

IMPACTS of COVID19 PANDEMIC to the HOTELS of TABUK KALINGA

Diyah Alejandrino*

INTRODUCTION

Hospitality is a vital industry for economic improvement globally. In 2016, the industry directly contributed US\$2.3 trillion and 109 million jobs worldwide. In 2017, the Asia Pacific region's tourism and hospitality industries saw strong growth despite the continuing threat of terrorism and ongoing geopolitical tensions, such as the South China Sea situation. Hotel demand grew 5.9%, outpacing a 3.3% increase in supply. This trend continued in 2018, as supply was up 2.9% in the first four months of the year, while demand was up 4.3%. Philippine tourism is now a PHP2.2-trillion national industry that generates 12.7 percent of its GDP and employs about 5.4 million people in passenger transport, accommodations, and food and beverages. The Department of Tourism CAR Office confirmed that there were close to 2 million tourist arrivals in the region last year that helped sustain its robust growth.

Locally, the hospitality and tourism sector significantly contributed to the province's economy. The province is rich with culture, nature, and farm tourism, the major tourist attractions. Recorded in the DOT-CAR that the tourist arrivals in the province were 119,777. Furthermore, according to the Kalinga Tourism Office, in 2017, the province exceeds its tourist arrivals compared to 2016. Hence, the hotel's contribution to the local community is more than just tax revenue; more importantly, to the community in which it operates. It provides employment, which may alleviate the lives of people within the community. It also plays a significant role in spurring substantial improvements such as developing roads to provide easier access to desired tourist destinations.

Over time, tourism has served as an essential vehicle for development with the potential to bring massive benefits to the developing world. It is also a vital driving force for national socio-economic development in third world countries because it can generate a considerable amount in foreign currency.

Owing to its vast natural wonders, the Cordillera Administrative Region was eyed as an eco-tourism zone included in the proposed Philippine economic zone map project. For the past years, the province's eco-tourism has invited tourists and travelers, fueling the city's hotel industry. The promotion of eco-tourism in the Cordillera, according to Plaza, it will also help

locals create a livelihood in their areas. The DENR and the DOT are pushing to promote 40 eco-tourism sites across the region identified for protection and marketed as significant tourism sites. However, the list was shortlisted into six priority eco-tourism sites: the Chico River, the Balbalasang-Balbalan National Park, and the Madaldalpong mountain range in Kalinga; the Marag Valley-Agova Wildlife Sanctuary in Apayao; the municipality of Sagada in Mountain Province; the Mt. Napulawan-Mt. Kalawitan mountain range extending to Mountain Province and Ifugao; and the Ibulao River in Ifugao. To dispel fears of unbalanced tourism and environmental management, DENR urged DOT to promote eco-tourism sites in the Cordilleras from an ecological perspective to prevent the destruction of areas due to uncontrolled tourism. Thus, the inclusion of two tourist sites of Kalinga helped the city's hotels provide jobs.

However, with N Coronavirus 2019, now a pandemic, it has led to a worldwide crisis with its effects on the hospitality industry potentially more massive than 9/11, SARS, and the financial crisis in 2008. The Philippine government declared Luzon, including the country's capital-Metro Manila, and other provinces in Visayas and Mindanao, under Enhanced Community Quarantine (ECQ) on March 16, 2020, to contain the spread of the virus. All cities within implemented curfews from 8 pm to 5 am, and there were strict home quarantine rules, allowing inhabitants to only leave homes to buy food and necessities. Hospitals, banks, utilities, telecommunications, groceries, food deliveries, pharmacies, BPOs, and selected manufacturing companies can operate while all means of transportation are suspended to eliminate the spread of the virus. Most hotels are closed, while those that remain open are only allowed to operate on very limited or no-service to limit interaction.

The hospitality, travel, and leisure industry is among the hardest hit due to fears of community spread of the virus. The hospitality and tourism component sectors include transportation, travel agencies, tour operators' hotels, catering and restaurants. All of which are significantly affected by the pandemic because of the travel restrictions and face-to-face interaction. The hospitality and tourism industry is struggling to survive because travel is the backbone of the hotel industry. Hotel management experts believe that properties located in

Department of Midwifery and Applied Technology, Philippines.

