



2.2.1. The institution assesses the learning levels of the students and organizes special Programmes for advanced learners and slow learners

1. Research Paper

International Journal of Tourism & Hospitality in Asia Pacific

E-ISSN : 2654-7945 (Online) ISSN : 2685-8800

HOME ABOUT LOGIN REGISTER SEARCH CURRENT ARCHIVES ANNOUNCEMENTS ##JOIN AS REVIEWER & EDITOR##

Home > Vol 4, No 3 (2021) > Espinoza

The Effects of Covid19 Pandemic on Tourism Sector

Miguel Córdova Espinoza, Rajesh Kumar Nair, Rafick Mulani, Rishikaysh Kaakandikar, Alexandra Quispe, Fiorella Riva

Abstract

In this research, we are going to analyze the effects of Covid 19 pandemic on the human resources management in the tourism sector. MakeMyTrip is Indian online tourism company which provides online travel services, including flight tickets, domestic and international vacation packages, hotel reservations, railways and bus tickets. MakeMyTrip has branch office in New York, Singapore, Kuala Lumpur, Phuket, Bangkok, and Dubai. This sector is one of the most affected by the pandemic. This study aims to analyze how employees adapt to the new needs of the sector and how companies motivate them to meet the organizational goals. The method used in this study was descriptive method in which the data taken from secondary sources such as research articles and scientific journal. The results found that as many as 350 employees of MakeMyTrip had Establishing secure connection...

Call of paper
Fee & Contribution
Author Guidelines
Aims, Focus & Scope
Publication Ethics
Peer Review Process
Editorial & Reviewer Board
Call for Editor & Reviewer
Open Access Policy
Copyright Notice

TOOLS

Link:- <http://ejournal.aibpm.org/index.php/IJTHAP/article/view/1213>





ZEAL EDUCATION SOCIETY'S

ZEAL INSTITUTE OF MANAGEMENT AND COMPUTER APPLICATION (ZIMCA)



NARHE | PUNE | INDIA

PUN CODE: IMMP015570

DTE CODE: MB6195

AISHE CODE: C-50909

File No:

Revision: 01

Date:

Effects on Tourism Sector during Pandemic

Author Names:

1. Dr. Miguel Cordova
2. Dr. Rajesh Kumar Nair
3. Rafick Mulani
4. Alexandra Quispe
5. Fiorella Riva

Organizations:

Zeal Group of Management Institutes

Survey no.39, Dhayari Narhe Rd, Narhe, Pune, Maharashtra 411041, India.

Pontificia Universidad Católica del Perú

Avenida Universitaria 1801, San Miguel, Lima 15098, Peru,

Pontificia Universidad Católica del Perú

Avenida Universitaria 1801, San Miguel, Lima 15098, Peru,

Email ID's: JMB2021109@zealeducation.com

Alexandra.quispe@pucp.edu.pe

fiorella.riva@pucp.edu.pe





ZEAL EDUCATION SOCIETY'S

ZEAL INSTITUTE OF MANAGEMENT AND COMPUTER APPLICATION (ZIMCA)



NARHE | PUNE | INDIA

PUN CODE: IMMP015570

DTE CODE: MB6195

AISHE CODE: C-50909

File No:

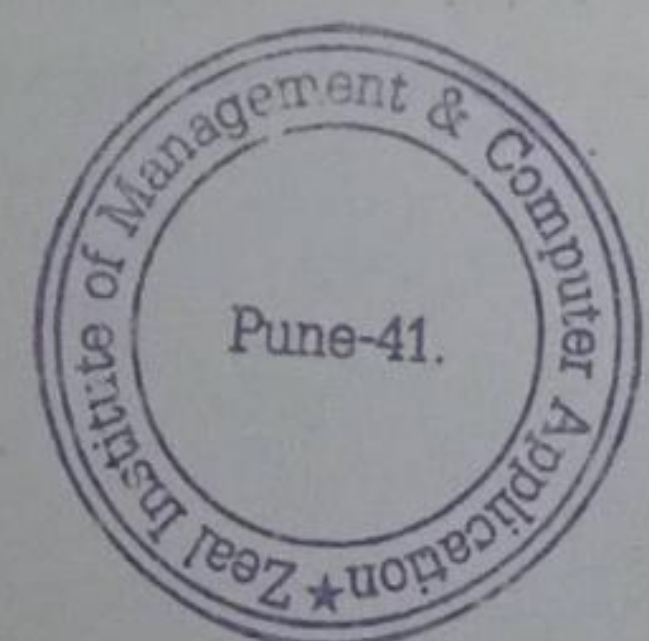
Revision: 01

Date:

Abstract

In this research we are going to analyze the effects of Covid 19 pandemic on the human resources management in the tourism sector. MakeMyTrip is an Indian online tourism company and provides online travel services including flight tickets, domestic and international holiday packages, hotel reservations, rail, and bus tickets. MakeMyTrip has offices in New York, Singapore, Kuala Lumpur, Phuket, Bangkok, and Dubai. This sector is one of the most affected by the pandemic. The research objective is to analyze the way in which employees adapt to the new needs of the sector and the way in which companies Motivate them to meet the organization's objectives and encourage tourism. This research is more Innovative for companies in the tourism sector, because it is necessary for them to know the strategies that can be applied so that their employees feel valued and motivated to achieve the objectives. In addition, it is essential because human talent has become a fundamental element in ensuring that companies in the tourism sector find themselves in a situation equal to or better than before the pandemic. The methodology that we are going to use is the collection of data through interviews, surveys, research articles and scientific data. Finally, with the development of the research we expect to know strategies that companies in this sector have carried out to manage more innovative human resources in the best way and obtain positive results to conquer the negative effects of the pandemic.

Keywords- Organization's, Innovative, Strategies, fundamental element, methodology, Human Resource, Conquer, Pandemic, Tourism sector and scientific data.



**ZEAL INSTITUTE OF MANAGEMENT AND COMPUTER APPLICATION (ZIMCA)**

NARHE | PUNE | INDIA

PUN CODE: IMMP015570

DTE CODE: MB6195

AISHE CODE: C-50909

File No:

Revision: 01

Date:

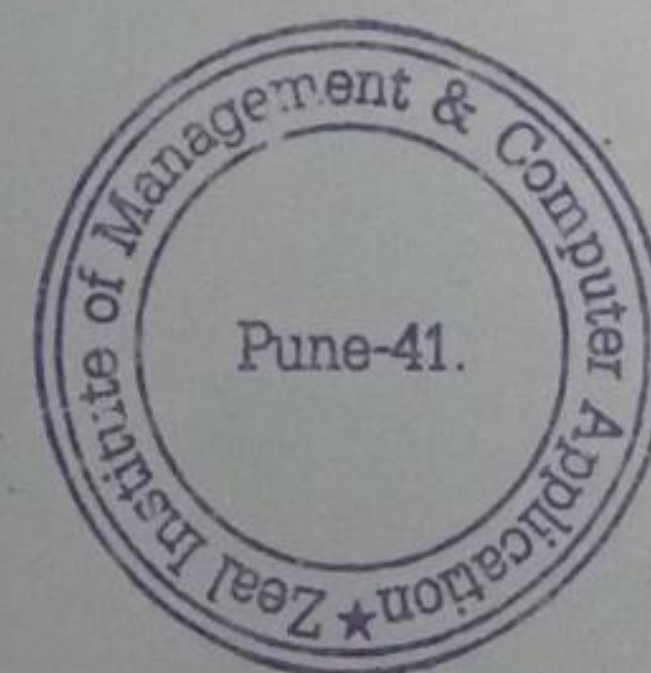
Introduction

The main focus of this study is the tourism company MakeMyTrip which is affected by the global pandemic, How tourism company MakeMyTrip overcomes better employment, and which things the company can improve for betterment in the future. MakeMyTrip is an Indian online travel company founded in 2000. Headquartered in Gurugram, Haryana, the company provides online travel services including flight tickets, domestic and international holiday packages, hotel reservations, rail, and bus tickets. As of 31 March 2018, they have 14 company-owned travel stores in 14 cities, over 30 franchisee-owned travel stores in 28 cities, and counters in four major airports in India. Make MyTrip has offices in New York, Singapore, Kuala Lumpur, Phuket, Bangkok, and Dubai (Wikipedia, 2018).

