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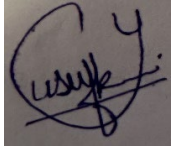
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How is the situation of the 5-star hotel after COVID?

Abstract

This study aims to examine the post-COVID situation in 5-star hotels, analysing the challenges they face and the strategies implemented to overcome them. Factors such as changing regulations, customer preferences, operational hurdles, and competitive landscape are explored to understand the impact on the hospitality industry. The research objectives focus on investigating the adaptation strategies of 5-star hotels post-COVID and assessing the broader economic and social influences on their operations. A quantitative approach is employed, including surveys of 5-star hotel managers and analysis using statistical tools like SPSS for descriptive statistics and correlation analysis. However, it is recommended to supplement this with qualitative interviews for a more comprehensive understanding. Budget and time constraints are acknowledged as major limitations affecting data collection and analysis.

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I extend my heartfelt gratitude to all mentors and instructors who have supported me throughout this research endeavour on the topic of "Evaluating the Post-COVID Situation in 5-Star Hotels." Their guidance and encouragement have been invaluable in ensuring the success of this study. I am also thankful to my university for providing the necessary resources for conducting this research. Lastly, I express my deep appreciation to my parents for their unwavering support and encouragement.

Declaration

I affirm that this research on the topic "Evaluating the Post-COVID Situation in 5-Star Hotels" is my original work. I am the sole author of this study and have adhered to all ethical guidelines set forth by my university. No unethical practices were employed during the course of this research. I declare that this study upholds the highest standards of ethical conduct.

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Chapter 1: Introduction

1.1 Introduction

After the wild spread of COVID-19, the engagement as well as involvement of the operational activities in the hospitality as well as tourism sectors represented a great challenge. On the other hand, the customer dealings in the managerial practices of the firm to manage the effective business practices and managing the staff management is also involved in significant challenges as well. The hospitality industry, particularly the realm of luxury accommodations represented by 5-star hotels, has long been synonymous with opulence, prestige, and unparalleled service. However, the advent of the COVID-19 pandemic has disrupted this sector on an unprecedented scale, challenging its resilience and adaptability (Bryce *et al.* 2020). This dissertation explores the post-COVID landscape of 5-star hotels, delving into the nuanced impacts, challenges, and strategies employed by these establishments to navigate this evolving terrain. Thus, this research will involve this kind of identification of the managerial practices of the firm in a more reliable manner. In other words, this research will also represent the scope of the managerial presentation in a significant manner after identifying the managerial practice for better engagement in 5-star hotels in an effective manner.

1.2 Research background

As stated by Ghorbani *et al.* (2023), the hospitality industry for the management engagement of the 5-star hotels is involved in the overall presentation of the luxury as well as the management of the comfort and safety of the customers. On the other hand, the presentation of this industry in the pandemic era has been managed with significant drawbacks due to the lack of customer interactions. Prior to the emergence of COVID-19, 5-star hotels stood as bastions of luxury, catering to discerning clientele seeking an exceptional hospitality experience (Ongsakul *et al.* 2022). As opined by Ongsakul *et al.* (2022), understanding the trajectory of the hospitality sector pre-pandemic provides essential context for evaluating its current state as well as future prospects. Thus, the specification of the firm in the managerial involvement in the pandemic process is also represented in a more complex manner of operation. In this manner, the specification of the losses as well as business dealings in the form of effective business practices cannot be involved as in previous manners. However, the onset of the pandemic ushered in a period of uncertainty and upheaval, fundamentally altering consumer behaviors, travel patterns, and industry dynamics (Basu, and Swaminathan, 2023).

1.3 Problem statement

As specified by Danso *et al.* (2020), the main problem that can be described in this post-COVID phenomenon is to identify the complexities imposed by the pandemic in the overall business presentation of 5-star hotels. In other words, the arrangement of effective presentations as well as the developing of the business process in different parts of the world in this pandemic period will also be highlighted. As per the statement of Mehta and Sharma (2021), the COVID-19 pandemic has presented 5-star hotels with multifaceted challenges, ranging from plummeting occupancy rates and revenue losses to stringent health and safety protocols and shifting guest preferences. Identifying and addressing these challenges is imperative for the survival and sustained success of these establishments in a post-pandemic landscape (Amankwah *et al.* 2023). In other words, effective decision-making in this kind of operational practice is also involved in a more reliable manner in this particular research work. Thus, this COVID-19 pandemic has left an indelible mark on industries worldwide, and the hospitality sector, including 5 star hotels, has been profoundly impacted. Once representing symbols of luxury and indulgence, 5-star hotels have faced unprecedented challenges, ranging from plummeting occupancy rates as well as revenue losses to the implementation of stringent health and safety protocols. This dissertation aims to delve into the aftermath of the pandemic specifically within the realm of 5 star hotels, examining the multifaceted impacts, responses, and strategies employed to navigate this turbulent period. In other words, the presentation of such findings in this presentation will make it more relevant in an operational process as a whole.

1.4 Rationale

The disruption of the pandemic has caused a lot of effective complications in order to manage the business operations of the hospitality industry in a complex manner (González *et al.* 2021). On the other hand, the specification of this pandemic also initiated the management of safety issues for the selected staff of the firm in a negative manner. On the other hand, the initiatives represented by these effective processes are also involved in the process of implementing the complex business dynamics for the same industry. This dissertation seeks to explore the post-COVID situation of 5-star hotels, offering insights into the challenges faced, strategies implemented, and innovations adopted to adapt to the new normal. By examining the responses of 5-star hotels to the pandemic, this research aims to identify best practices and opportunities for resilience and growth in a post-pandemic world. On the contrary, the distribution of the resources as well as the guidelines prescribed by the local governments is also involved in the managerial implications included in these operational aspects. The presentation of this kind of health guidelines is also involved in such complexities imposed in these operational initiatives in a significant manner.

1.5 Aims and Objectives

Research aim

The aim of this research is to assess the current situation of 5-star hotels in the aftermath of the COVID-19 pandemic, focusing on understanding the impact of the pandemic on various aspects of their operations, as well as identifying strategies employed by these hotels to adapt and thrive in the post-COVID era.

Research Objectives

1. To examine the extent of the impact of the COVID-19 pandemic on the financial performance of 5-star hotels.
2. To investigate changes in customer preferences and behavior towards 5-star hotels following the COVID-19 pandemic.
3. To identify the operational challenges faced by 5-star hotels in response to the COVID-19 pandemic.
4. To explore the strategies implemented by 5-star hotels to adapt to the post-COVID landscape and enhance their competitiveness.

1.6 Research questions

1. What are the impacts of the COVID-19 pandemic on the financial performance of 5-star hotels?

2. What changes have been identified are customer preferences and behaviour towards 5-star hotels following the COVID-19 pandemic.
3. What kind of operational challenges are faced by 5-star hotels in response to the COVID-19 pandemic?
4. What are the strategies implemented by 5-star hotels to adapt to the post-COVID landscape and enhance their competitiveness?

1.7 Scope of the research

In this research, a detailed analysis of the effective presentation process of the business management that the hospitality industries has faced during the overall pandemic period will be justified. As per the suggestion of Ervina, Taufiq, and Masatip (2021), the identification of such complexities as well as the assessment of such complexities are also involved in the managerial implications of the firm in the future course of actions for a better presentation. On the other hand, the management of the business dealings in this kind of operational management also represent significant safety guidelines in order to assess the operational practices in a greater manner. This research will focus on analyzing the post-COVID landscape of 5-star hotels, encompassing various aspects such as changes in consumer behaviour, shifts in demand patterns, operational challenges, technological advancements, and sustainability initiatives. Through qualitative, this study aims to provide a comprehensive understanding of the current state of 5-star hotels and the strategies employed to overcome the challenges posed by the pandemic. Thus, such an understanding of complexities in these industries represents specified operational initiatives of the future possibilities in a greater manner. As per the opinion of Rady, and Atia (2020), the business engagement of the firm in different engagements of the management presentation will give guidance to the future readers in order to engage in the certain presentation process of the guidelines that are also needed to be involved in the future time periods.

1.8 Significance of the research

This research sheds light on an operational practice of the firm in the hospitality industry in order to engage in the specification process of business operations during the Covid-19 pandemic timing. Thus, the crucial matter of representing effective business management in this kind of effective operational initiative is also included in a more reliable manner. Understanding the impact of COVID-19 on 5-star hotels is crucial for stakeholders across the hospitality industry, including hotel owners, managers, investors, policymakers, and consumers. By elucidating the challenges and opportunities arising from the pandemic, this research aims to inform decision-making processes and facilitate the development of effective strategies to navigate the complexities of the post-pandemic landscape. On the contrary, the settlement of the firm in the form of engaging the safety majors is also justified in this specific presentation process.

1.9 Structure of dissertation

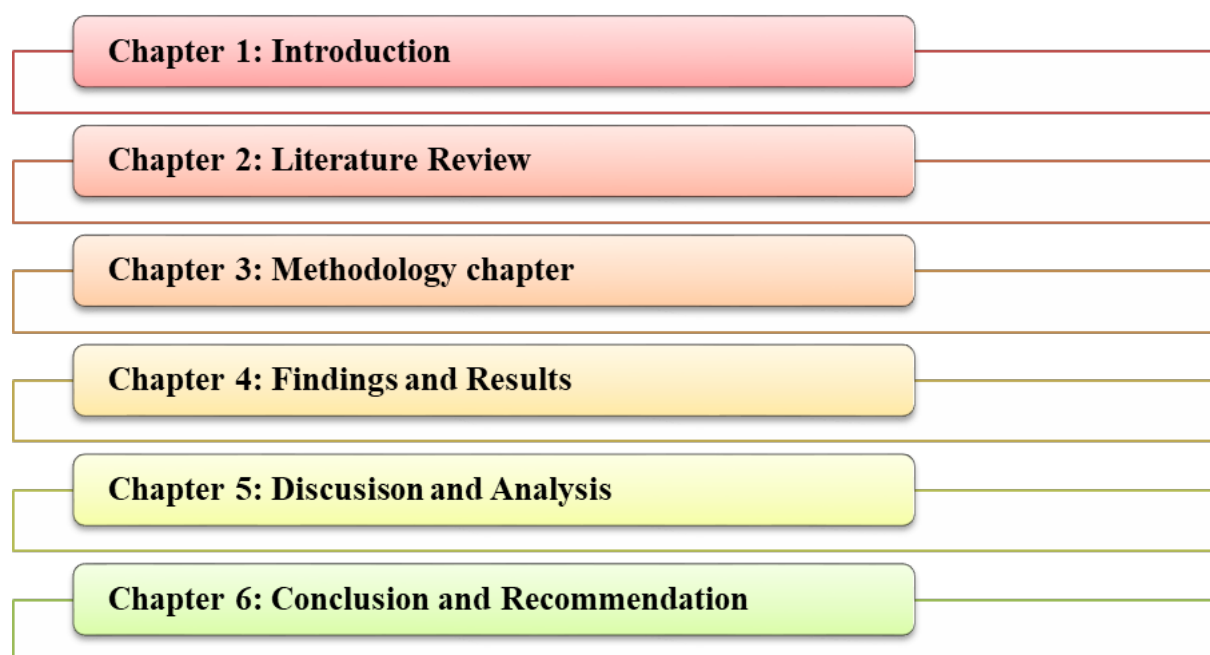


Figure 1.1: Dissertation structure

(Source: Self-created)

1.10 Summary

In summary, this dissertation aims to provide a comprehensive analysis of the post-COVID landscape of 5-star hotels, examining the challenges faced and the strategies implemented to adapt to the evolving circumstances. By exploring key aspects such as changes in consumer behavior, operational dynamics, marketing strategies, and sustainability initiatives, this research seeks to offer valuable insights for stakeholders seeking to navigate the complexities of the post-pandemic hospitality industry.