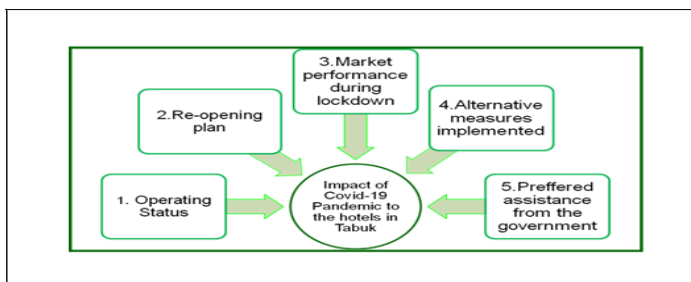
*Corresponding author: Alejandrino.D, Department of Midwifery and Applied Technology, Philippines, Tel: 639652347654, Email: alejandrinodiyah@gmail.com, daalejandrino@ksu.edu.ph

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gateway cities, especially those with a large convention business or cruise line business, will be the most affected by increased cancellations and reduced bookings. Also, hotels that have a high percentage of their revenues derived from food and beverage. Hotel businesses have not been hit this hard.

According to Arne Sorenson, the Marriot Hotel Group hotel companies' current CEO doesn't expect Coronavirus to upend the hotel industry forever. Reflecting on the 1991 recession, 2001's tech bubble burst and the 9/11 terrorist attacks, and the financial collapse of 2008. Hotels eventually recovered to pre-crisis performance levels after each downturn, and hotel companies expect the same with Covid19. Thus, this study aims to help the local hotel owners in Tabuk City revive back their operation; thru, assessing the impacts of the pandemic on the hotel's overall performance during the lockdown. Specifically, it will focus on the operating status, re-opening plan, market performance during the lockdown, an alternative measure implemented, and preferred assistance.



Conceptual Framework

The figure above presents the conceptual framework of the study. Thru survey questionnaires, interviews, and observation of the hotels, the study's five objectives were gathered. Hence, the pandemic's impact, specifically during the lockdown to Tabuk City Kalinga hotels, was assessed.

Furthermore, on the operating status, the products and services offered by the hotels were included. The re-opening plan was asked to know the length of the effect of the pandemic on the hotels. The hotel's performance during lockdown as to room occupancy, food and beverage seat occupancy, convention and event hall booking, off-premise catering sales and boutique sales. The alternative measure implemented to generate sales and cut cost is asked; and the preferred assistance from the government.

OBJECTIVES OF THE STUDY

The study primarily aimed to assess the Covid19 Pandemic impacts on the Hotels of Tabuk City, Kalinga. To attain the aim of the study, it addressed the following specific questions.

1. Find out the hotels current operating status.
 - tourism products and services offered
2. Identify the hotels of re-opening plan
3. Determine the hotel's market performance as to
 - room occupancy
 - food and beverage seat occupancy
 - convention and event hall booking
 - off-premise catering sales
 - boutique sales

4. Identify the immediate and alternative methods implemented by the hotels to
 - maintain sales
 - cut cost
5. Know the assistance preferred from the government
 - Financial subsidy
 - Tax reduction
 - Marketing

Significance of the Study

The hotels in Kalinga may be in its infancy phase, but the future is promising. However, the Covid19 pandemic happened, and the world seemed to stand still. The Covid19 originated in Wuhan, China, a respiratory tract infection and is more likely to cause symptoms in older adults and those with underlying health conditions. The disease outbreak quickly spread worldwide through person-to-person contact, with infection ranging from mild to severe. The virus outbreak has a significant impact on public health worldwide and on all stages of the supply and value chains of the different industries. Hotels are no exception. There are six hotels; approximately each has 25 rooms, including other hotel departments, and of which it needs roughly 30 regular employees to operate and deliver services fully.

Moreover, hotels in the province hold an essential role in the tourism industry because they serve as the first impression provider. An increase in tourist arrival in the province for the past years would not have been possible without the thriving hotel establishments. Since the study will assess the impacts of the Covid19 pandemic on the hotel; the significance is to be a baseline for the hotel owners to revive their hotel businesses gradually. And for some government and private agencies to extend help to the thriving industry.

Scope and delimitation of the Study

The study was conducted from June 2020 to August 2020. The study's respondents were the six major hotels of the city: Grand Zion Garden & Hotel, Davidson Hotel, Golden Berries Hotel, M Hotel, Tampco Inn, and Las Vegas Hotel. There are other accommodation establishments in the city; however, most do not comply with hotel industry standards.

