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# **TULI COLLEGE OF HOTEL MANAGEMENT NAGPUR**



**Two Days Online National Conference**

## **AMELIORATION 2021**

**“Reawakening of Hospitality Industry by  
Fostering Knowledge and Capacity Building”**

**21<sup>st</sup> & 22<sup>nd</sup> January, 2021**



Approved by AICTE, Affiliated to RTMNU  
Near Koradi Octroi Post Bokhara Road, Nagpur – 441 123  
Ph – 0712 – 6644306 / 6644318  
Web Site – [www.eduattuli.com](http://www.eduattuli.com) Email – [tulihmct@gmail.com](mailto:tulihmct@gmail.com)

## About the Institution

### **Tuli College of Hotel Management, Nagpur.**

#### **Tuli College of Hotel Management, Nagpur**

#### **About the College**

The key purpose of Hotel Management & Catering Technology is to make students familiar with management techniques, processes, and methods used in the hotel and hospitality business globally.

Tuli college of Hotel Management offers a bouquet of the following courses:

BHMCT (4 years) graduate degree Affiliated to RTMNU

BSC 3 years Bachelors in Hospitality Affiliated to KKSU

1 year Diploma in Hospitality Studies

3 Years B.Voc in Hotel Management affiliated to Tata Institute of Social

Sciences and (2 years) M.Sc in Hospitality Studies affiliated to KKSU

master degree, which provides professional training and new inventions in the business of hotels and catering.

Tulians can beat any pandemic when we put our mind and heart into it and this was proven when the faculty themselves made the Learning Management System during the lock down to help students makes the most of technology aided teaching.

The Institute has a commendable Leadership of Dr Urvashi Yashroy who is Director of Tuli College of Hotel Management and Chairman who is a Institution in itself who is a owner of chain Tuli Hotels and Resorts LTD Nagpur MR M.S Tuli.

## About Amelioration:

Every year Tuli College of Hotel Management Organizes Amelioration Conference with the current themes and eminent speakers in the Industry are invited so that our students are well versed with the recent trends in the hospitality Industry. As per every year in spite of Covid our Institute successfully organized an **“Online National conference “Reawakening of hospitality industry by fostering knowledge and capacity building”**

COVID-19 has made a huge impact on human life in every sphere. Hospitality sector is no different and is one of the worst affected by this pandemic worldwide. Likewise hospitality education in present circumstances faces a double challenge firstly the job retrenchment in the hospitality sector has dampened the spirit of hospitality students secondly the offline mode of education has come to a virtual standstill. In the new circumstances online education has gained significant importance. In the present circumstances it is the only way forward in the arena of hospitality education also. The hotel management institutes have started online education; this is a new arena both for the hospitality educators and students. Although online education has a long history but the sudden change has posed challenges both for the hospitality educators and students. The challenge in hospitality education is more significant as the major components of the education are skill based and so the challenge to impart the skill component through online medium is more complex. Our Conference aimed to determine the challenges faced by the hospitality educators in hotel management institute in the conduct of online classes.

The conference session was inaugurated by Mr Mr.Sudhir Andrews “Father of Hospitality Education” Mr M. S. Tuli , chairman, Tuli college of hotel management and Dr. Urvashi Yashroy, Director Tuli College of Hotel Management.

There was a panel discussion on confronting Covid what next for hospitality education by Dr. J K Mangaraja,IHM Principal, Ahmedabad and Dr. Urvashi Yashroy, Director Tuli college of hotel management. There was a question answer session by Mr. Virendra Razdan, Former head of hotel and hospitality Reliance Industries on “Balancing the operation in the food and beverage service domain post lock down” where eminent personalities shared their views.

Dr. J.K.Mangaraj, Principal, IHM, Gandhi agar; Mr. Amreesh Misra, Principal, Auro University, Ahmedabad; Dr. Urvashi Yashroy, Director, Tuli College of Hotel Management conducted a panel discussion on – “Confronting Covid – What Next For Hospitality Education”  
Ms. Kanika Mehra, HR Manager, Hyatt, Hyderabad shared her views on “A Paradigm shift in Human Resource Management” on the 21st January, 2021  
Mr. Vikas Sharma, General Manager, Courtyard Marriott Surat; also spoke on “The New Normal in Hotel Design and Construction – Post Covid -19”  
A session on paper presentation by our students was also commenced .We have included them in our ISBN Amelioration 20-21 Journal.

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**A comprehensive study of healthy eating habits of people in Protein Box Nagpur City.**

**Authors: Ms. Sakina Malik, Ms. Mamta Sharma, Ms. Aachal Dukre, Designation, Bachelor of Science in Hospitality studies, 6th Semester, Tuli College of Hotel Management.**

**ABSTRACT**

The main aim of this research is to study about how many people consume healthy food in Nagpur city. A healthy diet is essential for good health and nutrition. It protects you against many chronic noncommunicable diseases, such as heart disease, diabetes and cancer. Eating a variety of foods and consuming less salt, sugars and saturated and industrially-produced trans-fats, are essential for a healthy diet. A healthy diet starts early in life - breastfeeding fosters healthy growth, and may have longer-term health benefits, like reducing the risk of becoming overweight or obese and developing noncommunicable diseases later in life. Feeding babies exclusively with breast milk from birth to 6 months of life is important for a healthy diet. It is also important to introduce a variety of safe and nutritious complementary foods at 6 months of age, while continuing to breastfeed until your child is two years old and beyond. Consuming a healthy diet throughout the life-course helps to prevent malnutrition in all its forms as well as a range of noncommunicable diseases (NCDs) and conditions. However, increased production of processed foods, rapid urbanization and changing lifestyles have led to a shift in dietary patterns. People are now consuming more foods high in energy, fats, free sugars and salt/sodium, and many people do not eat enough fruit, vegetables and other dietary fibre such as whole grains.

**Keywords:** Protein Box, Healthy food, Diet food, Hospitality industry, Nagpur.

## **INTRODUCTION**

**Definition:** Healthy eating means eating a variety of foods that give you the nutrients you need to maintain your health, feel good, and have energy. These nutrients include protein, carbohydrates, fat, water, vitamins, and minerals . Nutrition is important for everyone, eating well is an excellent way to help your body stay strong and healthy. eating well is especially important for you. What you eat can affect your immune system, your mood, and your energy level.

- Healthy food refers to a whole lot of fresh and natural products such as fruits, vegetables, whole grains, lean proteins and good fats that deliver your body with essential nutrients for carrying out several bodily processes, Some of the healthy foods include apples, greens, carrots, oatmeal, whole grain, beans and legumes, fish, eggs, milk and milk products and olive oil etc.

- While junk food is a highly processed food that is made up of ‘empty’ calories foods loaded with saturated fat, sugar and devoid of nutrients which neither helps the body to nurture, focus and perform vital functions all through the day. It includes packaged food products like chips, cookies, cakes, pastry, candy soda, and pizza.

- In nagpur, the healthy eating concept is catching up with restaurants introducing healthy menus in their establishments. Protein box, Healthalicious, Fit fuelz, Ceebo the monk, Muscle head on and Saladarina. Important part of the healthy food ritual and consists of reviving natural elements and detox, drinks and smoothies. We also offer High protein salad and sandwiches. when eaten together, is more nutritious than when it is eaten separately. It helps an individual embrace the exponential power of the right foods, in turn uplifting the entire healthy eating experience.

## **RESEARCH OBJECTIVES**

- To describe in a brief about healthy food in protein box.
- To distinguish between junk food and healthy food.
- To know about different brands who produce or practice healthy food in Nagpur.
- To analyze the behavior of people towards healthy eating habits.

## **LITERATURE REVIEW**

A field experiment demonstrated that forming implementation intentions was effective in changing complex everyday behavior, in this case establishing a healthier diet. Implementation intentions concerned a specific plan for when and how to act. The effect of implementation intentions was additive to the prediction of healthy eating by behavioral intentions to eat healthily. Implementation intentions were pitted against individual differences in counterintentional (unhealthy) habits. The effects of implementation intentions and counter intentional habits were independent, suggesting that implementation intentions did not break the negative influence of unhealthy habits, and yet managed to make those with unhealthy habits eat healthier in habit-unrelated respects.

Noting that the real challenge for parents is not being aware of what to feed their children, but rather getting children to actually eat those foods, this guide provides advice for parents of infants through adolescents regarding children's dietary needs while recognizing the role of children's emotions, tastes, and preferences. Following the introduction discussing nurturance and the importance of considering a long-range approach to children's nutrition, the book's chapters are: "What's Best for My Newborn?" focusing on breast and bottle feeding; "Expanding Your Baby's Diet"; "The Toddler Years," including growth patterns, food safety, and reducing fat calories; "Nutrition during the School Years," including the importance of developing educated consumers; "The Adolescent Years"; "Nutrition Basics," presenting the food pyramid guidelines; "Spitting Up, Gagging, Vomiting, Diarrhea, and Constipation"; "Is My Child Too Fat?"; "Is My Child Too Thin? Too Small? Too Tall?" providing information to differentiate normal individual differences from development problems; "Eating Disorders"; "What Do I Do about Outside Influences?"; "Can I Cut My Child's Risk of...?" concerning heart disease, diabetes, and cancer; "Food Safety and Additives"; "Alternative Diets and Supplements," such as vegetarianism and crash weight-loss diets; and "Is My Child Allergic?" Throughout the book are sidebars offering low-fat snacks and menus, help for allergy sufferers, and suggestions for making mealtimes easier and healthier.

Each chapter concludes with answers to commonly asked parents' questions. The book's six appendices include a checklist for caregivers, food-medication interactions, charts for growth and body mass index, food substitutions, and a list of organizations providing health and nutrition resources. (KB)

The first year of life is characterized by rapid developmental changes related to eating. As infants gain truncal control, they progress from sucking liquids in a supine or semi reclined position to eating solid foods in a seated position. Oral motor skills progress from a basic suck-swallow mechanism with breast milk or formula to a chew-swallow mechanism with semi-solids, progressing to complex textures.<sup>1,2</sup> As infants gain fine motor control, they progress from being fed exclusively by others to at least partial self feeding. Their diet extends from breast milk or formula, through baby cereals and specially prepared foods, to the family diet. By the end of the first year of life, children can sit independently, can chew and swallow a range of textures, are learning to feed themselves, and are making the transition to the family diet and meal patterns. Now the child is ready for variety, an essential component of a high-quality diet. Data gathered on infants and young children 6 to 23 months of age across 11 countries have demonstrated a positive association between dietary variety and nutritional status.<sup>3</sup> In a sample of middle-class families with healthy dietary patterns, dietary variety and exposure to fruits and vegetables in infancy and toddlerhood were associated with acceptance of these foods at later ages.<sup>4</sup> Children's eating patterns and food preferences are established early in life. When children refuse nutritious foods such as fruits or vegetables, mealtimes can become stressful or confrontational, and children may be denied both the nutrients they require and healthy, responsive interactions with caregivers. Caregivers who are inexperienced or stressed, and those who have poor eating habits themselves, may be most in need of assistance to facilitate healthy, nutritious mealtime behaviour with their children

Participants were randomly recruited from three high SES municipalities and three low SES municipalities in the Negev. Participants were interviewed at home with 24-h food questionnaires that included additional questions regarding health and eating habits. Nutrient and energy intakes were compared between groups, as were major contributors to the energy and food groups. One hundred sixteen participants from the high SES group and 206 from the low SES entered the study. Those in the low SES group were older, heavier, less educated, and less physically active. Dietary intake among the participants in the low SES group was significantly lower in protein, monounsaturated fat, and most vitamins and minerals (thiamine, riboflavin, niacin, vitamin C, calcium, magnesium, and iron). Conversely, vitamin E intake was higher in the low SES group. In the low SES group, the main contributors to energy intake were breads, oils, and sugars. Oils, fats, and citrus fruits were consumed more among subjects in the low SES group, whereas dairy products, grains, and legumes were consumed less by subjects in the high SES group. In a detailed survey conducted in two distinct populations, we found poorer diet quality in the low SES group. The root causes for such divergence need further study. As smoking declines in the modern world, nutrition will become the key risk factor in many diseases. Further research and educational and legislative initiatives are needed to curtail this risk.

Attitudes towards healthy eating were explored according to dietary, lifestyle and socio-demographic correlates in a random sample of 1256 Irish adults. Data were obtained from an Irish cross-sectional survey (1997–1999). A self-administered questionnaire was used to obtain attitudinal information. Food consumption was estimated using a 7-d food diary. A majority of the sample had a positive attitude or motivation towards their healthy eating behaviour. Those who perceived their own eating habits to be healthy were more likely to comply with current dietary guidelines than those who did not. Females, increasing age, higher social class, tertiary education, non-smokers, lower body-weights and increased recreational activity were associated with a lower odds ratio (OR) for having a negative attitude towards their healthy eating behaviour. An increased intake (g/d) of breakfast cereals, vegetables, fruit and poultry dishes were associated with decreased OR for negative attitudes towards their healthy eating behaviour, while an increased intake of high-calorie beverages (g/d) was associated with an increased OR. It can be concluded that attitudes or motivation towards eating healthily was related to measured dietary and lifestyle behaviour in this sample. Future research is warranted to devise appropriate methods of instituting attitude change towards dietary behaviour in certain subgroups of the population.

This audit was undertaken to investigate the dietary intake and food-related behaviour of children diagnosed within the autistic spectrum continuum. It was hoped to understand the difficulties faced by parents and carers and to offer a holistic service. Method: Parents of 17 autistic children aged 42–117 months were interviewed and data collected by 3-day dietary recall and food frequency questionnaire. Weight and height measurements for each child were obtained. South Derbyshire Ethics Committee approval was given. Results: Nutrient intakes on analysis fell below reference nutrient intake (RNI) levels for 53%

(nine) children in one or more of the following nutrients: vitamin C, iron, vitamin D, niacin, riboflavin, vitamin B6, calcium and zinc. One child fell below the lower reference nutrient intake (LRNI) for iron and three children aged under 4 years did not meet the LRNI for vitamin D from dietary sources. Excessive milk consumption in 13 children raised calcium intake to levels above 200% of RNI levels. Conclusion: Eating habits were extremely prescriptive. Food preferences were specific for 'dry' or 'wet' forms, colour, shaped retail products and even brand packaging. Food refusal and introduction of new foods were cited as the most difficult problems faced by parents. Oral sensitivity, poor oral motor movements and difficult eating behaviours were identified and an integrated service involving dietitian, speech therapist and paediatric clinical psychologist was advocated.

Poor eating habits are an important public health issue that has large health and economic implications. Many food preferences are established early, but because people make more and more independent eating decisions as they move through adolescence, the transition to independent living during the university days is an important event. To study the phenomenon of food selection, the health belief model was applied to predict the likelihood of healthy eating among university students. Structural equation modeling was used to investigate the validity of the health belief model (HBM) among 194 students, followed by gender-based analyses. The data strongly supported the HBM. Social change campaign implications are discussed. Some research has shown that the most important factors predicting food selection among adults are: taste, cost, nutrition, convenience, pleasure, and weight control, in that order (Glanz, Basil, Maibach, Goldberg, & Snyder 1998). Many studies have shown that people often establish these tastes and habits while they are relatively young (Birch, 1999). Evidence suggests early establishment of habits and preferences occurs for a variety of behaviors including media use (Basil, 1990) and music listening (Holbrook & Schindler, 1994), as well as food choice (Birch, 1999). Therefore it is advisable to begin establishing good eating habits when people are as young as possible. Importantly, however, for the very young many food decisions are controlled by parents and preschools (Nicklas et al., 2001). Therefore, food choice for the youngest age groups may be constrained by a number of factors.

This study examined the influence of demographic characteristics and selected family factors on consumption of a healthy breakfast and lunch and consumption of fruits and vegetables among adolescents. A cross-sectional survey was completed by a representative sample (n=3,155) of students from all high schools in a suburban county near Atlanta, Georgia. Students consuming healthy breakfasts, healthy lunches, and more fruits and vegetables were more likely to be White or Asian (lunch/fruits and vegetables only), better able to communicate with parents or guardians on serious issues, closely monitored by their parents, living with one or both parents, spending less time at home without adults, perceiving themselves at about the right weight or underweight (lunch/breakfast only), male (lunch/breakfast only), and in 9th or 10th grade (breakfast only). These results suggest family factors should be considered in the development and implementation of nutrition interventions.

### **RESEARCH METHODOLOGY**

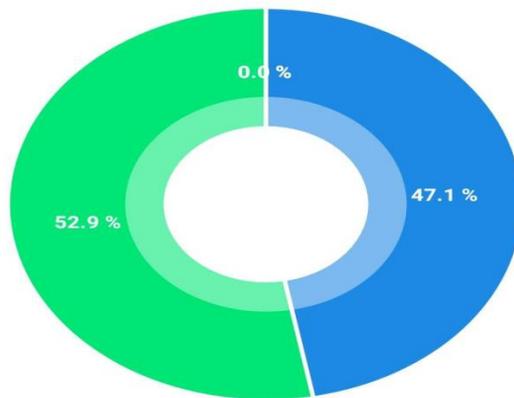
The researcher has identified that lots of people consume healthy food. Given the circumstances, it was felt appropriate to take a descriptive and analytical stance of research, in that the method of data collection was considered to be the well-structured questionnaire. Questionnaires are becoming a commonplace in quantitative research, and in current circumstances where social distancing has been widely practiced, it was felt to be most appropriate for the survey. Questionnaires are also termed as cost effective when compared to the telephonic or face to face interviews, still got in-depth information from the participants. In the current study with a limited sample size 51, judgemental sampling was used, which is a non-probability sampling. For the research problem at hand a set of clients were considered to be appropriate for gathering responses. In judgmental sampling the obligation lies on the researchers to select the elements from the population based on the samples representation of the population of interest. It was considered necessary to sample individuals in the hospitality industry, because they met with the immediate challenge of answerability during adversities. The primary data consist of information collected through questionnaires.

The questionnaires consist of basic information about the topic and survey done on it. The secondary data consist of individual information gathered by the researcher through the internet, website, articles, etc. A descriptive questionnaire, the internet was used for data collection and its results were calculated through survey Google form.

## RESULT AND DISCUSSION

### Aware of healthy food

Particular	No of Respondent	Percentage
Strongly agree	24	47.06%
Agree	27	52.94%
Strongly disagree	0	0.00%
Disagree	0	0.00%
Total	51	100%

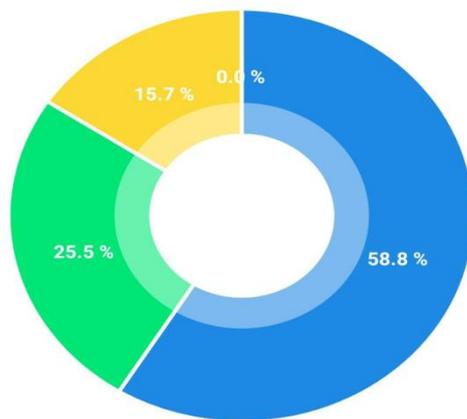


From the above table research came to know that 47.06% people from Nagpur are aware of healthy food and 52.94% people from Nagpur are aware of healthy food.

### If yes, have you ever tried healthy food ?

Particular	No of Respondent	Percentage
Always	30	58.82%
Often	13	25.49%
Rarely	8	15.69%
Never	0	0.00%
Total	51	100%

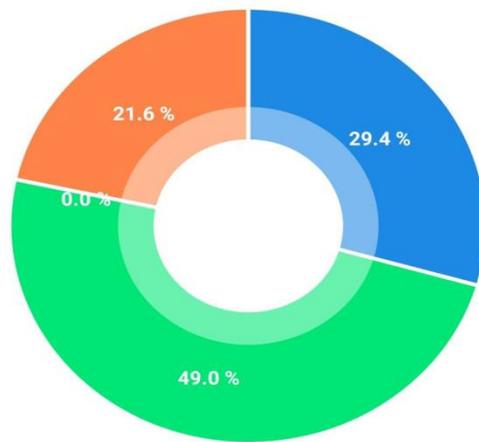
- Always - 30
- Often - 13
- Rarely - 8
- Never - 0



From the above table research came to know that 58.82% people always used to eat healthy food, 25.49% people often used to eat healthy food, 15.69% people rarely used to eat

### Do you know any healthy restaurants in Nagpur city ?

Particular	No of Respondent	Percentage
Strongly agree	15	29.41%
Agree	25	49.02%
Strongly disagree	0	0.00%
Disagree	11	11%
Total	51	100%

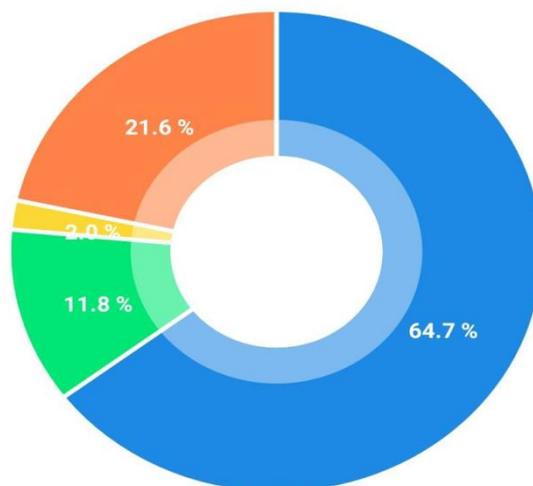


From the above table research came to know that 29.41% people strongly agree that they have a healthy restaurant in Nagpur and 49.02% people agree that they know the healthy restaurant in Nagpur.

yes, which is your favourite, would you prefer to go

Particular	No of Respondent	Percentage
Protein box	33	64.71%
Healthalicious	6	11.76%
Fit fuelz	1	1.96%
Other	11	21.57%
Total	51	100%

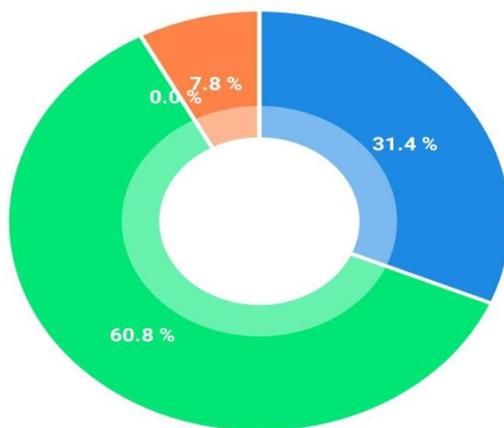
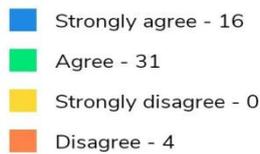
- Protein Box - 33
- Healthalicious - 6
- Fit Fulez - 1
- Other - 11



From the above table research came to know that 64.71% people prefer to go Protein box and 11.76% people prefer to go Healthalicious.

### Do you have any knowledge about different diets

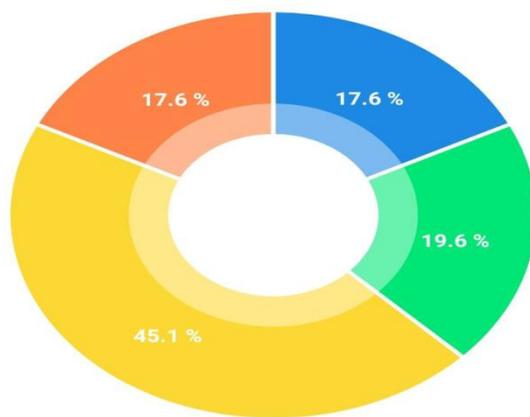
Particular	No of Respondent	Percentage
Strongly agree	16	31.37%
Agree	31	60.78%
Strongly disagree	0	0.00%
Disagree	4	7.84%
Total	51	100%



From the above table research came to know that 31.37% people strongly agreed that they have knowledge about different diets and 60.78% people

### If yes, which diet will you prefer

Particular	No of Respondent	Percentage
Keto diet	9	17.65%
Vegan diet	10	19.61%
Low carb diet	23	45.10%
Other	9	17.65%
Total	51	100%

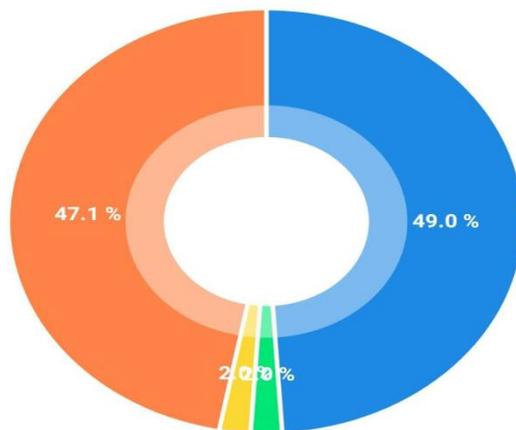


From the above table research came to know that 17.65% prefer keto diet, 19.61% people prefer vegan diet, 45.10% people prefer low carb diet and 17.65% people prefer other diets.

