

**FACULTY ENHANCEMENT PROGRAMME**

**Naipunnya**<sup>®</sup>

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**Date of event: 13/10/2022**

**Faculty In-charge: Ms. Midhula Sekhar**



## REPORT

The Faculty Enhancement Program for the month of October was conducted on 13/10/2022, Thursday at 2:15 pm at Seminar hall, Main block. Mr. Rahul T R of the Hotel Management Department presented his paper titled "Various challenges faced by fine dining restaurants in personalized services: A study conducted at the time of covid-19 in Kochi". Forty-one faculty members from various departments attended the program. Dr Joy Joseph, and Dr. Sabu Varghese raised queries and made the session more interactive. The program concluded at 3:00 pm with a thanks note by Ms. Midhula Sekhar, FEP Coordinator.

Prepared by:



Ms. Midhula Sekhar  
(Faculty In-charge)

Verified by:



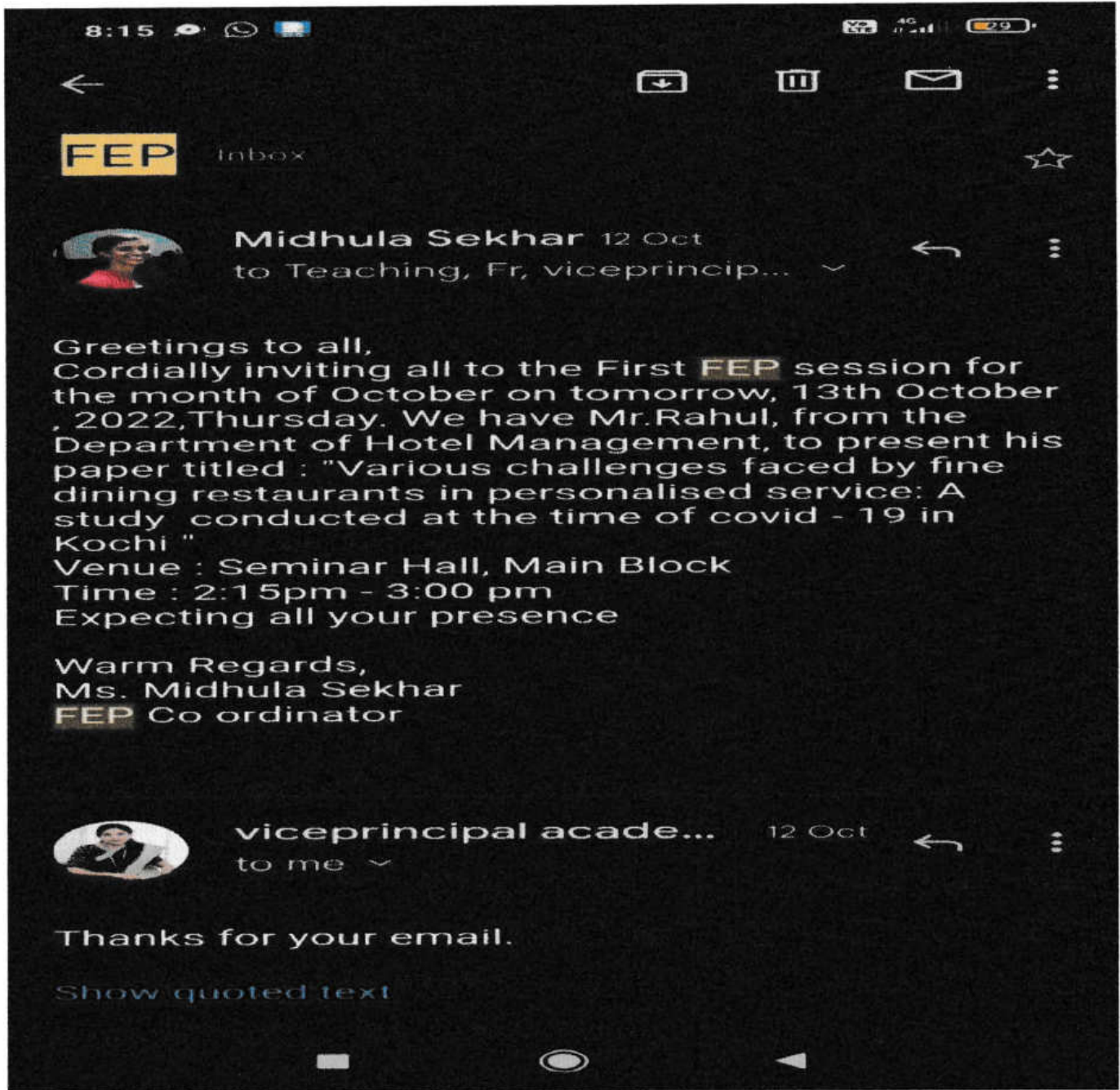
Dr. Sabu Varghese  
(Director, IT/HRD Cell)

Approved by:

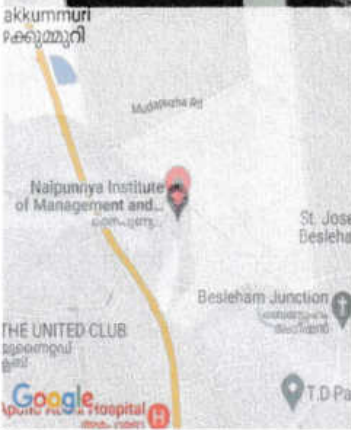


Rev. Fr. Dr. Paulachan K  
(Principal)