REVIEW OF RELATED LITERATURE

Impact of Pandemic on Hotels the occurrence of Coronavirus in China has significant long-term impacts on the tourism industry of this country. The severity of the Coronavirus has grown considerable panic among the people across the globe. In China, almost all the inbound and outbound flights have been canceled. The Chinese population is not going outside the country, and the outside people are not coming to China. Hence, China's tourism industry is affected mostly as the tourism industry is wholly dependent on the people's outing tendency. The Coronavirus puts a furrow on the Chinese tourism industry. Many domestic and international airline companies are forced to cancel flights from and to China due to insufficient passengers as people become panicked about the spread of this harmful virus. This figure has got a bit lowered as

no individuals are traveling to China as all flights are being canceled. This research paper has examined the more significant impact that is being created by the virus on tourism. It has also showcased the ultimate harm it made on the country's economy and the globe, too, at the same time. It is being thought that the impact will continue for some more time, and that is of much more concern in recent times. COVID-19 is expected to affect the tourism sector significantly. In 2018, international tourism contributed 1.5 percent of Philippine GDP—Chinese tourists spent around PHP 110.8 billion, or over one-fourth of total tourism receipts in 2018. Meanwhile, Koreans spent PHP 126.6 billion. With the Philippine government travel ban to and from China and its administrative regions and a partial ban to and from South Korea, the tourism sector is expected to be significantly affected. Following President Duterte's declaration of an Enhanced Community Quarantine (ECQ) in Luzon on March 16, land, air, and sea travel were restricted. Pandemics and travel relationships are central to understanding health security and global change. Although tourism research has developed at least a realization of the potential systemic effects of global climate change, there has not been the same appreciation of pandemics' systemic effects. Studies were tending to focus on individual country impacts system-level challenges vulnerability. Several studies have demonstrated air travel's vital role in accelerating and amplifying propagating influenza and coronaviruses.

With most hotels being closed or experiencing vastly lower tourism numbers, 2020 industry revenue forecasts point to a significant decline (e.g., US hotel revenue per available room is forecast to decline 50.6% STR, 2020b). Domestic markets can be anticipated to recover first. It is currently unclear how accommodation businesses can ensure that rooms are safe for newly arriving guests or how individual COVID-19 cases occurring in accommodation establishments would be handled. In particular large chains will also have to reconsider their global supply chains and the dependency structures. Hotel Business Contribution The service sector is now recognized as a vital sector of the economy. This sector contributes a significant share to the GDP. There are many reasons why the service sector is growing and has become a vital sector of the economy. The service sector's weight indicates that India's GDP growth will be influenced considerably by the service sector in the future. Interestingly, while the hotel industry generated more labor income and employment than the other accommodations industry, the latter created more output and value-added than the hotel industry.

Table 1: Hotels and its owners-respondents of the study.

Name of Hotel	Hotel Owners
Kingsquare Davidson Hotel and Restaurant Corporation Corp	Thelma Bayle-Ng
Grand Zion garden Resort and Hotel Inc.	Aurora Chan
Golden Berries Hotel and Convention Center	Grace Agtina
M Hotel	Mila Omengan
Las Vegas Hotel and Restaurant	Donna Bounquick
TAMPCO Inn and Training Center	Corporation

Definition of Terms

The terms are defined accordingly to facilitate understanding of the study: Room occupancy refers to the turnover of accommodation facilities of the hotels Food and beverage seat occupancy refers to the seat turnover of the restaurant and coffee shops of the hotels.

Convention & event hall booking relates to the number of clients availing the hall facilities of the hotel.

Off-premise catering refers to the kitchen at another location. The preparation work is done at the hotel's kitchen and is transported and completed at the venue to the client's preferred premises.

METHODOLOGY

Locale of the Study

The study was conducted in the city of Tabuk province of Kalinga. A survey questionnaire was used to gather information to answer the questions and accomplish the study's objectives. The questionnaire was responded to by the owners/ managers of the six hotels in the city, namely: Grand Zion Garden & Hotel, Davidson Hotel, Golden Berries Hotel, M Hotel, Tampco Inn, and Las Vegas Hotel. The hotels in the city are catering to foreign and domestic tourists and the local community itself.

Research Design

The research design is both quantitative and qualitative to gather data and information to complete the study. A questionnaire was utilized to collect data about the hotel's profile and performance.

Respondents/informants/research participants of the study

The respondents are the owners or managers of the six hotels in the city: Grand Zion Garden & Hotel, Davidson Hotel, Golden Berries Hotel, M Hotel, Tampco Inn, and Las Vegas Hotel.