### Which timing would you prefer for your healthy diet

Particular	No of Respondent	Percentage
Early Morning	25	49.02%
Afternoon	1	1.96%
Evening	1	1.96%
All of the above	24	47.06%
Total	51	100%

- Early Morning - 25
- Afternoon - 1
- Evening - 1
- All of the above - 24

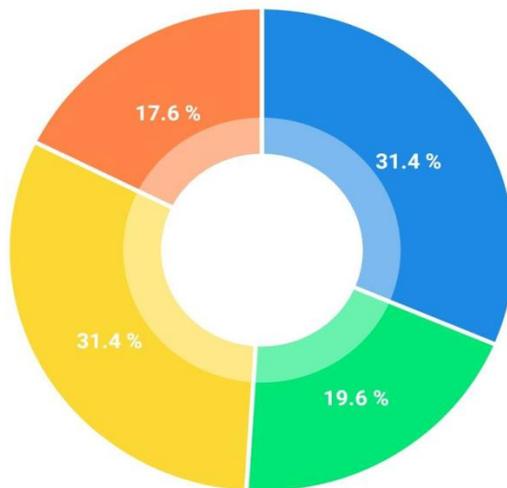


From the above table research came to know that 49.02% people prefer to have a healthy diet in early morning and 1.96% people prefer to have a healthy diet any time a day.

**Which activity would you like to do to maintain your healthy diet ?**

Particular	No. of Respondent	Percentage
Yoga	16	31.37%
Zumba	10	19.61%
Running	16	31.37%
Cycling	9	17.65%
Total	51	100%

- Yoga - 16
- Zumba - 10
- Running - 16
- Cycling - 9

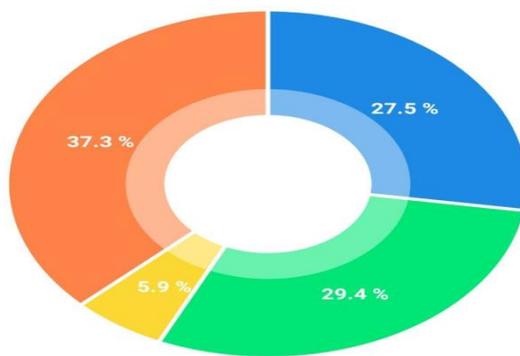


From the above table research came to know that 31.37% people do yoga , 19.61% people do zumba, 31.37% people do running and 17.65% people do cyclin

### Which type of packages would you prefer?

Particular	No. of Respondent	Percentage
ouarterly	14	27.5%
yearly	15	29.4%
Half yeary	3	5.9%
Monthly	19	37.3%
Totally	51	100%

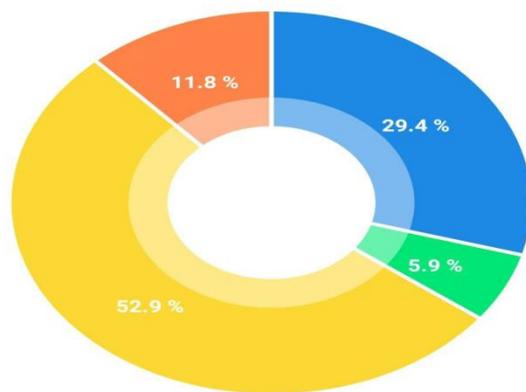
- Quarterly - 14
- Yearly - 15
- Half yearly - 3
- Monthly - 19



From the above table research came to know that 27.45% people prefer Quarterly packages.

### In what way do you prefer your diet to be?

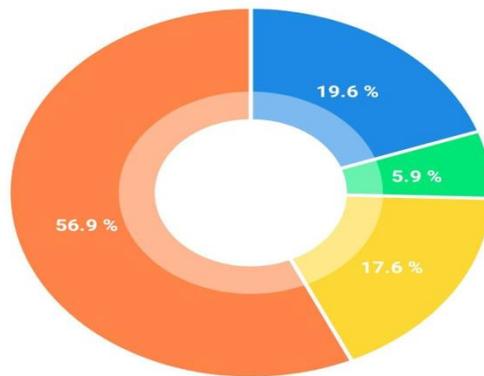
Particular	No of Respondent	Percentage
Less Sugar	15	29.41%
Less Salt	3	5.88%
Less Oil	27	52.94%
Other	6	11.76%
Total	51	100%



From the above table research came to know that 29.41% people prefer less sugar in their diet, 5.88% people prefer less salt and 52.94% people prefer less oil.

### Any ingredients that you don't prefer to have in your diet (allergy)

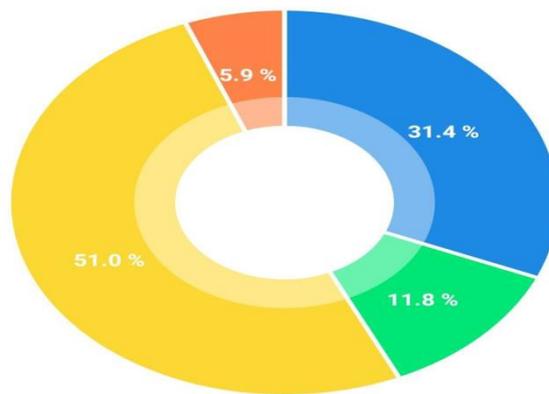
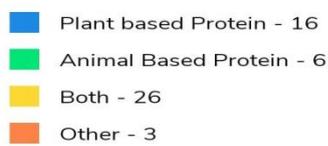
Particular	No of Respondent	Percentage
Peanuts	10	19.61%
Coconut	3	5.88%
Raisin	9	17.65%
Other	29	56.86%
Total	51	100%



From the above table research came to know that 19.61% people don't prefer Peanut in their diet, 5.88% people don't prefer Coconut in their diet,

## What protein source do you like the most?

Particular	No of Respondent	Percentage
Plant Based Protein	16	31.37%
Animal Based Protein	6	11.76%
Both	26	50.68%
Other	3	5.88%
Total	51	100%



From the above table research came to know that 31.37% people like Plant Based Protein , 11.76% people like Animal Based Protein and 50.68% people like Both Plant based Protein as well as Animal based Protein.

## SUMMARY & CONCLUSION

In conclusion, According to our research, current trends in nagpur for healthy diet are based on heavy increasing availability. Most of the people in Nagpur are aware of Healthy food. They avoid eating junk food and take a proper diet. People are very careful about their health diet. Maximum people had tried healthy food. People prefer healthy restaurants more often for healthy food. They used to prefer less sugar and less oily diet. A balanced diet helps maintain proper body weight, and keep us healthy. People used to take healthy diets like Keto diet, Vegan diet, Low carb diet. They avoid eating peanut, coconut, raisin and any other things. 9.90% people like Plant Based Protein, 9.90% people like Animal Based Protein and 81.82% people like Both Plant based Protein as well as Animal based Protein. People like to do activities like cycling, running, yoga and Zumba after their diet.

Healthy eating means eating a variety of foods that give you the nutrients you need to maintain your health, feel good, and have energy. These nutrients include protein, carbohydrates, fat, water, vitamins, and minerals. Nutrition is important for everyone, eating well is an excellent way to help your body stay strong and healthy. eating well is especially important for you. What you eat can affect your immune system, your mood, and your energy level.

Healthy food refers to a whole lot of fresh and natural products such as fruits, vegetables, whole grains, lean proteins and good fats that deliver your body with essential nutrients for carrying out several bodily processes, Some of the healthy foods include apples, greens, carrots, oatmeal, whole grain, beans and legumes, fish, eggs, milk and milk products and olive oil etc.

While junk food is a highly processed food that is made up of 'empty' calories foods loaded with saturated fat, sugar and devoid of nutrients which neither helps the body to nurture, focus and perform vital functions all through the day. It includes packaged food products like chips, cookies, cakes, pastry, candy soda, and pizza. In nagpur, the healthy eating concept is catching up with restaurants introducing healthy menus in their establishments. Protein box, Healthalicious, Fit fuelz, Ceebo the monk, Muscle head on and Saladarina. Important part of the healthy food ritual and consists of reviving natural elements and detox, drinks and smoothies. We also offer High protein salad and sandwiches. when eaten together, is more nutritious than when it is eaten

separately. It helps an individual embrace the exponential power of the right foods, in turn uplifting the entire healthy eating experience.

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## **Amusement Parks and Movie Theatres affected by COVID-19 in Nagpur City**

**Author:** Kirity Kalwal, Akshay Deshmukh, Mahesh Giri

### **ABSTRACT**

The main aim of this research is to understand about the impact of COVID-19 situation on Amusement Parks and Movie Theatres in Nagpur City. This research provides study on the impact of COVID-19 situation on Amusement Parks and Movie Theatres with respect to calculating the adverse affects of pre and post COVID situation on Entertainment and Leisure industry and identifying the consequences faced by the Entertainment and Leisure industry due to COVID-19 and to calculate the scope of client and profit ratio pre and post COVID. This is an opinion survey of the affects of COVID-19 situation on Amusement Parks and Movie Theatres. This is a qualitative research study. It has been found that impact of COVID-19 has adversely affected the Entertainment and Leisure industry. The COVID-19 situation has brought changes in the trends of these industries. Amusement Parks and Movie Theatres has to cope up with new SOP guidelines set by the government to ensure the safety of the customers and also have to find the new ways of production of sales.

**Keywords:** Amusement Parks, Movie Theatres, COVID-19, Nagpur

## INTRODUCTION

### COVID-

19 has left a trail of devastation and taken a human toll, first and foremost, many firms have reopened. Some long Island businesses are still waiting their turn. Almost nine months into their shutdown, there are no state guidelines or timelines for when these businesses – including movie theaters, live entertainment venues and amusement parks – will be allowed to reopen. Their owners say they're ready to go as soon as they get the green light, but some said they don't know how much longer they can hang on. The pandemic has hit the movie parks and movie theatres hard.

Nearly 10,000 theatres in India closed in mid-March when the government imposed restrictions to fight the virus. The Central government has allowed cinemas to reopen with 50 percent capacity uniformly across all states, irrespective of the varying level of infections in different states. Complete COVID-19 new normal SOP has been set in the multiplex and movie theatres. The safety protocols to be followed by theatres are based on five tenets: face masks, zero contact, physical distancing, temperature checks, and relentless sanitisation. Within cinemas, physical distancing of at least six feet is required outside the auditoriums, common areas and waiting areas at all times, and the use of face covers/masks are mandatory. Spitting is strictly prohibited and the use of the 'arogyasetu' the government's track and trace app, is advised. Thermal screening of visitors and staff will be carried out at entry points and only asymptomatic individuals shall be allowed to enter. Designated queue markers are required to be made available for entry and exit of the audience from the auditorium and the premises, and the exits need to be in a staggered row-wise manner to avoid crowding.

Theatres and multiplexes in many states have indicated that they will resume operations from November 2020, following the standard operating procedure (SOP) laid down by the State and Central governments. Whereas, authorities in Mumbai, the home of Bollywood, have put off reopening cinemas for the time being.

But watching a movie in a cinema won't be the same, at least in the foreseeable future. There will be no eager crowds or long queues at the ticket counter as social distancing is enforced. Names and phone numbers will be collected at the entrance for contact tracing. And no hall will run full as seating is capped at 50%. Even popcorn will be sterilised under UV rays for eight minutes. Online or mobile phone booking is encouraged for tickets and concessions. In general, hand sanitizers are required to be made available everywhere.

Amusement parks are still in queue for their turn as amusement park has many amenities where social distancing is very hard to be maintained. Amusement park operators are in a dilemma as they rely heavily on schools and children. In few states of India amusement park operators said they would reopen their park as soon as their contract workers and employees return.

**After struggling to stay afloat in the initial months of the pandemic, amusement park companies are banking on inventive digital strategies and gradually increasing customer footfalls to sustain and scale business. Being temporarily non-operational for more than nine months and missing the key business periods has indeed resulted in a colossal impact for all stakeholders. Business loss aside, the loss of consumer confidence towards travel is hurting the business. The unlock guidelines issued by the Centre, allowed amusement park companies to reopen their gates with 50 percent capacity. Individual states have had different regulations for these parks depending on their respective Covid-19 caseloads. Maharashtra, for instance, allowed opening of amusement parks only from December 25 2020.**

Theme park companies across India have resorted to a slew of measures to stay afloat, ranging from employee salary cuts and business pivots to monitoring consumer behaviour and encouraging people to book tickets online while referring to the park's operations calendar.

Across the world too, it has been a bumpy ride for the industry, with theme parks having to reopen and then shut down multiple times due to the volatile Covid-19 situation. Disneyland Paris, for instance, which reopened in July 2020, but was closed again in October 2020 after France introduced new guidelines to contain the coronavirus. It now hopes to resume operations in April 2021. In Hong Kong, Disneyland reopened its operations on June 18 2020, but closed down by July 15 2020 after a spike in Covid-19 cases, only to resume between September 25 2020 and December 2 2020. It is now, however, shut indefinitely as cases have spiked across the region.

With international travel on a standstill and people getting bored at home, theme parks are trying their best to lure them outdoors, promising an open environment, sanitised rides and discounted ticket prices. One common way in which amusement parks are attracting customers is encouraging more online booking of tickets. This helps companies plan how to manage customers and sanitisation of rides, especially during weekends. Amusement park companies are now running creative online campaigns to attract visitors. Researcher provides a study about the adverse affects of COVID-19 on Amusement Parks and Movie Theatres with respect to pre and post COVID situation in Nagpur City.

### **REVIEW OF LITERATURE**

The objective of this research is to understand about the consequences and challenges faced by the Entertainment and Leisure industries with respect to adverse impact of COVID-19 situation in Nagpur City. Various studies and surveys were carried out with regarding pre and post COVID-19 situation on Amusement Parks and Movie Theatres in Nagpur City. Due to heavy impact of COVID-19 on Amusement Parks and Movie theatres in Nagpur city, the industries have faced a huge loss due to shutdown for almost more than nine months. Most of the cinema houses have been shut down as they were not able to hang on. As for Amusement Parks there are very few industries involved in it, but due to pandemic they too were the victim of the COVID-19. These industries faced huge losses as there peak seasons like APRIL and MAY were in complete lockdown, which led to loss of employment and shutdown of businesses.

After approval from the state government, Nagpur Municipal Corporation (NMC) and collector office have allowed water sports and amusement parks to restart. These activities were closed down in March 2020 after the district started to register positive cases of Covid-19. The operators and visitors will have to follow standard operating procedures (Sops) issued by the government. As for movie theatres there will be no eager crowds or long queues at the ticket counter as social distancing is enforced. Names and phone numbers will be collected at the entrance for contact tracing. And no hall will run full as seating is capped at 50%. Even popcorn will be sterilised under UV rays for eight minutes. Online or mobile phone booking is encouraged for tickets and concessions. In general, hand sanitizers are required to be made available everywhere.

Here are some points according to the given literature to be followed for scope of client profit ratio and safety of the visitors:-

- Maintain and build a trust among the people by providing entertainment with safety.
- Do a market research on, if the public are willing to go out and enjoy in such environment.
- Calculate the average client ratio based on pre and post Covid-19 pandemic.
- Based on the result make a conclusion on the fares and expenses budget.
- Make sure that reopening the same should have far better experience than the OTT platform.

## **RESEARCH METHODOLOGY**

The researcher has provided the research study about the impact of COVID 19 on Amusement Parks and Movie Theatres with reference to pre and post COVID situation in Nagpur City in a descriptive method. No experimental method has been conducted for this research study.

### Research Design

The research design is the backbone of study which has to be carried in a proper systematic way. The descriptive method of research design was adopted due to the nature of the study.

### Sample size and Sample unit

Sample size was limited to 50. The target population are the regular visitors and costumers of Amusement Parks and Movie Theatres in Nagpur City. An opinion survey method was adopted by the researcher for contacting target respondents. A Google survey form made to gain the public responses of Nagpur City who are a regular visitors of Amusement Parks and Movie theatres and are aware about these industries.

### Data Collection

In order to get the information about the study the researcher has collected the data from two main sources:

**Primary Data:** Primary data was collected through the Likert scale by conducting a survey by preparing a Google Survey form in order to get the responses of the target population in the Nagpur City.

**Secondary Data:** Secondary data was collected by various websites and electronic media and all the references have been duly acknowledged in the references.

### Data Analysis

The collected data of responses through Google Forms was done in the form of Google Sheets and organized segment wise and MS EXCEL was utilized for analysing the data.

## CONCLUSION

The random respondents expressed their perception and point of view

towards the amusement park and movie theatre as follows.

It can be summarized as:

- People still wish to go to amusement parks and movie theatre and want to experience the good feelings as before they did.
- Pandemic like situation has hampered the economy but it has failed to let down the human excitement and happiness to grow back.
- People are ready to follow the guidelines as prescribed by state/central government.
- Even if the burden of paying more fare, they are ready to take it.
- Covid19 test is compulsory for all and hence they are ready to take the corona virus test. And are ready to follow the social distancing rules at amusement parks and movie theatre.

### Recommendations:

- It is highly recommend to people to do their covid19 test and to carry a valid copy of it with them.
- Pandemic like situation has hampered a lot and people shall comply with the rules and regulations : guidelines as prescribed by government from time to time.
- The entertainment industry shall not impose heavy fare and ticket fee from the visitors as it will ultimately hamper the common man's pocket.
- Entertainment is necessary and as a result the authorities of such industries shall be more responsible in providing good ambience and cleanliness.
- Even after the OTT has taken over the theatre industry people still wish to visit theatre.

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## **Effect of Pandemic on the Hotel Employees in Nagpur City.**

**Authors: Mr. Kunallakhe, Ms.DurgeshwariDhote, Ms.GunjanDandekar, Designation, Bachelor of Science in Hospitality studies, 6<sup>th</sup> Semester, Tuli College of Hotel Management**

### **ABSTRACT**

The main aim of this research is to study the effect of pandemic on the Hotel Employees in Nagpur city. COVID-19 outbreak has presented unprecedented circumstances before the fragile tourism and hospitality industry. The highly infectious novel coronavirus continues to thwart the sector and raises serious questions about the present and future survival of the sector. The research addresses two important concerns, first, concern to the major challenges that hospitality, tourism industry and employees faces among current conditions; and second relates to the vital learnings for the industry and the employees. The study bring out on the survey through google form with 50 participants in hospitality industry. Responses to the survey was analyzed. The dominant sub-themes that came out of the quantitative enquiry included need of multiskilling and professional development of the employees, increased sense of hygiene, sanitation and related SOPs, optimism toward revival of the industry, and need of better crisis preparedness. The major implications of the study are in the form of determined themes adding to the evolving theory on COVID-19 pandemic and tourism & hospitality industry; and managerial recommendations to address host of issues while taking essential learnings stemming from the current circumstances.

**Keywords:** Employees, COVID-19, Hospitality industry, Nagpur.

## **INTRODUCTION**

Definition: The hospitality industry means all package of giving services to clients and the service industry that includes lodging, event planning, theme parks, transportation, and cruise line travelling and additional fields within in the tourism industry.

The Hospitality industry is a multimillion dollar industry that depends on the availability of vacation time and residual income. A Hospitality unit such as a restaurant hotel or an amusement park consists of multiple groups such as facility maintenance and direct operations.

In a simple word hospitality is about people welcoming other people into their homes or other places where they work or spend their quality time.

The Hospitality word comes from the Latin word “Hospes” which comes from the word “Hostis” which originally mean to have power.

Hospitality is all about the entertaining or receiving guest hospitality refers to the relationship between a guest and a host where in the host receives the guest with good will, including the reception and entertainment of guest, visitors or strangers. Louis, Chevalier de Jaucourt describes hospitality in the Encyclopédie as a virtue of a great soul that cares for the whole universe to the ties of humanity.

Covid-19 was first discovered in Wuhan, Hubei Province, China in December 2019, then spread across nations' the world over. Countries like United States of America, Brazil, India, Italy, Spain, France, South Korea, Italy, Iran and many more are experiencing unprecedented spread of the disease and life loss from past several months.. The decade 2020 started with a much unsettling and unfortunate occurrence of new disease in the line of over 30 novel infections that the world has experienced in past 30 years. Covid-19 began to develop rapidly from the third and fourth weeks of March 2020 when several government offices, schools, state and private universities as well as private companies including the tourism industry began to let their employees to work from home or work from office in rotation. The tourism industry such as hospitality, tourism destinations, airlines, tours and travel began to employ their employees alternating or shifting work adjusted to the needs of 1 day in and 1 day off. The impact of current corona virus outbreak till date has long surpassed those that were observed during SARS epidemic in 2002–2003. Corona virus cases stand at over 10.6 million and the reported deaths due to the infection have crossed 1, 52,000 In India.

The Provincial Government of India through the Task Force for the Acceleration of Handling COVID-19 provides a variety of official corona virus information channel sites (COVID-19) that can be freely accessed by the public. Furthermore, various features that have been developed on the [www.india.gov.in](http://www.india.gov.in) site are as follows: COVID-19 monitoring data in Nagpur Maharashtra such as update the number of COVID-19 national confirmed cases, COVID-19 Nagpur confirmed cases, patients under surveillance, insider monitoring, national and Nagpur trend diagrams, addition of daily cases, graphs of accumulated use of rapid diagnostic tests and funeral Charts.

Tourism and hospitality industry thrives on the patterns of visitations and considerable efforts are placed by decision makers to attract visitors to support the sector and enhance the multiplier effect from the industry. But due to the ongoing situation travel restrictions are being observed at national and international levels. These travel bans, border closures, events cancellations, quarantine requirements and fear of spread; have placed extreme challenges on tourism and hospitality sectors. Air travel, for instance, has been regarded as an amplifying and accelerating factor for influenza and this segment has witnessed significant curtailments as the need of personal safety and survival has become pivotal. It has also prominently reduced the need for leisure travel and search for hedonistic getaways. Despite the enormous blow, the sector is salvaging resources and ways to remain afloat for now, be it sturdier negotiations with suppliers for mutual sustenance, extensive cost reduction practices, or minimum mandatory period for accommodation bookings when visiting tourism destinations. Correspondingly, accommodation providers have extended support, mostly at some price, for those needing isolation during quarantine period and to those who are involved in treating COVID patients and cannot return to their usual place of residence. These initiatives, for now, indicate the ad hoc coping mechanisms adopted by the industry and appear to remain in place until some stability is attained.

At the beginning of the first and two weeks of April 2020, some government of foreign countries strictly enforced the prohibition of foreigners to enter their country, including India. This foreign ban has an impact on the non-operation of airlines companies that have international flight routes so it greatly affects foreign tourist arrivals and decreased tourism industry revenues such as decreased hotel room occupancy rates, declining tourist destinations and reduced airlines and tour and travel revenues. Some of the problems of hospitality tax revenue include not yet integrated online hotel tax system with the India provincial government. Vice-president Guraxish Singh Kohli of the Federation of Hotel and Restaurant Association of India (FHRAI), said that the stimulus provided by the government for entrepreneurs is not enough to deal with the corona virus pandemic. Because, for companies in the tourism industry, the biggest problem is related to the income of its

employees. FHRAI noted that there were several hotels temporarily closed due to covid-19. It is estimated that there are 150,000 employees who have no income because their workplaces are closed. The amount can increase. These employees have no income. It is not impossible that many social problems have arisen.

As the situation unfolds, the extant knowledge mostly remains in the form of health and safety related literature. Tourism and hospitality related studies in light of COVID-19 crisis are only starting to emerge at this point. The research addresses two vital questions; first, what remain major challenges facing hospitality and tourism sectors amid existing pandemic? Second, what are the key learning's that industry can take from current conditions? Further, given the constantly evolving state and dearth of literature, current study attempts to summate the extant knowledge from previous similar crises and substantiates it with the qualitative enquiry involving senior industry practitioners and academicians.

The study holds relevance for the industry actors and decision makers as they face crucial task of reviving and sustaining enterprises and industry at large. It is imperative that viewpoints of key individuals are investigated for guiding others who are engaged in managing and observing this segment. The paper first apprises readers about the ongoing pandemic and goes on to summarize the literature in the context of tourism and hospitality. The remainder of the paper builds upon the responses of 50 senior practitioners and academicians who reflected upon the learnings and issues emanating from the ongoing global pandemic. These emergent themes from the analysis of responses are proposed as an important contribution of the study.

## LITERATURE REVIEW

Epidemiological evidences point at the outbreak to have association with a seafood market in Wuhan, a city in Hubei province in China. The first case was reported in China (on 12 December 2020), but by the month end in January 2020, the virus had infected around two thousand people in the country. From the probable place of origin the zoonotic transmission began and spread in countries all over the world. This became possible due to the virus's higher tendency of getting transmitted among human population.

The tabulated review is based on the select papers that concern hospitality and tourism in the light of health crises that impacted the industry to various degrees. To that end, most relevant studies accessed through databases like Scopus, Google Scholar, Science Direct were utilized. Although the researches on varied impactful health crises in tourism and hospitality literature have been proliferating from past few decades, to compile the review table only select relevant studies from post-SARS period were considered.

