

The Impact of COVID-19 and rebuilding the workforce for Marriott Hotels

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The goal of this research is to demonstrate the negative impacts of the COVID-19 pandemic on the hospitality sector from March through June 2020. Because of the fluid nature of the COVID-19 scenario, judgements are tentative, and it is uncertain if industry participants, notably customers, authorities, and the sector itself, would rise from the outbreak with a fresh viewpoint.

COVID-19 has had an influence on practically every business and practically everyone on the planet.

The emergence of the coronavirus (COVID-19) and the subsequent management measures would have long-term economic consequences. industry, and professional career. Businesses must now successfully modify how they operate, from where or how responsibilities are accomplished to preparing for a pleasant environment or returning workers.

As a result of the outbreak, the hotel business has taken the brunt of the damage. The economic impact is substantial, and people are suffering as a result, with almost no one traveling or staying in hotels. Numerous hospitality workers are currently unemployed or working part-time due to the low level of business. People weren't just not traveling; they were also not attending any activities, or having events such as weddings postponed for later dates.

The travel, tourism, and events businesses will undoubtedly face severe challenges during the next two years. Millions of people's lives will be impacted, many of them permanently. Companies will go insolvent, while hotels, facilities, and services will suffer significant changes.

The hotel sector's economic output When compared to February 2020, prices plummeted by 90% in April 2020. Despite a rise in output throughout the summer of 2020 due to the removal of coronavirus restrictions and the implementation of the Eat Out to Help Out initiative in August, output remained below pre-pandemic levels. Production began to plummet once more in September as the number of Covid-19 events increased and limits were enforced.

The Scheme is available across the United Kingdom. It was in force from Monday through Wednesday, August 3rd to August 31st, 2020. The discount is only valid for a maximum of £10 per person. The Making good claims totaling £849 million from 78,116 outlets. Over 160 million individual meals (covers) were claimed, with a £5.24 claim fee each cover. A total of £840 million was paid to the programme. This figure surpasses the £500 million forecasted by the Treasury when the Scheme was unveiled.

The Coronavirus Work Preservation Scheme (furlough) has also been extended until April to make unemployed employees earning £2,500 or more per month, if the employee or staff consents. Employees may put anyone on leave as long as they are hired before October 30, 2020.

Furloughs were enforced in March to avoid mass layoffs. The program subsidizes the wages of those unable to work because their firm has shut or there aren't enough jobs for them.

The program was intended to terminate in April, but the industries that heavily rely on furlough would not have been fully operating by then. Almost a million food and lodging employees, as well as 938,000 retail staff, had been on furlough at the end of January. According to the government's lockdown schedule for England, gyms, hairdressers, and non-essential enterprises will reopen by April 12th. If the lockdown is removed at this time, bars and restaurants will be able to serve customers outside.

According to ONS, 43 percent of hospitality establishments were back in business in early March (2021), compared to 74 percent overall. In the hotel industry, 55 percent of enterprises have abruptly ceased operations, compared to 24 percent across all industries. Around 19% of hospitality organizations expressed "low self esteem" in their ability to survive the next few months.

The coronavirus pandemic has caused havoc on the global economy since December 2019. According to Rating, a credit rating agency, the world will endure a catastrophic recession. The global economy is expected to contract by 1.9 percent, with the United States, Eurozone, and United Kingdom contracting by 3.3 percent, 4.2 percent, and 3.9 percent, respectively. According to predictions, China may have been on the verge of its greatest financial disaster in 60 years, with its GDP falling by 10%. Over the last four weeks, the United States has shed over 22 million jobs, accounting for further than 10% of total employment.

Covid19 had a tremendous impact on airlines all over the world, causing a dramatic drop in traffic volumes. The current problem, according to the transportation association, is deeper and more pervasive than the one that followed 9/11. In 2001-2002, US airlines lost around

\$19.6 billion in revenue. Response to the terrorist attacks, the US government provided airlines with \$15 billion in damages and access to credit.

Several companies are now facing the challenge of regaining clients, and many firms are beginning to believe that we will not be able to return to normalcy as quickly as we expect. It's a big change from the white sand beaches of the Caribbean. From exotic islands and the Pacific to Bangkok's dark alleyways and Africa's immense national parks, there's something for everyone. Countries are grappling with how to welcome visitors while preventing new virus breakouts.

With such dire repercussions, the hotel industry will be forced to change in unprecedented ways. Since every brand-consumer relationship begins with trust, restoring customer loyalty will be the first step in resolving the issue. Strict sanitary and hygienic processes, as well as new techniques of monitoring and regulating the environment in which an organisation operates, will be necessary. Hotels will now be required to implement stringent steps to ensure the safety of its employees and customers.