The table shows the hotel's name and its hotel owners, who are the study's respondents. The oldest among the hotels is Davidson Hotel, owned and operated by the Bayle-Ng family. Las Vegas Hotel owned and managed by Dona Boungguik; Golden Berries and managed by Grace Agrina; Grand Zion owned and operated by the Bayle-Chan family, M Hotel owned and operated by Mila Omengan, and Tampco owned and operated by the cooperative.

Instrumentation

The study's primary instrument was a survey questionnaire, which focused on the hotel's profile and performance during the first quarter of 2019 and the pandemic (1st Q-2020). The survey also includes the strategies implemented by the hotels during the pandemic. Lastly, it also consists of the hotel's preference regarding what help from the government they want.

Data Gathering

In gathering data and information to accomplish the objectives of the research, a structured questionnaire was given, and the researcher conducted the following steps:

Firstly, the researcher sought to approve the title of the study from the university's research director.

Secondly, the researcher distributed the questionnaires to the owners or managers of the city's hotels.

Finally, the responses were classified, tabulated, analyzed, and interpreted.

Data Analysis

The data retrieved from the questionnaire were collated, tabulated, analyzed, and evaluated by simply ranking the respondents' answers.

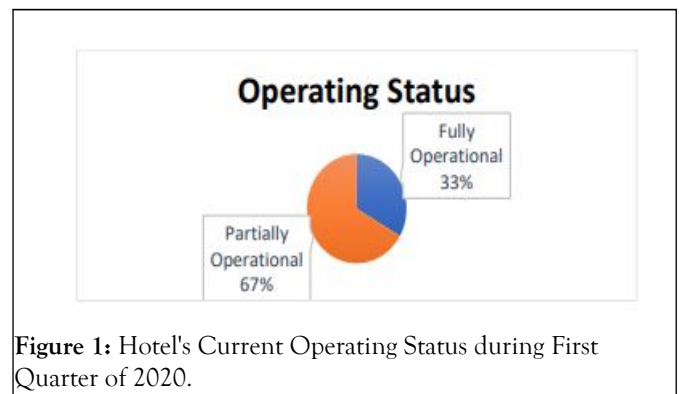
RESULTS AND DISCUSSION

Hotels Operating Status during the First Quarter of 2020.

Figure 1 presents the hotels' operating status during the first quarter of 2020, whether fully operational, partially operational, and closed. Fully operational means that the hotels continuously offered all their usual services. Partially operational means that the hotels opted not to provide some of their regular services. Most likely the swimming pools and banquets.

With the six (6) respondents, four (4) hotels remained fully operational, and two (2) are partially operational. The results show that none of the hotels opted to continue their operation amidst the lockdown. However, to lessen the daily cost, Tampco Inn and Davidson Hotel partially closed their operation. It can

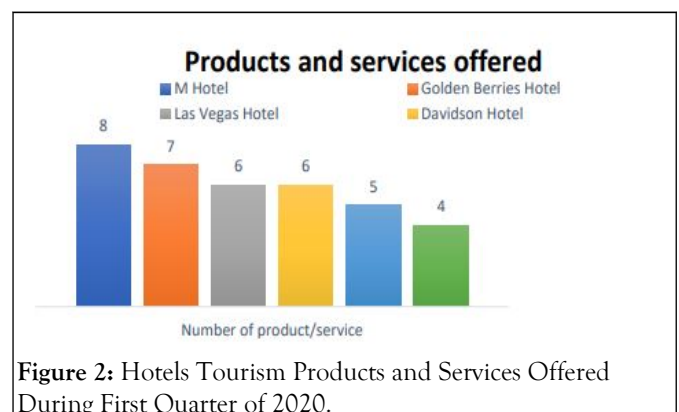
also be drawn from this result that the city hotels may thrive even if there is a pandemic.



Hotels Tourism Products and Services Offered During First Quarter of 2020

Figure 2 presents that M Hotel, Golden Berries, Las Vegas, and Grand Zion continuously offered their tourism products and services during the pandemic. As it is consistently shown in figure 2, Kingsquare Davidson Hotel and Restaurant excluded 2 of its products and services, and TAMPCO Inn and Training Center excluded 1.

Kingsquare Davidson Hotel and Restaurant disregarded bar and boutique. TAMPCO Inn and Training Center halted off-premise catering. All the hotels continued to open their restaurants though they opted to deliver foods. It was observed that the hotels have a vast space; thus, they could comply with the government's protocol of social distancing. Moreover, some hotels also opened their rooms for quarantine for the locals and tourists stranded.



Length of the Effect in Months of Covid19 Pandemic as Perceived by the Hotel Owners.