The impacts of pandemic outbreak on hotels in India were severe, so much so that the staffs' were asked to take annual leaves, probationers and contract employees were terminated, and banks were appealed for loan repayment deferments for making way to pay for the employee salaries. Similarly, on the financial front, identified that Indian hotel stocks performance were acutely impacted during the same outbreak that triggered panic among shareholders and confirmed extreme fragility of the hotel businesses toward epidemics and also signalled at the ominous consequences of future outbreaks. The confidence building measures among investors and minimisation of panic and uncertainty were among some measures indicated in the study noted several changes that pandemic outbreak brought about in India. This involved increased sense of hygiene at the restaurants, heightened sense of physical activities and reduction of spitting habits for healthy surroundings, regularising of temperature examination in schools and improved health services in hospitals contrasted the preparedness for pandemic outbreak in India.

They also accentuated on the framework proposed by Pacific Asia Travel Association (PATA) to address the eventualities. The framework included reduction (early warning signs detection), readiness (related preparedness), responses (operations during eventualities), and recovery (studier attempts to return to normalcy). More recently attempted to explore the issue that small enterprises in hospitality faced during the ongoing crisis and offered preliminary frameworks through inductive analysis. The exploratory work resulted in nine theoretical dimensions that revealed the actions and reactions of hospitality actors toward coping with crisis.

Effects of pandemic on tourism and hospitality in India are continuing to become serious with the sector embracing for higher unemployment rates. The potential job loss in tourism and hospitality has been estimated at 38 million, which is 70 percent of the industry workforce. Federation of Associations in Indian Tourism & Hospitality (FAITH) has doubled the estimates of losses in India's tourism sector from earlier INR 5 lakh Crore to INR 10 Lakh Crore. The pandemic effects will be effectively visible on the country's inbound, outbound and domestic tourism, adventure travel, business travel, and cruise holidays (Dash, 2020). Post lockdown predictions and preparations would need a better understanding of the current situation. To this end, trends like "staycations" and "workcations" are being opined by hospitality practitioners to remain dominant in near future. In the light of rising corona virus infections in India, government bodies have assumed multi-layered and multi-pronged approaches, wherein government at centre invoked 'National Disaster Management Act' and further activated state disaster response funds for individual Indian states to tackle the rising pandemic. Aside from initial lockdowns and gradual unlocking of economic activities, public has been encouraged to ensure social distancing, practice appropriate hygiene, mask wearing and avoiding gatherings unless critically needed. For resuming tourism activities to revive the sector, governments at various levels have initiated check-ins with relevant COVID-19 negative reports, encouragement on minimum days stay at hospitality establishments.

The ongoing pandemic has also taken a serious toll on the education sector across the globe. COVID-19 pandemic has affected 90 percent of the student population globally, with more than 1.5 billion students from over 190 countries out of the schools. The situation remains critical in the higher education as well, but the colleges are stepping up to the challenge of meeting the needs of students through online classes. It is worthwhile to mention that the sectorial education, such as tourism and hospitality that increasingly depend on practical sessions, are likely to be affected significantly. In India's context the tourism and hospitality industry has been gaining momentum from past several years now, which has resulted in a major push to education in tourism and hospitality.

Not a day goes by that we hear information on coronavirus and its negative impact on travel and hospitality businesses. Yet, the hotel industry had to deal with different crises and viruses earlier. For example, the SARS virus impacted the industry drastically in 2003. There was a 50% decline in hotel bookings, which led to a drop of nearly 9.4 million in international tourist arrivals, with losses estimated at between \$30 billion and 50 billion. Despite the above-mentioned facts, the travel industry managed to register immense growth by 2006, with a total contribution of \$5,160 billion to the global GDP within the year.

Employees' performance also depends on employees' mental condition. During COVID-19 pandemic employees were most concerned about safety. Hamouche (2020), mentions in her article that employee's mental health specifically stresses and depression. Employees are most concerned about safety, risk of virus, social exclusion, financial loss, and job insecurity. These are the main reasons for employees' stress and loss of performance at the workplace. The organization needs to assure the safety of employees' health, social distance, financial security, job security to reduce stress and enhance employee's performance.

The truth is the pandemic is temporary and shall pass. Thus, we should continue to plan for the future, as well as take steps to reduce long-term damage from coronavirus and drive faster recovery.

Most prominent theme that emerged was related to the skills of the employees. This was visible in the way experts felt about the vital learnings from the ongoing crisis, where multiskilling was considered as a latent solution to the issue of reduced redundancy and retaining employees in the long run. This reflects that going forward managers must take cognizance of the evolving practices related to the employees' engagement in multiple job roles, which is expected to become a norm in hospitality and tourism. Research in past indicates that this may be achieved by delegation of additional responsibilities, on the job training, and across departmental work projects. The added advantage of multiskilling may also reflect in the form of retaining usefulness of employees during lean seasons or in low demand.

Hotels, by their very nature, gather people together. Whether it's a 100-room boutique hotel or one of the 2,000-plus operations on the Vegas strip, people move throughout hotels and touch various surfaces. Reducing these touchpoints and limiting guests' exposure to germs will be a primary focus area for hotel managers and guests alike.

Hotel operators will need to adapt quickly to meet consumer demands regarding COVID-19, especially if they want to benefit from the likely travel resurgence in later 2021 and beyond. Not only will this benefit operations during the current pandemic, but it will prepare hotels for the potential of other future outbreaks, whether it is something as common as the flu or a virus that is more serious.

Here are some ways hotels will shift their operations as they prepare for a post-COVID travel spike and some tips to help hospitality overcome the difficulties that COVID-19 brings.

- **Removing and Changing Touchpoints**

Hotels will need to transform the ways in which guests interact with their spaces. For example, new products such as touchless coolers in lobbies or gyms and touch-free check-in systems via guests' mobile devices will provide access to amenities and better customer experiences without exposing guests or staff to pathogens.

Within hotel room spaces, touch-focused changes will include integrating a hotel operator's app with multiple in-room functions such as heating, ventilation and air conditioning controls; moving the blinds; and using mobile devices as TV remotes. Novelty features such as duvet covers and decorative pillows also will be eliminated as hotels adopt minimalistic designs that are easier to clean. Hallways and elevators, also will experience advancements such as voice-activated elevator controls, robot room service delivery and other innovations that reduce touches while streamlining the user experience.

- **Redesigning Eating Spaces**

The pandemic put a stake in the heart of the beloved traditional hotel buffet. Shared serving utensils, self-serve beverage stations, crowded lines for food and too many touchpoints are a bad combination when people are trying to social distance and keep illness at bay. Early in the pandemic, some viral videos surfaced showing how quickly buffet and cruise ship restaurant environments could pass along germs. Even as the pandemic fades and people regain comfortability in crowds, the impacts on these communal-style restaurants will persist. It also means the death of salad bars and any eating establishment that relies on a self-service model.

Replacing these areas are sit-down restaurants with spaced seating, QR code-based menus, antimicrobial surfaces and other attributes intended to reduce viral conditions. For some hotels, sit-down restaurants are not economically viable. Instead, they might offer grab-and-go food stations that are operated with or without an employee.

There's also a trend toward expanded amenities within hotel rooms, including small kitchens, which would allow guests to eat without leaving the property.

- **Adding App-Based Check-Ins and Controls**

The pandemic served as an “accelerator” for already occurring trends. For example, it pushed people further into e-commerce purchasing via digital payments, away from cash and in-store purchases. For the hotel industry, COVID-19 accelerated the contactless check-in trend. This means electronic kiosks instead of human agents and massive growth in digital keys powered by mobile applications.

Early adopters such as Hilton, which launched its digital key in 2015, will continue to improve the app-based experience by linking multiple hotel-stay functions to their app. This will enable guests to control their entire hotel stay without in-person interactions. Smaller hotel chains will need to offer such functionality and ensure their applications offer considerable value because some guests might hesitate to download a hotel-specific application for just a few days.

- **Requiring Clean Certifications**

Hotel operators will need to formalize their “clean initiatives” to regain the public's trust. A core part of this effort will be establishing formal cleaning certifications with third-party regulators/entities. This will mean hiring a cleanliness manager who develops plans and trains employees on proper Centers for Disease Control and Prevention-approved cleaning procedures to ensure the property stays in compliance with government and health department orders. Managers also will work more closely with marketing departments to ensure consistent messaging to guests so they're comfortable about their stay and the hotel brand's commitment to safety. Additional steps will include enhanced cleaning frequency and potency, revising floor plans to keep guests separated, installing physical barriers where feasible and using ultraviolet light and other technologies to increase the scope of cleaning initiatives.

- **Adopt cloud technologies**

Remote working becomes the norm for today. Thanks to innovations and technology, even such a people-centric industry as hospitality experiences an increase in telecommuting. In fact, hoteliers can manage all the hotel processes without even being there. With cloud-based Property Management Systems, they are able to control all operations at anytime from anywhere. Sure, PMS systems are not something new. Hoteliers have been using them for years. But in these times, this system can bring even greater benefits. For example, if the software goes with mobile concierge apps, which can help engage with the guests without personal contact, starting from check-in to meal and service orders. With technology, hoteliers can transfer some hotel jobs to completely remote work, such as sales-related or business development positions, eCommerce, Digital Marketing, etc.

- **Attract millennial travelers**

According to the New York Post, millennials are the most eager to get back out and explore the world after the coronavirus ends. Sure, they are worried about the outcome of the COVID-19 pandemic. Yet, they are more fearless and more desiring of unique experiences right here right now. As of now, they are taking advantage of the crazy low prices showing no fear of the virus. What's more, millennials are expected to be the first to start traveling once the restrictions are relaxed. Thus, we recommend considering the exact ways how to attract them and include them as an essential step in the business recovery plan. For example, 90% of millennials value brand authenticity over "perfect and packaged" messaging of the hotel (according to SayNTouch.com). They appreciate a high value on transparency, trust, and brand authenticity. In terms of coronavirus communications, try to outline what you are doing early, often, and openly. Also, millennials are more in tune with advances in mobility and social media. Apart from regular communications, you should adopt technology if you haven't done this yet. Being tech-savvy travelers, they want a mobile-first guest experience, personalized messaging, deals, and offers, the 24/7 service, and more. That said, it is hard to overestimate the importance of concierge apps adoption.

- **Use this time for hotel maintenance and renovation**

Coronavirus outbreak doesn't mean hoteliers are closing doors and are just waiting for this period to end. It's a perfect time to catch up and improve. Whether it is a spontaneous renovation or completing your Property Improvement Plan, there's no better time to do this. To begin, you can make a list of items, things, and everything that needs to be repaired, do an inventory of maintenance supplies, laundry room systems check, railings and balcony checks, elevators, life safety checks, pool systems, ensure all lights are off, etc. It's time to conduct a deep cleaning: A/C cleaning, carpet shampoo, pull furniture, get under bed frames, clean behind frames/mirrors, vacuums cleaned with fresh belts and filters, and more.

- **Focus on meal delivery from the hotel restaurant**

Hoteliers can take steps to increase restaurant sales during the COVID-19. Reconsider your marketing campaigns and try to find effective means of limiting declines like offering specials or deals (two-for-one meals, a free dessert). Even though you might lose money by giving away free items, it still helps increase the bottom line. Remember about concierge apps that can help provide both hotel guests and non-guests with the option of meal delivery right to their rooms without even talking to someone.

- **Stay up-to-date on available forms of relief**

Be aware of government assistance and financial support during coronavirus in your area. In most countries of the world, governments defer payments, cut taxes, launch business support grant funds, make low-interest working capital loans available to businesses, etc. In addition, large and small companies try to help their employees, customers, and the community by providing free software, resources, sharing services, courses, and more. For example, Hotel Friend launched a free software program to help hotels overcome the severe economic impact on their business caused by the novel coronavirus.

- **Reconsider existing health and safety techniques, policies, and procedures**

Given the contagious nature of the virus, it is crucial to have appropriate health and safety policies in place, especially for hotel business that relies on in-person interactions.

In these contexts, hoteliers should promote proper health and safety measures, which may include the following:

- ✓ Self-service pay systems.
- ✓ Orders through mobile apps.
- ✓ Non-contact service and order deliveries.
- ✓ Complimentary hand-sanitizer stationed at the entrances and exits.
- ✓ Suspension of unnecessary work-place gatherings.
- ✓ Readiness to deal with staffing reductions.

Also, hoteliers should closely monitor employees' health conditions and take reasonable precautions to ensure that the illness does not spread. Thus, hoteliers should implement, amend, reconsider, update or adopt set protocols to ensure the staff is not contributing to the spread of infection. The same refers to health policies, routine disinfecting of commonly used surfaces and other areas, specific actions to prevent the spread of the illness. It is good to have a detailed course of action for operating costs, worker's compensation and business interruption insurance coverages.

- **Ensure the accuracy of the information on the coronavirus**

As new information is constantly appearing, not all of it is accurate. Hoteliers should take special care to share verified information and not contribute to spreading misinformation to customers and employees. You should read, share or post information from trusted sources like the Centers for Disease Control and Prevention and other trusted health care providers.

In addition to potential misinformation, you can become a victim of a scam. Unfortunately, scammers take advantage of fears and anxiety and seek ways to use financial and other sensitive data, including confidential health information of employees and customers. So make sure you protect yourself against scams. If you have fallen victim to a scam, report it to a fraud reporting center in your area. In the end, there is a variety of ways how to overcome these unexpected and challenging times and recover. Taking the actions above may help you return to doing business as usual.

## **RESEARCH METHODOLOGY**

The researcher has identified effect of pandemic on the hotel employees in an outbreak what all they face during situation. Given the circumstances, it was felt appropriate to take a descriptive and analytical stance of research, in that the method of data collection was considered to be the well-structured questionnaire. Questionnaire are becoming a commonplace in quantitative research, and in current circumstances where social distancing has been widely practiced, it was felt to be most appropriate for the survey. Questionnaire are also termed as cost effective when compared to the telephonic or face to face interviews, still got in-depth information from the participants. In the current study with a limited sample size 50, judgemental sampling was used, which is a non-probability sampling. For the research problem at hand a set of industry employees were considered to be appropriate for gathering responses. In judgmental sampling the obligation lies on the researchers to select the elements from the population based on the samples representation of the population of interest.

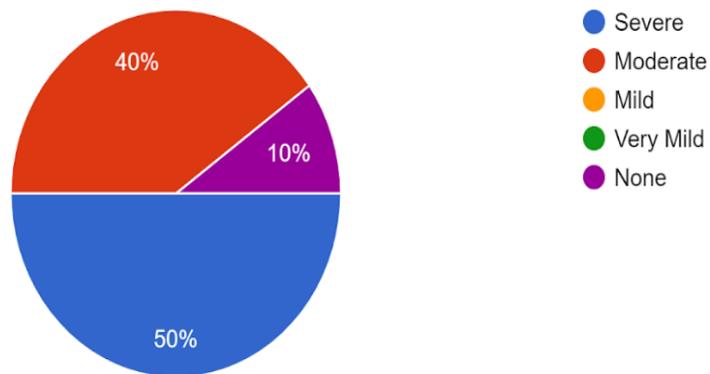
It was considered necessary to sample individuals in hospitality industry, because they met with the immediate challenge of answerability during adversities. The primary data consist of information collected through questionnaires. The questionnaires consist of basic information about topic and survey done on it. The secondary data consist of individual information gathered by the researcher through internet, website, articles, etc. A descriptive questionnaire, internet was used for data collection and its results were calculated through survey Google form

## RESULTS AND DISCUSSION

### GRAPH NO. 1

Hotel industry is affected during Covid-19.

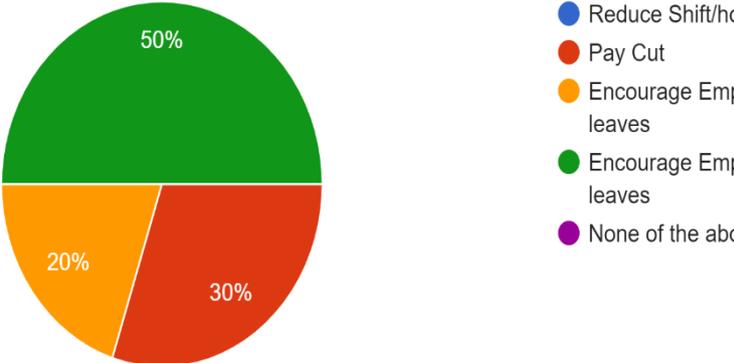
As per the graph it shows that 50% say at severe level hotel industry is affected during Covid-19, 40% say at moderate level is hotel industry is affected during Covid-19, 10% say at no level hotel industry is affected during Covid-19.



**GRAPH NO. 2**

The measures taken during Covid-19 in hotels.

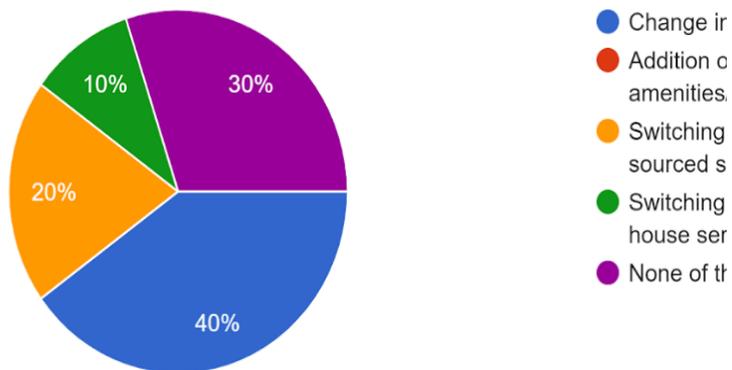
As per the graphit shows that 20% say pay cut is the measure taken during covid-19 in hotels,30% say encourage employees to take annual leaves is the measure taken during covid-19 in hotels, 50% say encourage employees to take no pay leaves is the measure taken during covid-19 in hotels.



### GRAPH NO. 3

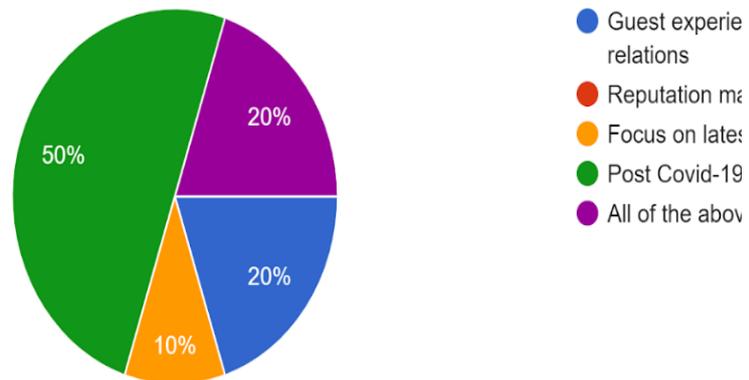
Measures taken in preparation of recovery post Covid-19 in hotels.

As per the graph it shows that 40% say change in room sales strategy is measures taken in preparation of recovery post Covid-19 in hotels, 20% say switching In-house services to Out-sourced services is measures taken in preparation of recovery post Covid-19 in hotels, 10% say Switching Out-sourced serviced to In-house services is measures taken in preparation of recovery post Covid-19 in hotels, 30% say None of the above services is measures taken in preparation of recovery post Covid-19 in hotels.



#### GRAPH NO. 4

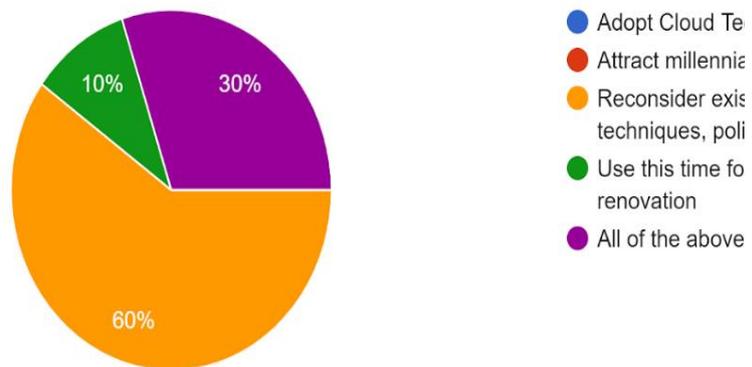
The new management and operational strategies post covid-19 in hotels.



As per the graph it shows that 20% say guest experience and customer relations is the new management and operational strategies post Covid-19 in hotels, 10% say focus on latest technologies is the new management and operational strategies post Covid-19 in hotels, 50% say post Covid-19 SOPs is the new management and operational strategies post Covid-19 in hotels, 20% say all of the above services is the new management and operational strategies post Covid-19 in hotels.

### GRAPH NO. 5

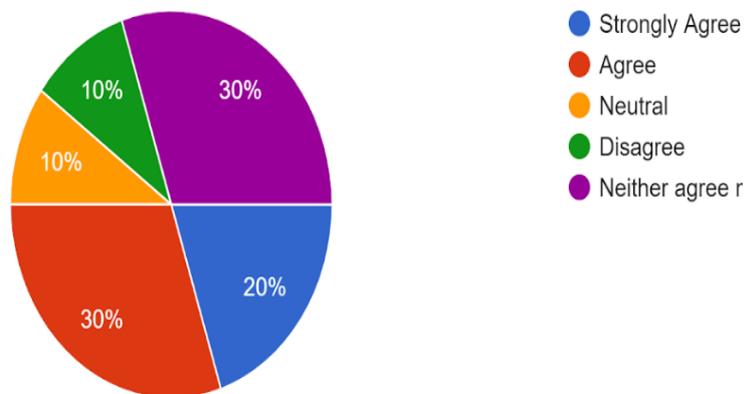
After covid-19 hotel industry will recover by the following factor. As per the graph it shows that 60% say reconsider existing health and safety techniques, policies and procedures is the factor after covid-19 by which hotel industry will recover, 10% say use this time for hotel maintenance and renovation is the factor after covid-19 by which hotel industry will recover, 30% say all of the above factors by which hotel industry will recover after covid-19.



### GRAPH NO. 6

Positive prospect of hotel industry in future career development.

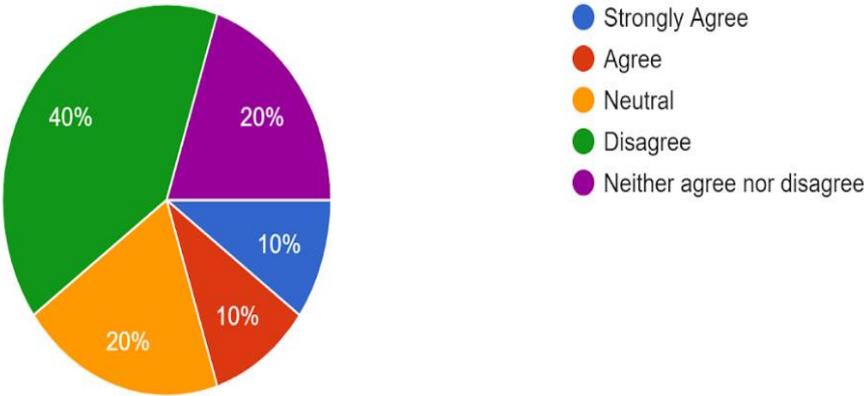
As per the graph it shows that 20%strongly agree for positive prospect of hotel industry in future career development, 30% agree for positive prospect of hotel industry in future career development, 10% neutral for positive prospect of hotel industry in future career development, 10% disagree for positive prospect of hotel industry in future career development, 30% neither agree nor disagree for positive prospect of hotel industry in future career development.



GRAPH NO. 7

Hotel employees will get same income as before post covid-19.

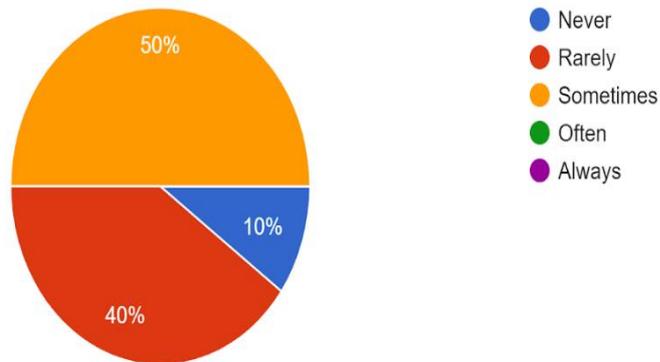
As per the graph it shows that 10% strongly agree that hotel employees will get same income as before post covid-19, 10% agree that hotel employees will get same income as before post covid-19, 20% neutral that hotel employees will get same income as before post covid-19, 40% disagree that hotel employees will get same income as before post covid-19, 20% neither agree nor disagree that hotel employees will get same income as before post covid-19.