SCREENSHOT OF E-MAIL



**PHOTOGRAPHS /SCREENSHOTS**



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Karukutty  
Kerala  
India

2022-10-13(Thu) 02:37(pm)

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**PARTICIPANT'S LIST**

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**FACULTY ENHANCEMENT PROGRAMME**

Date: 13/10/2022

TOPIC: VARIOUS CHALLENGES FACED BY FINE DINING RESTAURANTS IN PERSONALISED SERVICES: A STUDY CONDUCTED AT THE TIME OF COVID-19 IN KOCHI


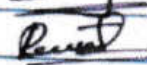
















PRESENTER: Mr. Rahul

**LIST OF PARTICIPANTS**

**SIGNATURE**

1	Toj Tom Sulkasing	Toj Tom
2	Rahul T R	Rahul
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9	Mini Jeshu	Mini Jeshu
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22

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27	Nayana Paul	
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30	Anne Sebastian	
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33	Fredy Varghese	
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36	Anna Diana K.M	
37	Aritha Mary Alex	
38	Jesleen Job	
39	Julin Mary Jacob	
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41	Midhula sekhar	

**TOPIC: VARIOUS CHALLENGES FACED BY FINE DINING RESTAURANTS  
IN PERSONALISED SERVICE: A STUDY CONDUCTED AT THE TIME OF  
COVID – 19 IN KOCHI.**

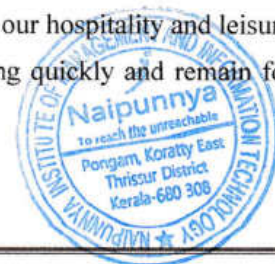
**Rahul T R** Assistant Professor, Department of Hotel Management, Naipunnya Institute of Management & Information Technology, Thrissur, Kerala, India: [rahutr@naipunnya.ac.in](mailto:rahutr@naipunnya.ac.in)

**ABSTRACT:** As the effects of COVID-19 spread across the entire world, the primary focus for governments and businesses is the safety of their people. Whilst this focus will continue, the implications for economic growth and corporate profits have to lead to a sharp sell-off in equity markets across the globe. We are proud to see that our hospitality and leisure clients, being the first ones that experienced the extreme bad weather conditions, are moving quickly and remain focused to understand and quantify the operational and financial impact for their business. The impact is huge, and not yet predictable, on both revenue and supply chains. Decisions being taken to shut down hotels, restaurants, theme parks, cinemas, not to mention the entire disruptive effect of the travel ecosystem, all have a significant impact on worldwide tourism. As a team, Operators and Investors are trying to mitigate the cash and working capital issues, and stay in close contact with their stakeholders. We are proud to see that this sector shows its maturity level: in working together, showing their true hospitality commitments in helping out our society where they can.

**Keywords: Economical growth, Revenue and supply chain, Cash and working capitals**

**I. INTRODUCTION**

As the effects of COVID-19 spread across the entire world, the primary focus for governments and businesses is the safety of their people. Whilst this focus will continue, the implications for economic growth and corporate profits have to lead to a sharp sell-off in equity markets across the globe. We are proud to see that our hospitality and leisure clients, being the first ones that experienced the extreme bad weather conditions, are moving quickly and remain focused to



understand and quantify the operational and financial impact for their business. The impact is huge, and not yet predictable, on both revenue and supply chains. Decisions being taken to shut down hotels, restaurants, theme parks, cinemas, not to mention the entire disruptive effect of the travel ecosystem, all have a significant impact on worldwide hospitality industry. As a team, Operators and Investors are trying to mitigate the cash and working capital issues, and stay in close contact with their stakeholders.

We are proud to see that this sector shows its maturity level: in working together, showing their true hospitality commitments in helping out our society where they can. For example, by making their venue available for hospital beds and hospital employees. The situation we are in also brings new business models and opportunities, in defining for instance new delivery concepts, human capital sharing platforms, and the use of the less productive time to work on activities that were normally pushed forward like asset counts, security plans, defining standard operating procedures, social media plans etc. The good news is that our colleagues in Asia already see a pickup in this sector, although only at the starting point. This gives hope for the sector at this stage in time. Stay positive, stay focused and stay alert on your financial situation.

The COVID-19 pandemic has hit the restaurant sector hard. Restaurant managers face uncertainty in this environment in order to survive. This study explores the impact of COVID-19 on the hospitality industry, it examines the challenges faced by hotel managers and the strategies used to survive. Through the lens of complexity theory, we discuss whether the strategies being deployed are beneficial, redundant, or detrimental for hospitality businesses.

## II. STATEMENT OF THE PROBLEM

This topic "Various challenges faced by fine dining restaurants in personalized services: A study conducted at the time of covid -19 in Kochi" this study helps to identify covid-19 outbreak has presented unpredicted circumstances before the fragile tourism and hospitality industry. The highly infected novel corona virus continuous thwart sector and raises serious questions about the present and future survival of the sector. The research addresses two important concerns first, to the major challenges faced by the fine dining restaurants during covid – 19 and second related to the various techniques used by restaurants to overcome this situation.

## III. REVIEW OF LITERATURE

*The Impact of Pandemic Crisis on the Restaurant Business* Author: Arlindo madeira, published on 23 December 2020. The COVID-19 pandemic is responsible for a health crisis and, at the same time, for a sharp drop in activities of economic sustainability, particularly in tourism management, and has consequences in most countries that are still difficult to measure. The objective of this research is to identify restaurant entrepreneurs' perceptions about the future, government measures, strategies they will apply, and lessons learned for the future after the mandatory lockdown of



restaurants and hospitality establishments related to pandemics. The framework was developed through content analysis with line-by-line coding applied to questionnaires collected online from Portuguese restaurant entrepreneurs.