Chapter 2: Literature Review

2.1 Introduction

Hotels, as well as the hospitality industry, suffered a lot during and after the pandemic period in terms of a shortage of active customers and the demand for the services. Additionally, the managerial presentation of this industry also involved complex managerial representations in terms of lesser customer engagement and an increased rate of the pandemic explosion. Thus, the global outbreak of COVID-19 has precipitated unprecedented challenges across various sectors, with the hospitality industry bearing a significant brunt of its impact. Among the various segments of the hospitality industry, 5-star hotels have encountered unique challenges in the wake of the pandemic. The once-thriving, bustling hubs of luxury as well as comfort were forced in order to adapt rapidly to the changing landscape, implementing new protocols and redefining standards to ensure the safety of both guests and staff. Thus, the management of such kinds of safety to the staff or guests has also increased the complexities of the firm in terms of completing the effective operational involvement of the firm in a more reliable manner. As per the market of 5-star hotels, it can also be considered that the explanation of the managerial development of this industry in the pandemic period sees a significant downfall in the operational involvement as well. Thus,

This literature review explores the situation of 5-star hotels post-COVID-19. By examining the available literature, this review aims to provide a comprehensive understanding of the challenges faced by 5-star hotels, the strategies they adopted to navigate through the crisis, and the future outlook of the industry. Understanding the situation of 5-star hotels post-COVID-19 is essential not only for the stakeholders of the hospitality industry but also for policymakers as well as researchers aiming to develop strategies for the industry's recovery and resilience in the face of future crises. In this regard, the proper analysis of all the factors that made it complex to sustain the operational initiatives in the period of a pandemic will be managed as well as highlighted in this particular research as well. The identified reasons for such a complex process will also be mitigated by certain strategies involved as well as explained in this research work.

2.2 Thematic Analysis

2.2.1 The current situation of 5-star hotels in the aftermath of the COVID-19 pandemic

As per the specification of Wasike (2021), the pandemic of COVID-19 has involved the managerial complexities of the hotel industries in different parts of the world. Thus, the landscape for 5-star hotels in the aftermath of the COVID-19 pandemic is marked by a phased recovery as well as ongoing adaptation. On the other hand, these establishments, historically relies on international travel and high service standards, face a redefined operational environment. Some of such complexities as well as operational shifts in the luxury hotel industry have been described in this particular part of the research work.

Recovery Trends

The recovery is another factor of this kind of industries that needs to be managed in order to maintain significant business management.. On the other hand, the recovery remains uneven in terms of the complexities imposed by the same. According to a 2021 report by the American Hotel & Lodging Association, the U.S. hotel sector's revenue was projected to be down by 21% at the end of 2021 compared to 2019, indicating a slow recovery for luxury segments (Tiwari, and Omar, 2023). Data from STR Global highlights that as of late 2021, occupancy rates in luxury hotels in China have rebounded to nearly pre-pandemic levels, benefiting from a robust domestic market. As per the opinion of Syaifudin, Desmawan, and Seyadi (2021), revenue per available room (RevPAR), a crucial metric, saw significant declines in 2020, with global figures from Smith Travel Research showing a drop of approximately 50% compared to 2019 levels. The recovery in RevPAR has been gradual, with partial rebounds depending on the regional control of the virus and travel confidence (PAKSOY, and YILMAZ, 2021).

Financial Adjustments

As per the views of Chomba (2021), financial resilience has been critical for 5-star hotels during the pandemic era and the period after the same. In other words, a survey by Hospitality Net (Year) indicated that 75% of luxury hotels implemented cost reductions, with many focusing on minimizing operational costs and renegotiating supplier contracts. As stated by Witarsana *et al.* (2022), this kind of cost reduction can also be involved in terms of managing the overall development of the in a more reliable manner of business operations in a cost-effective manner. On the contrary, diversification of revenue streams has been a common strategy, with hotels increasing their focus on local and regional markets through tailored packages that cater to staycation trends (Blinova *et al.* 2021). In this kind of operational implementation, the organizations also involved in a more strategic presentation in this current times.

Shifts in Operational Focus

As per the statement of Duman, Ayazlar, and Pekmezci (2021), the operational strategies have significantly shifted towards health and safety in terms of attracting more and more active individuals to this kind of operation initiative. Thus, enhanced cleaning protocols, as well as the adoption of contactless technologies, have become widespread. A study by Deloitte (Year of article) notes that 60% of hotel guests prefer properties with recognized health and safety standards. Thus the main focus of this kind of safety management is a significant factor representing the managerial presentations in order to develop the involvement of the firm in a more positive manner. Adjustments in service offerings, such as modified dining experiences and personalized guest services, have been implemented to ensure safety and attract cautious travellers.

Marketing and Brand Positioning

Luxury hotels in different parts of the world have initiated sustainability management as well as health safety measures in order to maintain effective operational initiatives in the firm (Zizka, and Chen, 2023). On the contrary, the practices of managing more healthcare management and hygienic presentation are also involved in this kind of managerial positioning of the firm in a significant manner. Marketing approaches have evolved to match the changing consumer expectations in this current time in the form of representing the development of the firm in this current time. As per the opinion of DEMİR *et al.* (2021), promotions now heavily feature flexible booking conditions and emphasize health as well as safety measures, aligning with the concerns of post-pandemic travellers. Digital marketing has surged in importance, with a focus on social media to engage potential guests, reflecting increased online user activity during the pandemic (Öncü, Mesci, and Yavuz, 2022).

Challenges and Opportunities

There exists a lot of opportunities in the form of managing the effective challenges faced by the hotel industries in these current times. The challenges of recovery are balanced by opportunities for innovation in these current times after operational initiatives are managed by the pandemic process. As per the specification of Uysal (2020), the crisis has accelerated the adoption of sustainable practices and digital transformation in the luxury hotel sector, setting new industry standards. On the other hand, the managerial practices of the firm in order to implement different opportunities are also necessary in order to increase all the factors of the business developments of the luxury hotels. Innovations such as virtual concierge services, robotic process automation for in-room dining, as well as advanced air purification systems are being explored more aggressively. All these necessary innovations are also involved in the operational representation of the firm in order to manage the effective operational presentations involved in the overall business management.

On the other hand, the current situation of 5-star hotels post-COVID-19 is one of cautious optimism, characterized by gradual recovery influenced by regional health situations and travel policies. The ability of this industry in order to adapt to new consumer demands and operational challenges will determine its trajectory in the coming years (Mousavi *et al.* 2023). Thus, the involvement of the strategic implementation in the overall work presentation is also required in order to expand all the factors associated with the managerial development of the firm in a more effective manner. The use of technology, emphasis on local markets, and focus on health and safety are likely to remain pivotal in defining the future of luxury hospitality. Thus, the implementation of the safety measurements is the most specific factor that the 5-star hotels are focusing more on in this current time periods.

2.2.2 The extent of the impact of the COVID-19 pandemic on the financial performance of 5-star hotels

The COVID-19 pandemic has profoundly impacted the financial performance of 5-star hotels, resulting in significant revenue losses, reduced occupancy rates, and a need for extensive financial restructuring. This section explores the magnitude of these financial challenges using relevant industrial data.

Revenue and Occupancy Declines

As per the presentation of Kajla *et al.* (2022), the financial performance of 5-star hotels during the pandemic can be characterized by stark declines in key performance indicators. The decrease in effective customer interaction is decreasing the revenue of the firm as well. Thus the global hotel industry experienced a revenue drop of approximately \$108 billion in 2020 alone, as reported by the World Travel & Tourism Council (year of article). For 5-star hotels, which typically depend heavily on high-spending international travellers, the impact was particularly severe. A report by the American Hotel & Lodging Association (year of article) noted that luxury hotels saw revenue declines of up to 60% in 2020 compared to 2019. According to data from STR Global, global occupancy rates for luxury hotels fell to as low as 20-30% during the peak of the pandemic in 2020, a drastic fall from typical rates of 70-80%. Although there has been a gradual recovery, these rates have not returned to pre-pandemic levels, reflecting ongoing challenges in attracting guests (Ervina, Taufiq, and Ratna, 2023).

Average Daily Rate (ADR) and Revenue per Available Room (RevPAR)

As illustrated by Sadhale (2021), Average Daily Rate (ADR), as well as Revenue per Available Room (RevPAR), are critical metrics for understanding the financial health of hotels. Despite expectations that ADR might increase due to reduced capacity and enhanced service requirements, many luxury hotels have had to offer discounts to attract guests, further impacting their revenue (Milojevic, and Katsadze, 2021). The decline in RevPAR has been dramatic. For instance, luxury hotels in major U.S. cities reported a drop in RevPAR of over 80% in 2020. This metric has only partially recovered in 2021 and 2022, as ongoing restrictions and traveller hesitancy continue to affect the market.

2.2.3 The changes in customer preferences and behaviour towards 5-star hotels following the COVID-19 pandemic

The COVID-19 pandemic has significantly altered customer preferences and behaviours, especially in the luxury hotel segment (Mušanović, Dorčić, and Gregorić, 2023). As safety, hygiene, and flexibility have become top priorities, 5-star hotels have had to adapt to these new consumer expectations to remain competitive and relevant. This section delves into the specific changes observed in customer preferences and how they have impacted the luxury hotel industry.

Increased Demand for Health and Safety

A lot of interested customers are demanding enhanced safety protocols in the overall goods and services offered by them. As per the justification of Choirisa (2022), there has been a pronounced shift towards health and safety concerns among travellers. A survey by Deloitte revealed that over 60% of respondent's ranked cleanliness and safety measures as their top priority when choosing a hotel post-pandemic.

Shifts in Travel Intentions and Accommodation Preferences

As per the suggestion of Sombut, and Sujchaphong (2021), there is a growing trend toward booking hotels in secluded or less densely populated locations. In other words, properties that offer private villas, exclusive floors, or rooms with individual amenities and outdoor access are particularly popular among travellers seeking to maintain social distancing while enjoying luxury experiences. Thus, this kind of accommodational shift also includes a specific involvement in terms of managing the effective reliability approaches as well.

Flexibility and Booking Behaviour

Uncertainty around travel restrictions and personal health concerns have made flexibility a critical factor in booking decisions (Kele, and Andi, 2023). Travelers are more likely to choose hotels that offer free cancellations, no-fee rescheduling, and transparent refund policies. Data from a study by McKinsey & Company indicates that flexible booking options can significantly influence guest choice, with many opting for offers that provide peace of mind in uncertain times.

In the research of Kele, and Andi (2023), is showing a preference for hotels that demonstrate environmental responsibility. Sustainable practices in hotel operations, such as reducing plastic use, energy efficiency, and locally sourced foods, are increasingly influencing booking decisions, as noted in the 2021 Trends & Hospitality Report by Horwath HTL.

2.2.4 The strategies implemented by 5-star hotels to adapt to the post-COVID landscape and enhance their competitiveness

As per the findings of Milovanović, Paunović, and Avramovski (2021), the COVID-19 pandemic has necessitated significant strategic shifts within the 5-star hotel sector to navigate the challenges and changes brought about by the crisis. The complications included as well as developed by the pandemic is increasing such kind of strategic implementation in a more presentable manner. These adaptations are not only aimed at recovery in the short term but also at enhancing long-term competitiveness in a markedly changed hospitality landscape. Some of such strategies are described in the following part of this research work.