Make MyTrip offers flight tickets, villas and apartments, rail and bus tickets, cab service, and hotel booking services on its portal. In 2012, MakeMyTrip launched travel mobile applications for Windows Phone, iPhone, Android, and Blackberry devices. Make MyTrip route planner provides all the basic required information on more than 10 lakh (1 million) routes in India. Make MyTrip also offers metro train tickets for Hyderabad Metro.

Industry	Online travel
Founded	2000
Founder	Deep Kalra
Headquarters	Gurugram, Haryana, India
Area served	Worldwide
Products	Booking flights, hotels, holidays, buses, trains and cars

In March 2020 the World Health Organization (WHO) declared the Covid 19 eruption a world pandemic (Roy, H et al., 2020). Tourism was one in every of the primary sectors to be deeply impacted by the pandemic (OECD, 2020). This is a crucial sector for any economy in the world. According to the World Travel & Tourism Council (WTTC) "in 2019, this sector generated (directly and indirectly) around 330 million jobs worldwide, which is equivalent to 10.3 percent of total employment, that is, one in ten jobs of the world total" (ILO, 2020). It's a crucial source of income and employment for developed and developing countries.



**ZEAL INSTITUTE OF MANAGEMENT AND COMPUTER APPLICATION (ZIMCA)**

NARHE | PUNE | INDIA

PUN CODE: IMMP015570

DTE CODE: MB6195

AISHE CODE: C-50909

File No:

Revision: 01

Date:

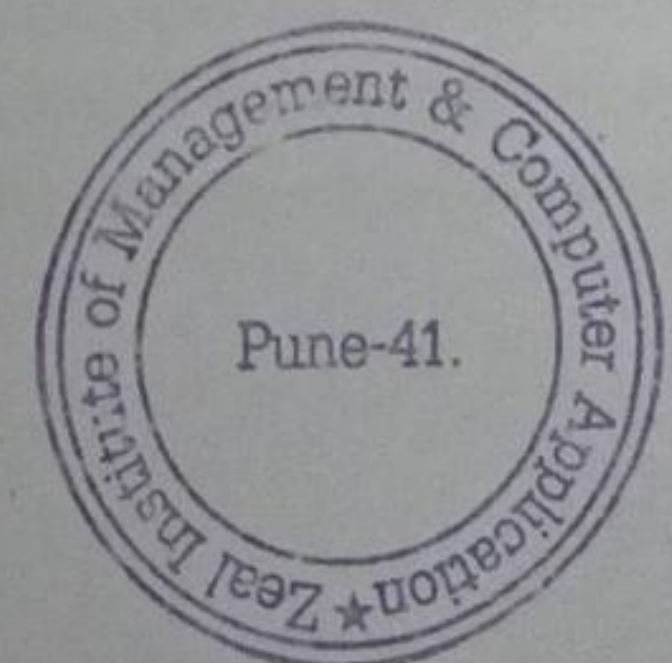
According to the International Labour Organization (ILO) (2020), in recent decades, "tourism has become one of the most dynamic and fastest-growing sectors in the world". That means that tourism is a vital contributor to the global economy. Also one of the foremost important engines for economic process and development. Tourism, generates employment while fostering skills development and native entrepreneurship. Tourism connectivity and mobility features play a major role in regional integration and economic inclusion. This sector not only spearheads growth but also creates employment. In addition, "tourism contributes directly and indirectly to job creation, particularly for women and youth"(ILO,2020).

The impact of the pandemic on business organizations is unparalleled. Business organizations and sectors including tourism, business are increasingly worried about the mental state and well-being problems with their employees presented by the escalating COVID-19 pandemic. Psychological state and wellbeing are a large concern, especially for the staff within the tourism industry.

The pandemic impacted Human Resource Job insecurity and well-being, financial insecurity and well-being, Entrepreneurs' well-being, Work stress and psychological state issues, the major impact of various social distancing practices on employee's well-being, and social interactions. Engagement of health education and health promotion activities and employee well-being. The management of health and safety at work and well-being because of Covid 19 pandemic. Employers' preparedness for emotional and social reintegration within the age of COVID-19. Changes of technology during COVID-19 and well-being (Roy, H et al., 2020).

The COVID-19 outbreak and the ensuing travel ban impacted aviation also because the travel and hospitality industries severely impacted the world. Online travel aggregator, MakeMyTrip, is scraping 350 employees as its business has taken a severe hit. With no certainty on when traveling will revisit to normal, the corporation has taken this step to sustain its business within the future. MakeMyTrip is trying to map its future business strategy, and so downsizing its workforce. While the corporate has appreciated its employees for his or her valuable contribution to its growth over the years, it's also discerned that the move to shrink the workforce is in line with its future business strategy. It clarified that the layoff has nothing to try and do with the performance of the workers.

Each of the 350 employees impacted will receive severance packages including medical protection her/his own self still as their families till the tip of the year. Additionally to salary payments, in accordance with their notice periods, the package also includes leave encashment, gratuity, and the correct to exercise a part of the restricted stock units (RSUs) as applicable, permission to retain the corporate laptops, moreover as outplacement support. MakeMyTrip has partnered with over 30 key leaders from the airline, hospitality and other related industries to form a security pledge. The target is to assuage the frayed nerves of travellers and get back their confidence. In March, the web travel booking firm's top executives and employees had decided to forego their salaries because the Company had not seen any business since the lockdown.





NARHE | PUNE | INDIA

PUN CODE: IMM015570

DTE CODE: MB6195

AISHE CODE: C-50909

File No:

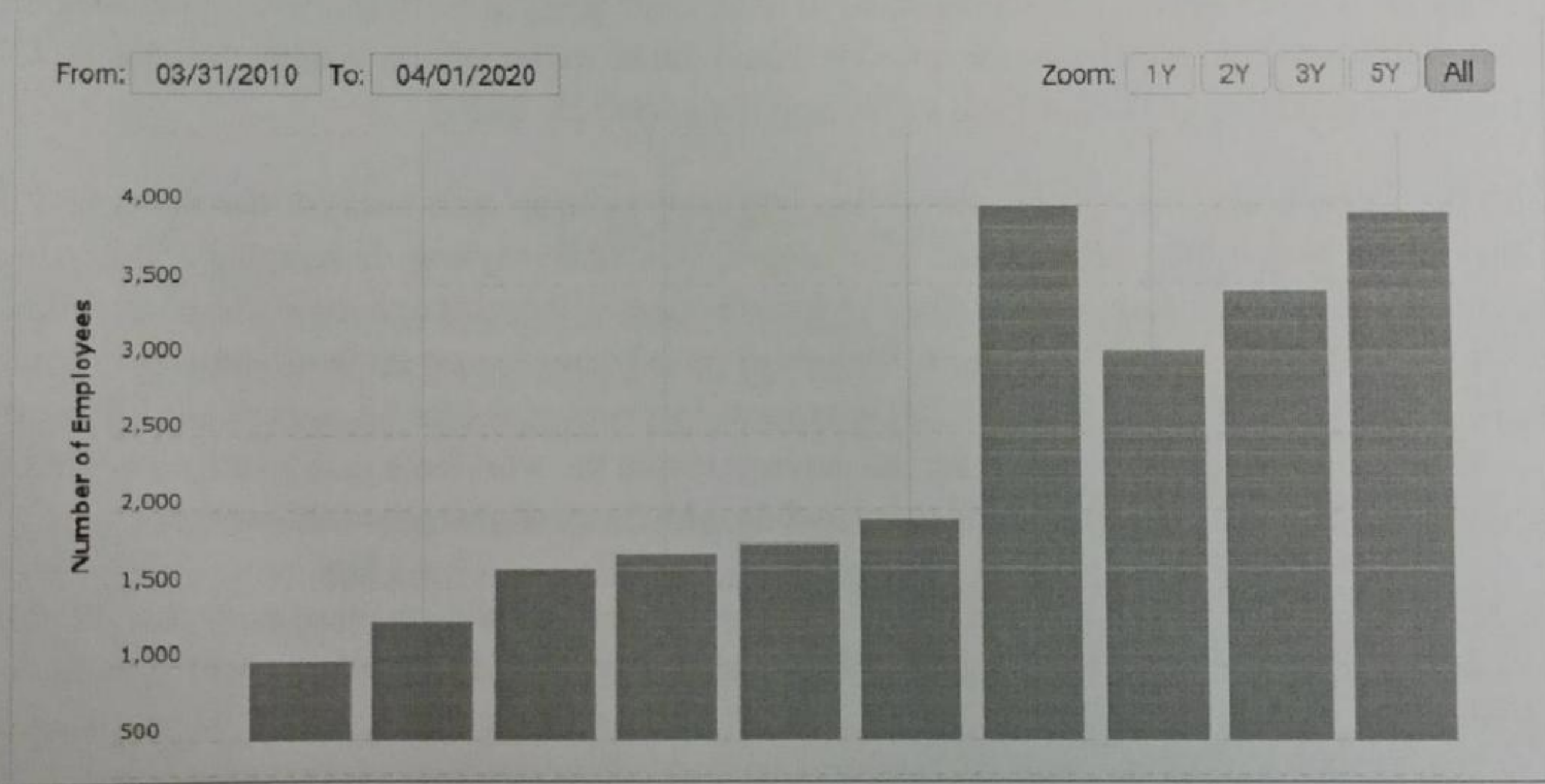
Revision: 01

Date:

Importance of Study

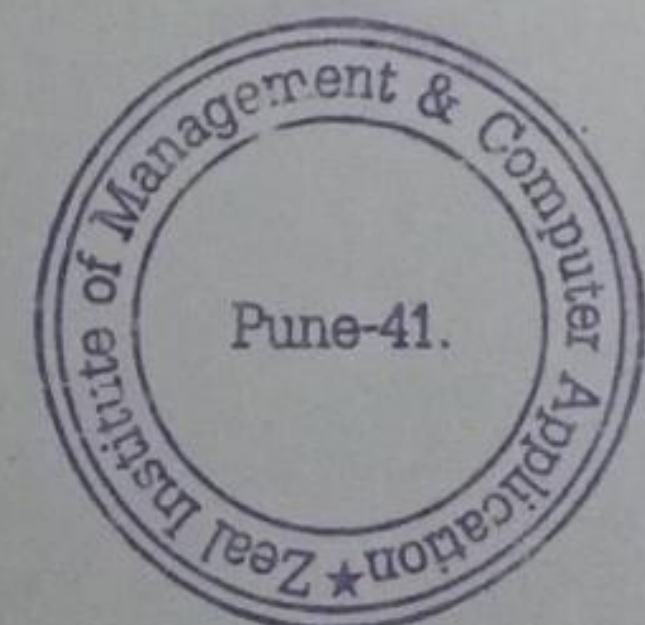
The tourism sector has a significant impact on Human resources in the global pandemic. After the pandemic, many employees end up losing their jobs. After confronting the global pandemic MakeMyTrip has gone through heavy economic loss and laid off their many employees. Tourism company MakeMyTrip has announced salary cuts as the tourism sector has taken a massive hit due to the coronavirus outbreak. MakeMyTrip founder Deep Kalra said that the pay cut will happen across the top and managerial levels of the company. (Business T, 2020). We are going to analyze Tourism Company MakeMyTrip and Human Resource's direct relationship, which is affected in a global pandemic. This study will also help to recognize the strengths and weaknesses of the tourism company MakeMyTrip.

Some Statics



Adapted from: Macrotrends (2021)

As we can clearly see from the above graph that the number of employees increased by 13%. In Q3 FY21, the travel giant generated a revenue of \$56.8 Mn, a 169% QoQ growth, but a fall of 61.3% YoY over revenue of \$146.9 Mn in the quarter ended December 31, 2019. The company mentions that as compared to Q3 FY20, the business continues to be severely affected due to the Covid-19 pandemic. In June 2020, MakeMyTrip had laid off nearly 350



**ZEAL INSTITUTE OF MANAGEMENT AND COMPUTER APPLICATION (ZIMCA)**

NARHE | PUNE | INDIA

PUN CODE: IMMP015570

DTE CODE: MB6195

AISHE CODE: C-50909

File No:

Revision: 01

Date:

employees, anticipating a poor financial performance

The company's revenue from air ticketing, hotels and packages, and bus ticketing, all improved substantially in Q3, when compared to the previous quarter, but remained substantially lower than the same time period in FY20. Notably, while MakeMyTrip had turned a loss of \$21.2 Mn in Q2 FY21, it registered a loss of \$3.5 Mn in Q3, representing an improvement of \$17.7 Mn QoQ due to gradual recovery in travel demand. As for the breakup of the company's total revenue, \$18.2 Mn was air ticketing revenue, \$24.4 Mn was hotels and packages revenue, \$10.1 Mn was bus ticketing revenue, and \$4.1 Mn was revenue from other sources.

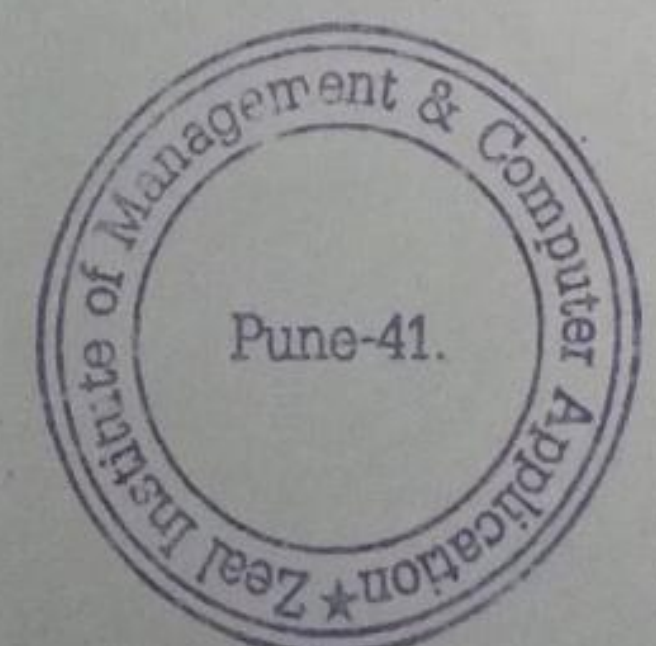
Ideas to revive tourism

- They should provide pickup and drop services for the customers who are willing to travel from one location to another location.
- They should provide medical kits for the customers while organizing any trip.
- They can provide more Hygiene and amenities for kids and disabled ones.
- They can create traveling experiences for their tourists rather than just attractions.
- They can create traveling experiences for their tourists rather than just attractions.

Literature Review

In this section, international articles and studies about the administration of human resources in the tourism sector will be presented in order to know the development of this topic worldwide. For this purpose, different databases have been investigated to obtain recent research on the subject and the impact of Covid-19 in this sector.

Firstly, Kaushal, and Srivastava conducted a study based on interviews with people in high-level positions in the hotel industry and in tourism and hotel education services in India. According to the study, the skills of employees working in the tourism sector was the most prominent issue. "This reflects that going forward specialization of employees may take a backseat and increased engagement in multiple job roles is likely to become a norm in hospitality and tourism" (Kaushal & Srivastava, 2020). In addition, for a developing country like India, the presence of Covid-19 it is an issue that worries them a lot and they do not consider it an option to ignore it or not give it importance; however, hope and optimism are considered an important point for the interviewees. One of the most important reflections of the authors is that "employees and employers likewise need to strengthen their competencies and should sail through these tough times, also because if cost-cutting is done, for instance, in the form of employee reduction or layoffs, the re-hiring would be needed as and when the industry recovers" (Kaushal & Srivastava, 2020). In other words, there is a probability that organizations in India restructure their processes or redesign their business models based on the new needs of the environment and market demand. Therefore,





ZEAL EDUCATION SOCIETY'S

ZEAL INSTITUTE OF MANAGEMENT AND COMPUTER APPLICATION (ZIMCA)



NARHE | PUNE | INDIA

PUN CODE: IMMP015570

DTE CODE: MB6195

AISHE CODE: C-50909

File No:

Revision: 01

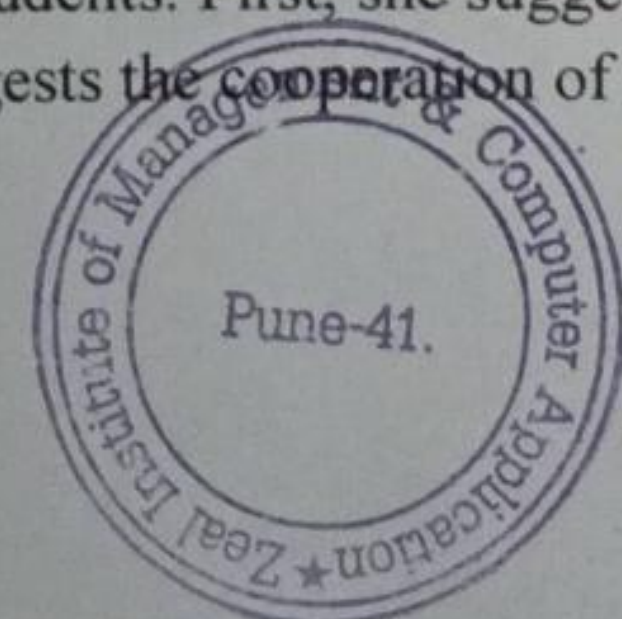
Date:

employees who have new skills and competencies that align with the needs of the clients and the company will be more likely to be considered for new roles and jobs in companies in the tourism sector. Finally, the study concludes by mentioning that the impacts of the current pandemic will be lasting over time and that it will be essential for organizations and governments to undertake research and strategic plans to respond to the effects on the tourism sector. Secondly, in 2020 Sagala conducted an investigation about the impacts of Covid-19 in the tourism sector and the implications for the advancement and readjustment of the industry over time. The research she conducted begins by mentioning the impact of the pandemic on economic systems worldwide, generating an opportunity for change and restructuring for organizations. "The nature and degree of the transformations caused by crises depend on whether the actors involved are affected, respond, recover and reflect on the crises" (Sigala, 2020). In other words, organizations must develop capacities and attitudes willing to change, as well as being willing to act proactively in the face of the consequences of the pandemic. For this reason, Sigala proposes a model of tourism restructuring in three stages (respond stage, recovery stage and restart, reform and reset reimagine) based on the impacts and implications of Covid-19 on the parties involved in the sector such as tourists, tourism companies, policymakers, among others in order to be incorporated as transformation stages in the post-Covid-19 pandemic era. The stages are made up of impacts and research fields. For example, some of the research fields mentioned for the different stages are the impact of building resilience and recovery skills on workers in the sector, the study of new interests and the experience of tourists, training, and improvement of employee skills, loyalty programs to rebuild trust with the customer, among others. The author mentions that "it is the aim of this paper to inspire tourism scholars to view and use the COVID-19 as a transformational opportunity for reforming their mindsets in designing and conducting research and for the tourism institutions to reset their standards and metrics for motivating and evaluating the purpose, role, and impact of tourism research" (Sagala, 2020).

In conclusion, both investigations agree that the pandemic caused by Covid-19 has had a significant impact on the tourism sector in different ways. In the first investigation, the impact is focused on the restructuring of the business models of organizations in this sector and the importance of developing new skills in employees. Instead, the second

investigation proposes stages that can be applied by organizations and future sector investigations with a broader focus on issues such as redesigning the new post-pandemic customer experience, team leadership, technology implementation, etc.

On the other hand, regarding the direct relationship between human resources and the tourism sector, two investigations have been found. The first investigation is about the development of human resources for the tourism industry in India. The research mentions the growth of the tourism industry, presents a global scenario of education/training in the tourism industry, such as the training of professionals, and identifies essential skills and attributes for professionals in this sector. As well as it offers some suggestions that can serve as guidelines for designing and conducting tourism training courses for the Indian tourism industry (Singh, 1997). Singh presents 4 suggestions related to the training processes for tourism sector employees and students. First, she suggests paying attention to personality development to ensure professionalism. Secondly, it suggests the cooperation of the public





ZEAL EDUCATION SOCIETY'S

ZEAL INSTITUTE OF MANAGEMENT AND COMPUTER APPLICATION (ZIMCA)



NARHE | PUNE | INDIA

PUN CODE: IMMMP015570

DTE CODE: MB6195

AISHE CODE: C-50909

File No:

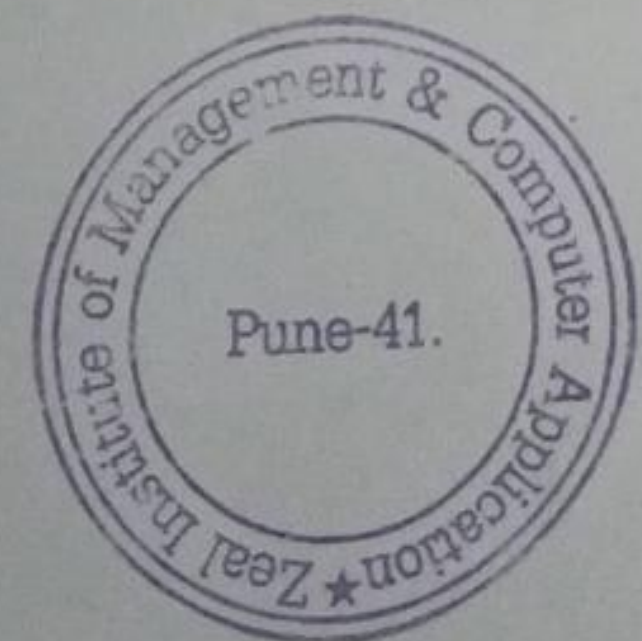
Revision: 01

Date:

and private sectors to plan and carry out training and training programs for workers in the sector, considering the need to adopt quality management to meet customer expectations. The third suggestion recommends a holistic approach to designing curricula and procedures that support the development of quality training programs in hospitality in the tourism sector. Finally, the fourth suggestion is to find viable means to be able to develop an interface between the tourism sector and the formation of the educational system (Sing, 1997). In addition, Singh mentions that training and education is one of the biggest problems in the tourism sector and recommends that companies in the sector should adopt new skills and strategies adapted to the environment, investing in the development of their workers.

The second article deals with the seasonality of employment and the challenges of human resources in the tourism sector. The authors propose a model to identify the relationship between the seasonality strategy and human resource management practices. To propose their model, first they perform a literature review about seasonality in tourism employment and strategic human resource management. Then, they identify that companies that decide to challenge seasonality need to align their human resources policies with the strategy chosen for the operation of the organization. According to Farnsworth and Jolliffe (2003), two types of alignment should be considered to perform internal adjustment: The need to align human resources programs with other functional areas such as marketing. The need for alignment between resource programs Human resources, such as maintaining coherence between the workforce, their development and training, professional performance, compensation, among other topics.

To sum up, for some years now, the management of human resources in tourism sector organizations has been a relevant point to consider so that operations are carried out in the correct way and prevent them from remaining seasonal. The aforementioned information allows one to have knowledge about the impact of the pandemic in the tourism sector, as well as the importance of the administration of human resources in this sector.





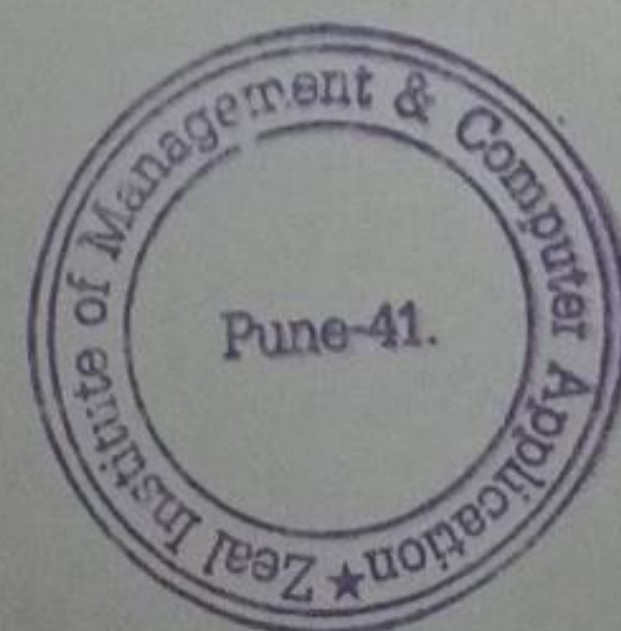
Research Method

The data that is sought and obtained in the development of a project, constitute the body of information about the facts, objects, or phenomena under study, and constitute the raw material of the investigation. There are two types of data: primary and secondary. For the purposes of this research, secondary data will be used, which has already been collected and reworked by other people and is in some way saved.

According to Niño, these data are obtained from a measurement and the best technique to obtain them is through a documentary investigation (2011). The scope of the investigation defines the limits of the investigation and its strategy. That is, it allows you to know how far the study can go. The scope of this research is purely descriptive since it is intended to identify existing studies to apply them and understand the subject of study. According to Hernández et al. (2014), the value of descriptive studies is that they allow us to show unknown dimensions of the phenomenon, event or context studied.