***Restaurants and COVID-19: A Focus on Sustainability and Recovery Pathways*** Author: god well Nhamo, published on: 20 September 2020 this study investigated the early impacts of COVID-19 on the global hospitality's restaurant sector. The study made of data from the Open table database and the National Restaurant Association of America. It emerged from the study that most restaurants were shut down for sit-in meals as governments increasingly promulgated regulations for social distancing and lockdowns.

***How do restaurants respond to the COVID-19 pandemic? Lessons from Colombian restaurateurs and their survival strategies.*** Author: Miyoung jeong, 29 Nov 2021, This study attempted to identify the overall impact of COVID-19 on the restaurant industry in Colombia through the interviews with ten restaurant owners or chefs (e.g., fine-dining, family-dining, casual dining, and quick-service restaurants).

***Dining with distance during the pandemic: an enquiry from the theory of proxemics and social exchange*** Author: Hanqun Song, published on: 24 Jun 2021, Building on proxemics theory and social exchange theory, this study investigated how different levels of psychological social distancing, protective wears, and social interactions influence customers' perceived risk, social exchange with service employees and their intention to avoid dining in restaurants under the 'new normal' of COVID-19.

***Uncertainty risks and strategic reaction of restaurant firms amid COVID-19*** Author: Jaewook Kim, published on: January 2021, To contain the pandemic of coronavirus (COVID-19), social distancing, self-isolation and travel restrictions have been imposed globally. To shed light on how COVID-19 is affecting restaurant industry, this study aims to explore the factors that affect restaurant firms' financial turnaround for their sustainability after the business shutdowns amid the COVID-19 pandemic.

#### IV.OBJECTIVES

- To assess the covid -19affects the operation of fine dining restaurants in Kochi.
- To assess the lack of personalized services, affect the feedback of guests.
- To assess the sales of the fine restaurant in Kochi during covid- 19.
- To assess the staff's availability during the pandemic.

## V. SCOPE AND SIGNIFICANCE OF THE STUDY

- To find out the various challenges faced by the fine dining restaurants in Kochi due to the covid pandemic situation.
- To find out the lack of personalized services affects the guest feedbacks.
- To find out the availability of staffs during the covid – 19 pandemics.
- To find out the various marketing techniques that used in the reopening of the industry after covid.

## VI. RESEARCH METHODOLOGY

Research methodology is the specific procedure or technique used to identify, select, process, and analysis about the topic. In research paper, the method section allows the reader critically evaluate the studies over all validity and reliability.

**Research Design:** The present study is empirical in nature based on both primary and secondary data. The sample, data source and tools of analysis used for the study are given in the following sections.

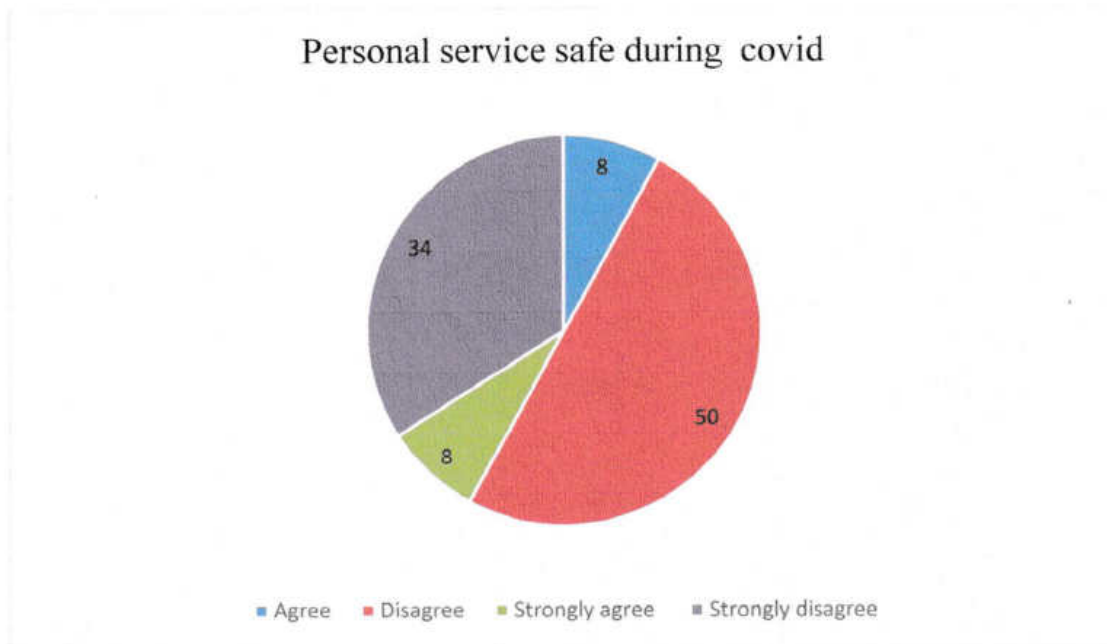
- **Universe:** Staffs from the five star hotels at Kochi.
- **Sample size:** 120 sampling size from the hotels.
- **Tools for data collection:** Questionnaire.
- **Sample units:** Managers and staffs from fine dining restaurants in five star hotels from Kochi