Emphasizing Health and Safety

Implementation of Advanced Health Protocols is very much necessary in order to represent a healthier manner. As per the identification of Wang *et al.* (2022), recognizing that guest reassurance is key to recovery, luxury hotels have implemented state-of-the-art health and safety protocols. This includes regular deep cleaning, air purification systems, contactless services, and health checks for both guests and staff. Thus, the maintenance of health management is also required in this kind of presentation process by the hygienic presentation process. Many have sought accreditation from health safety organizations to certify their efforts, thereby boosting consumer confidence.

Leveraging Technology

Digital Transformation is one of the significant strategies in order to minimize physical contact while maintaining a high level of service, 5-star hotels have accelerated the adoption of technology. In this kind of digitalization in different sectors, the hospitality industries also need to adopt different digital operating process in their overall presentation process. Mobile apps for check-in, as well as check-out, digital concierge services, and room control systems that manage everything from lighting to room temperature, are being implemented. This not only improves safety but also enhances operational efficiency. This kind of performance involvement is also necessary in order to manage a more presentation process as well.

Enhancing Flexibility

Flexible Booking Policies: To attract hesitant travellers, hotels have introduced more flexible booking policies. This includes free cancellations, no-fee rescheduling, and personalized booking conditions, which are now critical for securing reservations in an uncertain travel environment.

Revamping the Guest Experience

Personalization and Exclusive Experiences: In response to changing guest expectations, 5-star hotels are enhancing the personalization of services. This includes offering bespoke experiences, curated adventure tours, private dining options, and customized wellness programs. The goal is to create memorable, safe, and unique experiences that can justify premium pricing even in a competitive market.

Committing to Sustainability

Sustainability Initiatives: Sustainability has become a critical component of competitive strategy, with an increasing number of travellers prioritizing eco-friendly practices. Hotels are investing in sustainable technologies, reducing waste, and promoting local culture and products, which not only enhances brand reputation but also aligns with global environmental goals.

2.3 Theoretical framework

2.3.1 Resource-Based View (RBV)

Concept: The RBV of the firm suggests that organizations should capitalize on their internal resources and capabilities to develop competitive advantages (Roy *et al.* 2022).

Application: For 5-star hotels, this involves leveraging brand reputation, capital resources, skilled labour, and technological capabilities to innovate and adapt to new market conditions. Enhancing digital capabilities and unique service offerings can be seen as leveraging firm-specific resources to generate value (Usta, S. and Sengul, 2021).

2.3.2. Dynamic Capabilities Theory

Concept: This theory emphasizes an organization's ability to integrate, build, and reconfigure internal and external competencies to address rapidly changing environments (Maheshwari, and Kumar, 2023).

Application: In the context of COVID-19, 5-star hotels need to adapt their services and operations quickly and efficiently. This includes adopting new technologies for contactless service, revising safety protocols frequently as health guidelines evolve, and rethinking guest experiences to meet changing consumer preferences.

2.3.3. Stakeholder Theory

Concept: Stakeholder theory posits that the success of an organization depends on how well it manages its relationships with key stakeholders, including customers, employees, suppliers, communities, and regulators (Wang, 2021).

Application: For luxury hotels, it is crucial to balance the needs and expectations of guests with those of employees and other stakeholders. Implementing rigorous health protocols, for instance, addresses guest concerns about safety while also protecting staff and complying with governmental regulations.

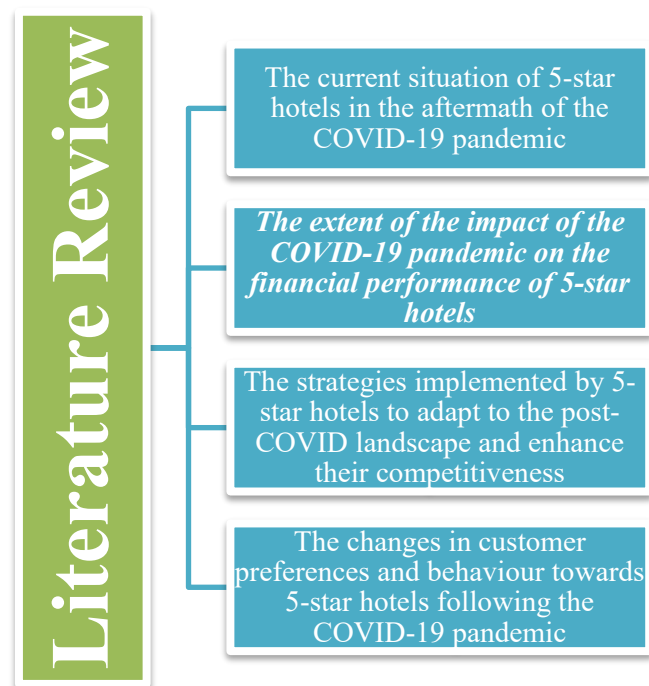
2.3.4. Service-Dominant Logic (SDL)

As explained by Robina-Ramírez *et al.* (2021), SDL focuses on the idea that the co-creation of value with customers is central to business strategy, emphasizing service over goods as the basis of economic exchange. In other words, in the luxury hotel sector, enhancing guest experience through personalized services and ensuring guest participation in creating these experiences, for example, customizable travel itineraries, and personalized wellness programs align with SDL principles.

2.3.5. Crisis Management Theory

As per the evaluation of Yoo *et al.* (2022), this theory deals with the process by which an organization deals with a disruptive and unexpected event that threatens to harm the organization or its stakeholders. In other words. Effective crisis management for 5-star hotels during the pandemic includes swift strategic responses to ensure financial stability, maintaining high standards of cleanliness and safety, and transparent communication with all stakeholders.

2.4 Conceptual framework



2.5 Literature Gap

The impact of the COVID-19 pandemic on the luxury hotel industry and the various strategies implemented by 5-star hotels to adapt to the changing landscape have been the subject of increasing scholarly attention. However, there remain notable gaps such as lack in time management, limited data related to the topic in the literature, particularly regarding the long-term effectiveness of these strategies and their integration with broader industry trends.

2.6 Summary

The existing literature on the adaptation strategies of 5-star hotels in the wake of the COVID-19 pandemic primarily focuses on immediate response measures such as the implementation of health and safety protocols, the adoption of digital technologies, and changes in service delivery to ensure guest safety and comfort.

Chapter 3: Research Methodology

3.1 Introduction to the chapter

Research methodology is the most specific factor of operating as well as operating all the aspects of a specific research work. On the other hand, the management process of the same has also been implemented as per the research methodology specified in this particular research. In this chapter, the methodology employed to investigate the situation of 5-star hotels in the aftermath of the COVID-19 pandemic is delineated. With the aim of comprehensively understanding the challenges and adaptations within this sector, a primary quantitative research approach utilizing surveys will be adopted. This chapter outlines the philosophical underpinnings, research approach, design, strategy, data collection, analysis methods, and ethical considerations inherent in this study.

3.2 Research Onion

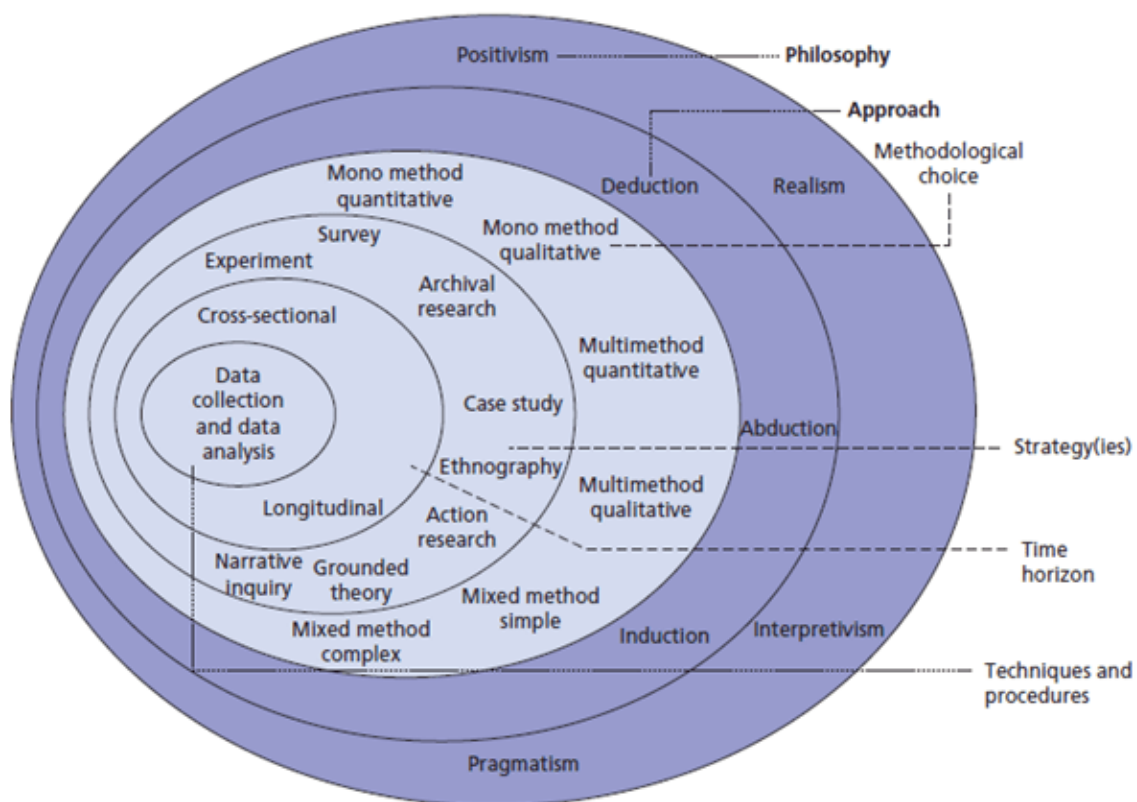


Figure 1: Research Onion

(Source: Saunders, 2012)

3.3 Research Philosophy

Research philosophy is the background thinking that can help the presentation process of all the aspects that will be involved in a particular research work. In this regard, there are several research philosophies such as *positivist research philosophy*, *interpretivist research philosophy*, *pragmatist research philosophy*, and *realistic research philosophy* that need to be used in a more reliable manner (Mohajan, 2020). In other words, the managerial development of the overall research can be presented as per the specified research philosophy for the same. As per the specification of Remtulla *et al*, (2021), positivism is rooted in the belief that knowledge is derived from empirical observation and measurable phenomena. On the other hand, positivist researchers aim in order to uncover objective truths as well as establish causal relationships through systematic observation and experimentation (Remler, and Van 2021). Besides the specifications of operating the primary research data can also be specified in this kind of research philosophy. As per the opinion of Skinner (2020), the research philosophy guiding this study is primarily pragmatic, acknowledging the importance of practical implications and actionable insights. It recognizes the need to understand the current situation of 5-star hotels post-COVID from both theoretical and practical perspectives. Thus, the specification of the quantitative research data can also be initiated in terms of managing the research process by using a pragmatic research philosophy is also beneficial as the same emphasizes the quantitative data as well. Moreover, pragmatism allows for flexibility in research methods and approaches, enabling researchers to adapt to the dynamic and complex nature of the hospitality industry. In the aftermath of a global crisis like COVID-19, where circumstances and challenges are rapidly evolving, this flexibility is invaluable for conducting timely and relevant research. In other words, the managerial presentation of observing the operational aspects of the quantitative research work needs to follow this specific research philosophy.

