



Article Title

The Hospitality Industry - Anamnesis, Diagnosis and Directions in Pandemic Context.

Citation

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Abstract

As a component with high sensitivity, tourism is a sector of consequence, sensitive to the imbalances of the socio-economic metasystem that includes it. In the context of establishing the state of emergency on the Romanian territory as a result of the pandemic with SARS-CoV-2 coronavirus, the activity of the economic operators was severely affected or even suspended. Considering the importance of tourism in the Romanian economy, the authors consider peremptory the joint effort of the decision makers in the field and those with significant incidence in its support, in order to limit the losses, to relaunch the activity and to avoid the longterm effects. This approach aims to identify the main characteristics of the hospitality industry, with the highlight of the specificities of the impact of the pandemic context depending on the typology of tourism and of the sufficiency and viability of the adopted measures. For this reason, in this study has been used qualitative research methods, resorting to inductive, deductive, comparative reasoning in studying the particularities of tourism, in evaluating decisions in the pandemic context, in notifying the created interdependencies and in the cause-effect analyzes. Differences in the amplitude of the impact according to the typology identified and the need to extend the facilities to compensate the difficulties induced to the tourism area have resulted from the research undertaken.

Summary

Particularly sensitive to environmental imbalances and with insurmountable constraints regarding the security of the person (health, social, food), tourism is the most severely affected sector by the pandemic context and by the legal restrictions adopted accordingly. Supporting the hospitality industry requires a coherent approach which involves everyone included in the value chain, from hoteliers and travel agents, to suppliers and customers. The economic operators must implement punctual measures of efficient management of the resources, to maintain a continuous dialogue with the tourism agencies and the clients in order to cancel or, postpone the holidays and events, proposing a flexibility of the offers with future valorizations. The

management in the hospitality industry must include the strategic dimension, guiding its approach towards ensuring long term performance.