### GRAPH NO. 8

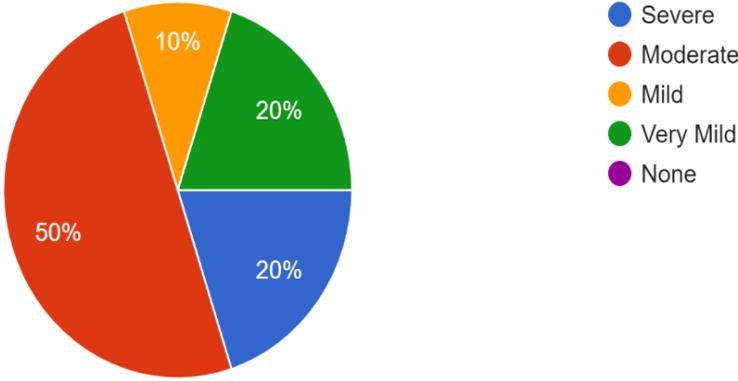
The frequencies of hiring strategies of hotel employees post Covid-19.

As per the graph it shows that 10% say never is the frequency of hiring strategies of hotel employees post Covid-19, 40% say rarely is the frequency of hiring strategies of hotel employees post Covid-19, 50% say sometime is the frequency of hiring strategies of hotel employees post Covid-19.



GRAPHNO. 9

Hotel employees concerned that this virus will affect them and their family.

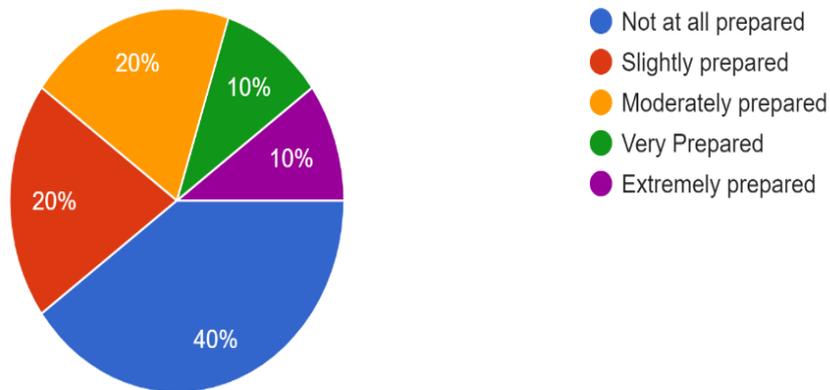


As per the graph it shows that 20% say severe hotel employees concerned that this virus will affect them and their family, 50% say moderate hotel employees concerned that this virus will affect them and their family, 10% say mild hotel employees concerned that this virus will affect them and their family, 20% say very mild hotel employees concerned that this virus will affect them and their family.

### GRAPH NO. 10

The hospitality industry preparation for the crises like this.

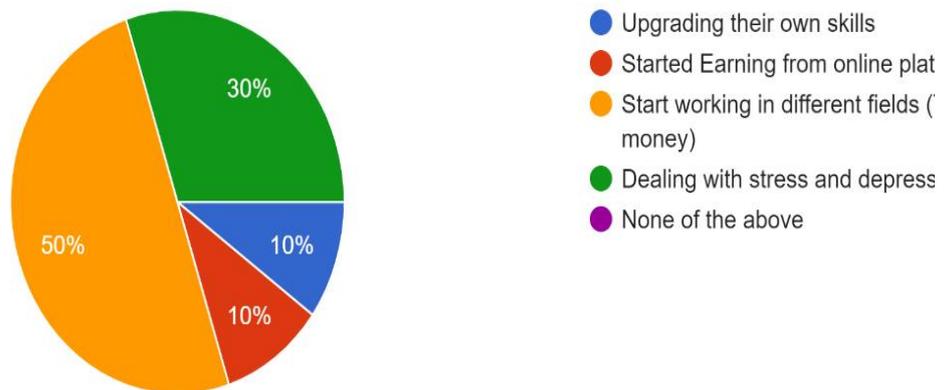
As per the graph it shows that 40% say the hospitality industry was not at all prepared for the crises like this, 20% say the hospitality industry was slightly prepared for the crises like this, 20% say the hospitality industry was moderately prepared for the crises like this, 10% say the hospitality industry was very prepared for the crises like this and 10% say the hospitality industry was extremely prepared for the crises like this.



### GRAPH NO. 11

Hotel employee spending their time during pandemic.

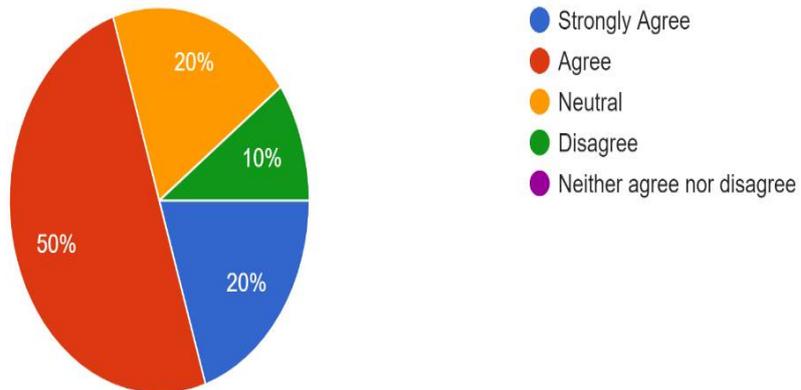
As per the graph it shows that 10% say spending their time in upgrading their own skills during pandemic 10% say they started earning from online platform during pandemic, 50% say they start working in different fields (To earn money) during pandemic and 30% say they dealing with stress and depression during pandemic.



**GRAPH NO. 12**

**Hotel industry bounces back after covid-19.**

As per the graph it shows that 20% strongly agree that the hotel industry bounce back after covid-19, 50% agree that the hotel industry bounce back after covid-19, 20% neutral that the hotel industry bounce back after covid-19, 10% disagree that the hotel industry bounce back after covid-19.



## **SUMMARY & CONCLUSION**

Hygiene and sanitation remained a recurrent sub-theme throughout the responses, be it about foreseeable consumer behaviour or learnings for the industry and educators or trainers. The issue of hygiene has been well documented in tourism and hospitality literature. However, for a developing country like India that deals with issues like over-crowdedness and congestion, it is too serious a concern to be overlooked. The seriousness of this issue can't be emphasised enough and regardless of the type and size of the establishment, next crucial aspect that is likely to govern the survival would be the presence of standards of waste management and effective sanitation practices visible in all forms of hospitality operations.

Hospitality management must consider wearing masks mandatory until a sustained solution, for instance the most contemplated solution COVID-19 vaccine, is achieved. Irrespective of type of operations, managers must consider creating dedicated task forces among employees to address hygiene issues and related training and awareness creation. Basing on the responses received it seems clear now that there is stark need of formulating national standards for tourism and hospitality enterprises, and their implementation and monitoring should be effectively carried out, failing that should invite relative penalties. One such standard practice could be mandatory temperature checking and its record keeping at the entry and exit points of work places in Hospitality Industry.

The notion of retaining optimism and hopes of revival remained high. This was particularly visible with the responses pertaining to the manpower development. This viewpoint of the experts in tourism and hospitality may be attributable to their rich experiences, where they must have observed highs and lows in the industry. Although COVID-19 presents an unprecedented case before all the sectors, in that the reduced demand and revenues are obvious consequences, which can resonate with the previous crises that also had detrimental effects.

This time the entire planet has been held hostage to this severe pandemic, which has brought an absolute halt on various activities, leisure sector being the prominent casualty. From the responses it is evident that alike educators, industry managers too didn't shy away from highlighting the human resilience and seemed hopeful towards the eventual recovery, meanwhile reassuring individuals who have or intend to pursue careers in the industry.

COVID19, now globally carrying the status of a pandemic, has led to a worldwide crisis with its effects on the hospitality industry potentially heavier than those of 26/11, and the financial crisis in 2008. Challenges faced by many of the organisation in today's scenario are very common. Managing Fixed Expenses, Payroll, Morale of the Employees and specially Cash Flow.

Participants shared mixed opinions about the effect of pandemic on the hotel employees. There is a significant influence of Covid-19 pandemic on hotel employees. Covid-19 pandemic is very influential on the decline on hotel workers. More detailed health protocol about Covid-19 pandemic; it is very influential on the decline in workers working in hotels. Covid-19 indicator pandemic administrative sanctions temporary suspension of activities in the form of sealing hotel services are more dominant than other indicators such as restrictions on the use of modes of transportation for the movement of people and goods, restrictions on social and cultural activities, restrictions on working activities at work and closure of hotel service facilities that can create a crowd in the hotel area.

There is a significant influence of Covid-19 pandemic on hotel occupancy rates. More detailed health protocol about covid-19 pandemic; it is very influential on the decline in foreign and domestic tourists staying at star hotels in Nagpur. This pandemic Covid-19 is very influential on tourists to Nagpur in March to December 2020 when compared to March to December 2019. This pandemic Covid-19 also affected domestic tourists in Nagpur since March decreased when compared to March to December 2019. Room occupancy rates of star-rated hotels in Nagpur in March to December 2020 decreased when compared to 2019.

There is a significant influence Covid-19 pandemic on tax income. The Covid-19 pandemic is very influential on the decline in hotel tax revenue. Hotel taxes in March to December 2020 in Nagpur decreased when compared to March to December 2019. An evaluation of the hotel tax not being achieved includes: the central government's policy towards limiting meeting activities or meetings outside the office, decrease in hotel occupancy rates due to the growing number of new hotels and where the growth is not comparable with the addition of an increase in tourists resulting in an average decline in hotel room prices.

There is a significant influence of hotel occupancy rates on hotel employees. The lower hotel occupancy rate during the Covid-19 pandemic from March to December 2020 affected the decreasing number of hotel employees that working in star-rated hotels in Nagpur. Room occupancy rates for star-rated hotels in Nagpur on March to December 2020 decreased when compared to March to December 2019. In addition, the initial surges in infections were also linked to religious congregation in the Nagpur, coverage of that triggered debates over media's handling of outbreak on the grounds of particular community. However, unanimity was observed in acknowledgment of the media's potential in assuaging the impact though positive publicity, sensitising population about hygiene and sanitation and build confidence among viewers.

These reflections are indications of the acknowledgement by the industry employees of the ongoing struggle and the need to keep the business running while facing the uphill task of meeting their expenses on regular basis. To add to this, the industry is familiar with the variations in demand and it can be argued that unlike other sectors that may ensure steady income, tourism and hospitality oriented businesses are aware of the potential slack times arising out of various reasons like seasonal demand and crises. Employees and employers likewise need to strengthen their competencies and should sail through these tough times, also because if cost cutting is done, for instance, in the form of employee reduction or layoffs, the re-hiring would be needed as and when the industry recovers.

Retaining employees is argued to be less expensive than letting employees leave. This argument holds relevance particularly in the Indian context where “it is noted that reducing staff or laying off employees may not be the most favored action”.

Post Covid19, organisations will surely redesign/reorganise their business models based on the loss handled and market conditions for the future. Workforce reduction is a possibility however smarter organisations may look at utilising the available workforce in newer roles as per the need of the business. It's important to understand that hospitality is all about human connections and people will be at the heart of everything we strategize.

Learning for hospitality industry (issues of sick leaves/higher wages cost/business continuity) is that we must continue with our work life balance approach post normalcy. Hotels to continue sending people on leaves (PLs) etc. so that we must not come back to the old mindframe of long work hours and related issues of working in hotels. Employees also need to learn to support the organisations in turbulent times by being flexible in consumption of leaves and not just saving it for monetary gains.

While bringing up the aspects of the working culture in the hotel sector, researcher also pointed out that the

*“Danger gathers upon our path, we cannot afford. We have no right to look back. We must look forward.”*

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## **To study the working changes in the of restaurant post covid-19 in Nagpur City**

**AUTHOR:-**NURALAM KHAN, SANJAY VERMA, PRASHIK RAMTEKE, BSC HS Tuli College of Hotel Management

### **ABSTACT**

The main aim of this study is to find out the working changes in the restaurant post covid-19 how the restaurant will reopen with the new working changes. The research is based on primary and secondary data and is exploratory and descriptive due to changes in the working of restaurant post covid-19. The study is done to identify the new working changes in the restaurant perspective to understand the competition faced by restaurant owners. This project work basically involves finding the key strategies, marketing methods, differentiating factors of a restaurant, etc. Right now, the only Industry that may not do well in the post COVID scenario is the hospitality Industry.. A small survey by Google form ( questionnaire) that was reacted to by 50 respondents showed more than half (53% ) people saying yes for Reopening of restaurant post covid-19 13 % said that they may order and the rest 34% said they will continue to order food from the restaurant . This was before the restaurant news came. The same goes for any service industry like movie halls/ malls. It's not just the food service industry but as a matter of fact the whole of travel and tourism is going to suffer the backlash of corona. From Movie halls to malls wherever there was interaction, people confined in close spaces, things will have to be reinvented, with newer techniques to minimize human interaction. In this Paper we shall have look at the problems that service industry will face and may be suggest a way out.

**Keywords:-**restaurant, post COVID -19 , Food service industry, changes, working changes in restaurant, Reopening, lockdown, Nagpur.

## **INTRODUCTION**

This thesis explores the impacts on the restaurant service of the novel coronavirus outbreak, also referred to as the COVID-19 pandemic. It discusses the pandemic's short-term and medium-to-long-term implications and outlines strategies for mitigating the future impacts of those impacts. To this end, we use a qualitative, multi-case-study approach, gathering data from respondents in the food and beverage industry in Nagpur from the restaurant service department. The results show that the short-term effects of this pandemic are serious, such as product expiry, lack of working capital and restricted distributor operations, while the medium-to-long-term effects promise to be comprehensive.

Different performance metrics, such as companies' return on investment, companies' contribution to the gross domestic product (GDP) and workforce size, are all projected to decline in the longer term. In addition, companies may need to restructure their supply chain and create partnerships with new distributors and partners in trade. The study suggests many techniques that can be implemented by managers in this sector to enhance resilience during and after the COVID-19 period in the changing climate. Although this study is novel and relates to both theory and reality, small and medium-sized restaurants in the food and beverage industry are not considered.

With coronavirus cases currently across Nagpur and in some areas a long, cold winter ahead, many questions remain as to how the nation's food and beverage industry can and should respond. Most restaurateurs are eager to reopen but unsure of how to do so safely and responsibly. With restrictions and guidelines varying from state to state, those in the industry are having to plan and adapt as best they can until specific guidelines from health organizations and legislators provide additional parameters.

How does a food and beverage operation that trades in social engagement and interaction create a safe, responsible environment for guests and staff that is both sensitive to the ongoing pandemic and economically viable for its stakeholders?

Many parts of India have already begun the process of reopening, with restaurants taking their cues from their governmental guidelines and developing standard operating procedures that address the needs and concerns of both staff and guests. In this webinar, we will hear directly from two Nagpur based restaurateurs and consider their experiences as they share their stories.

Nagpur's service industry almost wiped out during the initial phase of the pandemic that is all set to make a comeback in 2021. Nearly 40 percent of restaurants had to shut shop due to the Covid-19 outbreak last year. 2020 was harsher on some businesses but restaurateurs persisted and survived. The worst is over and with the advent of the vaccine drive from January 16, or the flattening of the curve, the customer sentiment also seems to be coming back. Revenge purchases have been visible in many industries and with the new work-from-home scenario, a lot of young jobbers have moved back to their hometowns, making Tier-B towns the upcoming favorite for opening new restaurants and for the existing ones to up their safety and food standards.

Restaurants are now running at almost 100 percent capacity and the business is back to around 70 percent of pre-Covid levels as per aggregators. It's clear that people are feeling the loss of socializing and hence are willing to trust their favorite restaurants to meet their friends and family. With the easing of travel restrictions, the hospitality industry is also investing heavily in digital-first initiatives to reach out to consumers and build trust and confidence with innovative offerings like staycations, all-inclusive packages, contactless dining, sustainable and local meals to get sales back to pre-Covid levels. There is also a surge in the number of restaurants adopting contactless menus and accepting digital payments.

## **RESEARCH OBJECTIVES**

- To describe the potential impacts of COVID-19 pandemic in the restaurant service during and after the pandemic.
- To write down some potential strategies for dealing with the impacts of COVID-19 pandemic and for improving the service changes in the restaurant.
- To differentiate the working changes in the restaurant before and after pandemic covid-19.
- To apply the new working changes in the restaurant for the better way to deal with the pandemic covid-19 for the safety of guests

- **REVIEW OF LITERATURE**



Nagpur's service industry almost wiped out during the initial phase of the pandemic that is all set to make a comeback in 2021. Nearly 40 percent of restaurants had to shut shop due to the Covid-19 outbreak last year. 2020 was harsher on some businesses but restaurateurs persisted and survived. The worst is over and with the advent of the vaccine drive from January 16, or the flattening of the curve, the customer sentiment also seems to be coming back. Revenge purchases have been visible in many industries and with the new work-from-home scenario, a lot of young jobbers have moved back to their hometowns, making Tier-B towns the upcoming favorite for opening new restaurants and for the existing ones to up their safety and food standards.

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2020 saw the advent of cloud kitchens, delivery, and home chefs taking the market by storm, and this year will be around restaurants learning from these trends and looking to build niche experiences to drive customer loyalty. The discount-first approach of the Nagpur's consumer might also shift to a consumer-first push as the unpredictability of the lockdown has taught us to value finer things and create memorable experiences.

Overall, business is not going to bounce back immediately, and not for all restaurants at the same time. Those that were doing average numbers before the pandemic should re-evaluate their business model and ask themselves whether it makes sense to prolong the agony hoping that things might turn around. Restaurants are working on reduced seating capacities, are spending a lot more on cleaning materials, and employing extra staff to take care of the enhanced hygiene needs of customers. The additional cost will come on the diners to help them sustain their business. Needless to say, the Nagpur's consumers will have to shift their behavior of trying new experiences at a discounted rate to driving brand advocacy and to help their favorite hangout places survive.

Restaurateurs are even trying to innovate in their menu offerings by curating experiences on a plate. 'Immunity elixir' is another rage that the new age mycologists are banking upon and not leaving any stone unturned to curate healthy cocktails using fresh raw turmeric, ginger, or even chefs creating a new menu to provide nourishing food based on seasonal local produce to induce the consumer. 'Farm to table' which was mostly a fad in the industry is now being taken seriously by young entrepreneurs who are supporting locally grown produce at better prices, which is good both for the environment and the end consumer.

The New Year surely looks like we are on the right track to revive and reclaim and to return to activities that enrich our lives.

- **How Will Restaurants Reopen After the Pandemic?**

Make the most out of takeout and delivery No-contact takeout and delivery have become the new norm. One trend Burns noted is a pivot to family meals, which provide benefits to both the restaurant and their guests. By providing a meal with multiple portions in lieu of individual entrees – a whole pan of lasagna with a large salad, for example – you save on packaging, avoid delivery and/or third-party fees, and generate revenue for multiple meals rather than one or two. Meanwhile, a family or couple gets a few days' worth of meals with limited outside contact

Additionally, guests are going to start adapting to this new lifestyle, and after this is all over some habits will still remain. Don't ditch the new takeout and/or delivery system you've put in place the second you're allowed to fully reopen – people may still be looking for it. “The pandemic is going to shift the whole dynamics of the restaurant industry, and that won't go away,” Burns says. “It takes 30 days to create a habit. In the post-Coronavirus economy, takeout could be a lot bigger than it was.”

**Keep Promoting Gift Cards** the revenue from gift cards is going to help keep you afloat with cash now without having to provide something in return until things start to get better after the coronavirus. To sell more gift cards, look to a past promotion you've run (maybe Black Friday?) and offer the same or a similar deal via email or social. As Burns points out, gift card redemption is about 80% on average anyway, so the rest of those sales are pure profit.

**Maintain Communication with Your Guests** Even if your restaurant is currently in the worst-case scenario and is shut down due to the coronavirus, keeping your restaurant top-of-mind for guests is crucial to winning back their business when it's time to reopen. “If you're not communicating with me and telling me what's going on, I think you shut down for good,” Burns says. He recommends keeping content light and entertaining to get guests excited about coming back after coronavirus. Share videos on your social media teaching knife skills, basic recipes, or showing a new recipe you are developing. Promote this content to your email subscribers as well to get more eyes on your message. Social media is also a great communication tool for restaurants who have pivoted to takeout and/or delivery only models. Things are changing fast, so remind and update your customers daily on your menu, ordering options, social distancing procedures, and more.

**Reopen Your Restaurant at Your Own Pace** When your state says it's open for business, that doesn't mean you'll immediately go back to pre-COVID numbers for dine-in. In some cases, depending on your customer base, it may not make sense for you to reopen on the same schedule as your state is allowing. While some restaurants have tried reopening to test it out and adjust, others are choosing to stay strictly takeout and delivery only until the virus is eradicated. Whichever route you choose, Burns recommends investing in mobile or order-ahead options with limited or no-contact pick up for guests who will still be wary of close contact, especially fast casual and quick service restaurants.

**Look for Opportunities** "If you look at the word crisis in Chinese, it's actually made of two characters, danger and opportunity," Burns says. "Yes, there is a danger out there. The opportunity is what can we do that we should've done before? One of the biggest things is controlling costs.

Change is upon us. Innovation, creativity, and reinvention describe how operators are reacting to the COVID-19 crisis. While not everything being tried is working, many of the promotions, programs, and changes are gaining traction. The question for all of us is this: Which of these new operator actions will stay with us and how will they change the industry?

Ultimately, the consumer is driving many of these operator actions. As the foodservice industry comes fully back on line, consumer behaviors, needs, and reactions will dictate much of what operators do next.

As we look further into the impact of the coronavirus on the foodservice industry, what's working for operators and what will become part of our new normal is the subject of this article. How are operators addressing consumer's fears about minimizing contact? What are they doing to drive traffic and boost sales? How are they supporting their employees through these challenging times? Which of these initiatives will continue into our new post-COVID foodservice environment? These are some of the questions we answer here. Plus, we will look at how operators' mindsets and approaches to business will change, and how their expectations of suppliers will change.

We believe it is helpful to spend time looking forward because predicting the long-term impacts of this crisis can help us better prepare our companies, processes, portfolios, and employees for success.

These are unprecedented times and we expect some significant revolutions in how operators conduct business. We are all looking forward to “coming out the other side.” Let’s now look forward to what might change.

### **What’s Working and What Will Become Part of our New Normal?**

Research has organized this article into eight “What’s Working” themes followed by a list of implications and predictions on how each will impact our new normal. Our themes range from how operators are communicating with their patrons, and what they are saying, to new back-of-house operational procedures, their use of technology, new employee programs, new financial management practices, and their interactions with suppliers.

#### **1. Aggressive Merchandising & Promotion Tactics**

Simply stated, operators are pulling out all the stops to hold onto traffic and maximize their revenue. We are seeing extreme discounting of up to 50 percent off menu items and creative merchandising offers such as “buy one hot meal and get one cold one for tomorrow” and new bundling offers such as date night meals that include ingredients and directions for preparation and three-course meals that include a half-price bottle of wine.

Free delivery is another popular tactic as many people don’t want to go out in public unless absolutely necessary. New on-premise signage is popping up to remind consumers that “We’re open” and “Curbside Pickup” is available. Pre-COVID, an empty parking lot meant the location is closed. Now, we look for other signs that identify that we can stop and get something to eat.

Challenged by the dramatic decrease in traffic, some operators are testing new bolt-on business models to keep the cash coming in, including Express Grocery and Farmer's Market offerings. Subway, Panera, and Sysco have all launched grocery programs. Now you can pick up milk, bread and toilet paper with your foot-long sub!

Other operators have launched support programs to help their local communities and people out of work, furloughed, and the elderly. As we look forward, we predict some of these new tactics will remain and expand while others will not. Necessity is the mother of invention and it will be exciting to see how the industry evolves its merchandising and promotions going forward. Here's what we see happening.

### **Looking Forward: Implications**

**It's not all about price.** Price will not be the only critical element to entice a consumer to come to a restaurant. Consumers will evaluate options and experiences based on a broader set of criteria with greater emphasis on ease of ordering, pickup and delivery options, food safety, and sanitization.

**Telling a real story.** When a story is told about a restaurant's brand or a specific menu item, it needs to be real, authentic, and resonate with the consumer. Consumers may become less accepting of marketing "fluff-messaging" and look for fact-based points of difference

**Community activism.** Community support will take on greater importance moving forward and consumers will look for more than simple sponsorship of the local baseball team. Our collective COVID experience has spawned a greater sense of community and businesses that find a way to tap into that and make it part of their DNA and will experience greater consumer loyalty.

**Family meals.** Family meal bundles will become a standard for many brands, but it will be limited to the most popular items. Operators will innovate and test more ways to make it easier to order for more than one person and to order so that you have built-in leftovers.

Curbside pickup and delivery of two-three course meals. Fine dining and polished casual will accelerate their investment in takeout to grab their fair share of this growing market. The challenges with takeout that have hampered them in the past, including the inability to control food quality and presentation, the lack of personal tableside service, and the lack of the dining room experience, will be addressed and overcome.

**Meal Kits.** Kits will become part of more restaurant brands, and even non-commercial operations, "new normal." Meal kits provide the consumer with the opportunity to save money and have fun creating and cooking their favorite foods from their favorite restaurants.