That is the reason, the documentary technique will be used. As mentioned by Víctor Niño, as the sources whose consultation or study allows obtaining information (2011). This methodology makes it possible to constitute a source for the documentary and bibliographic review in order to build the theoretical and conceptual framework of the research. The documentary research technique takes advantage of a great variety of sources, such as: written, auditory, video graphics, iconographic, electronic, virtual, cartographic, and others. Likewise, Niño maintains that it is advisable to combine the documentary technique with another that allows data to be collected (2011). For this reason, the observation technique will also be used to apply it in the identification and recording of the scenarios and events of the phenomenon to be studied. The research has a qualitative approach, that is, it makes an approach to the studied context from the collection of data without a numerical measurement (Hernández, Fernández, & Baptista, 2014). Therefore, it doesn't pretend to measure the variables, but rather to describe and understand the phenomena from the experiences of the cases.

According to Oscar Fuentes, CEO of IEBS Business School, "50% of basic job skills will change in the next five years and 4% of employees will need retraining to remain competitive" (2021). They look for companies that have changed and everything indicates that these changes will be permanent. In a situation in which the VUCA environment predominates, organizations look for workers capable of adapting to adverse situations and who feel comfortable in times of crisis. To do this, they must have enough flexibility to accept changes and the adoption of tools and new ways of working (Fuente, 2021). Likewise, the importance of digital skills in the Human Resources area has been evidenced, which is why profiles are needed that have the necessary capabilities to help them accelerate and lead digital transformation. For this, not only external personnel must be sought, but organizations can search for said profile internally. Generating training plans fostered a culture based on data and updated and





ZEAL EDUCATION SOCIETY'S

ZEAL INSTITUTE OF MANAGEMENT AND COMPUTER APPLICATION (ZIMCA)



NARHE | PUNE | INDIA

PUN CODE: IMMP015570

DTE CODE: MB6195

AISHE CODE: C-50909

File No:

Revision: 01

Date:

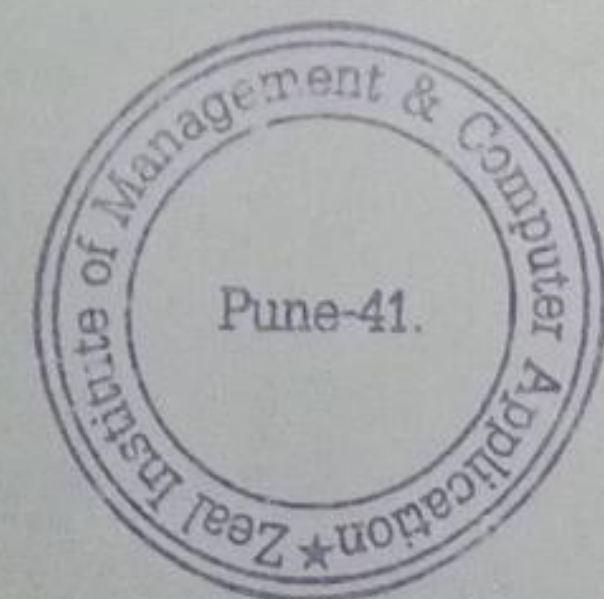
digitized employees.

Because Human Resources has a more important role and vision, it can guide the cultural change that organizations need for a successful digital transformation. According to Connolly, the most important thing to do in digital transformation is to help people understand and support why, without your understanding, they will not want to be a part of it (quoted in Sundblad). According to EY, the companies with the highest performance in 2020 were those that have innovation, adaptability, and business resilience as a common factor (2020). To achieve these factors, certain skills are needed in the collaborators. This is how Margaret Heffernan argues that skills have to do with imagination, with the ability to think about different possible before uncertain scenarios, know how to adapt and work as a team (Rodríguez, 2020).

From the pandemic, so-called "soft skills" have gained distinction and importance. Therefore, adaptability, leadership, emotional intelligence, and creative thinking are essential for all employees of the organization regardless of the position or area they occupy because these skills are transversal. According to the study "Resetting Normal: Redefining the new era of work", carried out by Grupo Adecco on a sample of 8,000 workers around the world, there is evidence of changes in trends in Human Resources (Viztasó, 2011). Because it shows the main competencies required from the pandemic that all collaborators must possess.

Due to the negative effects of the pandemic, the Human Resources area generates strategies in order to better manage employees to obtain positive resources. Such is the case of the company Cinesa, which has launched an ambitious corporate health and wellness plan focused on people. This program contains wellness activities that value current benefits and implement actions that help people improve their lifestyle, increasing their motivation and, therefore, their productivity. As is known in companies, a generational diversity can be found, which is why the Human Resources area must know the experience and needs of each group. One way to do this is through new approaches such as design thinking and employee journey maps. These allow you to focus on understanding and improving the employee experience.

Due to the impact of COVID-19, José Rodríguez, CEO of Sercotel Hotels; and Gabriel Llobera, CEO of Garden Hotels, reaffirmed the importance of talent in the sector to be able to face the crisis they are going through (Deloitte, 2021). This could start the transformation the industry needs. Likewise, Kike Sarasola, CEO of Room Mate, has assured that it is "extremely important to take care of the external client equally so that they can live new experiences, as well as internally, that is, the people who work in companies and hotel companies" (Deloitte, 2021). It is necessary for hotel organizations to focus on talent management and establishing a true business culture as these will allow them to re-generate the connection with their customers. Thus, issues such as inclusion, reducing the gender gap, new avenues for job creation and training are topics to be discussed in the areas of Human





ZEAL EDUCATION SOCIETY'S

ZEAL INSTITUTE OF MANAGEMENT AND COMPUTER APPLICATION (ZIMCA)



NARHE | PUNE | INDIA

PUN CODE: IMMP015570

DTE CODE: MB6195

AISHE CODE: C-50909

File No:

Revision: 01

Date:

Resources.

During the celebration of the Hospitality Innovation Planet 2021 event, a reference meeting point within the sector that has served to learn about trends, products, and specific solutions in the tourism sector, the possibility was raised that by the end of this year the tourism sector could begin its economic recovery compared to last year. Obviously, the organizations belonging to this sector are aware that the way it is managed will be different. In other words, it is necessary to start implementing different strategies, reinforcing the culture, selecting and incorporating new competencies, since the context would continue to be uncertain, new, and different from what was known.

Results and Discussion

As mentioned above, the scope of this research is descriptive. Therefore, a review of secondary information related to the human resources management carried out by the company "MakeMyTrip" since the beginning of the pandemic caused by COVID-19 was carried out. In addition, research on other companies in the tourism sector was reviewed in order to learn how they managed human resources and the strategies they applied in order to obtain positive results to overcome the negative effects of the pandemic.

First of all, it is relevant to start with the analysis of the information by mentioning some relevant information about the tourism company MakeMyTrip. This company was founded in 2000 by Deep Kalra and is currently considered the largest travel company in India and in the tourism sector. As mentioned by Rishi et al (2018), the growth in the travel sector started gaining pace from early 2000, and now in the present times, it is at its peak. In the wake of the pandemic, certain market sectors were deeply affected and are likely to take longer than other types of organizations in other sectors to recover. One of these sectors was the tourism sector.

In 2020, Rajesh Magow, CEO of MakeMyTrip, sent an email to his employees stating that during the first few months of the pandemic, they were charged with analyzing the impact of the pandemic on the organization, as well as thinking about the right path to recovery for the travel industry and the organization. The initial decision they made was to lay off 350 workers, giving them the opportunity to have medical coverage for themselves and their families until the end of 2020. They also decided to continue with the payment of their leave bonuses and requesting the return of company laptops that were loaned to the workers (Business Standard, 2020). On the other hand, due to the pandemic, "MakeMyTrip reduced its variable costs such as advertising, sales promotions, payment gateway costs, optimized IT infrastructure and expenses related to the operation of its offices and other facilities" (Business Standard, 2020).





ZEAL EDUCATION SOCIETY'S

ZEAL INSTITUTE OF MANAGEMENT AND COMPUTER APPLICATION (ZIMCA)



NARHE | PUNE | INDIA

PUN CODE: IMMP015570

DTE CODE: MB6195

AISHE CODE: C-50909

File No:

Revision: 01

Date:

However, Yuvaraj Srivastava, human resources director at MakeMyTrip believes that "keeping morale high will be one of the biggest challenges for HR professionals, as there is no certainty about when the pandemic will end" (Srivastava, 2020). He also believes that keeping employee morale high knowing that they will live with and be exposed to the virus for an indeterminate amount of time is one of the biggest concerns of human resource management professionals. "There is a sense of monotony and fatigue setting in, and this is one of the biggest obstacles to healthy growth at work and also on the personal front" (Srivastava, 2020). As a result, the emotional impact of the pandemic has been significant for employees, generating certain levels of stress and uncertainty among them, "indicating the need to establish a positive and balanced work structure to ensure that employees are adequately engaged and rested" (Srivastava, 2020).