## VII. DATA ANALYSIS AND INTERPRETATION

**TABLE 4.2.1**

Sl.no	Particulars	No of respondents	Percentage
1	Agree	10	8
2	Disagree	60	50
3	Strongly agree	10	8
4	Strongly disagree	40	34
5	Total	120	100

**Fig 4.2.1**



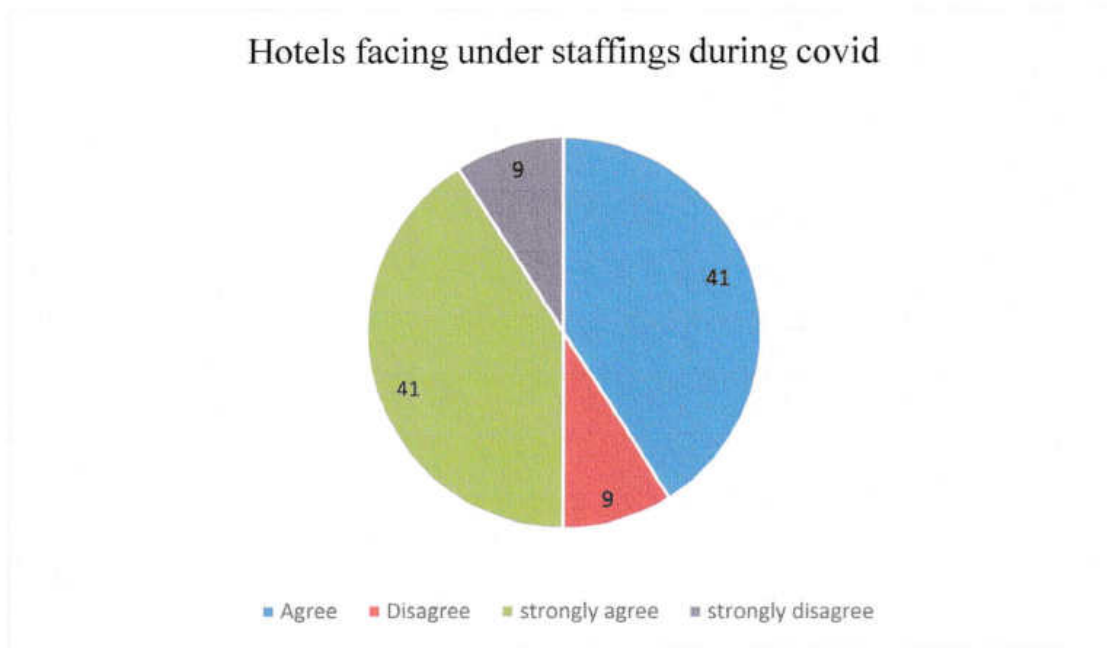
### INTERPRETATION

According to the fig 4.2.1 the 8% agrees,50% disagrees,8%strongly agrees and 34% strongly disagrees the need of personalized services during covid.

**TABLE 4.2.2**

Sl.no	Particulars	No of respondents	Percentage
1	Agree	50	41
2	Disagree	10	09
3	Strongly agree	50	41
4	Strongly disagree	10	09
5	Total	120	100

**Fig 4.2.2**



**INTERPRETATION**

According to the fig 4.2.2 the 41% agrees, 09% disagrees, 41%strongly agrees, 09% strongly disagrees that they are facing under staffing.

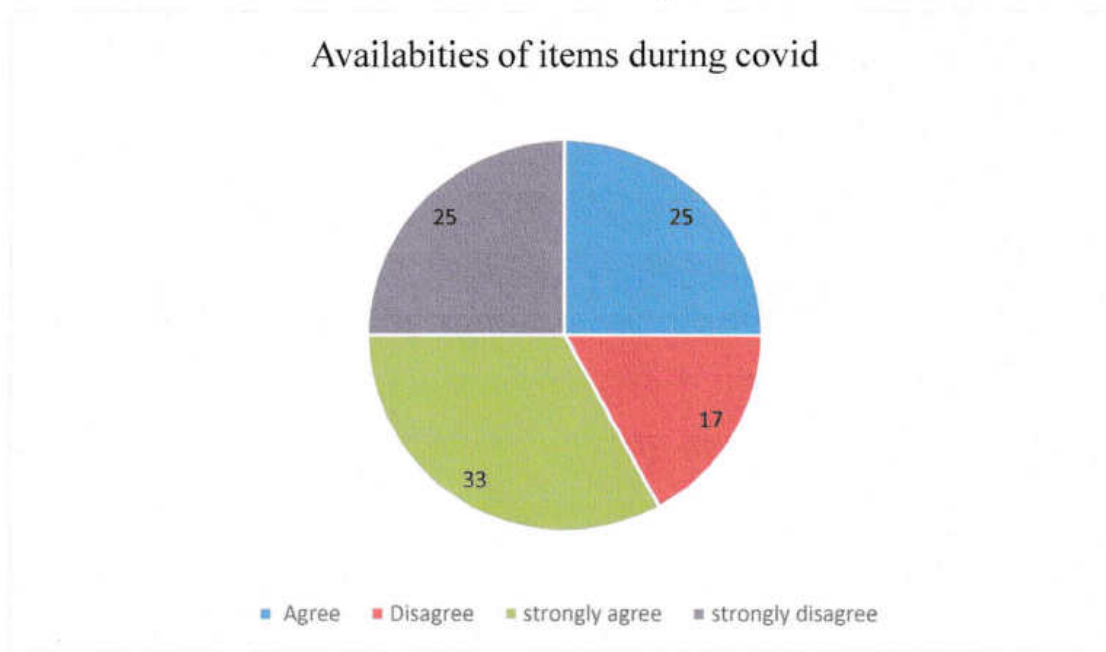


**TABLE 4.2.3**

Sl.no	Particulars	No of respondents	Percentage
1	Agree	30	25
2	Disagree	20	17
3	Strongly agree	40	33
4	Strongly disagree	30	25
5	Total	120	100