**Groceries at Foodservice.** Express grocery will remain, to a limited degree. The grocery trend, foodservice, and prepared meals in grocery stores, has been fueled by convenience and that same consumer need should translate in reverse. If executed and promoted properly, operators in all segments can take advantage of this. Sale of proprietary restaurant items like sauces, breads, frozen soups, beverages, seasonings, and even branded napkins can drive revenue. If a consumer is having supper delivered or picked-up, why not make it easier for them to add on some of the restaurant's signature items and grocery staples.

No more free delivery and lower third-party delivery fees covered by operators. Free delivery will go back to regular cost. This is a cost that operators cannot absorb indefinitely. Curbside may pick up steam as an alternative to higher delivery charges. As for third-party delivery fees, we predict fee structures with Grub hub and UberEats will change. They have been punitive to the operator and will be renegotiated.

## **2. New No-Touch Food-Safety Protocols & Services**

No-touch and frictionless are now terms we have all adopted. Minimizing contact is top-of-mind for consumers and operators have come up with creative and effective ways to enable this and to send clear visible clues that sanitization and distancing is top-of-mind, such as gloves, masks, floor stickers, and parking cones to maintain distance while standing in line. Consumers don't see these as an inconvenience, but as a thoughtful and appreciated gesture.

With the focus on off-premises sales, operators have had to figure how to make curbside pickup, takeout, and drive thru more "frictionless." We're seeing credit-card swipe machines stuck out the drive-thru window on a pole and having your order handed to you in a plastic tray to maintain a safer distance.

Front-of-house sanitization and no-touch protocols have also been widely adopted. Mask wearing is becoming standard and shielded face coverings and Plexiglas walls are being adopted in front of cash registers and at drive thrust. McDonalds just announced all store staff will be wearing gloves and masks, both for their safety and for patron's peace of mind. Government regulations on mandated use of PPE is also expected.

Tamper-proof packaging has become a must-have and operators have either bought better packaging or adopted home-made solutions using tape and staplers. Some operators have also included safety instructions that come in the take-out bag and provide safe-handling tips.

Moving forward, we see some of these tactics and protocols remaining with us. Some may only be short-term as "transitory comfort practices," and others will evolve and become part of our new post-COVID reality.

## **Looking Forward: Implications**

**Frictionless curbside pick-up.** Curbside pickup will become part of virtually every full-service operation. Apps will allow for ordering, payment, communication, and pickup with the goal of zero contact between patrons and staff.

**Frictionless drive thru.** Similarly, we predict widespread adoption of greater no-touch protocols for quick-service restaurants and ultimately fast casual drive thru. These will include ordering on an app and driving through, no-touch payment at the window, improved window-side sanitization practices, and continued use of gloves.

**Overt employee sanitization practices.** New and expanded sanitization standards for employees will be put in place. Simply having a sign that says "employees must wash hands" will not be good enough. In our post-COVID world we will see overt cues of safe-handling/no-touch protocols such as broad use of latex gloves and mandatory use of masks, expanded dining room, and bathroom sanitization practices, and new cleaning products that make it easier and more effective. There will be signs on tables and doors communicating these practices. Consumers want to see these and smart operators will go out of their way to make sure they do.

**Mandated sanitization practices.** Of course, the government will help and launch new sanitization and safety protocols. These could include requirements for operators to spray down their restaurants on a regular basis with a hi-grade disinfectant similar to what the airlines are using. We may also see regulations for glove usage as well as new training requirements for employees on sanitization and food handling.

Self-serve anything will become a safety issue. Existing self-serve condiments, beverages, and touch-screen ordering platforms will need to be modified. We will likely see beverage machines either go back behind the counter or be redesigned to be no-touch. Buffets and salad bars will be re-thought or disappear entirely. Portion control condiments will see greater adoption and these will be kept behind the counter and added upon request. Anything that more than one patron touches will either be regularly sanitized or removed.

**Sick employee protocols.** New rules for what constitutes being sick will be commonplace and managers will be required to keep an eye out for signs of employee illness. What was allowed in the past will no longer be acceptable. Short term some operators will mandate employees to have their temperatures taken before their shifts begin, as Yum! Brands recently announced.

**Tamper-proof packaging.** It goes without saying that packaging needs to change. This will be one of the greatest areas of immediate operator investment which will be fueled by consumers' willingness to pay for it. We may also see restaurants itemize on the bill for tamper-proof delivery packaging." Delivery packaging will become a differentiator and part of an operator's brand experience and no longer be viewed as a cost to be minimized.

### **3. Focus on Simplifying Operations**

In tough times, we tend to step back and regroup. Over the past few weeks we've seen a number of changes and new programs designed to simplify the restaurant operation. One of most common simplification actions has been a forced one. Closing the dining room. With operators losing their dine-in business and consumers still looking for "safe" restaurant food there has been an obvious and expected increase in takeout, delivery and curbside pickup. For operators who previously had never offered these services or had not focused on them, the current Covid crisis has forced experimentation in these areas with mixed results.

Another area of significant simplification has been with the menu. A limited menu that focuses on the most popular sellers allows customers to quickly make a decision and order. It's also easier and faster to produce with a limited staff so orders can be executed quickly without mistakes. Reducing the menu has also led to a reduction in the number of skus in the kitchen which has made it easier to manage inventory and place orders for ingredients. After years of menu expansion and kitchen complication perhaps a period of "regrouping" will lead to good things.

As we move forward, foodservice operations will be simplified to make them safer, require less labor, require less space and be more efficient overall.

### **Looking Forward: Implications**

Restaurants will go back to their core menus. We predict that a "back to basics" approach will become the norm. Menus will be reduced. Well thought out differentiation will still be crucial to success, but innovation stage-gate hurdles will be stricter. Innovation will need to drive traffic and incremental revenue not simply be content for the next commercial.

**Reduction of SKUs.** Paring down SKUs that are used infrequently will make it easier on purchasing, receiving, and storage as well as reduce waste. It will make the operation more productive and reduce labor needs. Operators will make each product coming into the kitchen work harder, such as through the use of bold flavors and flexible-use ingredients that can be incorporated into multiple recipes and creative LTOs.

**Peeling off of staffing layers.** Foodservice employees in larger operations have become specialized in their roles and we anticipate a move back to "multi-takers" who are well trained to handle multiple roles. This will allow an operation to run leaner and provide more flexibility in staff scheduling.

**Practical packaging.** Effective, safe, multi-use take-out packaging will take the place of cheap packaging. We see the dimensions of great packaging being expanded from, priced right + sustainable + functional, to also now include tamper-proof.

**Comfort food innovation.** Consumers retreat to comfort foods in difficult times. Moving forward they will continue to crave these items, but we see this as an opportunity for operators to be creative in a simpler way. Similar to the innovation explosion we've experienced with hamburgers and more recently with mac & cheese, other comfort foods will be turned into successful, yet simple, innovation platforms.

#### **4. New App Modifications & New Technology**

Although we are only weeks into the COVID crisis we are already seeing some operators using technology to address the situation. One of the fastest tech fixes has been updating apps and websites to communicate with consumers. In some cases, we have also seen new functionality around ordering, pickup, delivery and community support. But these are only the quick fixes and barely scratch the surface of what post-COVID technology can assist with.

Over the past decade there has been an explosion of new technology for restaurants from ordering, to production, to inventory, to staff scheduling. Looking forward we expect tech companies to play a key role in helping operators manage the challenges of safety, sanitization, distancing and no-touch.

#### **Looking Forward: Implications**

**New app functionality.** We can expect to see a flurry of new app functionality to help consumers research and track their new post-COVID foodservice buying criteria, from sanitization and no-touch protocols, to curbside delivery, to menu bundling services, to foodservice grocery shopping options and community support programs. For employees, we can expect new sanitization and food handling training functionality and health and sick-day trackers.

**Self-serve ordering terminals.** We live in a touch-screen world. In the short-term, consumers will likely continue to wear gloves or use a napkin or their sleeve at order touchscreens or self-service drink dispensers, but in the long-term there will need to be a no-touch solution. We expect new technology such as facial recognition and voice-driven solutions to be eventually adopted.

**Consumer order tracking.** Our collective obsession with tracking orders will be amplified by our new compulsion to know who has touched our food. We can expect to see Amazon-like tracking come to foodservice delivery and curbside orders along with video of our food being prepared. Consumers will want more. Order tracking communication will be more common, detailed and required.

**Sanitization tracking.** Consumer's appetites for information on an operator's sanitization practices will be greater than expected. Accessibility to data about what operators are doing related to sanitation and safety will become a necessity. Tools to track this data and communicate to consumers via apps, websites, and in-restaurant trackers will become commonplace. Simple cues to show consumers that they are safe, like a table tent that reads "this table has been sanitized" will become expected and appreciated.

## **5. Embracing Employees Differently**

The COVID crisis has brought employee support to the forefront of restaurant management priorities and in an industry with more than 13 million workers this is a meaningful area of focus. Short term, we have seen a number of new initiatives and programs to help those laid-off and furloughed including extended health benefits, free meals and assistance in finding work at nearby grocery stores or quick-serves that are seeing additional takeout and delivery traffic. For those still working, some companies have increased wages to compensate for the risks they see in continuing to work in this environment. And for those workers who are infected and or exhibiting symptoms, some employers are offering two weeks of isolation pay.

As we look ahead, these new employee programs could signal a broader cultural shift in employee engagement for the industry that could have long lasting positive implications. Employees will be treated differently. Money alone will not drive loyalty. Culture will become a differentiator.

### **Looking Forward: Implications**

An entrepreneurial approach to employee engagement. Many companies have built leading class employee engagement cultures. We predict this will expand and become a more common area of investment for both chains and independents. The programs we've seen launched over the past several weeks will be the start of a new era in entrepreneurial employee engagement. It will be about the team and that includes CEOs and other executives actively visiting locations and role modelling the culture they want to create.

Hiring and keeping the best. Attracting and retaining great employees will be even more crucial in an environment that requires expanded sanitization and food safety protocols and in operations that require fewer staff that need to know and do more. The COVID situation may create a short-term labor surplus but hiring the best will be even more crucial. As revenue growth allows, we expect to see expanded benefits and perks offered, such as broader healthcare, daycare, free/discounted employee meals for off-shift hours and family take-home meal discounts. Wages will go back to being based on skill sets, handling multiple stations and reliability as opposed to simply a way of attracting and retaining people.

Being score carded by employees. While employees always have opinions of their employer, in our new post-crisis world we can expect to see staff score carding current and potential employers on their sanitization and safety practices. This could be a real determining factor in where people choose to work. There is a limit to how much risk people are willing to take. Operators would be well served to consider the attractiveness of their work environment from a potential hire's point of view.

Team building through community outreach. This began with the COVID crisis, but we expect this to continue to evolve. Team building will include company sponsored team and individual outreach by employees to food banks, blood drives, retirement homes and other local community and charitable causes.

**Coming to work sick.** In the past, coming to work when you were sick was viewed as a demonstration of commitment. This will change and going forward it will be perceived as irresponsible. New policies will be published that clarify what sick is. Managers will be trained in how to enforce these new “go home, stay home” sick mandates. In the short-term we may see managers taking the temperature of employees before they can start their shifts. PTO will need to be modified and the government may step in with guidelines for managing this.

**“Key employees.”** As anyone who has managed a team knows, you rely on your best people. We see this practice becoming more formalized through titles, wages and benefits because having a core group of highly trained, experienced and trusted employees will become even more crucial to success in our new post-COVID normal.

**Shared employees.** Crisis causes us to rethink how we do things. The idea of shared employees, while not new, has been adopted recently through necessity, and it works. Moving forward we see the practice of holding “two jobs” becoming formalized. No longer will staff need to hide their other job or work around two overlapping schedules. This will also lead to better partnerships between non-competing restaurant operators and other retailers.

**A safe working environment.** Safety, sanitization and “no-touch” is not just for the customers. Foodservice employees have the same fears and needs and therefore employers must invest in their safety and comfort also. Creating a safe environment for staff will be crucial to attracting and keeping people. Conducting on-going training, the continued/mandated use of gloves and masks (at least in the near future), creating “sanitization experts,” and managers communicating and role-modelling these new protocols will become the norm.

## 6. New Streams of Revenue

Facing the reality of no dine-in business, operators have ventured into many new areas of revenue to keep the lights on. Creative approaches to new revenue sources have been tried with various degrees of success. Post-COVID we expect that innovation and experimentation in this area will continue. One popular strategy has been to extend service into new departs for concepts that previously relied on limited meal periods. For example, dinner only full-service dining that focused exclusively on dine-in has extended hours to promote both lunch and dinner curbside and delivery.

As mentioned earlier, selling groceries is another new service we've seen companies like Panera and Subway announce. This started out as an opportunity to provide consumers with some of the basics, such as toilet paper that were sold out at supermarkets and expanded to include other stocked and proprietary items.

Looking ahead, new streams of revenue will be necessary to make up for lost sales, a potentially slower ramp up in sales, and to be better prepared and help cushion revenue in case of another crisis in the future.

### Looking Forward: Implications

**Adding departs.** We predict more operators will look to expand their day part footprint, but still do so without complicating their menus. With many restaurants closing around them the opportunity to “fill the gap” might be an added incentive. Concepts that rely on one day part will expand hours. Fringe departs such as early morning, mid-morning, late afternoon and late evening will be tested with limited menu offerings but could drive significant sales in time periods that traditionally had little to none.

**Revenue beyond dine-in.** Curbside delivery and drive thru. This has been a trifecta of survival during the crisis and will play a crucial role for restaurant and non-commercial growth moving forward. This will involve investment and renovation for some operations and the added critical success factors of premium tamper-evident packaging and a minimal-touch process.

Groceries. Selling groceries at a restaurant is a new concept for most consumers. We predict this will continue but in a careful way that drives revenue with existing customers. Operators will continue to sell their proprietary sauces and dressings along with a limited selection of other items, primarily pulled from the inventory they buy for the restaurant, but the full-on mini grocery store is not practical.

**Meal kits.** We predict that meal kits from restaurants will gain traction because they can also drive a larger check. For savvy foodservice marketers, helping consumers host dinner cook-parties with their favorite restaurant meal kits could become a hot new trend.

Ghost kitchens. We expect to see an expansion of the “ghost kitchen” concept as they are driven by delivery and are frictionless, cashless, lower investment and require cheaper real estate. We will likely see innovation into hybrid-ghost-concepts that include double drive thrust and curbside pick-up, where ordering and payment is done prior to arrival.

**Proprietary products.** Proprietary products will be promoted as add-ons for the consumer. This is not just bottled dressings and hot sauces, but proteins, breads and other items that a brand is known for and that customers can easily use at home. It’s a logical bolt-on revenue stream for any concept that has equity in a product or menu item.

## **7. Interacting with Suppliers and Distributors**

Over the past 10 years we have seen the industry move to greater collaboration between chains, distributors and suppliers and expanded adoption of joint business planning and category management practices. Savvy suppliers and chains have embraced customer-supplier segmentation models and collaborative innovation approaches for their highest value “strategic” relationships. The COVID crisis has demonstrated the value of those collaborative business relationships that enable faster sharing of inventory, production and sourcing data, faster identification of risk and more streamlined communication across multiple functional contacts.

Our current environment has put tremendous pressure on operators as well as the entire Foodservice value chain. Operators are turning to their distributors and suppliers for more than just help on supply chain management. In many cases, trading partners are more effectively working together during the crisis to their mutual benefit. Clearly this will have longer term ramifications, as crises typically do uncover who your true friends are.

Looking forward, we expect that the value of collaborative supplier relationships will only be amplified coming out of this current crisis. Those that have been there for the operators will be rewarded. Those that have not been should expect less.

### **Looking Forward: Implications**

“Best-in-class” partnerships. What is a best-in-class supplier? However you define this today, your definition must evolve as operator expectations will likely increase. Independents are under tremendous pressure to survive and will not have time for suppliers and distributors that are not meeting their expectations or not being responsive. For chains, we can expect them to lean more heavily on their top 5-10 suppliers and to further refine their expectations, access and reciprocating value for these strategic relationships.

Collaborative innovation. Operators don't need to do it all themselves and those that have been, may be more open to working with distributors and suppliers in our new post-COVID world. With smaller teams, operators will have added motivation to seek outside support on innovation, testing, cost savings ideas, recipes, and promotion and merchandising support. In our new world of collaboration, we will see greater trust, shared risk, and acceptance of what win-win needs to be.

Flexible, quality ingredients. Operators will become more flexible in their use of ingredients as they will need to find a way to reduce SKUs and simplify menus. Manufacturers and distributors can help. Operators will be looking for flexible, high quality products at a good value that they can use to develop profitable items for LTOs and specials.

## **8. Tighter Financial Management**

The reality of facing a dramatic drop in revenue with no clear end in sight has resulted in significant financial hardship for the industry. Operators have cut, reduced and re-worked costs and pulled every revenue lever they can think of. But, during times of crisis, we are forced to dig deeper into the financials and make tough choices that we would not have otherwise made. From crisis comes trial, and from trial comes learning. Better ways to manage our finances are tested and operators that make it to the "other side," will incorporate these learnings into better financial management.

For many independents and small chains cash flow is king. Although paying last month's bills with this month's revenue is not an ideal model it has been the reality, for many. This has left them with little room to maneuver during the crisis.

Moving forward the approach to restaurant financial management will change. CFOs will take on an even greater role and expansion and investment plans will be postponed and reassessed until revenue, cash flow and expenses are where they need to be.

## **Looking Forward: Implications**

Labor adjustments. There will be a hard look at labor costs where excess layers of specialists will be eliminated, and staff will go back to wearing multiple hats. Productivity and efficiency will be paramount. We predict that doing more with less will be the new operations mantra, but in order to do that, operators will need to simplify their businesses.

Changing footprints. We predict restaurant footprints will get smaller and greater space will be devoted to serving off-premise orders. Space costs money and rent and renovations are not free. Restaurant designs will need to become adaptable. Change is inevitable. A burrito station today needs to be able to be transformed to an Asian station without disruption.

Real estate. Good real estate has been difficult to attain, and brands have been overpaying. Moving forward there will be opportunities to pick-up restaurant locations that have closed and have quality build outs. Rents on empty locations can be negotiated and therefore the financial model will become more favorable.

More efficient floor plans. Part of the new financial model will be more efficient floor plans. One reason we have seen unit expansion plans curtailed is because of the need to rethink store designs and layouts. Floor plans need to consider new safety and queuing needs, expanded take-out, drive through and curbside pick-up space and less crowded dining rooms and do so in a more compact space.

Retro-fitting existing locations. COVID has changed the game when it comes to self-serve stations, ordering systems and curbside pick-up. This will be a monumental challenge for restaurants to address moving forward. The degree to which existing units will need to be modified and retrofitted is still unknown.

Differentiation re-defined. Differentiation will remain critical to success, but it will not be through menu breadth. There is too much added cost in the supply chain and kitchen complexity. Instead, differentiation will be based on value, experience, exploration, convenience and safety.

Change is upon us and operators are responding, and with help from manufacturers, distributors, associations and agencies the collective innovation, creativity and reinvention will lead us to a new and exciting future. We are all looking forward to “coming out the other side” and embracing our new normal.

- **COVID-19 Back to COVID-19 Home Restaurants & Bars Updated Dec. 16, 2020**

As restaurants and bars resume and continue operations in some areas of the Nagpur city, offers the following considerations for ways in which operators can reduce risk for employees, customers, and communities and slow the spread of COVID-19. Restaurants and bars can determine, in collaboration with state, local, territorial, or tribal health officials, whether and how to implement these considerations, making adjustments to meet the needs and circumstances of the local community. Implementation should be guided by what is feasible, acceptable, and tailored to the needs of each community. These considerations are meant to supplement—not replace—any state, local, territorial, or tribal health and safety laws, rules, and regulations with which businesses must comply.

- **Guiding Principles to Keep in Mind**

The more an individual interacts with others, and the longer that interaction, the higher the risk of COVID-19 spread. Masks may reduce the risk of COVID-19 spread when they are consistently used by customers and employees, especially when social distancing measures are difficult to maintain. The risk of COVID-19 spread increases in a restaurant or bar setting as interactions within 6 feet of others increase, as described below. Masks may reduce the risk of COVID-19 spread when worn in any of these risk scenarios.

- **Lowest Risk:** Food service limited to drive-through, delivery, take-out, and curbside pickup.
- **More Risk:** Drive-through, delivery, take-out, and curbside pickup emphasized. On-site dining limited to outdoor seating. Seating capacity reduced to allow tables to be spaced at least 6 feet apart.
- **Higher Risk:** On-site dining with indoor seating capacity reduced to allow tables to be spaced at least 6 feet apart. And/or on-site dining with outdoor seating, but tables not spaced at least six feet apart.
- **Highest Risk:** On-site dining with indoor seating. Seating capacity not reduced and tables not spaced at least 6 feet apart.

COVID-19 is mostly spread when people are physically near within 6 feet of a person with COVID-19 or have direct contact with that person. When people with COVID-19 cough, sneeze, sing, talk, or breathe, they produce respiratory droplets. Infections occur mainly through exposure to respiratory droplets when a person is in close contact with someone who has COVID-19. There is evidence that under certain conditions, people with COVID-19 seem to have infected others who were more than 6 feet away. This is called airborne transmission. These transmissions occurred within enclosed spaces that had inadequate ventilation. Available data indicate that it is much more common for the virus that causes COVID-19 to spread through close contact with a person who has COVID-19 than through airborne transmission.

Respiratory droplets can also land on surfaces and objects. It is possible that a person could get COVID-19 by touching a surface or object that has the virus on it and then touching their own mouth, nose, or eyes. Spread from touching surfaces is not thought to be a common way that COVID-19 spreads.

Fortunately, there are a number of actions operators of restaurants and bars can take to help lower the risk of COVID-19 exposure and spread. Personal prevention practices (such as hand washing, staying home when sick, and wearing masks) and workplace prevention practices, like environmental cleaning and disinfection, are important principles of preventing the spread of COVID-19.

- **The restaurant industry will see a new reality, post COVID-19. What does it look like?**

Recovery will obviously be a challenge for all restaurants: both large and small. It will be a rebound that won't happen overnight. The reality of COVID-19 is that our industry has never had a large-scale modern event of this magnitude. We will likely see resurgence in COVID-19 in certain areas of Nagpur, most likely, until a vaccine or medical advances allow for tools to adequately address the health crisis.

Social distancing is working and will need to have a place in our current landscape for at least the foreseeable future. Unfortunately, restaurants will be closed or thinned, approximately 15–25 percent as a whole, according to some reports. Those who survive will need to:

In March alone, there have been 3 percent permanent restaurant closures with April looking to hit an additional 11 percent of restaurants that will shutter doors.

- Labor market will loosen up as people who have lost jobs look for steady income. As an opportunity, we likely will find stronger staff with experience.
- Marginal restaurant sales growth of 3 percent compared to COVID-19 impacted sales will continue as competition closes.
- Moving forward, curbside service will be a staple of the industry. There will also be a shift in consumer focus regarding food safety versus sustainability.

- Third-party delivery companies and restaurant concepts will have a stronger focus on a touch less customer service customer experience.
- Micro social media marketing focused on community-based advertising will become a larger focus to reach out to customers. For example, homeowners associations, next-door neighbor sites, city blog pages.
- Pre-shift employee's temperature checks will be implemented as a safety process.
- Supply chains may see a dip in production for restaurant products as the commodity markets focus on retail production.
- Restaurants may see a 3 to 6 percent month increase in sales growth as consumers venture outside followed by cash strapped consumers looking for value offerings.
- Restaurant concepts will invest into drive thru or pick-up window options in construction designs. Restaurant sites will become available as landlords try to secure tenants in vacate locations.
- Concepts will reduce the dining room footprint as they continue to see a trend of more takeout and delivery.
- The employee labor market will continue to favor the restaurant owners.

Potential franchisees will be looking into how a franchisor responded to the COVID-19 crisis when picking a concept to invest into.

Who knows what other revelations may evolve post COVID-19. The only thing constant in our industry is change.

The restaurant industry has adapted, ramping up outdoor dining, curbside pickup and greater adoption of food delivery apps. But even after a viable vaccine is found, has the pandemic changed consumer behavior enough to serve up a new normal for restaurants.

While it's still early days in assessing the fallout, investors may want to note a number of structural changes, says John Glass, lead equity analyst covering the Nagpur restaurant sector. "These changes range from the positive, such as market-share growth opportunities and an acceleration of digital transformation, to potentially more painful transitions in real estate and the shift to work-from-home."

While many unknowns lie ahead for the industry, five trends appear likely to outlast the pandemic:

Digital and delivery penetration was already gaining momentum before the pandemic. Now, a transformation that was projected to take years is happening in just months. "We see total online food delivery through online delivery platforms and restaurant self-delivery of Rs 45 billion in 2020, vs. our prior estimate of Rest 41 billion in 2021, reaching 13% of the addressable market this year and 16% by 2022, vs. 2025 in our prior estimate. That means nearly three years of consumer spend is being pulled forward, led by accelerated growth from delivery platforms," says Glass.

