

## HVS Monday Musings: Collaboration - the Key to Reviving the Indian Hospitality Sector

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COVID-19 has changed the world in more ways than one and the post-COVID world looks significantly different from what we have been used to. One surprising change has been the unprecedented collaborations between companies that have been competing with each other for several decades but are now working together to combat and survive the uncertainties of the crisis.

A prime example of this trend is the pharma sector, where industry giants like GlaxoSmithKline and Sanofi are working together to develop the COVID vaccine. Pharma companies are now sharing knowledge & best practices - a key competitive advantage in this industry known for its cut-throat competition between players as they race to become the first to patent and market new therapies and medicines.

Another instance that took people by surprise was the collaboration between Apple and Google. The two companies joined hands to open their mobile operating systems to facilitate the creation of advanced contact-tracing apps that can run on iPhones and Android phones alike.

Fast food chain Burger King recently made headlines as they released an unusual statement requesting customers to order from their rivals such as McDonald's, KFC, Pizza Hut and the likes to support the entire restaurant industry.



*Photo from Unsplash*

The current crisis has resulted in collaborations even in the Indian hospitality sector. From offering rooms as quarantine facilities to providing food for the needy, our sector has joined forces with the government to help the country tide over the current crisis.

The same collaborative approach is now needed within the industry to push it on the path to recovery. Initially, collaborating with competitors instead of competing for guests may seem irrational, especially during the current period of low demand, but this will bear fruits in the longer term.

Hoteliers should assist each other in implementing guidelines, training staff, employing technological innovations, adopting greener practices etc. Showing solidarity to fellow hoteliers during these difficult times is the need of the hour, especially by assisting our smaller and independent hotels that may not have the required

### Summary

The Indian hospitality sector should adopt a collaborative approach as it embarks on the long road to recovery. Hoteliers should collaborate & integrate their efforts to find innovative solutions to the challenges in the sector and share best practices & learnings with the entire fraternity to not only help rebuild traveler trust but also to help the sector thrive in the future.

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infrastructure or access to best practices.

Hotels should also collaborate and integrate their efforts to find innovative solutions to the challenges in the sector which can not only help rebuild traveller trust but will also help the sector to thrive in the future. Sharing best practices and learnings with the entire fraternity will help push the sector on the path to recovery quickly.

### About **Mandeep S Lamba**



Mandeep S. Lamba, President – South Asia, oversees the HVS global hospitality practice for South Asia. He has spent over 30 years in the hospitality industry of which the last 19 have been in CEO positions. Having worked with leading International and domestic Hotel Companies such as IHG, Radisson & ITC Hotels, he also set up joint venture companies with Dawnay Day Group UK and Onyx Hospitality, Thailand to own and operate hotels in India giving him a broader exposure to the hospitality business.

An established industry leader, Mandeep has won several awards and recognitions in India and abroad for his accomplishments and contribution to the hospitality industry. He is a Certified Hospitality Administrator from the American Hotels Association (CHA), a member of the Royal Institute of Chartered Surveyors, UK (MRICS) and a member of the Tourism Council of CII (Northern India). His views are often solicited for television and print media as a spokesperson for the hospitality & tourism sector.

Prior to joining HVS in 2018, Mandeep was the Managing Director, Hotels & Hospitality Group for JLL.

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