**Fig 4.2.3**

Availabilities of items during covid



### INTERPRETATION

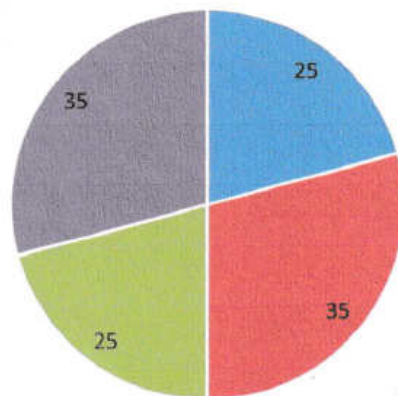
According to the fig 4.2.3 the 25% agrees, 17% disagrees, 33%strongly agrees, 25% disagrees that they are facing supply shortages during covid.

**TABLE 4.2.4**

Sl.no	Particulars	No of respondents	Percentage
1	Agree	25	20
2	Disagree	35	30
3	Strongly agree	25	20
4	Strongly disagree	35	30
5	Total	120	100

**Fig 4.2.4**

Service of foods makes profit during covid



■ Agree ■ Disagree ■ Strongly agree ■ Strongly disagree

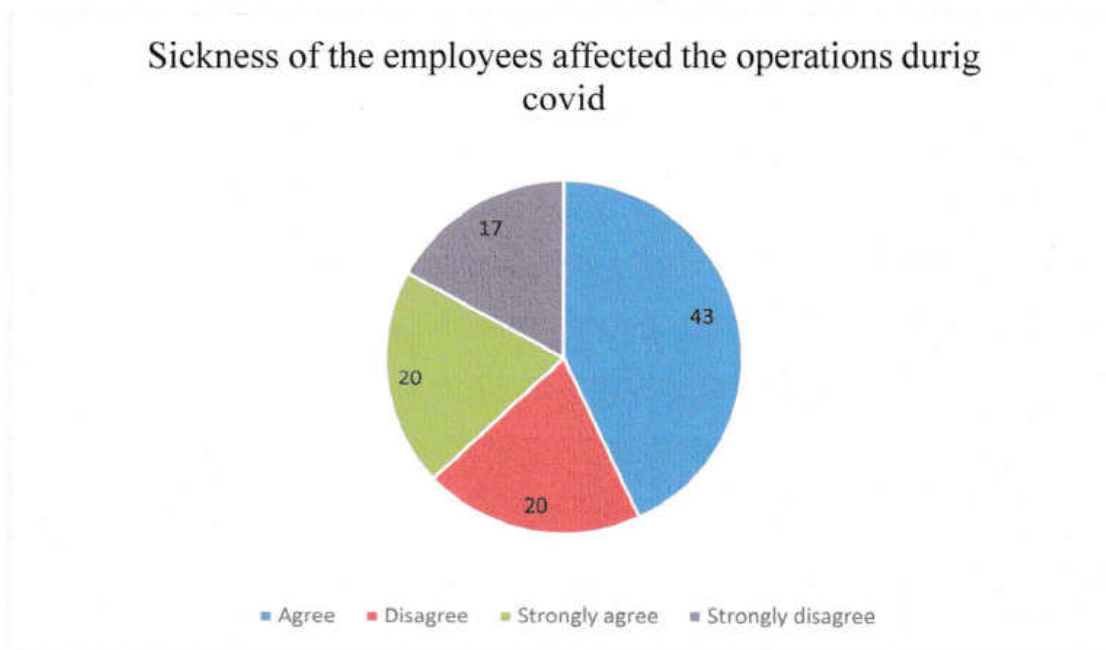
## INTERPRETATION

According to the fig 4.2.4 the 25% agrees, 35% disagrees, 25%strongly agrees and 35% strongly disagrees that they made adjustments like delivery and carryout.

**TABLE 4.2.5**

Sl.no	Particulars	No of respondents	Percentage
1	Agree	50	43
2	Disagree	25	20
3	Strongly agree	25	20
4	Strongly disagree	20	17
5	Total	120	100