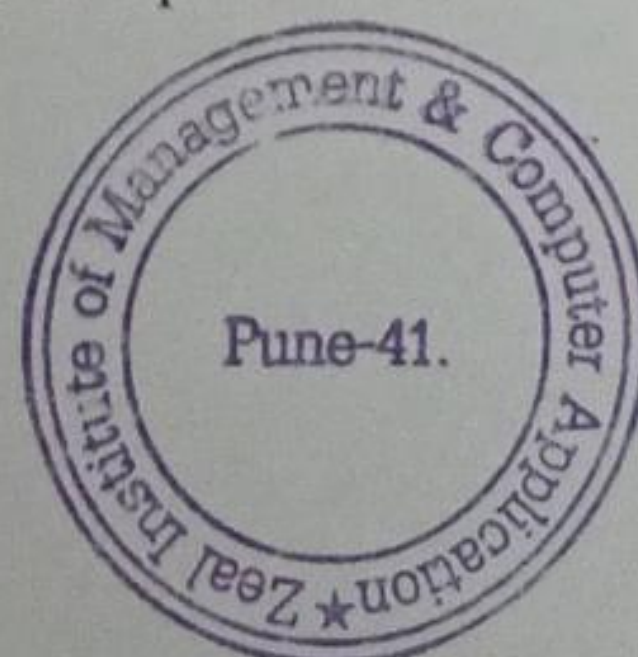
Yuvaraj Srivastava believes that the effects of the pandemic on MakeMyTrip are as follows:

- Human Resources management has had to come up with new organizational initiatives and projects that prioritize workers' emotions and mental well-being.
- Establishing and adapting to a digital way of working, building a strong human connection "with the goal of fostering a culture of social belonging, openness and transparency amidst growing uncertainty" (Srivastava, 2020).

To keep employees engaged in health crisis situations, Srivastava believes that it requires a lot of collective effort and collaboration from the employees and leaders of the organization (2020). Also, when the health crisis caused by COVID-19 disrupted normal company operations, human resources saw it as a great opportunity to "keep the workforce busy with projects that would be helpful once they got back on the road to recovery" (Srivastava, 2020). For example, they were tasked with improving and creating new travel products to accommodate the new normal, as well as contributing to the development of a life-saving app. This means that each employee had the opportunity to contribute in a meaningful and differentiated way through their individual role.

In addition, they felt it was a good time for employees to develop, learn and improve their skills through online courses and webinars on various domain-specific topics in business strategy, marketing, technology, product design, and more (Srivastava, 2020). Also, MakeMyTrip employees have the opportunity to contribute their ideas to the information sharing sessions on brand recovery strategies. At these sessions, "people from different functions and domains attend, giving them the opportunity to broaden their understanding of the business by learning about strategies and perspectives for the future of all brands" (Srivastava, 2020).

Finally, Srivastava believes that leadership is important to be able to respond and act in a timely manner in the presence of such scenarios. He also mentions that enduring a crisis of this nature "requires leaders to reflect visible decisiveness, address the human aspects of the crisis, and provide an optimistic but realistic outlook to ensure that





ZEAL EDUCATION SOCIETY'S

ZEAL INSTITUTE OF MANAGEMENT AND COMPUTER APPLICATION (ZIMCA)



NARHE | PUNE | INDIA

PUN CODE: IMMMP015570

DTE CODE: MB6195

AISHE CODE: C-50909

File No:

Revision: 01

Date:

all stakeholders in the organization's ecosystem trust and support the company's path to recovery" (Srivastava, 2020). In conclusion, in the face of changes in the new way of working and responding to market demands, MakeMyTrip leaders expect a full revival in the travel sector soon and look forward to hiring people who will be part of the growth of the business lines.

Conclusions

According to the study of Kaushal, and Srivastava, there exists a probability that organizations in India restructure their processes or redesign their business models based on the new needs of the environment and market demand. Therefore, employees who have new skills and competencies that align with the needs of the clients and the company will be more likely to be considered for new roles and jobs in companies in the tourism sector. Then, Sagala conducted an investigation about the impacts of Covid-19 in the tourism sector. Organizations must develop capacities and attitudes willing to change, as well as being willing to act proactively in the face of the consequences of the pandemic. For this reason, Sigala proposes a model of tourism restructuring in three stages: response stage, recovery stage and restart, reform and reset reimagine. On the other hand, regarding the direct relationship between human resources and the tourism sector, two investigations have been found. The first investigation is about the development of human resources for the tourism industry in India. Also, offers suggestions that can serve as guidelines for designing and conducting tourism training courses. The second article deals with the seasonality of employment and the challenges of human resources in the tourism sector. The authors propose a model to identify the relationship between the seasonality strategy and human resource management practices. For the purposes of this work, a qualitative-descriptive study was carried out. For this, the documentary technique was used, supplemented with the observation technique.





ZEAL EDUCATION SOCIETY'S

ZEAL INSTITUTE OF MANAGEMENT AND COMPUTER APPLICATION (ZIMCA)



NARHE | PUNE | INDIA

PUN CODE: IMMMP015570

DTE CODE: MB6195

AISHE CODE: C-50909

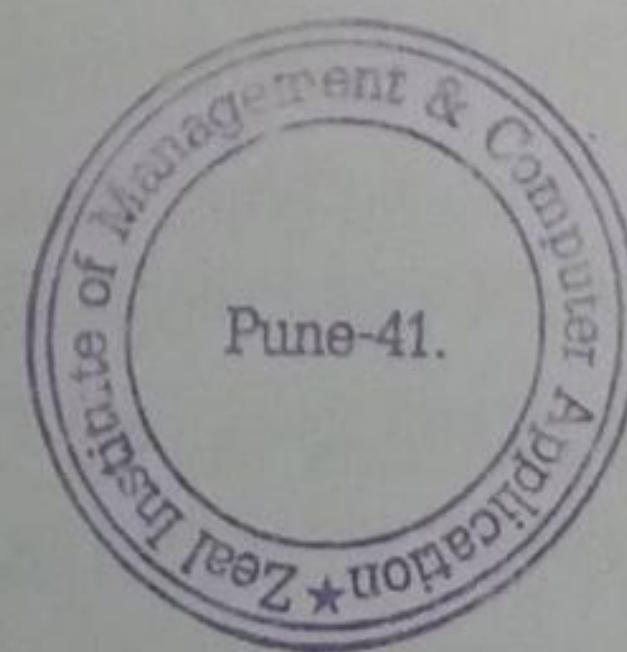
File No:

Revision: 01

Date:

Recommendations

In that sense, the company must generate a new strategy where the employee is placed at the center of the organization and has a training plan so that people can learn or improve certain skills such as adaptability, leadership, emotional intelligence, and creativity thinking. This is related to what is mentioned in the study "Resetting Normal: Redefining the new era of work", which evidences the changing trends in Human Resources management. Also, being in a globalized world, it is understandable that organizations want to digitally transform themselves, which will impact the human resources area by incorporating digital aspects into their daily activities. That is why the importance of conducting training in this regard, since using data could make more accurate decisions. Finally, taking as a basis the Hospitality Innovation Planet 2021 meeting in which businessmen from the hotel sector participated, they recognized the importance of knowing the needs, motivations, and aspirations of collaborators because to generate a relationship with clients, you must first form with the internal workers, which would lead to reinforcing the organizational culture. If these strategies were to be implemented, the collaborators would be more committed and if this analysis is done for generations it would be more assertive. As mentioned above, wellness and health programs could be generated in favor of employees. Although the result of these strategies will be perceived in the long term and time, resources and money must be invested in them, the results will be favorable for the organization. Furthermore, being in a difficult and new context that will persist in a few years, it is necessary to have an innovative, interrelated, and committed culture.





