

COVID-19 Impact on Travel and Tourism

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The travel and tourism industry has emerged as one of the largest and fastest-growing industries worldwide in terms of economy. The contribution of the travel and tourism sector is significant in the overall gross domestic production of the country. It helps the country to raise the foreign exchange, generates employment, and improves the infrastructure of the country. It offers a better living standard for local people and helps in the social-cultural exchange of the country. The government is continuously making policies, emending policy, regulations for the sustainable development and maintenance of the travel and tourism sector in the country. This sector is adversely affected in the past year due to COVID-19 pandemic. The current COVID-19 has emerged as a highly infectious disease. The virus was first reported in Wuhan city of china and spread throughout the world in less than 3 months and was declared as a global pandemic by the world health organization (WHO). It has seriously affected all industries and become a global threat to small and medium-sized countries. This pandemic has a major impact on the Indian travel and tourism industry. The industries in different sectors of the economy are expecting 38 million jobs lost. There is a decline of 68% in the occupancy of rooms in hotels by the end of March 2020. The restaurant industry is expected of 50% drop in the customer. It is expected that 50% of the restaurant were closed and the Indian association of operators estimated a total of 85 billion loss in travel and tourism due to travel restrictions. The aviation industry also predicted a 27000 Crore loss in the year 2020-2021. The international and the domestic sector boundaries were closed in 2020 due to which travel and tourism came to halt. Also, this study examines the implications for the sustainability and setting of the travel and tourism industry in India

Keywords: Travel, