

Versatile Hospitality Industry Across Globe A Case study on Modernisation and Modification in Hospitality Standards in Morocco

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Abstract: *Have you ever wondered what exactly is hospitality? It is essential to know there are four main segments in hospitality which are Food and Beverage, Lodging, Recreation, and Travel and Tourism. Each service makes an impact on the hospitality field as a whole. In Africa, hospitality has an enormous financial impact. Superior hospitality should give the guest the best possible experience and offer excellent customer service to make the customer want to come back again. The hospitality industry of Morocco is huge, diverse and ever-expanding. This article covers a quick overview of the hospitality and leisure industry in the morocco It has been over a decade since the 9/11 attack which led to a recession for the morocco travel industry. Things have improved ever since and what has followed is a decade long story of expansion and innovation. However, this has again been stalled in 2020 due to the COVID-19 pandemic which has brought the global hospitality and travel market to a standstill. As of now the most affected nation has been morocco due to which the outlook of the travel and hospitality industry of morocco looks grim at present[1]. This research primarily investigates the ongoing covid-19 scenario in economies of restaurants, since lives of many people are dependent on the hospitality industry this analysis delivers insight into the pandemic's impact within the corona virus protocols to be followed, and explores the policies adopted and strategies undertaken for sustainability in speciality restaurants and measures taken by housekeeping department.*

Keywords: Tourism, Diverse, Leisure, Expansion, Hospitality

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