**Fig 4.2.5**



**INTERPRETATION**

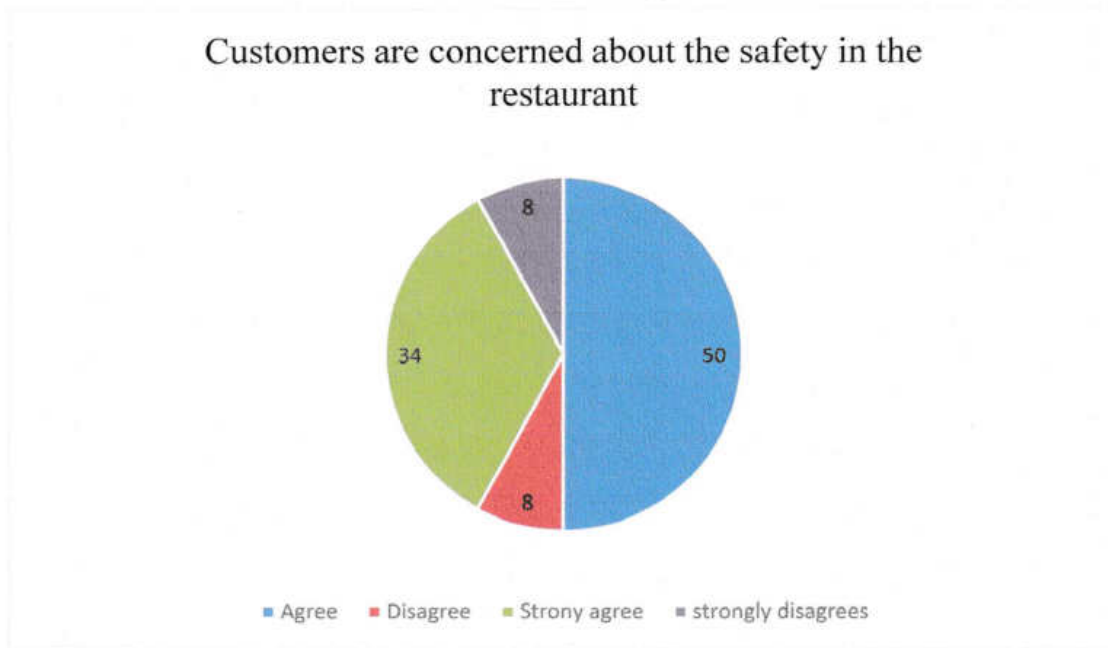
According to the fig 4.2.5 the 43% agrees, 20% disagrees, 20%strongly agrees and 17% strongly disagrees that the sickness of employees affected the operations during covid.



**TABLE 4.2.6**

Sl.no	Particulars	No of respondents	Percentage
1	Agree	60	50
2	Disagree	10	08
3	Strongly agree	40	34
4	Strongly disagree	10	08
5	Total	120	100

**Fig 4.2.6**



**INTERPRETATION**

According to the fig 4.2.6 the 50% agrees, 08% disagrees, 34%strongly agrees and 08% strongly disagrees that customers are concerned about the safety in the restaurants.



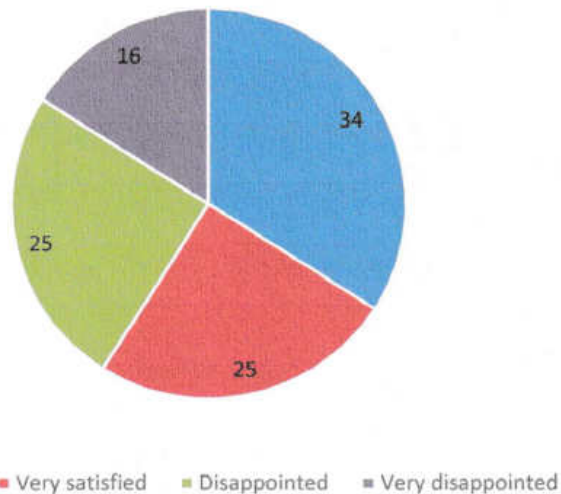


**TABLE 4.2.7**

Sl.no	Particulars	No of respondents	Percentage
1	Satisfied	40	34
2	Very satisfied	30	25
3	Disappointed	30	25
4	Very disappointed	20	16
5	Total	120	100

**Fig 4.2.7**

Feedback levels from guest during covid



## INTERPRETATION

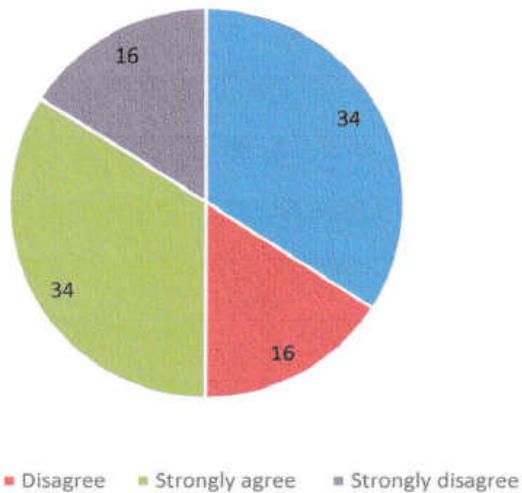
According to the fig 4.2.7 the 34% satisfied, 25% very satisfied, 25% disappointed and 16% very disappointed was the feedback levels from guest during covid.

**TABLE 4.2.8**

Sl.no	Particulars	No of respondents	Percentage
1	Agree	40	34
2	Disagree	20	16
3	Strongly agree	40	34
4	Strongly disagree	20	16
5	Total	100	100