Figure 3 shows the length of effect in months of Covid19 pandemic as perceived by the hotel owners, and the choices were one month, two months, three months, four-six months, six-

twelve months, and more than twelve months. Three of the hotels answered more than twelve months, two said that it would take them six- twelve months, and one opted for four-six months.

It is observed that the hotels that remained fully operational, as shown in Figures 1 & 2 are the hotels that answered that it would not take them more than 12 months. Nevertheless, most of the respondents expect that the effect of the Covid19 pandemic on their operation is long term.

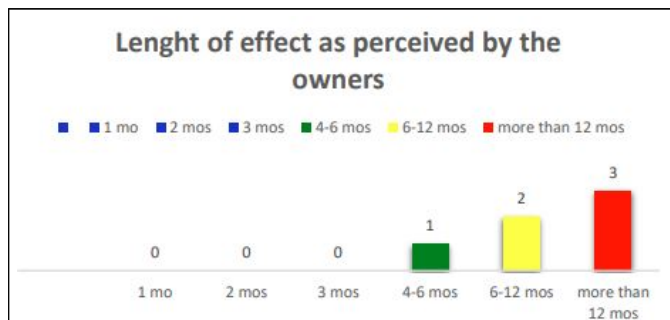


Figure 3: Length of the Effect in Months of Covid19 Pandemic as Perceived by the Hotel Owners.

Figure 4 presents that 2 of the hotels (Las Vegas & Grand Zion) plans to operate on the 4th quarter of 2020 fully; 2 hotels (M Hotel & Davidson) will be on the 1st quarter of 2021, and 1(Tampco Inn) will be on the 3rd quarter of 2020.

Based on figure 2 shows that Davidson Hotel and Tampco Inn halted some of their services. Consistently, among the partially operational hotels at the start of the pandemic, Davidson Hotel decided to re-open fully in the first quarter of 2021. Tampco Inn chose to do so in the 3rd quarter of 2020.

Moreover, the result implies that none of the hotels plan to close their operation even after the first quarter of 2021; hence, the hotel industry's future in Tabuk City can be deemed to survive.

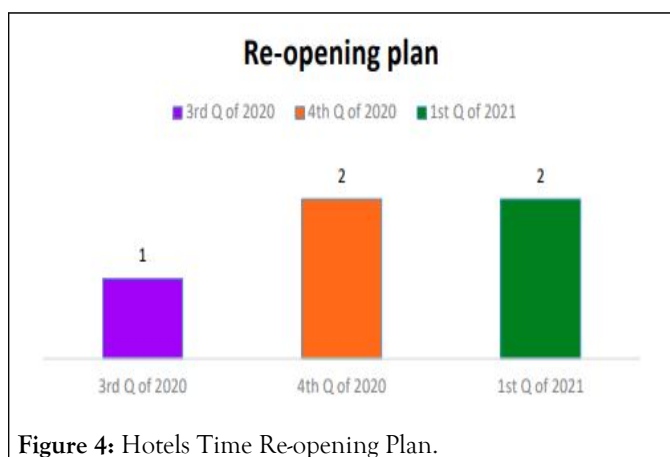


Figure 4: Hotels Time Re-opening Plan.

Hotel's Market Performance during First Quarter of 2020.

Room occupancy

Figure 5 presents the growth and decline of the hotel's room occupancy during the first quarter of 2020. 5 of the hotels declined by 100%, and 1 hotel decline by 75% compare to the

first quarter of 2019, in which 4 of the hotels increased by 25%, Las Vegas hotel increased by 50%, and Tampco Inn increased by 75%.

Unsurprisingly, the decline of the first quarter's room occupancy is drastic compared to the first quarter of 2019. Though most of the hotel remained fully operational, tourist arrivals stopped during the start of the pandemic.

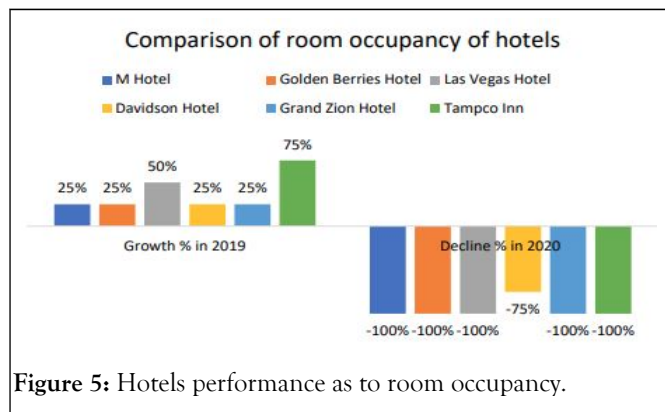


Figure 5: Hotels performance as to room occupancy.