3.4 Research Approach

As per the specification of Dolnicar (2020), the research approach refers to the overarching strategy or plan that guides the researcher in conducting the study. There are primarily two main approaches such as deductive and inductive, with variations such as abductive and reproductive approaches. On the other hand, the specification of the implementation prices of the effective research presentation also needs to be managed in the form of implementing all the effective operational practices as a whole. Thus, the choice of a specific research approach is also necessary in terms of managing the operational presentation of a specified research work. The choice of research approach depends on several factors, including the nature of the research question, the availability of existing theory or prior knowledge, the type of data being collected, and the researcher's epistemological and ontological stance (Takahashi, and Araujo, 2020).

In the case of studying the situation of 5-star hotels post-COVID, the deductive approach is chosen because it allows researchers to start with hypotheses derived from existing literature or theories about the impact of the pandemic on the hospitality industry. By testing these hypotheses through empirical data collection and analysis, researchers can confirm or refute existing theories and contribute to the body of knowledge in this field. Additionally, the deductive approach aligns well with the quantitative research method or survey that has been chosen for this study, as it enables the testing of specific hypotheses using statistical analysis. Thus, the choice of a specific research approach has also been specified in terms of managing as well as representing the implementation of the research process in a more reliable manner. In other words, the specialization of the research approach also represents the actual involvement of the quantitative presentation of all the factors in this specific process.

3.5 Research Design

As per the views of Korstjens, and Moser (2022), research design refers to the overall plan or structure of a research study that outlines how data will be collected and analysed to address the research questions or objectives. In other words, the managerial aspects of managing as well as representing the effective development of the managerial presentation of the research process are also involved in a more structural manner by developing a structured research design. In other words, there are various types of research designs, each suited to different research questions and methodologies. In this specific research work, the cross-sectional research design is chosen in order to study the situation of 5-star hotels post-COVID because it allows researchers to collect data from a sample of hotels at a single point in time. On the other hand, this specific research design is also easier in order to get the actual data for the analysis process.

Besides, providing a snapshot of the current landscape in the survey question, detailed data can also be collected for the interpretation of the research operation in a more specified manner. This design is well-suited in order to describe the characteristics of the population, assess prevalence rates, and examine associations between variables, making it an appropriate choice for investigating the impact of the pandemic on the hospitality industry. Thus, all the factors associated with a quantitative research design will also be analysed from this kind of operational perspective. Additionally, the cross-sectional design offers practical advantages in terms of efficiency and resource requirements compared to longitudinal or experimental designs. Thus, the factors that are involved as well as linked with this specific research work in terms of identifying the impacts of the pandemic in different hospitality industries will also be managed.

3.6 Research Strategy

3.6.1 Sample

As per the specification of Budianto (2020), this kind of quantitative research work needs a significant sampling process in terms of collecting different quantitative data. In addition, the sample for this study will consist of a diverse range of 5-star hotels located in various regions or cities. This, the managers of different 5-star hotels will be the specific samples for this particular study. In other words, the selection criteria for inclusion in the sample may include factors such as size, for example, the number of rooms, and amenities of the hotels. On the other hand, the location of the hotels is also involved in a more specific manner of operation, for example, urban vs. rural, tourist destination vs. business hub. Besides, the ownership of the hotels also needs to be identified in this particular presentation process, for example, chain vs. independent, and the reputation of that particular organization as well. The aim is to ensure that the sample represents a broad cross-section of 5-star hotels to capture the diversity of experiences and adaptations in the post-pandemic landscape.

3.6.2 Sampling techniques

Sampling technique in order to manage the effective operational process of the overall operational process can be specified as either probability sampling or the non-probability sampling. In addition, sampling technique for this study will involve a combination of probability sampling as well as non-probability sampling techniques. Thus, the independent function of the random variable can also be employed in this type of operational activity as well. In other words, probability sampling methods, such as stratified sampling or cluster sampling, will be used to ensure that the sample is representative of the population of 5-star hotels. Stratified sampling involves dividing the population into homogeneous groups or strata based on relevant characteristics for example location, and size, and then randomly selecting hotels from each stratum. On the other hand, different cluster sampling involves randomly selecting clusters of hotels, for example, geographical regions, and then sampling hotels within each cluster. Besides, the initiation of the overall operational process can also be initiated in terms of the managerial practices of the firm in a more effective manner.

3.6.3 Sample size

A total of 100 managers who are currently working with different 5-star hotels will be included in this specific operational process as well.

3.7 Data Collection and Analysis

3.7.1 Data Collection

The process of data collection for this specific process will be conducted using a structured survey questionnaire designed in order to capture relevant information about the current situation, challenges, and adaptations of 5-star hotels in the aftermath of the COVID-19 pandemic. In other words, this kind of data collection process can be made within a limited period of time and seems easy to use in this particular process of operation. Thus, the specialization of the effective implementation of the research operations will also be involved in a specified manner of operation. In addition, the survey questionnaire will include both closed-ended and Likert-scale questions in order to gather quantitative data on key variables such as occupancy rates, revenue figures, staffing levels, operational challenges, safety protocols, and customer preferences. Thus, the in-depth collection of data can also be specified in this kind of operational initiative involved in this data collection process.

3.7.2 Data Analysis:

As per the overviews of Moser, and Korstjens (2023), data analysis is the main part of an overall research process that can draw a result after the analysis process. On the other hand, the managerial development of the effective implementation can also be specified in terms of managing as well as representing the effective operational initiation of the firm in this time. Will involve quantitative techniques to analyse the survey responses and derive meaningful insights from the collected data. Descriptive statistics, such as means, frequencies, and percentages, will be used to summarize the characteristics of the sample and the responses to individual survey questions. These descriptive statistics will provide an overview of the current situation and trends within the 5-star hotel industry post-COVID.

3.8 Ethical Considerations

Ethics is the most specific factor of specifying the integrity of the data collection and analysis process. Moreover, the study ensured ethical considerations by obtaining informed consent from the managers involved. This involved informing them about the aims of the study and benefits before their voluntary participation. They were assured anonymity, identified only by interviewee numbers. Permission to conduct the study was sought, and participants had the freedom to withdraw at any point.

3.9 Timeline

Activities	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7
Successful submission of research proposal							
Formulation of research aim and objectives							
Carrying out review of literature							
Deciding on the methodology of the research							
Carrying out Primary Quantitative data collection and analysis							
Framing the discussion and conclusion of the project							
Preparing the rough draft							
Preparing the final draft for submission							

Table 2: Research Timeline

(Source: Created by the Author of this Research)

3.10 Summary of the chapter

In this specific chapter, the overall identification as well as discussion about the development of the overall methods that are selected for this specific research work has been discussed. On the other hand, the managerial implementation of representing the effective operational initiatives will also be involved in this particular part as well. The specification about the philosophical aspects, the designs representing this research as well as the managerial implementation of the data collection and planning for the analysis has also been specified. Thus, this part of this research has represented a significant operational initiative in this specific factor of the research process.

Chapter 4: Data Analysis and Findings

4.1 Introduction

In this particular chapter of the research, the analysis of the collected data from primary quantitative sources will be analysed in order to make a significant result from the analysis. Moreover, the representation of the Statistical analysis using Excel will also be analysed in this presentation process as well. On the contrary, the engagement of this data analysis can be specified as involving in a more informed factor of representing all the aspects of the chosen research topic. Besides, the findings from the literature review chapter of this research will be included in this research as a significant part of the further development of the research. On the contrary, the qualitative research data presented in this specific segment can analyse all the factors of the research with a convenient manner of research development.

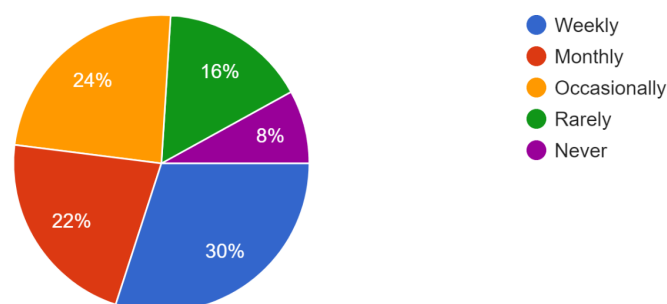
4.2 Primary Quantitative Data Analysis-Survey

All the quantitative research data will be described in the following insights of the research work in order to explain the in-depth analysis of all the specific factors of the selected research topic.

4.2.1 Frequency of visiting 5-star hotels before the COVID-19 pandemic

How frequently did you visit 5-star hotels before the COVID-19 pandemic?

100 responses

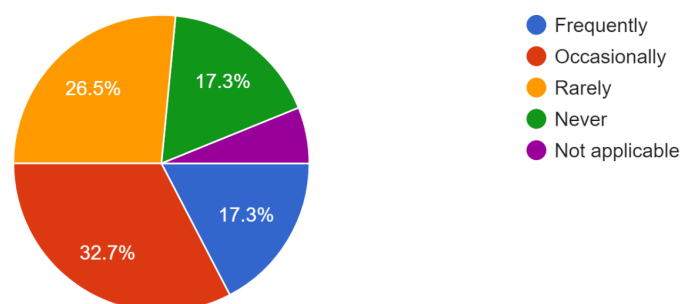


The mentioned graph is represented the value of measuring the answers given by the targeted populations in order to identify the perception of them. This pie chart shows how frequently respondents visited 5-star hotels before the COVID-19 pandemic, with a total of 100 responses distributed across five categories. Moreover, the Blue part of the pie is 30% of the participants visited 5-star hotels on a *Weekly* basis. In other words, this is the largest category, representing the portion of respondents who frequently visited 5-star hotels on a weekly basis. The red part of the same is equal to the 220% of the total population voted as they visited the 5-star holes on a Monthly basis. On the other hand, it can slow be said that the second-largest group visited 5-star hotels on a monthly basis. The orange phase of the chart that is denoted the Occasional visitors represented 24% of the total population in terms of the overall participants. This group visited 5-star hotels occasionally, less frequently than once a month but more than rarely thus, the specification of this group in the 5-star hotel industry contributed moderately. Nearly about 16% of the participants in the green part visited the hotels in a rare manner and contributed a very small contribution as well. A smaller portion rarely visited 5-star hotels before the pandemic. 8 % of the involved participants never visited any kind of 5-star hotels and this is the smallest group that represents those who had never visited 5-star hotels. Overall, the chart indicates a varied pattern of 5-star hotel visitation habits before the pandemic, with most respondents falling into the categories of weekly, monthly, or occasional visitors. Only a minority rarely or never stayed in 5-star hotels. These findings could help hotels segment their target market based on past visitation patterns.

4.2.2 at the onset of the COVID-19 pandemic, the frequency of visiting 5-star hotel

Since the onset of the COVID-19 pandemic, how often have you visited 5-star hotels?

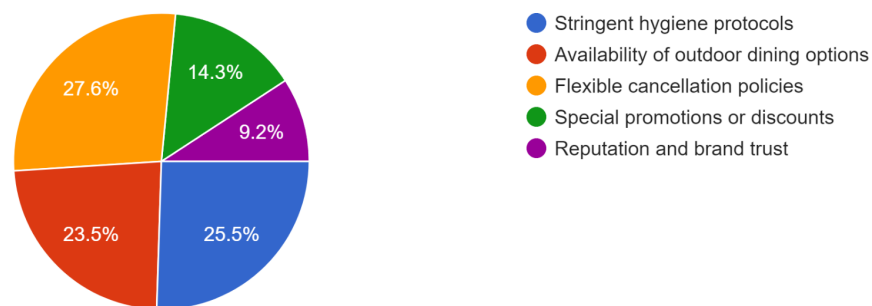
98 responses



4.2.3 Factors influencing the decision to visit a 5-star hotel during the COVID-19 pandemic

What factors influence your decision to visit a 5-star hotel during the COVID-19 pandemic?

