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THE CHALLENGES AND TRENDS OF HOTEL ADMINISTRATION THAT TRANSITION AFTER PANDEMIC

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ABSTRACT

The scope of this article is the challenges and trends in hotel management that are emerging after the COVID-19 pandemic, bringing aspects that impacted hotel management after the pandemic, which demonstrated certain difficulties that had consequences for the performance of this sector throughout Brazil, noting that, there were various phases that affected the economy and tourism with significant consequences that there was a need to interrupt operations, therefore, after facing the crisis, major challenges emerged that established the increase in strategies to focus on the sustainable growth of this sector. The general objective of this work is to analyze the challenges and trends of hotel management that emerge after the pandemic. As for the methodology used in this article, it uses a qualitative approach, bibliographical and documentary research, which were taken from the Google Scholar platform and reliable internet sites, which provided books, articles, magazines and materials that were important for the discussion of this article. In this way, responding to the problem in question, it was possible to see that the effects of the COVID-19 pandemic on hotel management incorporated greater performance strategies based on changes and adjustments to activities. In general, the challenges and trends underwent a new perspective, concluding that the new mechanisms adopted intensified this network, establishing a commitment to sustainability, quality in services and experiences that offer guests well-being in accordance with the individuality of guests. same.

Keywords: Pandemic, Hotel Administration, COVID-19.