Food and beverage seat occupancy

Figure 6 shows that 5 of the hotels declined 100% in their seat occupancy. Kingsquare Davidson Hotel & Restaurant Corp dropped by 75%. Compared to the first quarter of 2019, 3 of the hotels increased by 100% in its seat occupancy, M Hotel increased by 75%, Grand Zion increased by 50%, and the Davidson Hotel increased by 25%.

Due to the community quarantine of which travel is prohibited, the hotels' seat turnover significantly declined. Tampco Inn, Las Vegas, and Golden Berries, which increased by 100% in the first quarter of 2019, decreased by 100% in the first quarter of 2020.

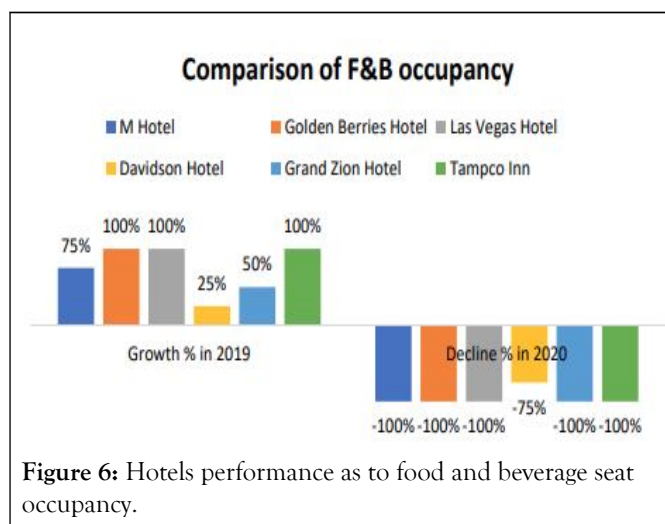


Figure 6: Hotels performance as to food and beverage seat occupancy.

Convention and event hall booking

Figure 7 presents that 5 of the hotels decreased by 100% in the first quarter, and Davidson hotel declines by 75% as to its convention and event booking. It also shows that in the first quarter of 2019, Grand Zion and Las Vegas increased by 100%, Davidson hotel and M hotel increased by 75%, and Golden Berries and Tampco Inn increased by 50%.

Therefore, even if most of the hotels did not close accepting convention and event services; since, social gatherings, training, and seminars are suspended, most of the hotel market performance on convention and event booking notably declined by 100%.



Figure 7: Convention & event booking.

Off-premise catering

Figure 8 shows the off-premise catering sales in the first quarter of 2020 and 2019. Davidson Hotel, Golden Berries, M Hotel, and Tampco Inn decline by 100% and Las Vegas by 50%. In the first quarter of 2019, Las Vegas Hotel increased by 25%, Davidson Hotel increased by 50%, and Golden Berries, M Hotel, and Tampco Inn increased by 75%.

Noticeably, the decrease in the off-premise catering sales is also the same with the other services.

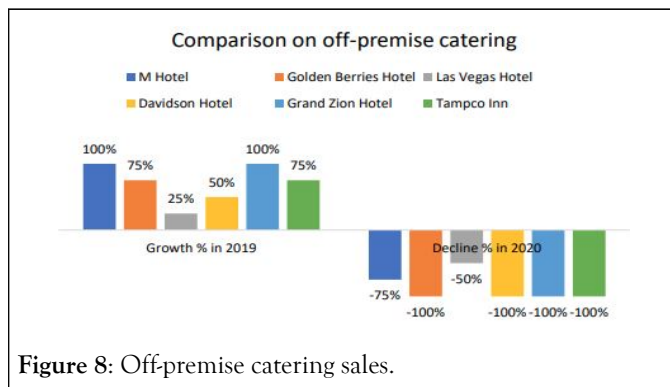


Figure 8: Off-premise catering sales.

Boutique sales

Figure 9 shows the hotels' boutique sales in the first quarter of 2020 and 2019. Davidson, Grand Zion, and M hotel declined by 100%, Golden Berries decline 50%, and Las Vegas and Tampco do not have a boutique shop. In the first quarter of 2019, Golden Berries increased by 75%, M Hotel by 50%, and Davidson and Grand Zion by 25%.