Use of these online platforms—known in the industry as third-party delivery—has surged, thanks to increased mobile app orders. Casual dining-to-go sales volumes tripled or quadrupled in many cases, as of late April and early May, often outgrowing a restaurant's own delivery efforts. This could be a positive for the industry, since mobile use can result in higher margin, lower friction transactions and greater retention of customer

## **RESEARCH AND METHODOLOGY**

The research is based on primary and secondary data and is exploratory and descriptive due to changes in the working of restaurant post covid-19. The study is done to identify the new working changes in the restaurant perspective to understand the competition faced by restaurant owners. This project work basically involves finding the key strategies, marketing methods, differentiating factors of a restaurant, etc.

### **Primary Data Collection**

Primary data collection is done by conducting surveys with the assumption that the restaurant owners only in Nagpur city and a sample size of 50 respondents in Nagpur city.

### **Secondary Data Collection**

The project work involved the process of secondary data collection that was done by studying various theoretical and issue related books, internet sites and company reports.

### **Sample Design**

The survey was conducted by personally visiting the restaurants and getting the questionnaire filled by 50 different restaurant staff as well as owners.

### **Sample Testing**

Before conducting the final survey, the sample was tested by getting the questionnaire filled by 5 hotel and restaurant staff. The answers to the questions asked in the survey provided relevant and accurate information to conduct the final data analysis.

### **Data Analysis**

After the collection of the primary data through questionnaire, the data was tabulated for analysis and interpretation.

## **RESULT AND DISCUSSION**

- As per the table it shows that Do you think it is too early to reopen the restaurants in this question? 32.7% respondents said never, 28.6% sometimes, 26.5% Rarely 12.2% often.

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- As per the table it shows that How comfortable are you about these re-openings 59.2% said comfortable, 32.7% very comfortable and other .
- As per the table it shows that How safe did you feel in this question? 55.1% responded very much,42.9 A little and others.
- As per the table it shows that Have you visited any other restaurants since the pandemic started? 49% responded sometimes and 28% Rarely, 16.3% often, 6.1% said Never.
- As per the table it shows that Do you feel safer if you eat in the open area of a restaurant? 71.4% responded Agree, 14.3% Disagree, 8.2% strongly agree, 6% strongly disagree.
- As per the table it shows that Do you feel safer if you eat at least 5ft apart from the nearest customers inside restaurant 36.7% responded slightly satisfied, 30.6% very satisfied, 24.5% completely satisfied and 8.2% Not at all satisfied.
- As per the table it shows that Do you feel safer if Serving by wearing gloves and masks 49% responded strongly agree, 30% Agree, 10.2% strongly disagree and Disagree.
- As per the table it shows that Checking the temperatures of the employees daily 49% responded strongly agree, 40% Agree and other.
- As per the table it shows that Disinfecting the tables and seats after each customer leaves Cafe 57% responded Approve, 32% strongly approved, and other.
- As per the table it shows that Putting transparent barriers between tables 52% responded Agree, 27% strongly agree,10.4% strongly disagree and Disagree.

### **Conclusion:-**

We did the survey for the reopening of the restaurant and working changes on it, about 40 people give the response in this survey we found that most of the people from Hotel staff about 80% including waiter, Managers, chefs and some of them are students and other people .we ask a question about Do you think it is too early to reopen the restaurants response is like that from the audience 34% people said Never

And 28% rarely 22% sometimes 14% often.

Next thing is how comfortable the guest are with this reopening so results is almost about

57% audience is comfortable with this reopening and they feel safe to eat there, we ask about have you visited any other restaurants in between so audience said maximum people sometimes and after that we ask something about the norms and guidelines that should be followed as per given parameters like wearing gloves and masks, Disinfecting the tables and seats after each customer leaves Cafe, Putting transparent barriers between tables etc. most of the people respond strongly agree about this norms. And in the last we did the feedback questions from the guest side if they think we need to do to make you feel safer.

Restaurants operating in malls will probably take the biggest hit – on one side, fewer people are expected to visit malls anyway in the short-term; two, those who are visiting are probably going to demand higher hygiene standards than ever before, be it the cooks wearing headgear and masks on their mouth to an extreme situation of CCTV inside the kitchen which beams in the seating area.

### **HOW YOUR RESTAURANT CAN RESPOND TO THE CORONAVIRUS**

No one knows how long this situation will last. Some are hoping that warm weather will slow the virus' spread and let health officials get a hold of the situation; others are preparing for a very bleak few months. The only thing we know is that it's going to get worse before it gets better.

The below advice falls into two categories: preventative measures you can take to minimize the revenue hit of the current slowdown, and proactive initiatives that can help you drive incremental revenue now while setting your restaurant up for an eventual return to normalcy.

## **MAKE YOUR RESTAURANT FEEL LIKE A SAFE SPOT TO GUESTS**

The first step in combating coronavirus is to make your restaurant as clean as possible. The EPA has created a list of disinfectants that are effective at killing SARS-CoV-2, which you can find here. (Note that regular soap really is effective. The virus is coated in an oily membrane, which means it is disintegrated by soap and water.) Pay special attention to any surface customers touch, like light switches and doors, and any system that circulates air. Provide antibacterial gloves for your team, especially if they handle cash. (Some operators are going temporarily cashless.) Finally, many restaurants have scheduled multiple daily professional cleanings. Take every initiative you can to keep your restaurant disinfected.

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***ABSTRACT-***The main aim of this research study is to study food as an element in developing tourist experiences in Nagpur city . This study aims to build knowledge on how food as an element in tourism play a role for the tourism and hospitality industry, and their development of relevant tourist product concepts. The conceptual model of the push and pull factors, and the conceptual model of the tourist experience have been used as a tool of reflection, in order to analyze the topic studied. The focus on food as a significant element and topic in tourism and tourists' experiences has increased. How tourists experience food has changed together with tourists' motivation and needs. Current findings indicate that tourists seek and expect to find local food experiences while travelling to a new destination. The findings in this indicate that the tourism industry, in Nagpur city, view local food as important symbols of the region.

***Keywords:*** *Tourism and hospitality food tourism, tourist experiences, Nagpur.*

## 1. INTRODUCTION

In this study, an analytical framework is presented to illustrate that this practice and the focus of food as an important element in tourists' expectations has gained increasing focus among all stakeholders in the industry. In addition, the literature and this study suggest that food as a supporting element in the production of tourist products and marketing of destinations, as well as tourist satisfaction. Now a day's Food Tourism plays a vital role in the tourism industry as it is one of the major factors for selecting a tourist destination. Eating out is most common for any tourist and more importantly they would want to explore the local and traditional cuisine. The above provides for such information and gives a gist of the destinations as we rightly say food says much about the people. Food is also believed to be ranked next to the climate, accommodation, scenic attractions etc. A food tourist may follow their favorite food truck from place to place in city, make a catalog of restaurants across the city to visit , or plan an entire vacation

Food tourism does not mean that the tourist will only eat gourmet meals often, food tourists are in search of authentic or new culinary experiences some may like to explore new restaurants, while others may prefer street food. Food tourism is not about the type of food which a tourist eats it is about the fact that when you go to a new place you try to find out new food experiences. Besides the nutritional needs of all tourists, food can also function as a supporting element to the overall visitor experience. This study addresses the ongoing tendency of giving food priority in tourist marketing, products and destinations. Food Tourism could be one of the leading factors for popularizing an unknown destination which suddenly becomes widely prevalent for its food. It thus kindles the development of the regional, public economies.

It results in diversifying the life style, generates employment opportunities, increases standard of living due to increased earnings and also results to urbanization of remote localities to a certain extent. Once the tourists are attracted to a destination, the public starts off with various methodologies of keeping the tourists engaged. It could be with the help of local sport or local games, traditional dances, jewelry popularization; outfits etc. The various other impacts are preserving the cultural heritage related to food and locality, improved standard of living, and attaining dignity and respect for the rich cultural heritage.

The Food Tourism as an Industrial aspect is stimulating innovation and engaging the customers in cocreation, it is bonding the global and local culture in various forms. There are developments seen through the formation of Fusion cuisines supported by elaborative narratives in the Menu cards connecting it to the cultural and local values. This also sensitizes the importance of values attached to food culture.. In particular, the study focused on the experiences and reflections done by a sample of local actors in food and tourism businesses.

## **2. RESEARCH OBJECTIVES**

1. To build knowledge on how food as an element in tourism play a role for the tourism and hospitality industry in nagpur city,
2. . To promote Food Tourism in Nagpur city as one of the new streams of tourism.
3. To evaluate how food consumption also contributes to the economy of a destination, and provides tourists with a local experience.

## **3.LITERATURE REVIEW**

A literature review surveys books, scholarly articles, and any other sources relevant to a particular issue, area of research, or theory, and by so doing, provides a description, summary, and critical

evaluation of these works in relation to the research problem being investigated.

As Hall & Sharples ( 2003) explain, while defining food tourism, one should take intoaccount the difference between tourists who consume food only as part of their travelexperience and those whose activities, behaviors and, even destination selection is oriented by an interest in food. The fact that food is an important part of regional identity and food production does have a huge impact on the landscape is undeniable but we should also becognizant of the fact that it is very hard to draw a line between “foodscape” and broader concerns surrounding agricultural areas, which are by nature landscapes of food production.It does not need mentioning that there are undoubtedly a number of places which, by possessing the privilege of their intensity of use for food

productionsuch as added value processing and production and their accessibility for visitors including the availability of markets, farmer direct purchasing opportunities and restaurants and accommodation, are distinctive places of consumption for food tourists. This does not mean, however, that local production is consumed only in places far from the production place; for one of the great opportunities offered by food tourism is the capacity to export the intended food to the places from which the visitors come from. Therefore, food intended in food tourism is the direct production of the local place and is intended to be consumed in its place of production. It is exactly for this reason that food tourism is capable of providing so much potential to reinforce local economies, encourage the conservation of food and biodiversity, and help sustain local identities. Meals are consumed for pleasure not out of need. So food is a part of leisure experience such as occasion and atmosphere. Meal experience for tourists can both be a necessity and pleasure.

Therefore, Experiencing the Local food at a particular restaurant can be an important component of tourists' travel itinerary (Shenoy, 2005). Food holds a lot of different roles such as fulfilling basic needs, authentic and cultural experience as well as social needs. Overall, there are many experiences that can be related to eating (Ab Karim, 2006, P.6). Scientific studies about meal experience are rare, especially travel dining behavior of tourists are limited (Jensen & Hansen, 2007).

"Despite the importance of food as an input in the tourism sector, it continues to receive very little attention in the literature" (Tikkanen 2007, P.721). According to Tikkanen (2007) service provider and the tourists have a different culture so there is a notable gap in relating the attributes that affect how tourists evaluate their traveling experiences. Food plays an important role in the tourism sector and many researchers refer to the relationships between food and tourism destination. Lin (2006) suggested that the link between food, tourists and destinations are complicated and puzzling; there remains a lack of a comprehensive understanding of the relationships between food and tourism. Studies on food and activities related to food are very few. Moreover, Food has an effect on tourists' experience and also tourism has an influence on culture or individuals (Ab karim, 2006, P.6). Human beings have their own experiences of meals in the everyday life. When people go to travel, nearly all of them spend money on food at the tourism destination. These days food is an important element in the tourism industry so that tourists spend part of their budget on food. Chang & Hsieh (2006) believe that almost one-third of all tourist expenditures are spent for food. In addition, based on recent research approximately 40% of tourists' budget is spent on food while traveling (Boyne, Williams, Hall, 2004). "The 2004 restaurant & food service market research handbook states that 50% of restaurants' revenue was generated by travelers" (AbKarim, 2006, P.2)

**Morten Boesen, Donna Sundbo & Jon Sundbo (2017):** The study had investigated the question that why local food networks succeed or fail in collaborating with local tourism. The article had focused on entrepreneurial local food networks and their collaboration with local tourism. The study had emphasized on the actions and attitude logic of local food networks and tourism and whether their respective logic fit as a factor to explain why or why not development of local food concepts lead to increased local tourism.

**Tommy Andersson & Lena Mossberg (2017):** The study had addressed about the need for more awareness and knowledge about the growing number of food tourists. The basic objective was to describe the effects of enduring food involvement on consumer behavior with regard to food consumption and travel. The study had suggested five proposals about involvement having effects on consumers' identities, attitudes, motivations and travel behavior and all were supporting the feedback taken for the survey. The research had practical implications about the destination management organizations and restaurants, as well as tourism attractions serving food, cannot ignore that a large segment of the urban population is highly involved in food. There were many good reasons to serve food that satisfies normal criteria for maintainable food, which is healthy and locally produced.

**Travel Age West (2017):** The article reports that according to World Food Travel Association's (WFTA) "2016 Food Travel Monitor Report," several American leisure travelers consider culinary activity to be

motivation for visiting destination. Topics include Munch, a limited-edition, culinary-focused product launched by travel firm Contiki, views of Toni Ambler, global brand strategy director for Contiki, on how food serves as the original social networking experience and people engaged in food or beverage experience.

**Yogesh Updhyay & Dhiraj Sharma (2014):** The study had explored culinary preferences of foreign tourists through surveys conducted at various tourist spots in India, in order to identify dormant factors.

The outcome of the research had suggested that tourists preferences converge into five factors i.e. taste and quality of food, food preparation, localization of food and dining etiquettes, tradition and nutrition

of food, and food aroma and cleanliness. Additionally, convergence in foreign tourists was also explored on the basis of their responses. From the analysis, three segments were identified i.e. taste seekers, localization seekers and experience seekers. The study also had discussed the implications of the outcome for marketers and researchers.

**Anne-Mette Hjalager & Pia Johansen (2013):** The study had investigated the feasibility of combining environmental protection and agricultural revitalisation strategy which includes food tourism in couple of national parks. The study had identified governance opportunities that could accommodate the well being of both tourists and food producers, which had required a proactive role from the national park authorities, especially in marketing and development of event.

#### **4. RESEARCH METHADODOGY**

5. The various strategies adopted by the food tourists in the Nagpur region have been compiled by carrying out a rigorous survey across Nagpur Region. These strategies were floated in the form of questionnaires and the feedback was collected on the basis of this survey. This questionnaire was circulated among mixed samples from all work areas of the region. The sample types includes Hotel employees, Students and Locals. This survey was specifically carried out to evaluate the mind-set of people on how the food plays an important role in tourist attraction in Nagpur region.

6. The research is based on quantitative research techniques. Therefore, it is conclusive in nature. An opinion survey method was adopted by the researcher for contacting target respondents.

7. The researcher surveyed 50 people including hoteliers, students and locals by using purposive sampling technique.

A google survey form was designed as an instrument of data collection. The question related to the attributes related to research were covered in the questionnaire and the responses were measured on four-point Likert scale.

## **8. RESULTS AND DISCUSSION**

The first and foremost observation is that the concept of food tourism is well established in the region of Nagpur but still there is lot of scope for the tourists to aware themselves about the concept to become food tourists. The awareness about food tourism is still lacking. Nagpur being cultural representative region of Maharashtra it is important that this region takes sincere efforts towards making local food and specialties more popular among the inbound travelers of the region

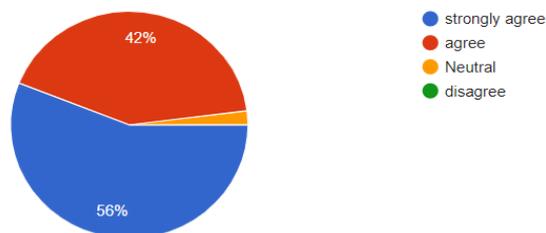
**TABLE NO. 1**

**Do you think food has a great impact on tourism and they go hand in hand**

<b>Sr. No.</b>	<b>Particular</b>	<b>No. Of samples</b>	<b>Percentage</b>
<b>1</b>	<b>Strongly agree</b>	<b>28</b>	<b>56</b>
<b>2</b>	<b>agree</b>	<b>21</b>	<b>42</b>
<b>3</b>	<b>neutral</b>	<b>1</b>	<b>2</b>
<b>4</b>	<b>disagree</b>	<b>0</b>	<b>0</b>
<b>5</b>	<b>Total</b>	<b>50</b>	<b>100</b>

Do you think food has a great impact on tourism and they go hand in hand.

50 responses



As per Table no. 1 we can conclude that 56% people strongly agrees and 46% people agrees that food has great impact on tourism and 2% people have neutral point of view on above topic.

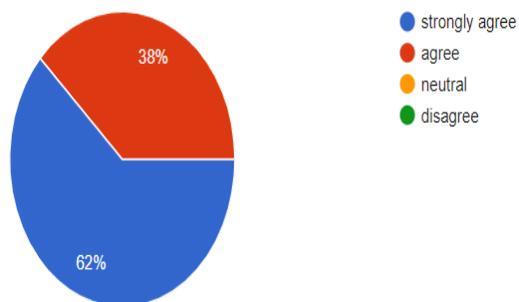
**Table No. 2**

**Do food quality and quantity matters when it comes to tourist satisfaction**

Sr. No.	Particular	No. Of samples	Percentage
1	Strongly agree	31	62
2	agree	19	38
3	neutral	0	0
4	disagree	0	0
5	Total	50	100

Do food quality and quantity matters when it comes to tourist satisfaction

50 responses



As per Table no. 2 we can conclude that 62% people strongly agrees and 46% people agrees that food quality and quantity matters when it comes to tourist satisfaction.

**Table No. 3**

**Do tourist prefer more local food**

<b>Sr. No.</b>	<b>Particular</b>	<b>No. Of samples</b>	<b>Percentage</b>
<b>1</b>	<b>Strongly agree</b>	<b>6</b>	<b>12</b>
<b>2</b>	<b>agree</b>	<b>28</b>	<b>56</b>
<b>3</b>	<b>neutral</b>	<b>14</b>	<b>28</b>
<b>4</b>	<b>disagree</b>	<b>2</b>	<b>4</b>
<b>5</b>	<b>Total</b>	<b>50</b>	<b>100</b>

Do tourist prefer more local food

50 responses

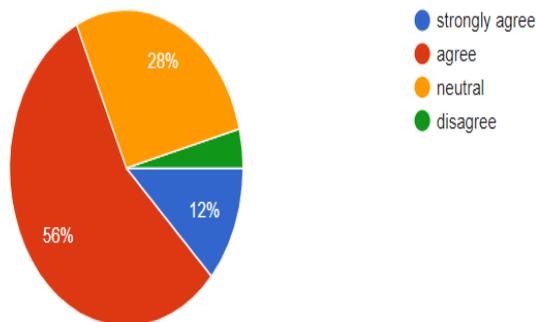


Table no. 3 shows that 12% people strongly agrees and 56% people agrees that tourist prefer more local food, 28% people have neutral opinion also 4% population completely disagrees above statement.

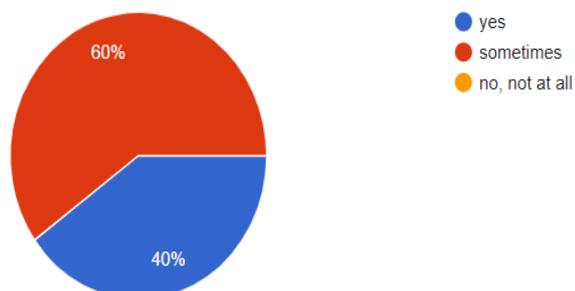
**Table No. 4**

**How interested would you be in taking a day long trip to a local food producer**

<b>Sr. No.</b>	<b>Particular</b>	<b>No. Of samples</b>	<b>Percentage</b>
<b>1</b>	<b>yes</b>	<b>20</b>	<b>40</b>
<b>2</b>	<b>sometimes</b>	<b>30</b>	<b>60</b>
<b>3</b>	<b>No, not at all</b>	<b>0</b>	<b>0</b>
<b>4</b>	<b>Total</b>	<b>50</b>	<b>100</b>

How interested would you be in taking a day long trip to a local food producer

50 responses



As per Table no. 4 we can conclude that 40% are completely interested and 60% people are somewhat interested in taking a day long trip to a local food producer

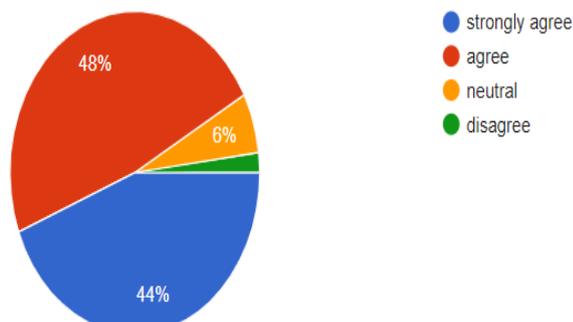
**Table No. 5**

**Do you think different cuisine attract tourists to hotels developing whole new experiences for them**

<b>Sr. No.</b>	<b>Particular</b>	<b>No. Of samples</b>	<b>Percentage</b>
<b>1</b>	<b>Strongly agree</b>	<b>22</b>	<b>44</b>
<b>2</b>	<b>agree</b>	<b>24</b>	<b>48</b>
<b>3</b>	<b>neutral</b>	<b>3</b>	<b>6</b>
<b>4</b>	<b>disagree</b>	<b>1</b>	<b>2</b>
<b>5</b>	<b>Total</b>	<b>50</b>	<b>100</b>

Do you think different cuisine attract tourists to hotels developing whole new experiences for them

50 responses



In table no. 5 it shows that 44% people strongly agree, 48% people agrees , 6% people have neutral thinking and 2% people disagrees that different cuisine attract tourist to hotels developing whole

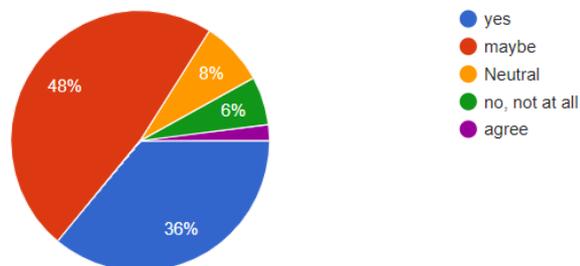
**Table No. 6**

**Even post -pandemic the impact of food on tourism is same**

<b>Sr. No.</b>	<b>Particular</b>	<b>No. Of samples</b>	<b>Percentage</b>
<b>1</b>	<b>Yes</b>	<b>3</b>	<b>6</b>
<b>2</b>	<b>maybe</b>	<b>24</b>	<b>48</b>
<b>3</b>	<b>neutral</b>	<b>4</b>	<b>8</b>
<b>4</b>	<b>No, not at all</b>	<b>3</b>	<b>6</b>
<b>5</b>	<b>agree</b>	<b>16</b>	<b>32</b>
<b>6</b>	<b>Total</b>	<b>50</b>	<b>100</b>

Even post-pandemic the impact of food on tourism is same

50 responses



As per table no. 6 it is found that 6% population and 32% population agrees that even post pandemic the impact of food on tourism is same and 8% population have neutral opinion with 6% population thinking completely opposite

**Table No. 7**

**Food safety and hygiene plays an important role in gaining tourist attraction**

Sr. No.	Particular	No. Of samples	Percentage
1	Strongly agree	30	60
2	agree	15	30
3	neutral	4	8
4	disagree	1	2
5	Total	50	100

Food safety and hygiene plays an important role in gaining tourist attraction

50 responses

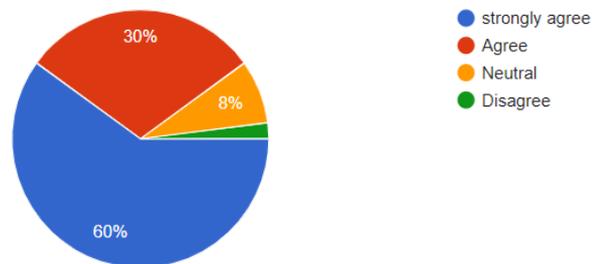


Table no 7 indicates that 60% people strongly agrees and 30% people agrees that food safety and hygiene plays an important role in gaining tourist attraction 8% people have neutral opinion and 1% people disagree for same.

**Table No. 8**

**Food consumption and tourism contributes to the economy of a destination**

<b>Sr. No.</b>	<b>Particular</b>	<b>No. Of samples</b>	<b>Percentage</b>
<b>1</b>	<b>Strongly agree</b>	<b>30</b>	<b>60</b>
<b>2</b>	<b>agree</b>	<b>18</b>	<b>36</b>
<b>3</b>	<b>neutral</b>	<b>2</b>	<b>4</b>
<b>4</b>	<b>disagree</b>	<b>0</b>	<b>0</b>
<b>5</b>	<b>Total</b>	<b>50</b>	<b>100</b>

Food consumption and tourism contributes to the economy of a destination  
50 responses

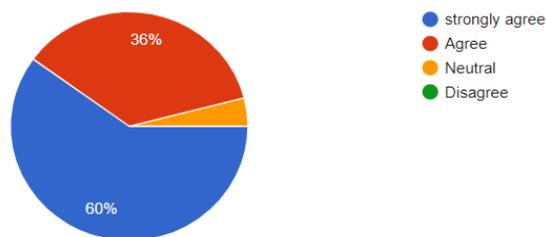


Table no. 8 indicates 60% people strongly agrees , 36% people agrees and 4% people have neutral thinking on food consumption and tourism to the economy of a destination.

