelines, including social distancing, is of paramount importance. According to the questionnaire, contemporary check-in procedures at hotels include contactless methods such as e-wallets, online forms, and QR codes for menus. According to the survey results, a majority of 71.10% of the respondents expressed a preference for hotels that offer contactless check-in options such as UPI, wallet, online, or QR code.

According to recent research and in light of the COVID-19 pandemic, it is imperative to ensure the provision of hand sanitizer in all areas and rooms, as indicated by the majority of studies. According to the survey results, a majority of the participants, specifically 85.6%, expressed their preference for hotels that provide a Sani-Kit in their rooms. The Sani-Kit is expected to include essential items such as a mask, disposable gloves, and sanitizer. According to the survey results, 79.7% of the respondents demonstrated awareness of Ozone treatment and expressed a preference for hotels that offer this facility.

Among the entirety of responses received, a majority of 86.8% of respondents opted for a hotel that explicitly states on their website that their room attendants adhere to respiratory etiquettes. A significant number of participants have expressed their intention to lodge complaints against the personnel or fellow occupants who fail to adhere to the compulsory hygiene measures.

According to the questionnaire, 36.2% of the respondents expressed disagreement, while the remaining participants did not express disagreement. According to the survey results, a majority of 63.8% of the respondents expressed a positive inclination towards selecting a hotel that advertises the provision of robotic services for delivering supplies during their stay. Of the entirety of responses received, 65.7% of respondents opted to select a hotel for their stay that exhibited COVID-19 related precautions and care on their website, in addition to providing reading material as a component of the guest room amenities.

When a hotel guarantees to implement specific measures to ensure the safety of its guests, particularly with regards to the risk of contamination and viral infection, it is expected that the guests will experience a sense of security.

The current situation demands that the hospitality industry adapt to the changes required to effectively address the challenges that may arise when guests book accommodations and engage in supplementary transactions. It is imperative to acknowledge and accept this new reality. The guest's intention to revisit the hotel is contingent upon their perception of the level of care received during their stay.

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