The result among the hotels that have boutique is varied. Golden Berries who have long-established its Kalinga Blend that is nationally distributed, has not significantly decreased boutique sales because they shifted to online and delivery selling. However, Davidson Hotel, Grand Zion, and M Hotel notably decreased boutique sales not only due to the declaration

of lockdown but because they do not have products produced exclusively by them.

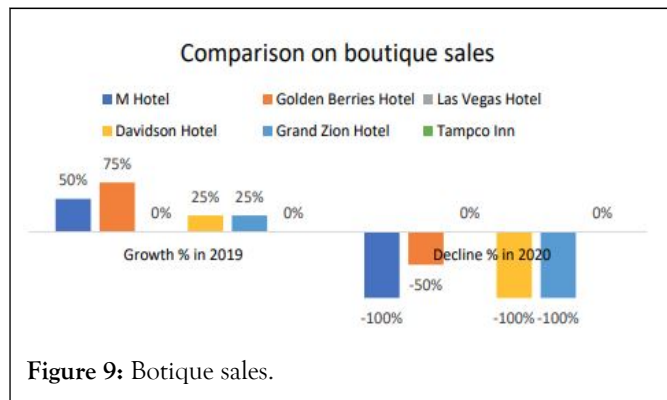


Figure 9: Botique sales.

Immediate Measures Implemented to Maintain Sales

Figure 10 shows the immediate responses of the hotels to maintain their sales; 4 of the hotels, namely: Tampco Inn, M Hotel, Davidson & Grand Zion opted for advertising and marketing promotions; 1 reduced its products and services, and 1 answered the other options.

It is evident in the table that the hotels exerted effort to maintain their sales thru advertisement and marketing, and price decrease. However, sales still didn't rise or even match last year's performance.

Therefore, the hotel industry must renew services by deconstructing and reconstructing existing products, marketing strategy, distribution channels, delivery methods, and consumption points.

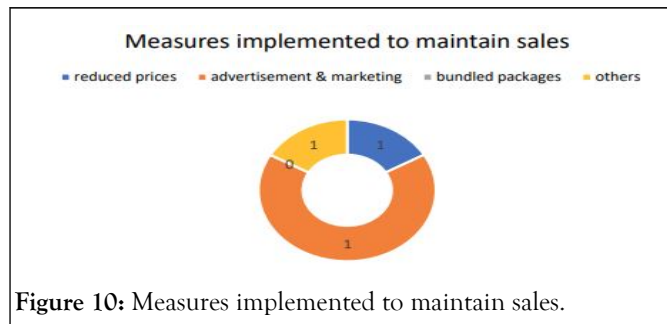
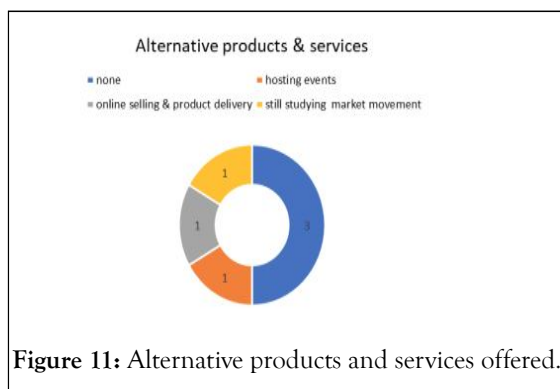


Figure 10: Measures implemented to maintain sales.

Alternative Products and Services Offered

Figure 11 show that M Hotel, Las Vegas, and M Hotel did not offer alternative products and services. Davidson Hotel said they hosted events; Golden Berries opted for online selling and delivery, and 1 (Grand Zion) is still observing the market movement and performance.

The results show that the hotels, like other business establishments, were negatively affected; hence, they offered alternative products and services to generate sales. Nonetheless, because tourist arrival and transportation were stopped, the hotels performance presented in figures 5.1 to 5.6 was depressingly affected like other businesses in the city.



Measures to cut the cost

Figure 12 shows that to cut costs, 3 hotels reduced operating hours, 3 also laid-off employees, and 3 freeze their hiring. The result in this question proves how the hotel's performance was severely affected by the pandemic. Moreover, the hotel's contribution to the community through employment is also affected due to the hiring freeze and layoff measures implemented by the hotels.

During disasters, high-performance employees are considered valuable assets for the firm; they contribute to firms' performance recovery once the catastrophe is pacified. Therefore, hotel firms should strive to retain employees during the pandemic.