**Fig 4.2.8**

PDR growth during post and current covid



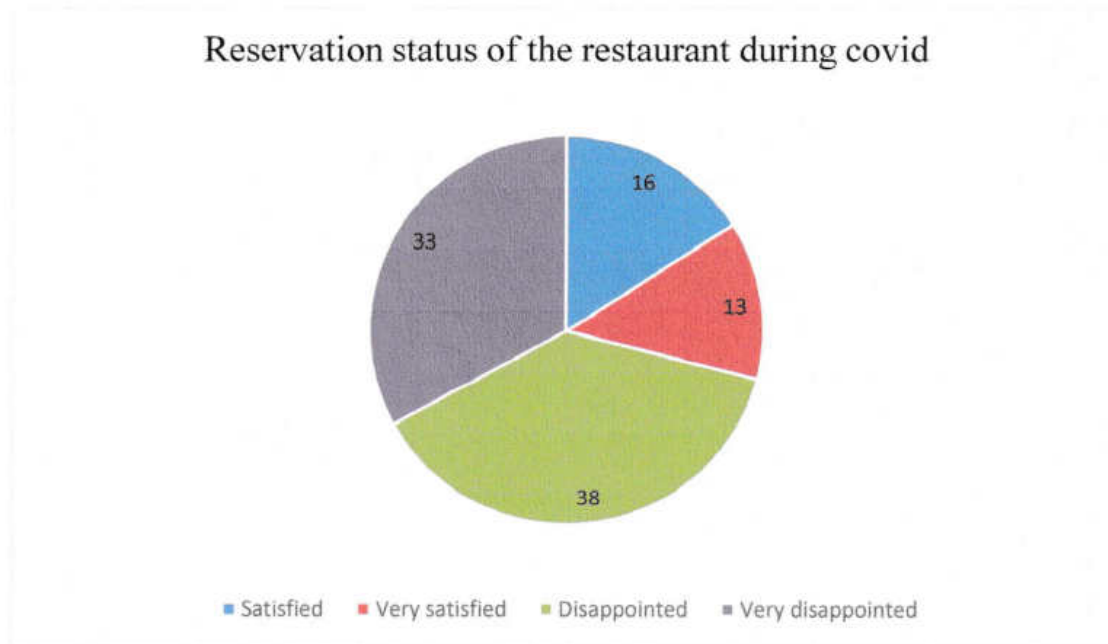
## INTERPRETATION

According to the fig 4.2.8 the 34% agrees, 16% disagrees, 34%strongly agrees and 16% strongly disagrees about the PDR growth during post and current covid.

**TABLE 4.2.9**

Sl.no	Particulars	No of respondents	Percentage
1	Satisfied	20	16
2	Very Satisfied	15	13
3	Disappointed	45	38
4	Very disappointed	40	33
5	Total	120	100

**Fig 4.2.9**



## INTERPRETATION

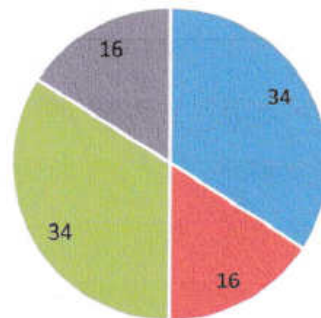
According to the fig 4.2.9 the 16% satisfied,13% very satisfied,38%disappointed and 33% very disappointed that the reservations status of restaurant during covid.

**TABLE 4.2.10**

Sl.no	Particulars	No of respondents	Percentage
1	Agree	40	34
2	Disagree	20	16
3	Strongly agree	40	34
4	Strongly disagree	20	16
5	Total	120	100

**Fig 4.2.10**

Innovations of food service techniques make changes of profitability in the restaurant



■ Agree ■ Disagree ■ Strongly agrees ■ Strongly disagrees

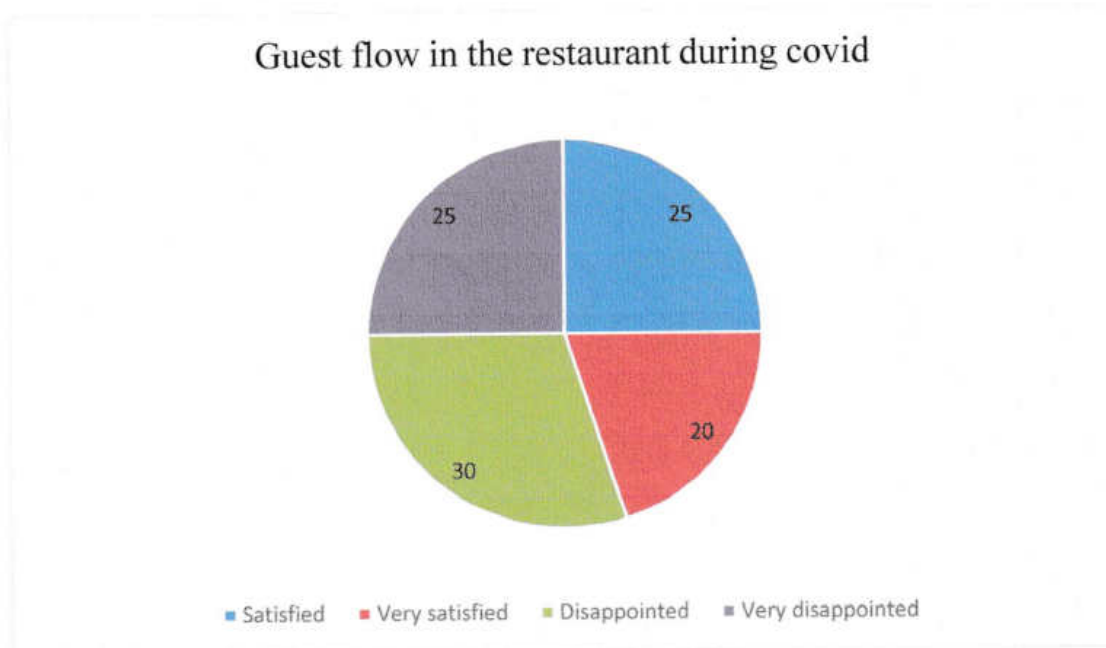
## INTERPRETATION

According to the fig 4.2.10 the 34% agrees, 16% disagrees, 34%strongly agrees and 16% strongly disagrees that innovations of food service techniques make changes of profitability in the restaurant.