98 responses

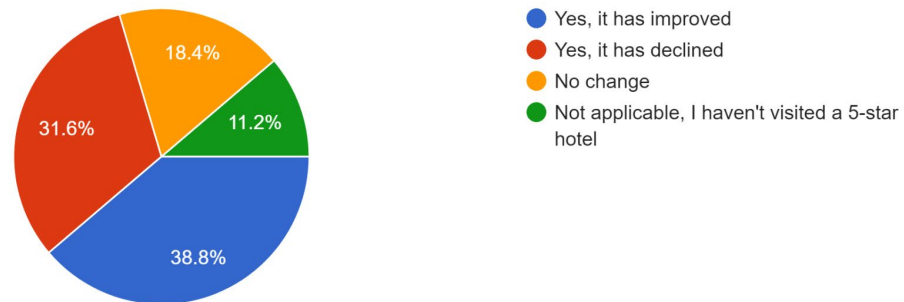


The pie chart displays the factors that influence the decisions of people in order to visit a 5-star hotel during the COVID-19 pandemic. Besides, the amenities that the customers like the most is the hospitality presentations is another factor of delivering the management possess. The leading consideration is stringent hygiene protocols (25.5%), underscoring travellers' priority for health and safety measures. Flexible cancellation policies follow closely at 27.6%, reflecting the need for adaptability in uncertain times. The availability of outdoor dining options that is 23.5% as well as special promotions or discounts for the 14.3% of the individuals also play notable roles. Thus, the specifications of the working com [portability ca also be maintained in this kind of operating the managerial dealings of the pandemic period. Lastly, reputation and brand trust influence 9.2% of respondents, demonstrating the impact of customer loyalty and perceived reliability. These results emphasize a multifaceted decision-making process focused on safety, flexibility, and value. The hygienic protocols will be the most specific factor of managing the amenities of the hospitality management in a more specified manner.

4.2.4 Any changes observed in the service quality of 5-star hotels since the COVID-19 pandemic

Have you observed any changes in the service quality of 5-star hotels since the COVID-19 pandemic?

98 responses

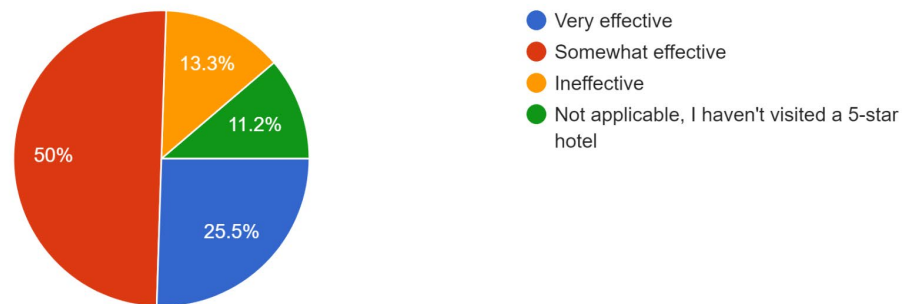


The changes of managing the development of the managerial presentations is also developed on the basis of the safety measures managed by the firm in a more reliable manner. The pie chart reveals varied perspectives on how the COVID-19 pandemic has affected the service quality of 5-star hotels. A significant 38.8% of respondents believe that service quality has improved, highlighting a positive shift possibly due to enhanced safety measures and a renewed focus on guest satisfaction. Thus, the most of the visitors this identified a significant change in all of the services after the pandemic planning. In contrast, 31.6% feel that service quality has declined, indicating potential challenges or reduced services during the pandemic. This, in this regards, a mix feeling of the guests has been identified in both positive as well as negative manner. Meanwhile, 18.4% noted no change in service quality, and 11.2% found the question not applicable because they have not visited a 5-star hotel recently. Despite differing opinions, these results emphasize the range of experiences travellers have had with 5-star accommodations during this time. In other words, a more amenities development in the hospitality industry can also be managed in am lore reliable manner of operating the safety protocols for a better hygiene proactive iOS needed.

4.2.5 Presence of the safety measures implemented by 5-star hotels to prevent the spread of COVID-19

How do you perceive the safety measures implemented by 5-star hotels to prevent the spread of COVID-19?

98 responses

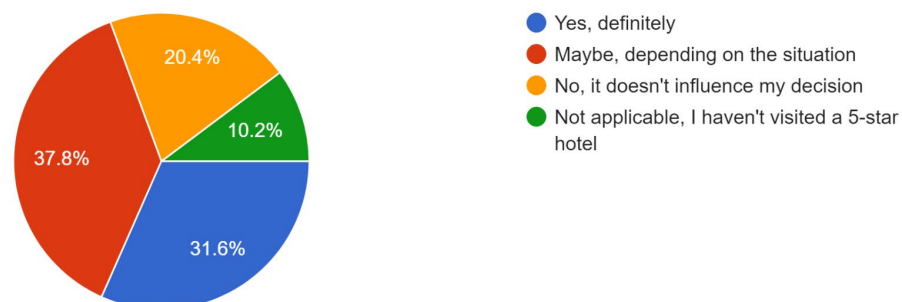


The process of effective safety measures of managing the hygienic presentation is also another factor of operating the development process in terms of main training the operational effectiveness of the hospitality industry. Thus this pie chart depicts perceptions of the safety measures implemented by 5-star hotels to prevent the spread of COVID-19. Half of the respondents (50%) consider the measures "somewhat effective," while 25.5% find them "very effective," showing a generally positive view of the protocols in place. However, 13.3% believe the measures to be "ineffective," indicating some dissatisfaction or mistrust. Moreover, it can be commented that the representation of effective health presentations needs to be developed as a whole ion this particular time period. Additionally, 11.2% of respondents find the question not applicable since they have not visited a 5-star hotel. Overall, most travellers perceive these safety measures positively, though opinions vary in their level of confidence. On the other hand, the presentation of such kind of hygienic management can attract a lot of customers.

4.2.6 Willingness to choose 5-star hotels that offer contactless services

Are you more inclined to choose 5-star hotels that offer contactless services (e.g., check-in/check-out, dining)?

98 responses

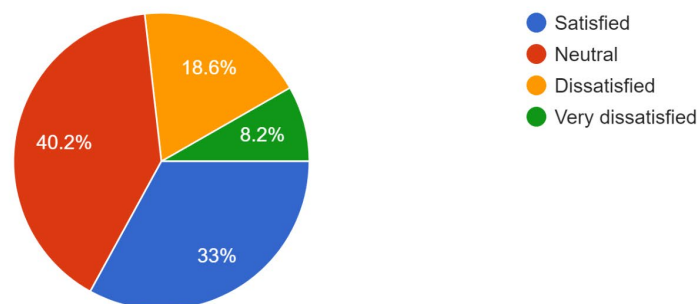


The pie chart displays the willingness of the respondents in order to pay a premium for enhanced safety and hygiene measures in 5-star hotels. The largest group, 41.8%, indicated "maybe," depending on the extent of the measures, suggesting conditional willingness based on perceived value. Meanwhile, 31.6% affirmed they prioritize safety and hygiene and are willing to pay extra. However, 15.3% believe it's not worth the additional cost, and 11.2% found the question not applicable as they have not visited any 5-star hotel. This distribution highlights varying attitudes, with most respondents considering additional spending if it ensures high safety standards. That clearly denotes the willingness of the individuals to be present but the awareness among the same is not presented in this kind of presentation process in order to manage the effective operational presentation. Thus, different campaigns from the individuals need to be managed in this particular times by communicating the necessity as well as the cost factors of such implications.

4.2.7 Satisfaction with the cleanliness and sanitation standards observed in 5-star hotels during the COVID-19 pandemic

How satisfied are you with the cleanliness and sanitation standards observed in 5-star hotels during the COVID-19 pandemic?

97 responses

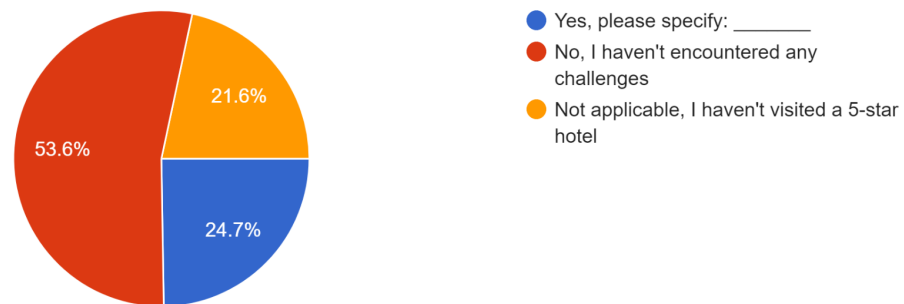


This pie chart displays levels of satisfaction regarding the cleanliness and sanitation standards observed in 5-star hotels during the COVID-19 pandemic. A majority, at 40.2%, chose a neutral stance, while 33% expressed satisfaction with the measures taken. However, 18.6% felt dissatisfied, and 8.2% were very dissatisfied with the standards. These results highlight varied opinions among travellers, with a large proportion remaining neutral while others are either content or dissatisfied with the efforts made by 5-star hotels.

4.2.8 Challenges or concerns while visiting 5-star hotels during the COVID-19 pandemic

Have you encountered any challenges or concerns while visiting 5-star hotels during the COVID-19 pandemic?

97 responses

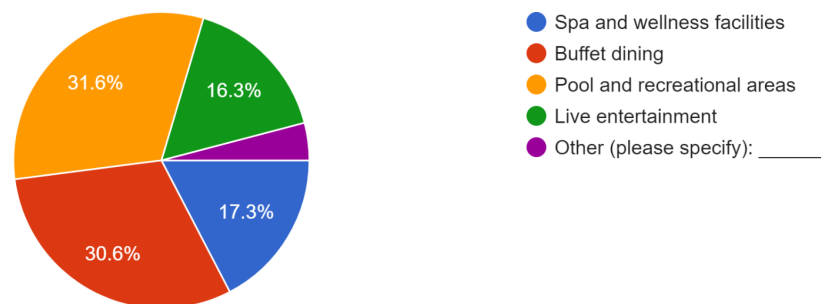


This pie chart presents responses to whether travellers have encountered challenges or concerns while visiting 5-star hotels during the COVID-19 pandemic. The majority, 53.6%, stated they hadn't faced any issues, while 24.7% reported experiencing challenges. Meanwhile, 21.6% found the question not applicable because they hadn't visited a 5-star hotel. These results suggest that most visitors to 5-star hotels during the pandemic had positive or neutral experiences, although a notable minority still reported encountering difficulties or concerns.

4.2.9 Amenities or services missed the most in 5-star hotels during the COVID-19 pandemic

Which amenities or services do you miss the most in 5-star hotels during the COVID-19 pandemic?

