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Greetings!

The hospitality industry post COVID – 19 pandemic

The ongoing COVID – 19 epidemic is expected to cause a serious and lasting impact on the hospitality industry in the short term and in the long term, with the recovery period anticipated to be at least in six months' time. As a result of the subdued customer demand during the pandemic, the hospitality sector is foreseen to face a period of concentrated demand release after this global pandemic, in view of encounters from Severe Acute Respiratory Syndrome (SARS) in 2003. Due to this, the hoteliers are now faced to ponder on the following; how to rapidly and precisely capture the adjustment in client demand and how to design a corresponding client experience.



This article therefore takes the point of view of clients, planning to help examine the move in client needs brought about by the pandemic and providing insights to the hoteliers as highlighted below.

a) Focus on adjustments in client experience

During the COVID – 19 pandemic, various measures aimed at avoiding cross contamination of food through human touch or containers – an ecorating certification minimum requirement, have adversely affected the "culture of sharing". Moreover, restricted movement during the pandemic will also mean that the hotel industry will have to get ready for a significant increase in tourism demand after the pandemic. How they will be able to coordinate their resources and adapt to the sudden influx while still guaranteeing quality services to clients is critical.

As a result of the uncertainty to the changes in client demands after the pandemic, hotels need to review their existing service offerings so as to adapt to the changes in client experience. Restaurants in hotels may now be tasked with the role of presenting personal serving spoons when delivering a shared dish, designing single portions in menus rather than a sharing size and promoting contactless delivery for in-room dining. Moreover, to adapt to the sudden increase in demand without compromising service quality, hotels can plan ahead for manpower scheduling and resource allocation.

b) Focus on the switch in customer perceptions

The belief that COVID – 19 and the virus that causes it might have resulted from a choice of foodstuff will have a big impact on customer diet structure and concepts. It is believed that the customers will take a keen interest on safety of food choices after the epidemic. The customers will now keenly take into account on what is the quality food they have, whether the source of the ingredients is reliable, whether the handling of the food and ingredients is safe and whether the quality of the ingredients is good enough.

To react to this unexpected change in customer thinking, hotels need to make alterations in an auspicious way, for example a return to the essentials of hotel principles, carefully follow Hazard Analysis and Critical Control Points (HACCP), and advance the significance of cleanliness inside the premises among some other things that Ecotourism Kenya Ecorating Certification demands.

Despite the situation being out of the ordinary, there sure is light at the end of the tunnel. Stay safe!