ZEAL EDUCATION SOCIETY'S

ZEAL INSTITUTE OF MANAGEMENT AND COMPUTER APPLICATION (ZIMCA)



NARHE | PUNE | INDIA

PUN CODE: IMMP015570

DTE CODE: MB6195

AISHE CODE: C-50909

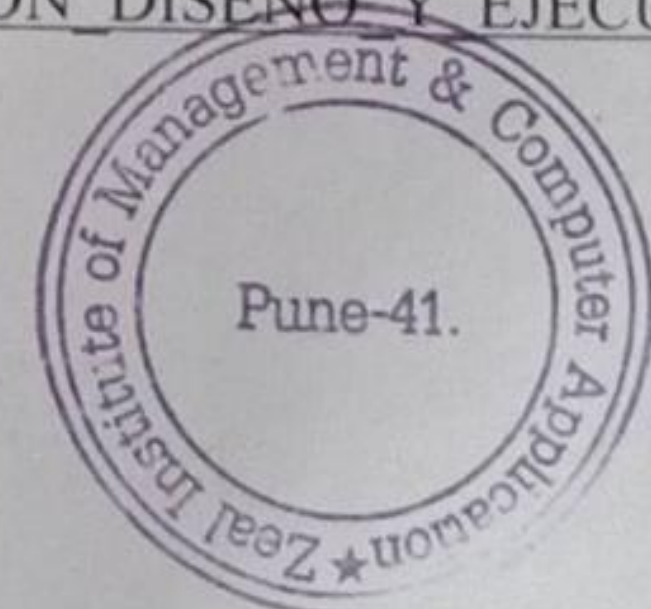
File No:

Revision: 01

Date:

References

- Business Today- Deep Kalra (2021). Retrieved from <https://www.businesstoday.in/>
- Business Standard. (2020). Covid-19 impact: MakeMyTrip to lay off 350 staff as travel ban bites. Retrieved from https://www.business-standard.com/article/companies/covid-19-impact-makemytrip-to-lay-off-350-staff-as-travel-ban-bites-120060100067_1.html
- Deloitte. (2021). The keys to recovery and the future of the tourism sector. Retrieved from <https://www2.deloitte.com/es/es/pages/consumer-business/articles/claves-recuperacion-futuro-sector-turistico.html>
- EY. (2020). Winning companies in times of pandemic. Retrieved from https://www.ey.com/es_sv/covid-19/las-empresas-ganadoras-en-tiempos-de-pandemia
- Farnsworth, R. & Jolliffe, L. (2003). Seasonality in tourism employment: human resource challenges. *International Journal of Contemporary Hospitality Management*, Vol. 15 Iss 6 pp. 312 - 316.
- Fuente O. (2021). Companies are looking for digitized workers. *Teams & Talents*. Retrieved from <https://www.equiposytalento.com/tribunas/iebs-business-school/las-empresas-buscan-trabajadores-digitalizados/2021-05-14/>
- Hernández, R., Fernández, C., & Baptista, M. (2014). Investigation methodology. México D.F.: McGraw-Hill Education.
- International Labour Organization. (2020). El impacto de la COVID-19 en el sector del turismo.
- Introduction and products and service of Make My Trip (2021). Retrieved from <https://en.wikipedia.org/wiki/MakeMyTrip>
- Kaushal, V. & Srivastava, S. (2020). Hospitality and Tourism Industry amid COVID-19 Pandemic: Perspectives on Challenges and Learnings from India. *India: International Journal of Hospitality Management*.
- Macrotrends (2021). MakeMyTrip Número de empleados 2010-2020 | MMYT. Retrieved from <https://www.macrotrends.net/stocks/charts/MMYT/makemytrip/number-of-employees>
- Niño, V. (2011). Metodología de la Investigación. Bogota: Editions of the U. Retrieved from https://www.academia.edu/35258714/METODOLOGIA_DE_LA_INVESTIGACION_DISENO_Y_EJECUCION





ZEAL EDUCATION SOCIETY'S

ZEAL INSTITUTE OF MANAGEMENT AND COMPUTER APPLICATION (ZIMCA)



NARHE | PUNE | INDIA

PUN CODE: IMMP015570

DTE CODE: MB6195

AISHE CODE: C-50909

File No:

Revision: 01

Date:

O'Neill, S. (2020). MakeMyTrip Bets on the Pandemic Speeding Up India's Shift to Online Travel. Retrieved from <https://skift.com/2020/08/21/makemytrip-bets-on-the-pandemic-speeding-up-indias-shift-to-online-travel/>

Raveendra, P. & Satish, Y. (2021). Boomerang hiring: Strategy for sustainable development in COVID-19 era. *Human Systems Management*, Vol. Pre-press, no. Pre-press, pp. 1-6, 2021. Retrieved from [https://content.iospress.com/download/human-systems-management/hsm201152?id=human-systems-](https://content.iospress.com/download/human-systems-management/hsm201152?id=human-systems-management%2Fhsm201152)

[management%2Fhsm201152](https://content.iospress.com/download/human-systems-management/hsm201152?id=human-systems-management%2Fhsm201152)

Revenue Growth of Make My Trip (2021). Retrieved from [https://inc42.com/buzz/makemytrip-sees-revenue-grow-169-qoq-but-still-turns-a-loss-in-q3/#:~:text=Publicly%20listed%20Indian%20online%20travel,%2C%20ended%20December%2031%](https://inc42.com/buzz/makemytrip-sees-revenue-grow-169-qoq-but-still-turns-a-loss-in-q3/#:~:text=Publicly%20listed%20Indian%20online%20travel,%2C%20ended%20December%2031%20)

Rishi, A., Kaur, K., & Mahawar, N. (2018). The Expansion of Online Travel Portal—MakeMyTrip. *Business and Management Practices in South Asia*, 185–201. Retrieved from https://sci-hub.st/10.1007/978-981-13-1399-8_8

Rodríguez, M. (2020). These are the skills that are needed in an unpredictable world (and they are not technological). *BBC*. Retrieved from <https://www.bbc.com/mundo/noticias-53838731>

Sagala, M. (2020). Tourism and COVID-19: impacts and implications for advancing and resetting industry and research. *Journal of Business Research*.

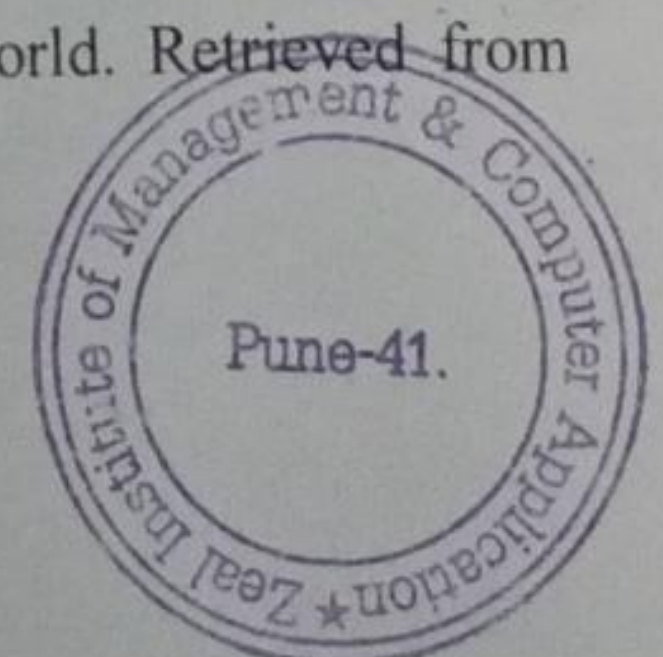
Singh, S. (1997). Developing human resources for the tourism industry with reference to India. *Tourism Management*, Vol. 18, No. 5, pp. 299-306. Retrieved from https://www.ilo.org/wcmsp5/groups/public/---ed_dialogue/---sector/documents/briefingnote/wcms_748876.pdf

Srivastava, Y. (2020). The ongoing crisis has given HR leaders an opportunity to design the future of work: Yuvaraj Srivastava. Retrieved from <https://hr.economictimes.indiatimes.com/news/workplace-4-0/the-ongoing-crisis-has-given-hr-leaders-an-opportunity-to-design-the-future-of-work-yuvaraj-srivastava/78659598>

Sundblas, W. (2020). Here's Why HR Is Critical For Digital Transformation Success. Retrieved from <https://www.forbes.com/sites/willemsundbladeurope/2020/09/01/why-hr-is-critical-for-digital-transformation-success/?sh=72a3e171216a>

Vistazo (2021). These are the job skills that companies are looking for after Covid-19. Retrieved from <https://www.vistazo.com/enfoque/estas-son-las-competencias-laborales-que-buscan-las-empresas-tras-el-covid-19-FFVI234706>