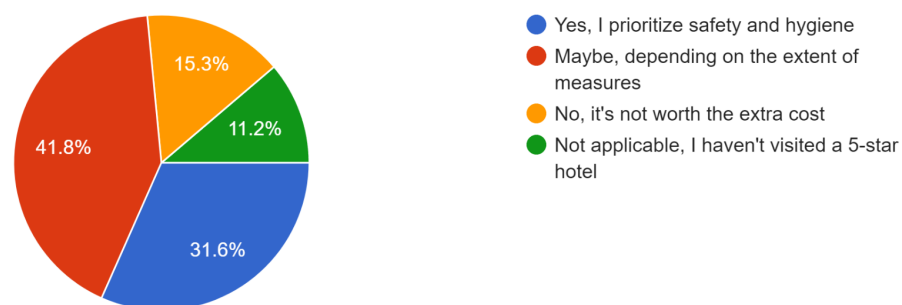
98 responses



The pie chart displays the amenities or services that travellers miss most in 5-star hotels during the COVID-19 pandemic. Pool and recreational areas, at 31.6%, top the list, indicating their significant popularity among guests. Buffet dining follows at 30.6%, showing that many guests miss the variety and convenience it offers. Spa and wellness facilities are next, at 17.3%, while live entertainment is missed by 16.3% of respondents. A smaller portion, categorized as "Other," accounts for 4.1%, representing other services not specifically listed. These preferences underscore the diverse amenities that guests value during their stay, revealing the impact of pandemic restrictions on the full 5-star experience.

4.2.10 Willingness to pay a premium for enhanced safety and hygiene measures in 5-star hotels

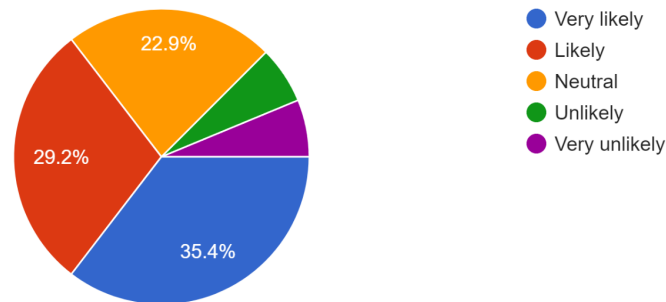
Are you willing to pay a premium for enhanced safety and hygiene measures in 5-star hotels?
98 responses



The pie chart illustrates travellers' willingness to pay a premium for enhanced safety and hygiene measures in 5-star hotels. The largest segment, at 41.8%, responded "maybe," indicating that their decision depends on the extent of the safety measures. Meanwhile, 31.6% prioritize safety and hygiene and are willing to pay extra. However, 15.3% consider it not worth the additional cost, and 11.2% found the question not applicable since they haven't stayed in a 5-star hotel. These findings highlight that while many travellers recognize the importance of enhanced safety protocols, their willingness to pay varies depending on the perceived value and necessity of such measures.

4.2.11 Recommendation of 5-star hotels to friends or family during the COVID-19 pandemic

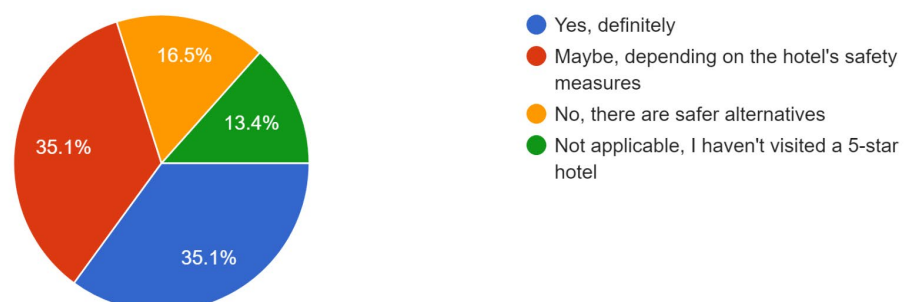
How likely are you to recommend 5-star hotels to friends or family during the COVID-19 pandemic?
96 responses



The pie chart provides insight into how likely people are to recommend 5-star hotels to friends or family during the COVID-19 pandemic. The responses indicate that a majority of respondents lean towards a positive recommendation, with 35.4% saying they are "very likely" to recommend such hotels, and another 29.2% indicating that they are "likely" to do so. This combined total of 64.6% suggests a strong inclination towards endorsing 5-star accommodations, possibly reflecting high levels of confidence in their safety measures and overall experience. However, 22.9% of respondents chose a "neutral" stance, indicating ambivalence or uncertainty, which may be influenced by fluctuating pandemic conditions or individual risk perceptions. Additionally, a smaller proportion expressed a lack of recommendation: 6.3% are "unlikely" to suggest 5-star hotels and 5.2% are "very unlikely." These groups might have personal safety concerns or prefer alternative lodging arrangements.

4.2.12 Opinion about 5-star hotels as safer accommodation options compared to other lodging alternatives during the COVID-19 pandemic

Do you perceive 5-star hotels as safer accommodation options compared to other lodging alternatives during the COVID-19 pandemic?
97 responses



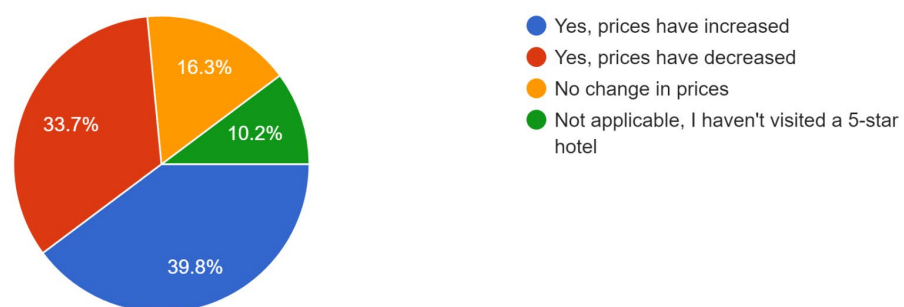
The pie chart illustrates responses to the question, "Do you perceive 5-star hotels as safer accommodation options compared to other lodging alternatives during the COVID-19 pandemic?" The results reveal a nearly even split between two main groups: those who firmly believe 5-star hotels are safer, at 35.1%, and those who view safety as conditional on the specific measures implemented by the hotel, also at 35.1%. This indicates that while many respondents express confidence in the safety of 5-star hotels, a significant portion remains cautious, emphasizing the importance of robust health and safety protocols.

Meanwhile, a smaller group of respondents, comprising 16.5%, believe there are safer alternatives to 5-star hotels, suggesting they are not convinced that such accommodations provide the highest level of safety. Additionally, 13.4% of respondents indicated that their opinion is not applicable, as they have not stayed in a 5-star hotel. Overall, the survey responses highlight a diversity of opinions regarding the perceived safety of 5-star hotels, underscoring the importance of clear communication and stringent safety practices to build traveller confidence during the COVID-19 pandemic.

4.2.13 any changes in the pricing of services or accommodations at 5-star hotels during the COVID-19 pandemic

Have you noticed any changes in the pricing of services or accommodations at 5-star hotels during the COVID-19 pandemic?

98 responses

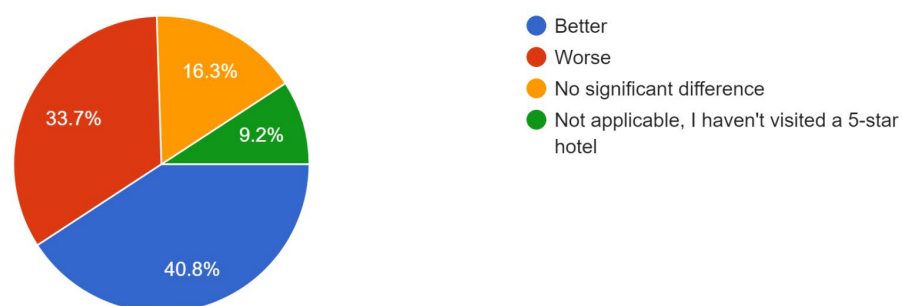


This presented pie chart shows responses to the question: "Have you noticed any changes in the pricing of services or accommodations at 5-star hotels during the COVID-19 pandemic?" There are 98 responses divided into four categories that can be widely distributed as well as represent the overall identification process. Nearly 39.8% of the involved population on the Blue part specified that "Yes, prices have increased". Moreover, this is the largest segment, with the majority of respondents perceiving an increase in prices. Thus, it can also be specified that the prices of the commodity after the pandemic period have increased as a whole. On the contrary, approximately 33.7% of the population in the Red part specified "Yes, prices have decreased" and this is the second-largest segment that reports a decrease in prices. That means there are some commodities in different regions that seems less costly than the previous timings. "No change in prices" has also been stated by 16.3% of people in denoted the Orange part and a smaller portion of respondents noticed no significant change in pricing. "Not applicable, I haven't visited a 5-star hotel" has been responded to by nearly 10.2% of the population and lying on the Green part. The smallest segment represents those who haven't stayed in a 5-star hotel during the pandemic. Thus, the majority of the people is not willing to consider that the process level has increased for the communities in the hospitality industry.

4.2.14 the overall experience of staying at a 5-star hotel during the COVID-19 pandemic compared to before

How do you perceive the overall experience of staying at a 5-star hotel during the COVID-19 pandemic compared to before?

98 responses



The pie chart presents responses to the question: "How do you perceive the overall experience of staying at a 5-star hotel during the COVID-19 pandemic compared to before?" There are 98 responses divided into four categories that can be analysed in order to answer the specified question. Despite the disruptions of the COVID-19 pandemic, the majority of the participants which is nearly 40.8% had a better experience or found no significant difference in their 5-star hotel stay. However, a notable portion (33.7%) felt that their experience was worse. Moreover, nearly 16.3 % people does not consider any kind of changes made in the overall amenities provided by the hospitality industry irrespective of time. This suggests a varying impact on customer perception, potentially influenced by the specific health and safety measures implemented by different hotels during the pandemic. On the contrary, nearly 9% of the selected population have indications about the same as they have no past records of visiting any of the 5-star hotels.