**TABLE 4.2.11**

Sl.no	Particulars	No of respondents	Percentage
1	Satisfied	30	25
2	Very satisfied	25	20
3	Disappointed	35	30
4	Very disappointed	30	25
5	Total	120	100

**Fig 4.2.11**



### INTERPRETATION

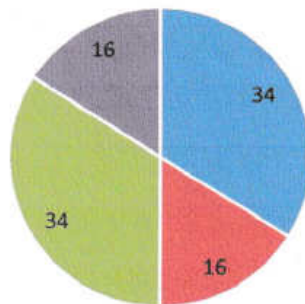
According to the fig 4.2.11 the 25% satisfied, 20% very satisfied, 30% disappointed and 25% very disappointed that the guest flow in the restaurant during covid.

**TABLE 4.2.12**

Sl.no	Particulars	No of respondents	Percentage
1	Agree	40	34
2	Disagree	20	16
3	Strongly agree	40	34
4	Strongly disagree	20	16
5	Total	120	100

**Fig 4.2.12**

Providing discount during covid increase the sales in the restaurant



■ Agree ■ Disagree ■ Strongly agree ■ Strongly disagree

## INTERPRETATION

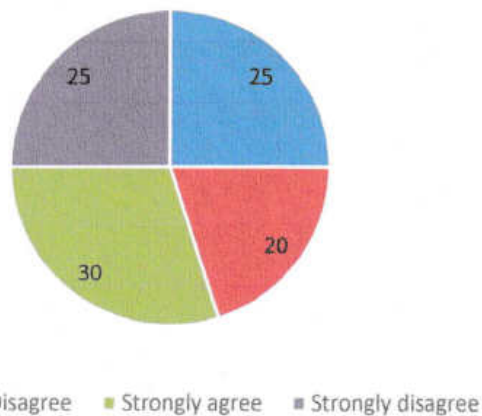
According to the fig 4.2.12 the 34% agrees,16% disagrees,34%strongly agrees and 16%strongy disagrees that the providing discount during covid increase the sales in the restaurant.

**TABLE 4.2.13**

Sl.no	Particulars	No of respondents	Percentage
1	Agree	30	25
2	Disagree	25	20
3	Strongly agree	35	30
4	Strongly disagree	30	25
5	Total	120	100

**Fig 4.2.13**

Following the government protocols helps the restaurant operation during covid



## INTERPRETATION

According to the fig 4.2.13 the 25% agrees, 20% disagrees, 30%strongly agrees and 25% strongly disagrees are following the government protocols helps the restaurant operation during covid.

## VIII FINDINGS

- Most of the respondents says that the personalized services are not safe during the pandemic.
- Majority of the restaurants faced understaffs during the covid-19.
- Majority of the restaurants agrees that they receiving items during covid 19.
- Majority of respondents says service of food during covid didn't get profit in the restaurant operations.
- Majority of the restaurants agrees that the sick workers of them was a risk during the outbreak.
- Majority of the restaurants says that the customer's thoughts about the safety increased during the pandemic.
- Most of the feedback from guests even during the pandemic was satisfied.
- Most of the respondents agreed that have growth in their PDR post and current covid-19.
- Majority of the restaurants says that the daily reservations in their restaurant is low while comparing to the previous years.
- Majority of respondents says customers are more concerned about the safety in the restaurants.
- Most of the respondents disappointed that the flow of guest in the restaurant is very low.
- Majority says that the continuous lockdown leads to the shutdown of their restaurants.
- Majority of the restaurants are following government protocols to ensure the safety of guests and staffs during the pandemic.
- Most of restaurants have their staff team as fully vaccinated.
- Most of the restaurants provides special discounts during the outbreak to increase their sales.

## IX SUGGESTIONS

- I suggest that government should give more support to restaurants industry who needed the most during this pandemic time.
- I suggest that every restaurant sector should strictly follow the covid-19 protocol.
- Restaurants should come up with new strategies to attract customers.
- Restaurants should plan feasible prices during this pandemic situation.
- Most of the restaurants should implement their own special remedial measures for the up lift the industry.
- Restaurant industry should use online platforms for increasing the business as well as to introduce new trends.



## **X CONCLUSION**

The present study has been conducted to examine the various factors affects the personalised services in fine dining restaurants at Kochi. This Assessment of the Impact of the Covid-19 Pandemic and Lockdown on Kerala's Economy" is a preliminary assessment of losses in the State economy as a result of the pandemic and consequent lockdown across the country. The effort in this report is to provide some order of magnitude rather than precise figures. Our estimates are based on information available today. However, the situation is dynamic and may change depending on the duration of the pandemic and the measures that governments may adopt to manage it, not just in the State but in the country and across the globe.

The effect on the restaurant industry has been particularly dramatic in five star hotels at Kochi. People are taking the opportunity to discover new restaurants and order delivery or take-out from restaurants in Kochi. Social distancing in place, when people visit restaurants in-person, it's typically to pick up an order made online or order take-out. But despite many restaurants in Kochi allowing pick-up and take-out options, the total number of orders has still slowed and people are making fewer visits to these restaurants. It is found that restaurant businesses are affected in four aspects which are the economic, social, political, and technological aspects during the COVID-19 pandemic. The owners, managers and employees should be trained to cope with the change. Moreover, the restaurant owners should also maintain the health protocol and hygiene to prevent the spread of the virus. The study clinches with few limitations. Firstly, the area of the study is small which may not represent the total restaurant business' opinion. Secondly, there may be some other factors and variables which may also influence the restaurant business.



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