

Real Estate/Hospitality challenges

The covid-19 pandemic

The outbreak of the novel coronavirus globally had a huge impact on the real estate/hospitality business. Restrictions such as the ban on travel, social distancing, a limited number of people in gatherings, and onsite and physical business conferences, training, shows, meetings being substituted with virtual conferences, hence, a big challenge for a hall, boardroom, hotel rooms, and conference centers. This posed a real threat to the real estate and hospitality industry. Hospitality has been hit hard by the (COVID-19) pandemic and the effect has been uneven; bars and clubs have their worst share also. (Office for National Statistics, 2021)

The lockdown and remote working have particularly impacted investment in France, especially in the office sector. Xavier Jancène remarks “Lockdown and the remote working have undoubtedly set a trend in France of re-thinking the way office-traditionally over 80% of investment in France in terms of value-will be used tomorrow.”

Budget-friendly Housing shortage

According to CNBC, the housing shortage could become the worst ever in the history of the United States. There will likely be increasing demand, yet a tight supply of what are considered “reasonably” priced housing options. A real estate professional will need to find solutions to the problem of increasingly out-of-reach housing for millions of Americans (Linchpin, 2021).

ESG and Sustainability initiatives

ESG is an abbreviation that means Environmental, Social, and Governance. It is a set of standards that are used to measure the environmental and climate impacts of housing units (Pulse, 2021). The violation of this standard by real estate professionals permitting the prevalence of wastes in public areas and most apartments increases the risk of greenhouse gas emissions and thus leads to widespread environmental and

climate change in a country. In the words of Hayden Cameron, “We are certainly seeing sustainability considerations factored into investment decisions at every stage of the asset lifecycle”. Potential new environmental legislation could have a substantial effect on real estate evaluations in the time to come and should be taken seriously by investors.

Chris Woolf states “There is also is a growing recognition in the market that as we emerge from Covid-19, sustainability initiatives represent a chance to get things right – it is about ensuring that buildings and investments are relevant and resilient in the carbon-neutral world of the future.”

Labour Shortage & retaining Quality Personnel

Between 23 August and 5 September 2021, 30% of hospitality industries declared that vacancies were more difficult to fill than usual. A more reoccurring challenge for larger businesses is a vacancy. According to the labour market, data hospitality among several industries posted record numbers of vacancies from June to August 2021. 3 in 10 hospitality businesses find it strenuous to recruit staff (Office for National Statistics, 2021).

Some EU workers left the labour market during the covid-19 pandemic. The number of EU nationals employed in the UK dwindled by 8.7% from January to March 2020 and April to June 2021.

Management and training

The hospitality industry uses a not too convectional staff and workforce, with positions that may or may not require a strong academic degree. Services of Chef, Valet, cleaning personnel, security, et al, are not on the same requirement as check-in clerks, concierge providers, or manager. However, the whole workforce is a reflection of the industry’s culture. Lack of adequate training of the workforce on some specific values and standards is one of the major challenges in the industry as what guests have been saying about the industry, the accommodation, the rooms, conference halls, et al,



through online reviews, comments, and photos have a dimming effect on the industry.

The hospitality industry has been battling to establish relationships with guests as the services offered is not complemented by customer relationship. Lack of staff etiquette, problem-solving skills, maintenance and operation, promotion and marketing, poor usage of social media, effectiveness, and efficiency, which is largely due to poor management and training has been a big challenge in the industry.

Wellness Challenges

In recent years, the world has experienced major advancements in health, therefore, people generally live longer and healthier. Although, serious challenges to global health and wellbeing remain, from pandemics to non-communicable diseases (NCDs), high costs of care, particularly in developing nations (Hutt, 2016).

Elitist Attitudes

Fitness should be easily accessible to all. However, many gyms and SPA studios indirectly cause segregation between the enlightened people who understand fitness and people who don't know. This increases the worrying trend towards fitness snobbery for beginners. (Glofox, 2020). As average individual feels that fitness and the gym are made for the high network individuals.

Data privacy concerns

A study by the manifest discovered that some people fear apps that track and collect location data. Health and fitness apps with this feature could pose challenges to customers. From the aforementioned study, among individuals who were not comfortable with location-tracking apps, 15% cited lack of privacy as their biggest worry and 52% cited not feeling safe as a reason (Chloe, 2021). Sensitive personal data have

been collected by wellness and fitness apps, with the amount growing rapidly. Such as a user's heart rate, location, step count, weight, and even sleeping patterns. Users are sometimes required to complete questionnaires or give other sensitive information about themselves. This is a big concern to the people hence their reluctance in using wellness and fitness apps

Expertise and training

Technical guidance is one of the most essential aspects of the fitness and wellness industry. A lot of inexperienced fitness coaches and trainers have taken up the role of wellness expertise hence, making people lose trust in gyms and fitness studios. Also, Customers who use digital health and fitness apps are at a potential risk to get injured unnecessarily. Before the outbreak of the covid-19 virus, a vast number of people visited the gym and studios where personal trainers and fitness experts were present to supervise and coordinate and teach the people. In contrast to the digital health and fitness app manual, there is a low probability of users reading the manual completely or following it thoroughly as there is little or no monitoring and accountability. The understanding of the instructions is another challenge since technical know-how is needed to maximize the use of these apps. The potential risk associated with this is bodily harm (Elltoft, 2021).

People want more science-backed solutions

People struggle to consistently show up at the gym due to several reasons i.e., lack of motivation. Motivation comes from the brain, sensitizing the brain to be expectant, hence making the individual look forward to the experience. People generally desire more science-backed solutions, as such, fitness professionals who do not invest in books, clinics, conferences, and research cannot deliver the results people desire. Many wellness and Fitness professionals are more focused on physicality, workout sessions, and all, without developing the minds of the people. Focusing not just on physical fitness but also mental fitness demands fitness professionals emphasize the brain. Neurology, psychology, habits, and motivation.

Struggle to digitalization classic offering(spas)

Spa wellness is a part of wellness that is almost totally shattered by Covid-19. Since it is almost impossible to run digitally, it was completely zoned off.

According to the International Spa Association (ISPA), the annual 2021 U.S. Spa Industry Study showed that Total spa industry revenue is estimated to have fallen by \$7 billion, which is a drop of about 36.4%. Also, the estimated visits made in 2020 was 124 million, 68 million fewer than in 2019. The visit dropped by over 35%. This, in turn, affected the number of locations, which also led to a reduction in the employment rate.

Customers value typical wellness less

Customers as humans generally, appreciate differences or specialties would want the type of wellness offered to them to be atypical, not so common as others. The inability of wellness centers to provide special or not so common activities, training and instructions pose a serious challenge to the industry.

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