4.3 Statistical analysis

Factor	Questio 1	Questio 2	Questio 3	Questio 4	Questio 5	Questio 6	Questio 7	Questio 8	Questio 9	Questio 10	Questio 11	Questio 12	Questio 13	Questio 14
Mean	3.17	8.86	13.31	2.76	2.89	2.24	2.19	2.17	2.81	2.23	2.39	2.38	2.87	2.36
Standard Error	0.16	0.24	0.32	0.12	0.13	0.13	0.10	0.14	0.16	0.14	0.14	0.14	0.12	0.14
Median	3.00	10.00	13.00	3.00	3.00	2.00	2.00	2.00	3.00	2.00	2.00	2.00	3.00	2.00
Mode	5.00	10.00	13.00	4.00	3.00	1.00	2.00	1.00	4.00	1.00	4.00	4.00	4.00	1.00
Standard Deviation	1.57	2.41	3.15	1.24	1.31	1.33	0.99	1.35	1.63	1.37	1.41	1.37	1.22	1.33
Sample Variance	2.45	5.79	9.91	1.53	1.71	1.77	0.98	1.81	2.65	1.87	1.99	1.89	1.48	1.76
Kurtosis	-1.24	5.31	11.08	-0.80	-0.24	-1.47	-0.28	-1.54	-1.53	-1.57	-1.50	-1.54	-0.47	-1.67
Skewness	-0.29	-2.07	-3.02	-0.66	-0.18	0.21	-0.21	0.17	-0.07	0.20	-0.05	-0.03	-0.83	0.17
Range	5.00	11.00	16.00	4.00	5.00	4.00	4.00	4.00	5.00	4.00	4.00	4.00	4.00	4.00
Minimum	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Maximum	5.00	11.00	16.00	4.00	5.00	4.00	4.00	4.00	5.00	4.00	4.00	4.00	4.00	4.00
Sum	311.00	868.00	1304.00	270.00	283.00	220.00	215.00	213.00	275.00	219.00	234.00	233.00	281.00	224.00
Count	98.00	98.00	98.00	98.00	98.00	98.00	98.00	98.00	98.00	98.00	98.00	98.00	98.00	95.00
Largest(1)	5.00	11.00	16.00	4.00	5.00	4.00	4.00	4.00	5.00	4.00	4.00	4.00	4.00	4.00
Smallest(1)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Confidence Level(95.0%)	0.31	0.48	0.63	0.25	0.26	0.27	0.20	0.27	0.33	0.27	0.28	0.28	0.24	0.27

Table 1: Descriptive analysis

(Source: Created by the learner)

The means (average responses) range from about 2.17 to 13.31, suggesting varying levels of response across different questions. Most questions have relatively low standard deviations, indicating a consistent pattern in responses (with a few questions like Question 3 showing higher variation). Kurtosis values are mostly negative, meaning most responses do not contain many extreme values or outliers, except for Question 2 and Question 3, which have high positive kurtosis, indicating a concentration of responses around a particular value with a few extreme outliers. Skewness shows mixed results, with some questions being slightly negatively skewed (e.g., Question 1) and others positively skewed (e.g., Question 6). These variations indicate different response tendencies, either toward the lower or higher end of the scale. The range (difference between maximum and minimum) varies, showing how spread out responses are for each question. Question 3 has the largest range of 16, meaning it captures a wider variety of responses. Each question has nearly 98 responses, providing a robust sample size for analysis.

	Question 1	Question 2	Question 3	Question 4	Question 5	Question 6	Question 7	Question 8	Question 9	Question 10	Question 11	Question 12	Question 13	Question 14
Question 1	1.00													
Question 2	0.09	1.00												
Question 3	0.29	0.58	1.00											
Question 4	0.09	0.26	0.44	1.00										
Question 5	0.19	0.29	0.47	0.60	1.00									
Question 6	-0.03	0.07	0.33	0.34	0.36	1.00								
Question 7	0.07	0.28	0.50	0.32	0.35	0.23	1.00							
Question 8	0.27	0.20	0.33	0.05	0.13	0.15	0.20	1.00						
Question 9	-0.15	0.36	0.26	0.14	0.18	0.17	0.13	0.14	1.00					
Question 10	0.08	0.14	0.36	0.12	0.10	0.35	0.26	0.36	0.34	1.00				
Question 11	0.11	0.12	0.35	0.07	0.24	0.35	0.23	0.20	0.05	0.28	1.00			
Question 12	0.26	0.26	0.36	0.02	0.02	0.15	0.13	0.24	0.11	0.43	0.24	1.00		
Question 13	0.30	0.36	0.42	0.35	0.39	0.22	0.14	0.07	0.23	0.17	0.23	0.31	1.00	
Question 14	0.18	0.08	0.02	-0.05	-0.12	-0.10	-0.11	0.26	-0.08	-0.12	-0.19	0.08	-0.12	1

Table 2: Correlation

(Source: Created by the learner)

This table shows the correlation matrix between the different survey questions, labelled as "Question 1" through "Question 14." The correlation coefficient values range from -1 to 1, representing the direction and strength of the relationship between two variables. Diagonal Values (1.00), these values represent the correlation of each question with itself, so they are all 1.00. Positive Values: Indicate a positive relationship between two questions, meaning that as the response to one question increases, the response to the other tends to increase too. For instance, "Question 3" has a positive correlation with "Question 2" (0.58), indicating that respondents who gave higher scores to "Question 2" tended to give higher scores to "Question 3." Suggest an inverse relationship between two questions. When the response to one question increases, the response to the other decreases. For example, "Question 9" is negatively correlated with "Question 1" (-0.15), suggesting that respondents who rated "Question 1" higher tended to rate "Question 9" lower. Questions that have high positive correlations may measure related constructs or ideas. For instance, "Question 5" and "Question 4" have a strong positive correlation (0.60). Low or Negative Correlations: Questions with low or negative correlations might not be directly related or could measure contrasting attributes. There are clusters of questions with higher correlations, such as "Question 3" with "Question 2" (0.58) and "Question 3" with "Question 7" (0.50), which may suggest a thematic similarity between those survey questions. Some questions are relatively independent of others, indicated by lower or near-zero correlations.

ANOVA						
<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Between Groups	13855.39	13	1065.799	401.1588	0	1.727158
Within Groups	3711.551	1397	2.656801			
Total	17566.94	1410				

ANOVA						
<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Between Groups	13855.39	13	1065.799	401.1588	0	1.727158
Within Groups	3711.551	1397	2.656801			
Total	17566.94	1410				

Table 3: Anova: Single Factor

(Source: Created by the learner)

The main part of the analysis, showing the calculations and results of the ANOVA test.

Source of Variation:

Between Groups: Refers to the variance due to differences between the various groups.

Within Groups: Represents the variance due to differences within the individual groups.

SS (Sum of Squares):

Between Groups: 13,855.39 indicates the sum of squared deviations between each group's mean and the overall mean.

Within Groups: 3,711.55 shows the sum of squared deviations within each group.

df (Degrees of Freedom):

Between Groups: 13 degrees of freedom (14 groups - 1).

Within Groups: 1,397 degrees of freedom (total samples minus the number of groups).

MS (Mean Squares):

Between Groups: 1,065.80 (SS divided by its degrees of freedom).

Within Groups: 2.66 (SS divided by its degrees of freedom).

F (F-statistic): 401.16 is the ratio of the mean square between groups to the mean square within groups. It compares the variance between groups to the variance within groups.

P-value: The probability that the observed F-statistic occurs if all group means are equal. Here, the value is effectively zero, indicating a significant difference between at least two group means.

F crit: The critical value of the F-statistic at a chosen significance level (alpha). The observed F-statistic (401.16) is far greater than the critical value (1.73), leading to rejection of the null hypothesis.

Regression Statistics					
Multiple R	0.925854342				
R Square	0.857206262				
Adjusted R Square	0.828642583				
Standard Error	1.42674597				
Observations	102				
ANOVA					
	df	SS	MS	F	Significance F
Regression	12	1099.80	91.65	45.02	1.5115E-32
Residual	90	183.20	2.04		
Total	102	1283			

Table 4: Regression Statistics

(Source: Created by the learner)

Multiple R-value also identified as 0.9259 and this also measures the correlation between the observed and predicted values, indicating a strong positive relationship. R Square value has also been analysed as 0.8572 which represents the proportion of the variance in the target variable explained by the model which has been calculated as 85.72% in this case. Adjusted R Square has been identified as nearly 0.8286 that also means that adjusts the R Square to account for the number of predictors and the sample size, providing a more accurate measure of model fit. Standard Error of the input values has analysed as 1.4267 which represented the standard deviation of the residuals (errors), indicating the average distance between the observed and predicted values.

Observations (102): The total number of data points used in the analysis.

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	0.000	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A
Question 1	-0.050	0.073	-0.687	0.494	-0.194	0.094	-0.194	0.094
Question 2	0.196	0.068	2.878	0.005	0.061	0.332	0.061	0.332
Question 3	-0.073	0.156	-0.466	0.642	-0.382	0.237	-0.382	0.237
Question 4	0.185	0.150	1.229	0.222	-0.114	0.483	-0.114	0.483
Question 5	-0.192	0.127	-1.508	0.135	-0.445	0.061	-0.445	0.061
Question 6	-0.095	0.172	-0.554	0.581	-0.436	0.246	-0.436	0.246
Question 7	0.289	0.120	2.406	0.018	0.050	0.527	0.050	0.527
Question 8	-0.230	0.101	-2.278	0.025	-0.431	-0.029	-0.431	-0.029
Question 9	-0.023	0.138	-0.169	0.866	-0.297	0.250	-0.297	0.250
Question 10	-0.043	0.117	-0.373	0.710	-0.275	0.188	-0.275	0.188
Question 11	0.160	0.126	1.263	0.210	-0.091	0.411	-0.091	0.411
Question 12	0.364	0.144	2.531	0.013	0.078	0.651	0.078	0.651

Table 5: Coefficients

(Source: Created by the learner)

This table shows the effect of each predictor (question) on the target variable. Thus the explanation of the presented table is presented in the following part:

The expected value of the target variable when all predictors are zero. The expected change in the target variable for a one-unit change in each predictor, holding other variables constant. For instance, "Question 2" (0.196) indicates a positive relationship with the target variable. "Question 8" (-0.230) has a negative relationship with the target. The standard deviation of the estimated coefficients, indicating their precision. The t-statistic and corresponding p-value assess the statistical significance of each predictor. Lower p-values indicate stronger evidence that the predictor is significant. "Question 2," "Question 7," and "Question 12" have p-values below 0.05, indicating that their coefficients are significant. The lower and upper bounds represent the range in which the true coefficient is expected to fall, with 95% confidence.

4.4 Findings

After analysing all the collected data it can be stated that the hospitality industry is involved in a more complex manner of operating hype business dealing in this p[eriod after the pandemic periods. On the other hand, the safety as well as healthy management of the business operations is hype authored factor that the overall industry is also needs to be operated in this presentation process in its current times. On the other hand, the managerial representation of the managerial implications of the firms in this kind of managerial trimmers, the hospitality industry needs to analyse a lot of effective factor for the operational development of hype form in terms of managing the safety protocols as well. On the other hand, the growth in the industries is also increased in a more reliable manner of operating in the business perception of the form.

4.5 Summary

The data analysed in this particular chapter has represented the overall specification of the hospitality industry has been analysed in a more reliable manner. On the contrary, the collection as well as representation of all the quantitative data from the primary data sources will also be managed in a more effective prese4n station process in this particular research work. Thus, in this research, the actual data about the selected topic of the research presentations will also be explained in a more presentable manner of operation.

5. Chapter 5: Discussion

5.1 Introduction

This section introduces the themes and provides an overview of the critical discussions that will follow. It sets the stage for analysing how 5-star hotels have been impacted by the pandemic. This chapter represented the discussion of the findings related to the impact of the COVID-19 pandemic on 5-star hotels. This chapter provides a comprehensive understanding of how the pandemic affected various aspects of the hospitality industry, especially luxury hotels.

5.2 The current situation of 5-star hotels in the aftermath of the COVID-19 pandemic has impacted more challenging for the operational process

The current situation in the hospitality industry especially for the 5 star hotels are involved in a more reliable manner of operating the managerial development of the firm in an increased manner. The theme of this research the chapter explores how 5-star hotels are faring after the worst waves of COVID-19. It likely touches upon occupancy rates, changes in operational procedures, and shifts in customer base. Challenges such as reduced international travel as well as new health protocols are discussed, along with the initial steps hotels have taken to recover. Thus, the safety dealings as well as the cost effectiveness of all then factors associated with this industry is needs to be analysed in this kind of operational initiatives as well.

5.3 The extent of the impact of the COVID-19 pandemic on the financial performance Of 5-star hotels

The impact of the pandemic period cannot be neglected in all terms of the operational initiatives after the pandemic periods. This section digs into the financial implications of the pandemic on 5-star hotels. Topics may include loss in revenue, occupancy declines, and shifts in pricing strategies, as well as impacts on profitability. On the other hand, the complexities in the satisfaction levels of the individuals so also involved in this specific part of the research work. It explores how severe the financial downturn has been and highlights any potential shifts in cost structures or management. These kinds of complexities in the overall operational prices is also operated conversely in the operational initiation as a significant manner.