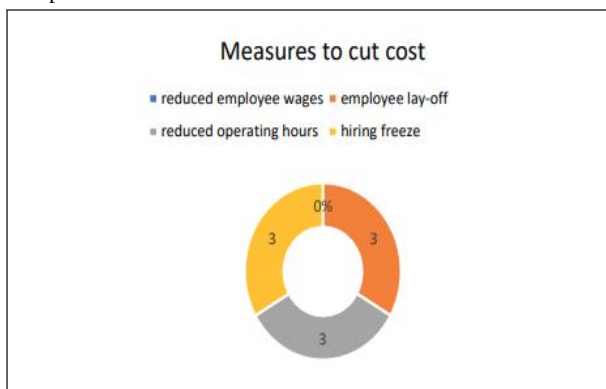


Figure 12: Control measure to cut the cost.

Preferred assistance from the government

Figure 13 shows that all the hotels answered financial subsidy for wages, 4 also picked tax reduction, and 3 hotels opted for marketing by the Department of Tourism.

The results can be used as a basis for some government agencies in extending assistance to the hotels in Tabuk City. In China, where the Covid19 started, it is on its way to recovery. One way was government agencies issued supporting policies to avoid layoffs and firm bankruptcies by supporting their cash flows in the short-term and enabling them to repay their long-term debts. The supporting policies predominantly include labor cost reduction policies (flexible employment policy, returning unemployment insurance, deferring social security payments, alleviating the burden of housing fund, and subsidizing staff training), tax deduction or deferral policies (reducing or exempting land use or real estate tax, postponing tax payment, simplifying tax payment and refund procedures, and deducting

tax for donation expenditure), rent reduction policies, funding support policies (low-cost financial support, various financial services, green channels, and fast and easy access to loan), and energy cost reduction and exemption policies.

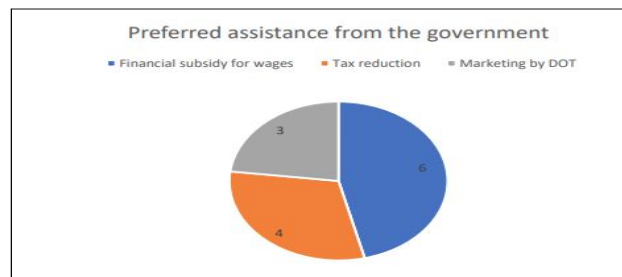


Figure 13: Preferred assistance.

The study was limited only to the hotels in Tabuk City, Kalinga, through a survey questionnaire. It was also limited to the impacts of the Covid19 pandemic on their operations. The study was conducted from June 2020-August 2020. The study aims to determine the impact of the Covid19 pandemic on Tabuk City, Kalinga hotels. Specifically, it sought to assess the impacts of the Covid19 pandemic as to their current operating status; tourism products and services offered; tourism products and services that closed during the pandemic; length of effect of pandemic and time of re-opening; hotel's market performance; primary and alternative methods implemented and assistance they prefer from the government. The results were tabulated and analyzed using frequency and ranking. It was found out that most of the hotels remain fully operational; 2 were partially operational. Surprisingly, 4 of the hotels continue to offer all their products and service. Moreover, the hotel owners and managers also perceive that the pandemic's effect on the hotel's market performance is up to 12 months; and they plan to remain open until 2021. The hotel market performance during the first quarter of 2020 as to room occupancy, food and beverage seat occupancy, convention & event hall booking, off-premise catering, and boutique sales went significantly low by 100% due to travel restriction due to the Covid19 pandemic.

CONCLUSION

Based on the study results, it can be concluded that most of the hotels are operational. The hotels' sales in its tourism products and services were drastically affected by the enhanced community quarantine's proclamation last March 2020 in the province. Despite the effect of the pandemic, the hotel plans to remain open until 2021. The hotels have shifted and altered measures to at least gain sales. The hotels also implemented new measures to cut costs by reducing employees, shortening operating hours, online selling, and delivery. The hotels' owners also perceive the Covid19 pandemic's effect on the hotel's market performance is long term. Lastly, the hotels prefer financial subsidies for their employees' wages as a form of government assistance.

RECOMMENDATION

Based on the findings of the study, the following are recommended:

Continue to offer products and services provided that protocols of the new standard be followed and implemented.

Prepare and implement more concrete marketing and advertisement strategies thru improving their online presence.

For the sustainability of the hotels in business, owners may consider re- designing the different facilities and areas of the hotels to be pandemic ready.

The government may help the hotel business thru financial subsidies to pay employee wages.

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