(1) INTRODUCTION

- Sustainable Tourism is an emerging research topic which the hospitality industry is increasingly adopting and implementing (Kim et al., 2019). Despite this topic’s importance, there is a lack in usage of multi-dimensional performance measurement systems assessing sustainable tourism (Elbanna et al., 2015; Sainaghi et al., 2019).
- COVID-19 pandemic that began in December 2019 in Wuhan, China (WHO, 2020) has impacted the hospitality industry, more than any other service industry, where the industry is facing difficulty in maintaining its business (Moniz, 2020; Petersen et al., 2020), and can decrease the industry’s GDP contribution by as much as 50% to 70% (Chakraborty & Maity, 2020).
- Indian tourism and travel industry ranks quite low globally in the bottom 20% when it comes to sustainable tourism performance and that has huge potential for growth (Chakraborty & Maity, 2020). The newly proposed health and safety perspective of the hospitality industry is theorized to have causal relationships amongst themselves in the manner depicted in the figure on the right. The proposed framework has been tailored to the hospitality industry, more than any other service industry, where the industry is facing difficulty in maintaining its business (Moniz, 2020; Petersen et al., 2020), and can decrease the industry’s GDP contribution by as much as 50% to 70% (Chakraborty & Maity, 2020).
- The green indicators represent the sustainability-oriented measures.