World Travel & Tourism Council. (2019). Travel & Tourism economic impact 2019 world. Retrieved from <https://www.slovenia.info/uploads/dokumenti/raziskave/raziskave/world2019.pdf>





ZEAL EDUCATION SOCIETY'S



ZEAL INSTITUTE OF MANAGEMENT AND COMPUTER APPLICATION (ZIMCA)

NARHE | PUNE | INDIA

PUN CODE: IMMP015570

DTE CODE: MB6195

AISHE CODE: C-50909

File No:

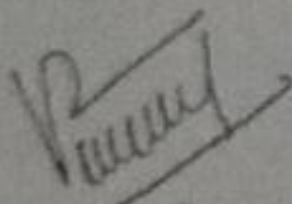
Revision: 01

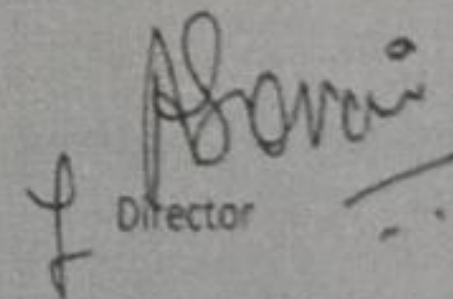
Date:

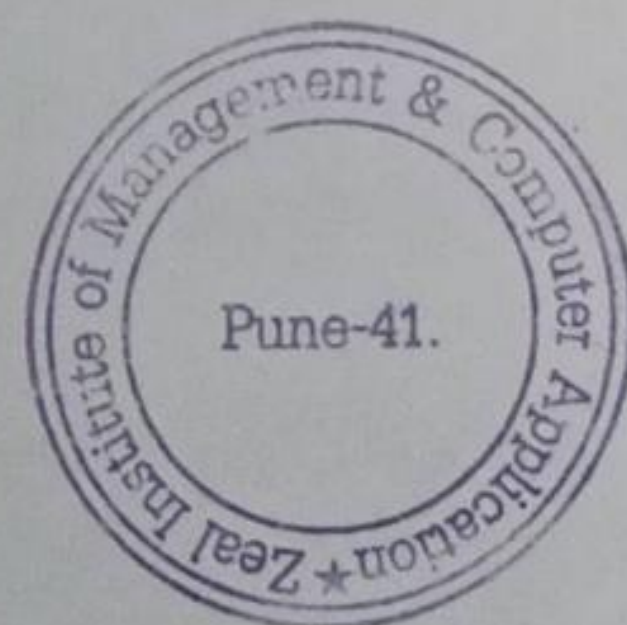
2. Remedial Classes

Zeal Education Society's
 Zeal Institute Management and Computer Application
 MBA II SEM III (A.Y. 2020-21)
 Remedial Classes Timetable

Date / Time	1-Aug-21	2-Aug-21	3-Aug-21	4-Aug-21	5-Aug-21	6-Aug-21
09:00 AM to 12:00 PM	302 GC - 12 Decision Science Prof. Sanjay Mahadik	309 GE - UL - 16 Knowledge Management Prof. Vikrant Nangare	305 FIN SC - FIN - 04 International Finance Prof. Sanjay Mahadik	302 GC - 12 Decision Science Prof. Sanjay Mahadik	314 MKT SE - IL - MKT-09 Digital Marketing - II Prof. Spurti Sushil	305 FIN SC - FIN - 04 International Finance Prof. Sanjay Mahadik
12:00 PM to 1:00 PM	Lunch Break					
1:00 PM to 4:00 PM	308 GE - UL - 15 Project Management Dr. Manisha Khaladkar	314 MKT SE - IL - MKT-09 Digital Marketing - II Prof. Spurti Sushil	308 GE - UL - 15 Project Management Dr. Manisha Khaladkar	309 GE - UL - 16 Knowledge Management Prof. Vikrant Nangare	308 GE - UL - 15 Project Management Dr. Manisha Khaladkar	302 GC - 12 Decision Science Prof. Sanjay Mahadik


 Programme Coordinator


 Director





ZEAL EDUCATION SOCIETY'S

ZEAL INSTITUTE OF MANAGEMENT AND COMPUTER APPLICATION (ZIMCA)



NARHE | PUNE | INDIA

PUN CODE: IMMPO15570

DTE CODE: MB6195

AISHE CODE: C-50909

File No:

Revision: 01

Date:

Zeal Education Society's

Zeal Institute Management and Computer Application

MBA | SEM I (A.Y. 2020-21)

Remedial Classes Timetable

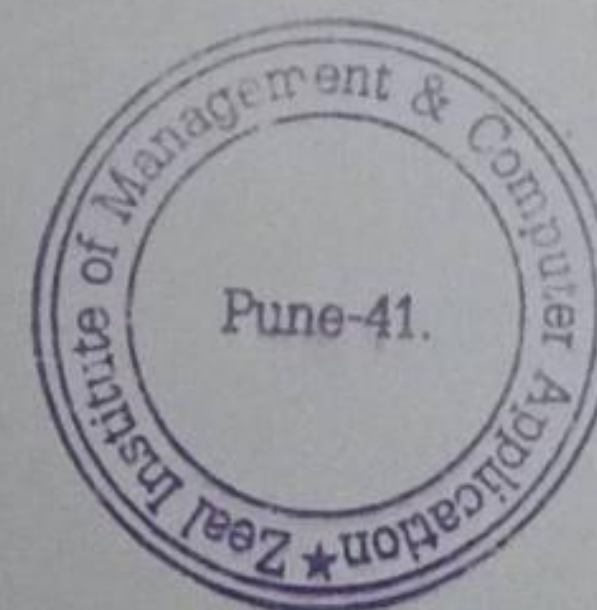
Date / Time	12-Apr-21	13-Apr-21	14-Apr-21	15-Apr-21	16-Apr-21	17-Apr-21
09:00 AM to 12:00 PM	101-MA- Managerial Accounting Dr. Manisha Khaladkar	191 HR 1 – Human Rights 1 Prof. Sanjay Mahadik	113 VCL – Verbal Communication Lab Prof. Sonali Nambiar	101-MA- Managerial Accounting Dr. Manisha Khaladkar	191 HR 1 – Human Rights 1 Prof. Sanjay Mahadik	113 VCL – Verbal Communication Lab Prof. Sonali Nambiar
12:00 PM to 1:00 PM	Lunch Break					
1:00 PM to 4:00 PM	105 BOM- Basics of Marketing Prof. Vikrant Nangare	107 MF- Management Fundamentals Prof. Rakesh Katkar	106 DB – Digital Business Prof. Mahendra Ramdasi	105 BOM- Basics of Marketing Prof. Vikrant Nangare	107 MF- Management Fundamentals Prof. Rakesh Katkar	106 DB – Digital Business Prof. Mahendra

Programme Coordinator

Director



Scanned by TapScanner





ZEAL EDUCATION SOCIETY'S

ZEAL INSTITUTE OF MANAGEMENT AND COMPUTER APPLICATION (ZIMCA)



NARHE | PUNE | INDIA

PUN CODE: IMMP015570

DTE CODE: MB6195

AISHE CODE: C-50909

File No:

Revision: 01

Date:

2.2.1. The institution assesses the learning levels of the students and organizes special Programmes for advanced learners and slow learners

The Institute provides equal opportunity for quality education to a student who belongs to different and diversified backgrounds, which help to enrich them to be competent management professionals. The Institute assesses the learning levels of students on the basis of various evaluation tools such as graduation courses, past academic performance, Entrance Exam score, psychometric assessment etc. The objective of these tools is to know the students grasping capacity and learning potential. Based on these assessments, the institute prepares Individual Development Program (IDP) for students with respect to their learning level.

The Induction Programme: An induction program orients about the institute, its ethics, value system, vision, and mission, code of conduct as well the various career paths available for the students for their future. During Induction Programme the various tests like psychometric, Enneagram exploits to gauge the ability of the students for further references for faculty/ GFM/ course teacher / Academic coordinator and Director, which assists them to map student ability with industrial expectations and employability skills level.

Guardian-Faculty Member: At the beginning of the programme the student has to fill the Mentee Profile and submit the same to Guardian-Faculty Member (GFM). The respective GFM analysis the individual Mentee assigned and mark the student with learning abilities on the basis of Mentee profile information. Mentor act as a personal counsellor for the Mentee to give solutions for all kind of personal as well as academic issues. This counselling generally in-personal, informal, and one-to-one setting in Institutional premises.