All sites will be fully cleaned before they open their doors to the public. Utilizing hospital-grade, EPA-approved chemicals and virus-eradicating UV technology. Only once their temperatures have been checked and they are wearing masks will all visitors and personnel be allowed to access the property. Touch-free hand sanitizer, disinfection, and social separation requirements, and also signs and monitoring, will be provided in public and employee areas. High-touch areas such as door handles, escalator surfaces, and public area furnishings will be cleaned using UV technology.

In order to deliver frictionless customer service, hotels must make better use of technology. Contactless check-in, Self-check-in and check-out using mobile apps, for example, is on its way to becoming the norm. An electronic menu based on a QR code will be authorized in restaurants.

Reduced transport capacity and greater operating expenses as a result of stricter safety and hygiene regulations are just a few of the challenges that hotels will encounter when they reopen after the lockdown. Hotels, for example, are authorized to operate at 33 percent capacity in Maharashtra as long as social distancing and cleanliness criteria are met.

What impact did Covid-19 have on Marriott Hotels?

Marriott saw a greater and longer-lasting economic damage from Covid-19 than from 9/11 and the 2008 financial crisis combined. Since the first clues of this extraordinary occurrence, the organization has gone through a series of iterations to adapt and improve its operations, such as dramatically lowering waste and raising liquidity.

Marriott today informed its affiliates that the company will need to take further action due to the increased likelihood that hotel demand and RevPAR levels may take some time to recover. Furloughs and shorter work week plans were introduced, in particular, for

above-property colleagues in the United States, which started in April, has been prolonged till October 2, 2020. In the United States, Marriott also is adopting a voluntary separate goal for employees on-property and above-property who want to advance the business and seek other possibilities. Each of these geographical regions are considering comparable volunteer activities. Later in the year, The corporation intends to cut a major portion of its non-property liabilities. The business cannot predict how many partnerships will be impacted by these delineations, as well as any extra expenses or cost savings, at this time.

Later this year, the corporation aims to remove a significant chunk of its above-property roles. At this point, the company cannot forecast how many affiliates will be affected by the segregation, as well as any resulting fees or cost reductions. In order to aid the corporation, the corporation has temporarily postponed major brand requirements, including deferring upgrades, delaying necessary furniture, fittings, and equipment funding, as well as canceling product standard audits, due in 2020 within one year, to owners and franchisees.

Such initiatives include lowering top executive wages, forcing temporary leave in North America, decreasing working days globally, and canceling Unnecessary travel and spending. Marriott estimates that these cost-cutting measures will result in savings of at least \$140 million in corporate administration costs in 2020.

This figure is projected to climb as more measures are implemented. To be more in line with the fall in financing owing to decreased systemwide sales, the company has also made efforts to drastically reduce expenditures associated with resources and support that hotels reimburse it for, including such advertising costs. The company has also reassessed its investment spending plans, with the goal of eliminating or deferring at least one-third of its earlier expectation of \$700 to \$800 million in 2020 expenditures, with funding normally arriving only where the company was previously obliged.

Marriott is continuing to communicate with its customers in an attempt to address this issue. While the firm is now witnessing unusually high cancellations, there have been cancellations for stays during the first half of this year, as well as low levels of bookings, many group clients are still booking. COVID-19 is prompting a large number of cancellations and rebookings for later this year. Marriott has extended the interim cancellation deadline for all current reservations until June 30, 2020, and is allowing free cancellations until 24 hours before the expected arrival for new jobs made between March 13, 2020 and June 30, 2020.

It is clear enough that Marriott Hotel is being mindful and taking all the precautions necessary such as

Signage in the hotels reminds guests to keep social distance.

In order to comply with municipal and regulatory rules, we have implemented occupancy limitations and seating capacity restrictions in our restaurant and bar.

Front-desk partitions and food and beverage service lines have been erected.

Mobile check-in and key, as well as service requests, are available via the Marriott Bonvoy™ mobile app.

The hotel cleans and sanitizes the public spaces.

In addition, the firm wishes to assist healthcare personnel who are fighting COVID-19 on the front lines. Marriott has given up to \$10 million in hotel rooms for US healthcare professionals who are leading the battle against COVID-19. With the help of its credit and debit card processors, Rooms for Responders is the name of the program. would provide free accommodations in some of the most disaster-stricken areas of the United States. Furthermore, the firm operates in the United States, Canada, the Caribbean, and Latin America. It launched the Neighborhood Caregiver Program, which offers discounted rates to First rescuers and healthcare personnel that wish to stay at hotels close to the hospitals they assist. Currently, about 2,500 hotels are open for business.

As national, state, and municipal limitations on travel and business are increasingly removed, we are preparing to welcome back our affiliates and visitors. Addressing their health and safety concerns while on site is an important component of the process.

Conclusion

To conclude what has been discussed, we can clearly see how much harm the Pandemic Covid-19 has caused to so many people and the hotel industry, causing them so much concern. Hundreds of thousands of individuals have been made redundant and have no place to work. It is unclear when humans will be able to recover from this terrible outbreak.

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