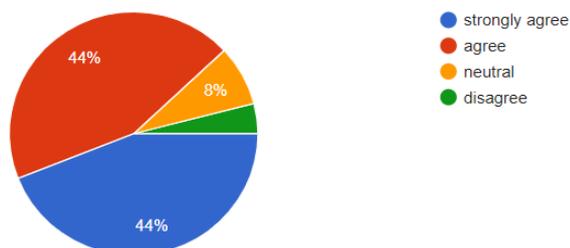
**Table No. 9**

**Food helps in making unknown destination popular**

<b>Sr. No.</b>	<b>Particular</b>	<b>No. Of samples</b>	<b>Percentage</b>
<b>1</b>	<b>Strongly agree</b>	<b>22</b>	<b>44</b>
<b>2</b>	<b>agree</b>	<b>22</b>	<b>44</b>
<b>3</b>	<b>neutral</b>	<b>4</b>	<b>8</b>
<b>4</b>	<b>disagree</b>	<b>2</b>	<b>4</b>
<b>5</b>	<b>Total</b>	<b>50</b>	<b>100</b>

Food helps in making unknown destination popular

50 responses



From table no. 9 we can conclude that 44% population have similar opinion on food helps in making unknown destination popular other 8% have neutral opinion and remaining 4% disagrees.

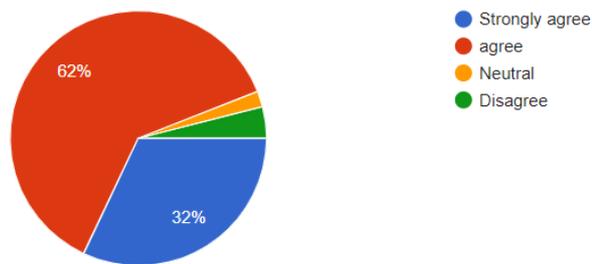
**Table No. 10**

**When tourists travels to destination exploring food they get an interesting window about the culture of that particular destination**

<b>Sr. No.</b>	<b>Particular</b>	<b>No. Of samples</b>	<b>Percentage</b>
<b>1</b>	<b>Strongly agree</b>	<b>16</b>	<b>32</b>
<b>2</b>	<b>agree</b>	<b>31</b>	<b>62</b>
<b>3</b>	<b>neutral</b>	<b>1</b>	<b>2</b>
<b>4</b>	<b>disagree</b>	<b>2</b>	<b>4</b>
<b>5</b>	<b>Total</b>	<b>50</b>	<b>100</b>

When tourists travel to destination exploring food they get an interesting window about the culture of that particular destination.

50 responses



In table no. 10 we found out that 32% people strongly agrees and 62% people agrees on the fact that when tourists travel to destination exploring food they get an interesting window about the culture of that particular destination remaining 2% thinks neutrally and 4% population disagrees on this fact.

Question no 11 was subjective answer based on which 31 out of 50 people had their individual opinion

Que.:- What are your views on food as an element in developing tourist attraction

## 9. CONCLUSION

Restaurants, hotels , stalls are one of the favourite places where people usually like to visit and spend their time with their family. Service and hospitality plays a very important role, as they have a very great impact on the business of a restaurant. There are many reasons why a customer could have an ordinary or extraordinary experience with food.

This research aimed to find how does food impacts on tourist attraction and experiences in Nagpur city.

Our findings indicated that tourists seek and expect to find local food experiences while travelling to a new destination.

The research was descriptive and google forms were used as a tool for conducting the surveys.

We completed the research successfully and found out that now days majority tourists are attracted because of the whole new variety of food and their experiences.

This research clearly shows that food and tourism goes hand in hand , and it is the journey from “Gaze to Taste”. Many people thinks that famous local food of Nagpur is main reason of developing tourist experiences

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## **EXPERIMENTAL STUDY OF DELICACIES PREPARED USING JACKFRUIT**

**Authors:** Ms.Utkarsha Ninave, Mr.Gitesh Pise, and Mr.Prasad Katkar Designation: Students of Tuli College of Hotel Management Final Year BHMCT .

### **ABSTRACT**

The main aim of the research study is to spread the awareness about jackfruit based dishes and its health benefits in Nagpur city. The study evaluate the benefits of jackfruit in our diet. We also study about the nutritional value of the jackfruit. As we know Artocarpus heterophyllus Lam., which is commonly known as jackfruit is a tropical climacteric fruit, belong to Moraceae family, is native to Western Ghats of India and common in Asia, Africa, and some regions in South America. It is known to be the largest edible fruit in the world. Jackfruit is rich in nutrients including carbohydrates, proteins, vitamins, minerals, and phytochemicals. Both the seeds and the flesh of jackfruit are consumed as curries and boiled forms, several countries are developed different food products such as jam, jellies, marmalades, and ice cream using pureed jackfruit. we also prepared some dishes like jackfruit soup, jackfruit fries, jackfruit Manchurian, jackfruit kabab, jackfruit smoothie. Unfortunately, the fruit is underutilized in commercial scale processing in regions where it is grown. The aim of the study is to disseminate the knowledge of other jackfruit based dishes and also the nutritional and health benefits of jackfruit.

**Keywords:** jackfruit based dishes, nutritional value of jackfruit, health benefits of jackfruit based dishes.

## INTRODUCTION

The Jackfruit (*Artocarpus heterophyllus*), also known as Jack tree. Mulberry & breadfruit family. The Jackfruit is well suited to tropical lowlands & widely cultivated throughout tropical regions of the world. It bears the largest fruit of all trees, reaching as much as 55 kg in weight 90 cm in length & 50 cm in diameter. A mature Jack tree produces some 200 fruit per years, with older trees being up to 500 fruits per year. the ripe fruit is sweet (Depending of verity) & is more often used for desserts called jackfruit has a mild taste & meat like texture that I end itself to being called a 'Vegetable meat'. Jackfruit is considered to be a vegan super food for it many nutrition benefits. It is low in calories, good sources of dietary fibers, protein along with vitamins, calcium, magnesium, antioxidants & is considered an instant energy booster according to Ayurveda. Jackfruit extant a good amount of potassium which help in maintaining electorally & ensuring balance health joints & smooth muscles. Jackfruit is the national fruit of Bangladesh. Almost all parts of the plant have economical value however, fruits are the main useful parts.

*Jackfruit based dishes are mostly made from Jackfruit seeds, Jackfruit pulp, & jackfruit bulbs , such as jackfruit chips, jackfruit cutlets, jackfruit Manchurian, Jackfruit soup, jackfruit smoothie, jackfruit curry, jackfruit halwa, jackfruit Biryani, Jackfruit Jam, Jackfruit seeds laddu. Jackfruit chips is one of the famous snack food in south India, made by deep frying half-ripe flesh of the jackfruit .This is a very taste, crispy & healthy snack food, Which can be stored in air-tight containers for a long time.*

Despite the richness, massive market potential, and unlimited number of benefits that Jackfruit provides, Jackfruit remains an underutilized fruit species and deserves to be given the needed thrust for research and development. This report attempts to highlight the importance, benefits, potential, and marketability of select jackfruit dishes across the country and outside of it. It is also our humble attempt to educate, promote and influence masses, academia and relevant bodies/ lobbies to help spread the goodness of this fruit and with its dishes

**Aim: “EXPERIMENTAL STUDY OF DELICACIES PREPARED USING JACKFRUIT.”**

**Objectives:**

- List the dishes made from jackfruit.
- Identifying the Jackfruit dishes & it's benefits.
- Promoting the jackfruit & analyze the nutritional value of jackfruit-based dishes.
- Analyze the guest feedback after tasting the Jackfruit based dishes.

**Limitations:**

- 1} Time, Energy, & Money, were the major constraints.
- 2} Study was limited to Nagpur city only.
- 3} Sample size was limited to 5 judges only.
- 4} Study was limited 5 Jackfruit base dishes only.

### **PURPOSE OF STUDY**

The aim of this project is to make single hand guide on the consumption of jackfruit-based dishes. This project shows that how people consume jackfruit in Nagpur city and making them aware of jackfruit-based dishes and its nutritional factors. The main purpose of this project to know about its health benefits, usage of jackfruit and its present taste we can use in eating and making our lives more and more healthy. and also making people to eat jackfruit-based dishes. and also, Jackfruit is a rich source of potassium with 303 mg found in 100 g of Jackfruit also that food rich in potassium helps to lower blood pressure... Jackfruit also contain niacin that is known as vitamin B3 & necessary for energy metabolism, nerve function, the synthesis of certain hormones.

## JACKFRUIT FRIES:



**Fig: Jackfruit fries.**

### INGREDIENTS:

- Raw jackfruit (The edible part) 2 cup
- Cooking oil (For deep frying)
- Turmeric powder (A pinch)
- Salt (to taste)

### METHOD:

- You have to select Raw jackfruit.
- Peel & remove the white strips from the jackfruit.
- Remove the seeds from each jackfruits & divide the soft flesh part into two halves.
- Cut each of these halves into strips of medium thickness.
- Mix turmeric powder & keep aside for 5-10 minutes.
- Heat the oil in large thick bottomed pan, when the oil is hot lower the flame & drop in a handful of the sliced jackfruit strips.
- Stir immediately & intermittently to make sure these strips won't get stick to each other.
- Deep fry until it becomes golden brown & crisp.

- 
- When they become golden brown/ crispy transfer it to a kitchen tissue to remove excess oil & sprinkle salt over it.
- Mix it well.
- You can keep this Jackfruit Fries in air tight containers for longer time.

## JACKFRUIT SEEDS KABAB:



**Fig:Jackfruit Seeds Kabab.**

### INGREDIENTS:

- 250 gm jackfruit seeds.
- 3-4 table spoon Bengal gram flour.
- 1 medium size onion (Finely chopped)
- 1 tsp Ginger (Finely chopped)
- 2-3 Green chilli (Finely chopped)
- Few spring corianders leaves.
- ½ tsp turmeric powder.
- 1 tsp Red chilli powder.
- ½ tsp cumin powder.
- 1 tsp coriander powder.
- ½ garam masala powder.
- Salt to taste.
- Oil to shallow fry.

## METHOD:

- Take the jackfruit seeds, take pressure cooker put jackfruit seeds, little water & salt for 3 whistles.
- When pressure releases, strain excess water & allow to cool.
- Later remove skin the seeds, mash cooked jackfruit seeds using a blender.
- Meanwhile roast Bengal gram flour till aromatic.
- To take mashed jackfruit seeds, add chopped onions, chopped coriander leaves, chopped chilli, chopped ginger, turmeric powder, coriander powder, cumin powder, Garam masala powder, red chilli powder, roasted Bengal gram flour, & salt to taste. Combine everything.
- Divide the dough & make small lemon sized balls.
- Shape them into kebabs/tikis shape.
- Heat the Pan & grease oil. Place kebabs on hot pan.
- The kebabs can shallow fried on a hot pan.
- Cook both side on low flame till golden brown in color.
- Enjoy hot Jackfruitseeds kabab some mint chutney.

## JACKFRUIT MANCHURIAN:



**Fig:Jackfruit Manchurian.**

### INGREDIENTS:

- Raw jackfruit pieces 250 gm.
- Corn flour 3tbsp.
- Rice flour 3tbsp.
- All-purpose flour 4tbsp.
- White paper powder 1tbsp.
- Red chilli powder 2tbsp.
- Soya sauce 2tbsp.
- Chilli sauce 2tbsp.
- Tomato sauce 2tbsp.
- Vinegar 1tbsp.
- Salt to taste.
- Chopped onion 1cup.
- Chopped spring onion.
- Ginger Garlic past.
- Oil (Deep frying)
- Coriander leaves chopped.
- Black paper 1 tbsp.
- Mix Herbs.

### METHOD:

- Take raw jackfruit cubes.
- Take pressure cooker put raw jackfruit cubes, little water for 1 whistle.
- When pressure releases, strain excess water.
- Take the large size bowl, put the cooked jackfruit cubes add all-purpose flour, rice flour, corn flour salt to taste prepares thick batter.
- Make small size balls.
- Heat oil in a pan, put the balls in oil deep fry till golden brown & keep aside.
- Heat oil in a pan, add ginger garlic paste, chopped onions, spring onions, sauté it.
- Then add soya Sause, chilli Sause, tomato Sause, & vinegar & add pinch of salt, little water & mix well.
- Take corn flour mix with water & Add in the souse make thick gravy.
- Then add the fried ball in the gravy & mix well.
- Serve hot in a bowl, Garnish with coriander leaves & mix herbs.

## JACKFRUIT SOUP WITH FRIED JACK:



**Fig: Jackfruit soup with fried jacks**

### INGREDIENTS:

- Raw Jackfruit (The edible part) 1 cup
- Black paper 1 tsp.
- Salt To taste.
- Oil for frying
- Coriander leaves Garnishing.
- Garlic clove 5 to 6.
- Ginger 1 cube.
- Green chilli 1 to 2.
- Cumin seeds 1Tbsp.
- Mix hubris 1 Tbsp.
- Lemon 1.
- Water as required.

## METHOD:

- Cut the Raw jackfruit pieces.
- 3 to 4 pieces chopped & keep aside.
- Take a deep pan put 3 cups of water then add jackfruit pieces, Ginger, 1 green chilli, Cumin seeds & boil it a nicely cook.
- Then remove the stock & keep aside.
- Take all cooked ingredients & make smooth paste using a blender.
- Take a deep pan add the stock, smooth paste mixes well & boil.
- Then add 1tsp black paper, mix hubris, 1 tsp lemon juice, salt as required & Give quick boil.
- Take a pan & put the oil for frying.
- Take 4 to 5 garlic clove, cut to big size.
- Put the garlic in hot oil & fry nicely golden color.
- Remove the garlic & put the soup, mix well.
- Then put the chopped jackfruit in the oil & fry golden brown (crunchy).
- Serve Hot jackfruit soup with fried jack, garnish coriander leaves.

## JACKFRUIT SMOOTHIE



**Fig: Jackfruit Smoothie**

### INGREDIENTS:

- Jackfruit 1 cup.
- Vanilla ice cream.
- Milk 1 glass.
- Condensed milk 1 small cup.
- Ice cube.

### METHOD:

- Take jackfruit, remove the seeds & chop.
- Then take a blender add the chopped jackfruits, milk, condensed milk, vanilla ice cream & blend smooth.
- Then add ice cubes & blend.
- Serve chilled.

**( S. B. Kalse, Jackfruit and Its Many Functional Components as Related to Human Health 2020)**

**Jackfruit (*Artocarpus heterophyllus* Lam.) trees belong to the family Moraceae. They grow abundantly in India, Bangladesh, and in many parts of Southeast Asia (Rahaman and others 1999). It is a medium-size tree typically reaching 28 to 80 ft in height that is easily accessible for its fruit. The fruit is borne on side branches and main branches of the tree. Average weight of a fruit is 3.5 to 10 kg and sometimes a fruit may reach up to 25 kg. Jackfruit contains vitamin A, vitamin C, thiamine, riboflavin, calcium, potassium, iron, sodium, zinc, and niacin among many other nutrients. Jackfruit has a low caloric content: 100 g of jackfruit only contains 94 calories Mukprasirt and Sajjanantakul 2004. The jackfruit is a rich source of phytochemicals, including phenolic compounds, and offers opportunities for the development of value-added products, such as nutraceutical and food applications to enhance health benefits (Umesh and others 2010). The consumption of jackfruit has grown in recent years due to its reported health benefits. Jackfruit and its pulp and seeds are rich sources of several high-value compounds with potential beneficial physiological activities. disease conditions, including stomach ulcer and cardiovascular disease; it may even help to prevent and arrest the development of certain cancers, in addition to protecting the health of the mouth and skin. Side effects are very rare.**

( Deyanira.L.Madrigal-Aldana, **Phytochemistry, nutritional and pharmacological properties of Artocarpus heterophyllus Lam** 2018)

**Artocarpus heterophyllus Lam, commonly known as the jackfruit tree and belonging to the family Moraceae, is an exotic tree originally native to the Western Ghats of India. The fruits are of dietary use and are an important source of carbohydrate, protein, fat, minerals and vitamins. The heart wood is a very durable timber and is used in the preparation of furniture. The bark, roots, leaves, and fruit are attributed with diverse medicinal properties and are used in the various traditional and folk systems of medicine to treat a range of ailments. Preclinical studies have shown that jackfruit possesses antioxidant, anti-inflammatory, antibacterial, anticariogenic, antifungal, antineoplastic, hypoglycaemic, wound healing effects and causes a transient decrease in the sexual activity. Clinical studies have also shown that the decoction of the leaves possesses hypoglycaemic effects in both healthy individuals and non-insulin-dependent diabetic patients. Phytochemical studies have shown that jackfruit contains useful compounds like the flavonoids, sterols and prenylflavones which may have been responsible for the various pharmacological .**

(PreetamSarkar,**Traditional and ayurvedic foods of Indian origin** 2016)

**Food habits of ancestors from Indian Vedic history are highlighted. Traditional Indian foods have been prepared for many years and preparation varies across the country. Traditional wisdom about processing of food, its preservation techniques, and their therapeutic effects have been established for many generations in India. Indian traditional foods are also recognized as functional foods because of the presence of functional components such as body-healing chemicals, antioxidants, dietary fibres, and probiotics. These functional molecules help in weight management, and blood sugar level balance and support immunity of the body. The functional properties of foods are further enhanced by processing techniques such as sprouting, malting, and fermentation.**

**( Bisant Kaur, Consumer Preference for Jackfruit Varieties in Malaysia 2010)**

**Artocarpus heterophyllus Lam., or jackfruit, is a non-seasonal plant with many uses. There are new varieties of this fruit with unknown consumer acceptance to its taste, aroma and texture. A fruit party was held to conduct to study on the consumer preference or three varieties of jackfruit, i.e. Team Yellow, Mastura and Mantin. A total of 251 respondents participated in this study. The taste test was carried out single-blind i.e., the varieties of jackfruit tested were not known to the respondents and they were asked to give their opinions using a Likert scale. The survey found that the main characteristic that should emphasized is the pulp texture being less juicy. Nevertheless, the sweetness and the aroma were also important. Consumers generally preferred the Tekam Yellow variety because its texture was less juicy, and because it tasted sweeter than Mantin and Mastura. It was also found that colour does not significantly affect the consumer preference. Malaysian consumers generally prefer fresh fruit which is sweet rather than sour. Even though consumers generally like juicy fresh fruit, producers and marketers still need to ensure those traits do not interfere with the crunchiness of the fruit. The study concluded that agricultural researchers need to focus on new varieties of jackfruit which are less juicy, but still sweet.**

**(Hemanta Biswal, Adsorption studies of malachite green using activated carbon Prepared from jackfruit seeds2007)**

**This project work focuses on study of adsorption of Malachite Green dye on jackfruit seed carbon. Inexpensive and environment friendly adsorbent is used for the removal of malachite green dye from aqueous solution. Studies were conducted to check the effect of different experimental parameters such as adsorbate dose, temperature, and initial concentration of malachite green, contact time, ph. The optimum conditions were evaluated from these parameters. The optimum conditions include contact time of 60 minutes, pH 5, temperature 30oC and 1gm adsorbate dosage. Study of**

**adsorption isotherms was carried out at this optimum condition which gives us the best fitting adsorption isotherm model. The equilibrium data was fitted to Langmuir and Freundlich models and the results showed that the adsorption data agreed well to Freundlich isotherm than Langmuir isotherm. The results indicated that jackfruit seeds carbon can be used as an alternative adsorbent for treatment of effluents containing malachite green dye.**

**( S.L.Jagadeesh, Inter tree variability for fruit quality in jackfruit selections of Western Ghats of India2005 )**

**Chemical composition of bulbs from 24 different firm-type jackfruit clones was analysed to study the variability. These jackfruits were selected for dessert purposes through an extensive survey in Western Ghats, part of India, presumably the centre for origin and diversity of jackfruit. A wide variation in the TSS, acidity, Testacid ratio, sugars, starch and carotenoid contents were observed in the bulbs of jackfruit types considered in the present investigate results of the study are helpful for attempting crop improvement and selection of superior desirable jackfruit genotypes for bringing to cultivation.**

**(Yaoguang Zhong, Developing Novel Combination Drying Method for Jackfruit Bulb Chips 2004)**

**Jackfruit chips are very popular in South Asia; however, the quality of traditional hot air-dried jackfruit chips is not desirable due to brown colour and high hardness. The effects of three drying methods, instant controlled pressure drop-assisted freeze drying (FD-DIC), instant controlled pressure drop-assisted hot air drying (AD-DIC), and freeze drying (FD), on the physicochemical characteristics, colour, antioxidant activity, expansion ratio, texture, rehydration, hygroscopicity, and microstructure of jackfruit (*Artocarpus heterophyllus* L.) chips were investigated. In conclusion, the jackfruit chips produced by FD-DIC obtained a superior overall quality than the AD-DIC- and FD-dried samples. Considering the relatively high production cost of FD, this novel combination (FD-DIC) could be an alternative method for obtaining high-quality fruit chips or processing valuable agro-products.**

Kundan Kishore, Phenological growth stages of jackfruit according to the extended BBCH scale 2003)

**Jackfruit, the largest known edible fruit bearing tree, is one of the important fruit crops of India. It exhibits wide range of diversity with respect to fruit character and bulb quality. It is an important component of homestead garden because of its multifarious uses (dessert, vegetable and pickle) and high nutritive value. In spite of high food value and market potential, jackfruit is one of the poorly researched crops and there is a dearth of information about its phenology. The present study defines phenological stages of jackfruit according to the extended BBCH (Biologische Bundesantalt, Bundessortenamt und Chemise Industry) scale using three-digit numerical system. Eight principal growth stages, namely bud development (stage 0), shoot development (stage 1), leaf development (stage 3), specialised reproductive shoot development (stage 4), reproductive development (stage 5), flowering (stage 6), fruit development (stage 7) and fruit maturation (stage 8) have been described. A total of 42 secondary growth stages have been described and defined. In this study, bearing and non-bearing footstalks as well as male and female phases have been defined separately. The study will act as an effective tool for providing a consensual unified approach for standardisation of phenoplasts, as well as for efficient orchard management for ensuring higher yield and fruit quality. The scale may also be effectively used for characterisation and adaptation of germplasm and assessment of climatic impact on crop phenology.**

**Methodology** is the systematic, theoretical analysis of the methods applied to a field of study. It comprises the theoretical analysis of the body of methods and principles associated with a branch of knowledge. Typically, it encompasses concepts such as paradigm, theoretical model, phases and quantitative or qualitative techniques.

**Selection of area:** The researcher carried out the experiments in the — HOME KITCHEN

Due to COVID-19 19 these researches done in lockdown period .

**Selection of Samples:** After the completion of the laboratory experiments and the product deemed safe for consumption, the products were given to judgmental to the family members .

**Sample size:** Sample size was limited to 5 feedbacks only.

**Sampling unit:**HOME AND FAMILY MEMBERS

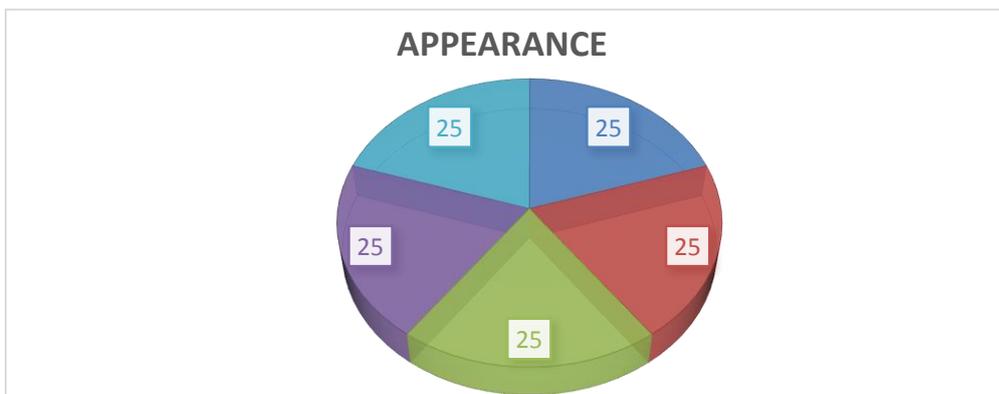
**Data Collection:** In order to get the information about the study the researcher collected the data from two main sources which were:

A Primary data: Primary data was collected through the Hedonic rating scale card which was designed to get the panellists acceptance on certain attributes of the products such as Texture/colour, taste/flavour, aroma and mouth feel/texture. Sensory tests were carried out at the panellist's place where they were available in a room, with white light, controlled ventilation, and away from distractions noise, doors etc. The Hedonic rating Scale card was given to the judges and after tasting they were requested to fill the scale card. The Sample of the Hedonic rating Scale card has been attached in the annexure.