5.4 The changes in customer preferences and behaviour towards 5-star hotels following the COVID-19 pandemic

The preference in the customers' needs as well as desires in this current times increased the complexities of mitigating all the customer demands. Customer behaviour is analysed in this theme of the research in the literature review chapter as well, focusing on how the pandemic reshaped preferences. Emphasis may be placed on health and safety measures, remote work needs, demand for flexible bookings, and the desire for unique, exclusive experiences. The section may also examine changes in preferred amenities and travel patterns. Tus, the premium membership in different offerings can be a fruitful measure of operating all the factors of this significant pandemic process.

5.5 The strategies implemented by 5-star hotels to adapt to the post-COVID landscape and enhance their competitiveness

The strategic presentation of the operational initiatives is the main factor of operating in the business operations in a more reliable manner in this kind of competitive marketing period. This section outlines the innovative strategies that 5-star hotels have introduced to remain competitive. Topics include the adoption of new health protocols, diversification of services, digital transformation, and personalized guest experiences. Hotels approaches to enhancing their brand trust, customer engagement, and strategic partnerships are examined.

5.6 Summary

The discussions about all the dimensions of the complexities that are operated by the pandemic period has been expressed by the pandemic has been analysed. This final section synthesizes the key discussions, trying the various impacts and strategies together. On the other hand, the managerial representation of managing the effective dealings of the managerial presentations is also initiated in a more reliable manner after operating all the necessity discussions involved in this particular chapter. It reinforces the importance of adaptability in the hospitality sector and reflects on how 5-star hotels are navigating the post-COVID era to maintain resilience and capture new opportunities. Thus this chapter has analysed a lot of factors involved in order to represent all the factors included in the operational initiation of the form in a more reliable manner.

Chapter 6: Recommendation and Conclusion

6.1 Conclusion

The main focus of operating this study is identifying the impacts of the virus on different aspects of business engagements. On the other hand, the managerial development of the forum in terms of the engagement analysis of the industry is also involved in this particular operational process of the firm. This study has provided a comprehensive analysis of the post-COVID situation in 5-star hotels, shedding light on various aspects including financial performance, customer preferences, operational challenges, and adaptive strategies. All the aspects that are affected by the COVID pandemic will also be managed in a more reliable manner to operate effective customer dealings is also involved in this particularly research operations. In other words, the description of the factors affecting the operational presentations is also involved in a more effective manner of operating the business engagement of the research. The findings offer valuable insights into the current state of 5-star hotels in the aftermath of the pandemic as well as pave the way for informed decision-making by stakeholders in the hospitality industry. On the other hand, the quantitative data collected from the primary sources also increased the development process of this research in order to form a more reliable presentation as well.

6.2 Linking with Objectives

Objective 1 focused on assessing the impact of the COVID-19 pandemic on the financial performance of 5-star hotels. Thus, the wide discussion about the objective is also developed in the thematic analysis part of the literature review chapter explains all the factors that can be involved as per the development of the discussions about the same. On the other hand, the managerial presentations of the form in terms of the research objectives is also stated the complexities in all the levels of the business representations of the hospitality industries. Through financial analysis and performance indicators, this objective was successfully addressed, revealing the extent of the financial challenges faced by these establishments. Thus, the analysis of the development of the firm, in order to manage the enhanced management process is also involved in this kind of operational initiative as a whole.

Objective 2 aimed in order to investigate any kind of changes in customer preferences and behaviour towards 5-star hotels post-COVID. Thus, all the changes in customer behaviour as well as the preference of the customers is also involved in this particular research objective. On the other hand, the second theme of this research work in the literature review part of this work is also involved in this respective research work. By examining consumer surveys and behaviour patterns, this objective provided insights into the evolving needs and expectations of guests in the current landscape. Moreover, the justification process of operating the managerial development aspects of the identification of presentation of the work activities that the customers are focusing on in a positive manner has been explained in this particular objective.

Objective 3 sought in order to identify the operational challenges encountered by 5-star hotels in response to the pandemic. Thus challenges of operating customer satisfaction as well as the preferences of the customers are also involved in this part of the research presentation as well. In other words, the development of future courses of action has also been identified by analysing this particular research work as a specific manner of operation. Through interviews and case studies, this objective highlighted the multifaceted operational hurdles faced by hotels and the strategies adopted to overcome them. Thus, the discussion part as well as the part of the thematic analysis of the research work has represented the planning factor of analysing the managerial development of the firm in terms of identifying all the respective complexities of the research work.

Objective 4 aimed to explore the strategies implemented by 5-star hotels to adapt and enhance competitiveness in the post-COVID era. The planning for all the implementation processes of the managerial. Dealings of effective business engagement are also engaged by analysing this particular research objective in a positive manner. This objective revealed a range of innovative approaches adopted by hotels to reposition themselves in the market and meet the changing demands of consumers. On the other hand, the specification of the goals in which the hospitality industry needs to focus more is also involved in the discussion about this particular research work.

6.3 Limitation of research

This study has explained a lot of discussion-making processes for the managers of the 5 star hotels on this current business positioning. On the other hand, the data that are presented in the thematic assessment in the form of citing the journal articles have been identified as backdated ones. The comparison of the time periods before the pandemic period and after ending the same have to be analysed in order to represent the effective operational presentations well. But different parts of this study highlighted the key factors that are involved in this part of the research despite the thoroughness of this study, certain limitations should be acknowledged. Firstly, the research may be limited by the availability of data and the scope of the sample studied. Additionally, the dynamic nature of the hospitality industry means that the situation may continue to evolve, rendering some findings potentially outdated in the future. Besides, the engagement of the effective operational implications can also be involved for this kind of operational presentation has made this research less attractive for the users.

6.4 Future scope

The limitations identified in this overall management process will be analysed in this part of this research can be identified to identify the future scope of similar works. Future research endeavours could build upon this study by exploring additional dimensions of the post-COVID landscape in 5-star hotels. On the other hand, the development of this kind of study will represent all the factors of operating the managerial development of the firm in this kind of research can also be increased this kind of implementation process will also be involved in this kind of operational involvement. Longitudinal studies could track the ongoing recovery process and assess the long-term implications of the pandemic on the industry. Furthermore, comparative analyses across different regions or hotel chains could provide nuanced insights into regional variations and best practices. Additionally, investigating the role of technology and sustainability initiatives in shaping the future of 5-star hotels could offer valuable perspectives for industry stakeholders. On the other hand, the selection of the strategic process involved in this kind of strategic implementation will be managed in a more reliable manner.

On the other hand, the managerial representation of the firm in this kind of managerial involvement is also involved in this particular research work will be maintained in a more effective manner as well. This chapter concludes the research by summarizing key findings, addressing the research objectives, acknowledging limitations, and outlining potential avenues for future exploration in the dynamic landscape of post-COVID 5-star hotels.

6.5 Recommendations

Feedback and Adaptation: Regularly gather guest feedback to assess the perceived value of the pricing strategies. Adjust pricing and service offerings based on changing customer expectations and market trends.

Market Research: Conduct comparative market research to align pricing strategies with industry standards. This will help avoid under-pricing or overpricing in a competitive landscape.

Diversify Pricing Strategies: Hotels should consider offering dynamic pricing options to accommodate various customer segments. While some guests may be willing to pay premium prices, others could be attracted through targeted discounts, special packages, or loyalty program benefits.

Transparent Communication: Clearly communicate pricing changes and the reasons behind them. Customers who understand why prices have increased or decreased due to new safety measures or reduced amenities are more likely to feel positive about their experience.

Flexible Policies: Implement flexible booking and cancellation policies to build customer trust. Flexibility can encourage bookings from guests who are uncertain due to changing COVID-19 regulations or personal circumstances.

Tailored Marketing: Use data-driven insights to identify and target different customer preferences. Marketing efforts should emphasize any unique services or accommodations to justify pricing, whether premium or discounted.

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Appendix

Appendices 1: Survey questions

1. How frequently did you visit 5-star hotels before the COVID-19 pandemic?

- a) Weekly
- b) Monthly
- c) Occasionally
- d) Rarely
- e) Never

2. Since the onset of the COVID-19 pandemic, how often have you visited 5-star hotels?

- a) Frequently
- b) Occasionally
- c) Rarely
- d) Never
- e) Not applicable

3. What factors influence your decision to visit a 5-star hotel during the COVID-19 pandemic?
(Select all that apply)

- a) Stringent hygiene protocols
- b) Availability of outdoor dining options
- c) Flexible cancellation policies
- d) Special promotions or discounts
- e) Reputation and brand trust

4. Have you observed any changes in the service quality of 5-star hotels since the COVID-19 pandemic?

- a) Yes, it has improved
- b) Yes, it has declined
- c) No change
- d) Not applicable, I haven't visited a 5-star hotel

5. How do you perceive the safety measures implemented by 5-star hotels to prevent the spread of COVID-19?

- a) Very effective

b) Somewhat effective

c) Ineffective

d) Not applicable, I haven't visited a 5-star hotel

6. Are you more inclined to choose 5-star hotels that offer contactless services (e.g., check-in/check-out, dining)?

a) Yes, definitely

b) Maybe, depending on the situation

c) No, it doesn't influence my decision

d) Not applicable, I haven't visited a 5-star hotel

7. How satisfied are you with the cleanliness and sanitation standards observed in 5-star hotels during the COVID-19 pandemic?

a) Very satisfied

b) Somewhat satisfied

c) Neutral

d) Somewhat dissatisfied

e) Very dissatisfied

8. Have you encountered any challenges or concerns while visiting 5-star hotels during the COVID-19 pandemic?

a) Yes, please specify: _____

b) No, I haven't encountered any challenges

c) Not applicable, I haven't visited a 5-star hotel

9. Which amenities or services do you miss the most in 5-star hotels during the COVID-19 pandemic? (Select all that apply)

a) Spa and wellness facilities

b) Buffet dining

c) Pool and recreational areas

d) Live entertainment

e) Other (please specify): _____

10. Are you willing to pay a premium for enhanced safety and hygiene measures in 5-star hotels?

- a) Yes, I prioritize safety and hygiene
- b) Maybe, depending on the extent of measures
- c) No, it's not worth the extra cost
- d) Not applicable, I haven't visited a 5-star hotel

11. How likely are you to recommend 5-star hotels to friends or family during the COVID-19 pandemic?

- a) Very likely
- b) Likely
- c) Neutral
- d) Unlikely
- e) Very unlikely

12. Do you perceive 5-star hotels as safer accommodation options compared to other lodging alternatives during the COVID-19 pandemic?

- a) Yes, definitely
- b) Maybe, depending on the hotel's safety measures
- c) No, there are safer alternatives
- d) Not applicable, I haven't visited a 5-star hotel

13. Have you noticed any changes in the pricing of services or accommodations at 5-star hotels during the COVID-19 pandemic?

- a) Yes, prices have increased
- b) Yes, prices have decreased
- c) No change in prices
- d) Not applicable, I haven't visited a 5-star hotel

14. How do you perceive the overall experience of staying at a 5-star hotel during the COVID-19 pandemic compared to before?

- a) Better
- b) Worse
- c) No significant difference
- d) Not applicable, I haven't visited a 5-star hotel

15. What additional measures or improvements would you like to see in 5-star hotels to enhance safety and comfort during the COVID-19 pandemic? (Open-ended question)