Secondary data: Secondary data was collected by referring various books, websites, journals, electronic media and encyclopaedias and all the references have been duly acknowledged in the references.

**Table No 1. Appearance of Jackfruit based Dishes Which Can Be Eatable.**

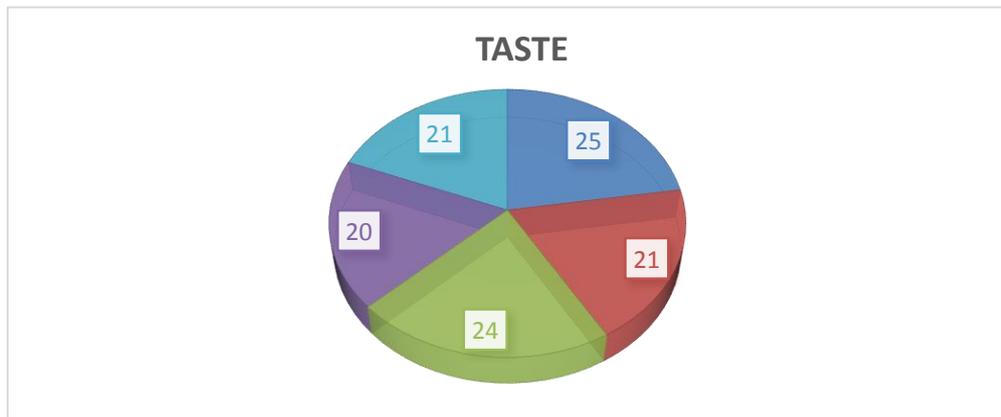
Appearance			
Group	Count	Sum	Average
Jackfruit Fries	5	25	5
Jackfruit Seeds Kabab	5	25	5
Jackfruit Manchurian	5	25	5
Jackfruit soup with fried jack	5	25	5
Jackfruit Smoothie	5	25	5



As per the given above table No (1) of Appearance of Jackfruit Based Dishes, Which Can Be Eatable result shows that the scores given by the judges after testing all the aspects of the judgments. The Jackfruit Fries has the average score of 5. The Jackfruit Seed kabab has average score of 5. The Jackfruit Manchurian has average score 5 of based on the Appearance. The Jackfruit soup has average score 5 of based on the Appearance. The Jackfruit Smoothie has average score 5, From the Result researcher can conclude that the on the basis of Appearance the Jackfruit Fries has the more acceptance than the Jackfruit Seed kabab, Jackfruit Manchurian, Jackfruit Smoothie.

**Table No 2. Taste of Jackfruit based Dishes Which Can Be Eatable.**

Taste			
Group	Count	Sum	Average
Jackfruit Fries	5	25	5
Jackfruit Seeds Kabab	5	21	4.2
Jackfruit Manchurian	5	24	4.8
Jackfruit soup with fried jack	5	20	4
Jackfruit Smoothie	5	21	4.2



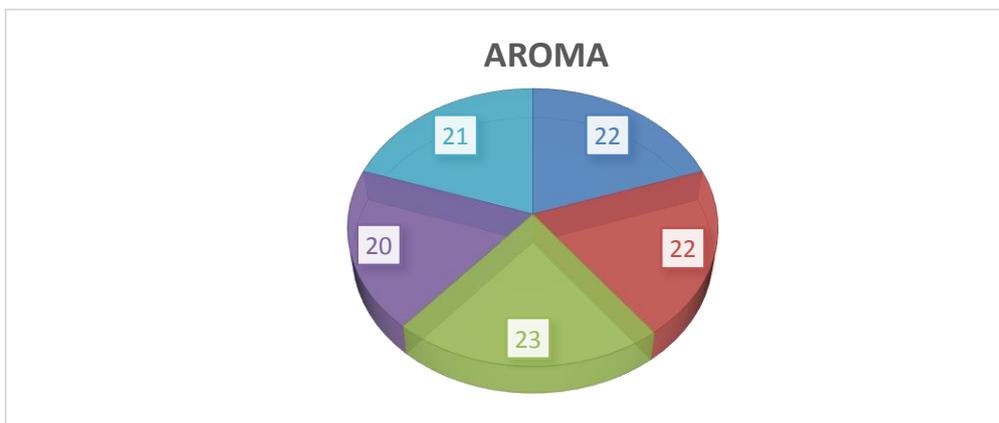
As per the given above table No (2) of Taste of Jackfruit Based Dishes Which Can Be Eatable result shows that the scores given by the judges after testing all the aspects of the judgments.

The Jackfruit Fries has the average score of 5. The Jackfruit Seeds Kabab has average score of 4.2. The Jackfruit Manchurian has average score 4.8 of based on the Taste. The Jackfruit Soup has average score 4 of based on the Taste. The Jackfruit Smoothie has average score 4.2 of based on the Taste.

From the Result researcher can conclude that the on the basis of Taste of the Jackfruit Manchurian has the more acceptance than the Jackfruit Seeds kabab, Jackfruit Soup, Jackfruit Smoothie.

**Table No 3. Aroma of Jackfruit based Dishes Which Can Be Eatable.**

Aroma			
Group	Count	Sum	Average
Jackfruit Fries	5	22	4.2
Jackfruit Seeds Kabab	5	22	4.2
Jackfruit Manchurian	5	23	4.6
Jackfruit soup with fried jack	5	20	4
Jackfruit Smoothie	5	21	4.2



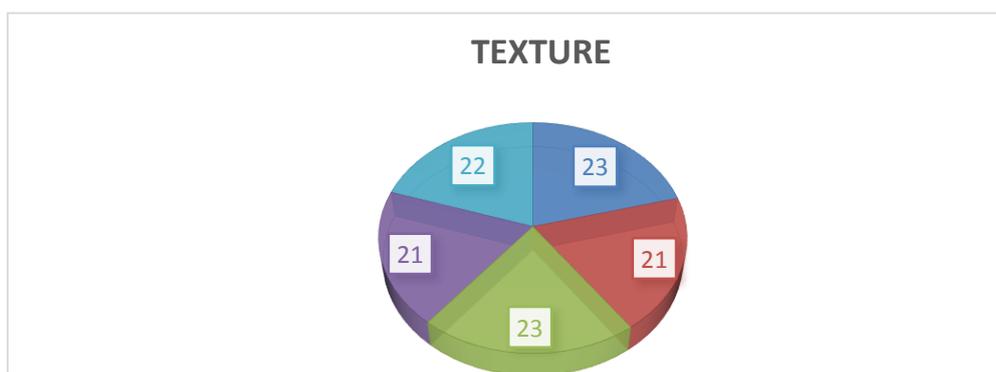
As per the given above table No (3) of Aroma of Jackfruit based Dishes Which Can Be Eatable result shows that the scores given by the judges after testing all the aspects of the judgments.

The Jackfruit Fries has the average score of 4.2. The Jackfruit Seeds Kabab has average score of 4.2. The Jackfruit Manchurian has average score 4.6 of based on the Aroma. The Jackfruit Soup has average score 4 of based on the Aroma. The Jackfruit Smoothie has average score 4.2 of based on the Aroma.

From the Result researcher can conclude that the on the basis of Aroma the Jackfruit Manchurian has the more acceptance than the Jackfruit Fries, Jackfruit Soup, Jackfruit Smoothie.

**Table No 4. Texture of Jackfruit based Dishes Which Can Be Eatable.**

Texture			
Group	Count	Sum	Average
Jackfruit Fries	5	23	4.6
Jackfruit Seeds Kabab	5	21	4.2
Jackfruit Manchurian	5	23	4.6
Jackfruit soup with fried jack	5	21	4.2
Jackfruit Smoothie	5	22	4.4



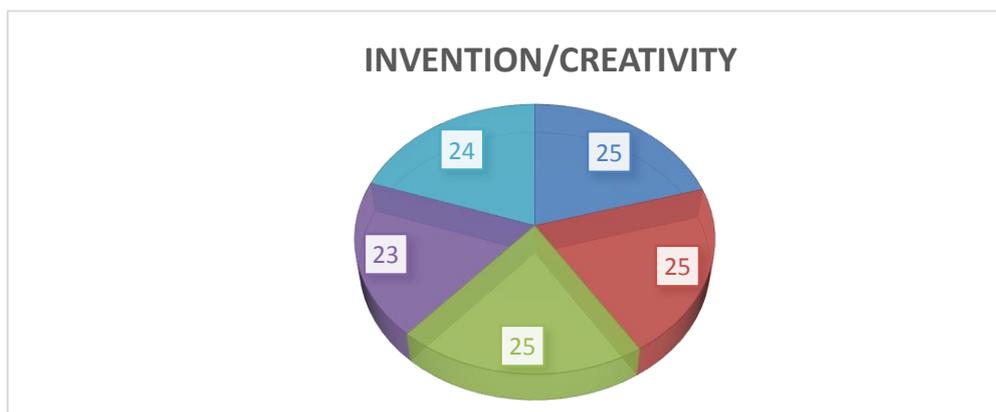
As per the given above table No (4) of Texture of Jackfruit Based dishes Which Can Be Eatable result shows that the scores given by the judges after testing all the aspects of the judgments.

The Jackfruit Fries has the average score of 4.6. The Jackfruit seeds kabab has an average score of 4.2 based on the Texture. The Jackfruit Manchurian has an average score of 4.6 based on the Texture. The Jackfruit soup has an average score of 4.2 based on the Texture.

The Jackfruit Smoothie has average score 4.4 of based on the Texture. From the Result researcher can conclude that the on the basis of Texture the Jackfruit seeds kabab & Jackfruit Manchurian has the more acceptance than the Jackfruit Soup & Jackfruit Smoothie.

**Table No5. Invention/Creativity of Jackfruit Dishes Which Can Be Eatable.**

Invention/Creativity			
Group	Count	Sum	Average
Jackfruit Fries	5	25	5
Jackfruit Seeds Kabab	5	25	5
Jackfruit Manchurian	5	25	5
Jackfruit soup with fried jack	5	23	4.6
Jackfruit Smoothie	5	24	4.8



As per the given above table (5.5) of Invention/Creativity of Jackfruit based dishes. Which Can Be Eatable result shows that the scores given by the judges after testing all the aspects of the judgments.

The Jackfruit fries has the average score of 5. The Jackfruit seed kabab has average score of 5. The Jackfruit Manchurian has average score 5 of based on the Invention/Creativity. The Jackfruit soup has average score 4.6.

The Jackfruit Smoothie has average score of 4.8of based on theInvention/Creativity. From the Result researcher can conclude that the on the basis of Invention/Creativitythe Jackfruit Fries, Jackfruit Manchurian, Jackfruit Seed kabab, has more acceptance than the Jackfruit Soup & Jackfruit Smoothie.

## **Conclusion**

The study can be concluded as follows on the following basis:

- **Appearance**  
The Jackfruit fries has the more acceptance than the Jackfruit kababs,& jackfruit Manchurian.
- **Taste**  
The Jackfruit fries has the more acceptance than the Jackfruit kababs,& jackfruit Manchurian .
- **Aroma**  
The Jackfruit kabab has the more acceptance than the jackfruit smoothie, jackfruit soup.
- **Texture**  
The jackfruit Manchurian & kababs has the more acceptance than the jackfruit fries &smoothie.
- **Invention/Creativity**  
the Jackfruit kabab & smoothie has the more acceptance than the Jackfruit fries and Manchurian.

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11

### SCORECARD

Date: \_\_\_\_\_

Name: \_\_\_\_\_

Age: \_\_\_\_\_

Designation: \_\_\_\_\_

Gender: \_\_\_\_\_

Contact No: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

> From the given sample, examine the quality, taste and concept of EXPERIMENTAL STUDY OF DELICACIES also marks the following point.

fruit	arance		a	re	Invention/Creativity	Total
Jackfruit seed kabab						
Jackfruit Manchurian						
Jackfruit soup						
Jackfruit smoothie						

> Scorecard used for hedonic rating test.

5=Excellent 4= Very good 3=Good 2=Average 1=Poor

> Any Suggestion

### SCORECARD

Date: 03/03/2021

Name: Nimesh Pise Age: —

Designation: — Gender: Male Contact No: —

Address: —

Email: —

- From the given sample, examine the quality, taste and concept of "EXPERIMENTAL STUDY OF DELICACIES PREPARED USING JACKFRUIT." which also mark the following point.

Jackfruit	Texture Appearance	Taste	Aroma	Texture	Invention/Creativity	Total
Fries	5	5	4	4	5	23
Jackfruit seed kabab	5	4	5	4	5	23
Jackfruit Manchurian	5	5	5	5	5	25
Jackfruit soup	5	4	4	5	5	23
Jackfruit smoothie	5	5	5	4	5	24

- Scorecard used for hedonic rating test.  
5=Excellent 4= Very good 3=Good 2=Average 1=Poor
- Any Suggestion

Good

### SCORECARD

Date: 03/03/2021.

Name: Sunita Pise Age: -

Designation: - Gender: F Contact No: -

Address: -

Email: -

- From the given sample, examine the quality, taste and concept of "EXPERIMENTAL STUDY OF DELICACIES PREPARED USING JACKFRUIT." which also mark the following point.

Jackfruit	Texture Appearance	Taste	Aroma	Texture	Invention/Creativity	Total
Fries	5	5	5	5	5	25
Jackfruit seed kabab	5	5	4	5	5	24
Jackfruit Manchurian	5	4	4	5	5	23
Jackfruit soup	5	4	4	4	5	22
Jackfruit smoothie	5	4	5	5	5	24

- Scorecard used for hedonic rating test.

5=Excellent 4= Very good 3=Good 2=Average 1=Poor

- Any Suggestion

very good, Add some Natural  
sweetener in smoothie

### SCORECARD

Date: 05/03/2021

Name: Omkar Pate Age: \_\_\_\_\_

Designation: \_\_\_\_\_ Gender: M Contact No: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

- From the given sample, examine the quality, taste and concept of "EXPERIMENTAL STUDY OF DELICACIES PREPARED USING JACKFRUIT." which also mark the following point.

Jackfruit	Texture Appearance	Taste	Aroma	Texture	Invention/Creativity	Total
Fries	5	5	5	5	5	25
Jackfruit seed kabab	5	4	5	4	5	23
Jackfruit Manchurian	5	5	4	4	5	23
Jackfruit soup	5	4	4	4	5	22
Jackfruit smoothie	5	4	5	5	4	23

- Scorecard used for hedonic rating test.

5=Excellent 4=Very good 3=Good 2=Average 1=Poor

- Any Suggestion

\_\_\_\_\_  
\_\_\_\_\_

**SCORECARD**

Date: 03/03/2024

Name: Suraj Pise Age: —

Designation: — Gender: M Contact No: —

Address: —

Email: —

➤ From the given sample, examine the quality, taste and concept of "EXPERIMENTAL STUDY OF DELICACIES PREPARED USING JACKFRUIT." which also mark the following point.

Jackfruit	Texture Appearance	Taste	Aroma	Texture	Invention/Creativity	Total
Fries	5	5	4	4	5	23
Jackfruit seed kabab	5	4	3	4	5	21
Jackfruit Manchurian	5	5	5	4	5	24
Jackfruit soup	5	4	4	4	4	21
Jackfruit smoothie	5	4	3	4	5	21

➤ Scorecard used for hedonic rating test.  
5=Excellent 4= Very good 3=Good 2=Average 1=Poor

➤ Any Suggestion

very creative though!

### SCORECARD

Date: 05/03/2021

Name: Gousi pise Age: PROFE

Designation: — Gender: F Contact No: —

Address: —

Email: —

- From the given sample, examine the quality, taste and concept of "EXPERIMENTAL STUDY OF DELICACIES PREPARED USING JACKFRUIT." which also mark the following point.

Jackfruit	Texture Appreciation	Taste	Aroma	Texture	Invention/Creativity	Total
Fries	5	5	4	5	5	24
Jackfruit seed kabab	5	4	4	4	5	22
Jackfruit Manchurian	5	5	5	5	5	25
Jackfruit soup	5	4	4	4	4	22
Jackfruit smoothie	5	4	3	4	5	21

- Scorecard used for hedonic rating test.

5=Excellent 4= Very good 3=Good 2=Average 1=Poor

- Any Suggestion

Nice concept.

## **TO STUDY OF VEGAN MEAT IN NAGPUR CITY**

**AUTHOR:** Manish Mankar, Aditya Shinde, Gaurav Bagde, Tuli College of Hotel Management

### **ABSTRACT:**

The main aim of this research study is to awareness of vegan meat in Nagpur city. This study evaluates the benefits of consuming vegan meat dishes in restaurant as well as home. The varieties of vegan meat dishes and their health benefits, Consumer interest in vegan meat has been growing steadily over the past several years leading to increased demand from meat-eaters, compared with animal meat, vegan meat tend to contain less saturated fat and cholesterol and more dietary fiber. It has been observed that the person who eat vegan meat may avail more health benefits than the person who eat animal meat dishes. The influences of these aspects of vegan met are the subject of the new field of nutritional ecology that is concerned with sustainable life styles and human development.

### **KEYWORDS:**

Meat substitute, Meat alternative, Plant-based meat, Vegan meat diet, vegan meat dishes, Plant protein, Environmental benefits  
Vegan meat dishes menu in restaurant, Nagpur

## **INTRODUCTION:**

A meat analogue is a meat-like substance made from plants. More common terms are plant-based meat, vegan meat, meat substitute, mock meat, meat alternative, imitation meat, or vegetarian meat, or, sometimes more pejoratively, fake meat or faux meat. Meat analogues typically approximate certain aesthetic qualities (such as texture, flavour, appearance) or chemical characteristics of specific types of meat. Generally, *meat analogue* means a food made from vegetarian ingredients, and sometimes without animal products such as dairy. Many analogues are soy-based (e.g. Tofu, tempeh) or gluten-based, but now may also be made from pea protein. Other less common analogues include ingredients like protein. Because of their similarity to meats, they are frequently used in dishes and food practices similar to meat.

Increasingly, the global demand for sustainable diets in response to the outsized role animal products play in global warming and other environmental impacts has seen an increase in industries focused on finding substitutes similar to meat. However, the motivation for seeking out mock meats tends to vary depending on consumer group. The market for meat alternatives is highly dependent on "meat-reducers" — a consumer group who is primarily motivated by health consciousness and weight management. Consumers who identify as vegan, vegetarian or pescetarian are more likely to endorse concerns regarding animal welfare and/or environmentalism as primary motivators.

Meat substitution has a long history. Tofu a popular meat analogue made from soybeans, was known in china during the period of the western han dynasty (206 bce-9 ce). A document written by tao gu (903–970) describes how tofu was called "small mutton" and valued as an imitation meat. Meat analogues such as tofu and wheat gluten are associated with buddhist cuisine in china and other parts of east asia. In medieval europe, meat analogues were popular during the christian observance of lent, when the consumption of meat from warm-blooded animals is forbidden.

### **RESEARCH OBJECTIVES:**

- • To study about what is vegan meat.
- • To study about awareness of vegan meat in nagpur city.
- • Is it healthy to eat vegan Meat.

### **LITERATURE REVIEW:**

**Meat alternatives** have been proposed as one solution to decrease meat consumption and thus its negative effects on individuals and the environment. Using three meat myths identified in literature on meat consumption—meat eating is normal, natural, and necessary—this chapter discusses how they emerge in six selected print adverts: (1) normal: dishes containing meat alternatives are portrayed as traditional, perpetuating normality; (2) natural: the myth that it is natural to eat meat is not explicitly opposed, but bypassed; (3) necessary: meat alternatives are portrayed as even more necessary for good health than meat. The author proposes changes to neutralise these meat myths; but they are unlikely to be adopted by advertising due to its commercial goals. Although meat alternatives are theoretically preferable over meat (and can help individual transitions to vegetarianism), their marketing perpetuates meat myths, and may therefore reinforce a meat-centred culture.

The consumption of plant foods (fruits, vegetables, grains, legumes, nuts and seeds) has important health benefits. There is evidence, for example, that high consumption of plant foods decreases the risk of heart disease and certain cancers (World Cancer Research Fund and American Institute for Cancer Research, 1997; Dwyer, 1999; Messina, 1999; Bazzano et al., 2002; Hu, 2003; Montonen et al., 2003). However, consumption of plant foods in many developed countries does not meet recommended levels (Stables et al., 2002; Lang et al., 2003; Victorian Government Department of Human Services,

2004). In Australia, for example, only 11% of Victorian adults consume the recommended daily intake of five or more serves of vegetables and 51% the recommended daily intake of two or more serves of fruit (Victorian Government Department of Human Services, 2004).

In recent years the subject of plant-based alternatives to conventional animal products has gained a lot of attention. Combining existing research with our own quantitative analysis, we are exploring what the driving factors and the barriers are, which influence Swedish consumers when it comes to consuming these specific products. In order to do this, we make use of the theory of reasoned action model. The most important criteria for Swedish consumers when choosing their foods are their health and the environment, but also the taste, the traditions attached to certain foods and how their entourage influences them. The importance of our study is confirmed by the fact that first of all, the subject is quite new, most similar papers have been written in the last ten years, and not much has been written on the consumer behaviour towards these products in Sweden. Moreover the study combines the existing model with some new approaches to investigate the problem of acceptance of plant-based alternatives. This resolves some of the criticism that has been expressed against the standard TRA model. In our conclusion we are then able to give some advice to companies in the plant-based replacements food sector for the future.

With the growth of social media as a platform to share information, veganism is becoming more visible, and could be becoming more accepted in sports and in the health and fitness industry. However, to date, there appears to be a lack of literature that discusses how to manage vegan diets for athletic purposes. This article attempted to review literature in order to provide recommendations for how to construct a vegan diet for athletes and exercisers. While little data could be found in the sports nutrition literature specifically, it was revealed elsewhere that veganism creates challenges that need to be accounted for when designing a nutritious diet. This included the sufficiency of energy and protein.

The adequacy of vitamin b12, iron, zinc, calcium, iodine and vitamin d; and the lack of the long-chain *n*-3 fatty acids epa and dha in most plant-based sources.

In recent years the subject of plant-based alternatives to conventional animal products has gained a lot of attention. Combining existing research with our own quantitative analysis, we are exploring what the driving factors and the barriers are, which influence swedish consumers when it comes to consuming these specific products. In order to do this, we make use of the theory of reasoned action model. The most important criteria for swedish consumers when choosing their foods are their health and the environment, but also the taste, the traditions attached to certain foods and how their entourage influences them. The importance of our study is confirmed by the fact that first of all, the subject is quite new, most similar papers have been written in the last ten years, and not much has been written on the consumer behaviour towards these products in sweden. Moreover the study combines the existing model with some new approaches to investigate the problem of acceptance of plant-based alternatives. This resolves some of the criticism that has been expressed against the standard TRA model. In our conclusion we are then able to give same advises to companies in the plant-based replacements food sector for the future.

Diets high in red meat, especially processed meat, have been associated with a wide range of health consequences including obesity, type 2 diabetes, cardiovascular disease, and some cancers. Based on a comprehensive review of epidemiologic evidence, the International Agency for Research on Cancer of the World Health Organization classified processed meats such as hot dogs, bacon, and sausages as carcinogenic to humans for colorectal cancer, and unprocessed red meats, such as beef and pork, as “probably carcinogenic.”<sup>1</sup> In addition, there is growing concern that industrial meat production can contaminate natural resources, including rivers, streams, and drinking water, with nutrients from animal waste lagoons and runoff. There is also concern that the raising of livestock can lead to the loss of forests and other lands that provide valuable carbon sinks as well as the large amounts of greenhouse gas emissions that contribute to the ongoing environmental and climate-related issues.

## RESEARCH METHODOLOGY:

Is the systematic, theoretical analysis of the methods applied to a field of study, it comprises the theoretical analysis of the body of methods and principles associated with a branch of knowledge. Typically, it encompasses concepts such as paradigm, theoretical model, phases and quantitative or qualitative techniques.

**Title of research** – To study of vegan meat in Nagpur city.

**Selection of area-** The area selected for the study will be Nagpur city.

**Selection of sample-** The researcher adopted the survey type of research in which samples were collected by cluster sampling under this system Nagpur city.

**Size of Sample-** Sample size was limited to 50 feedbacks only.

**Sampling unit-** Nagpur city.

In order to get the information about the study the researcher collected the data from two main sources which were:

The Researcher collected Primary data by administering a Questionnaire. The data is collected from Nagpur fast food outlets fulfill the objectives. Secondary data was collected by referring various books, websites, journals, electronic media, encyclopedia and all the references have been duly acknowledge in the references. The responses to the structured close-ended questions were rated in Percentages. The percentage of respondents for each alternative was given & the data was analyzed by simple percentage method in order to prove hypothesis chi-square test was administered.

<b>know about vegan meat Sr. No.</b>	<b>Option</b>	<b>No. Responses</b>	<b>Of Percentage</b>
1	Yes	5	10%
2	No	45	90%
	Total	50	100%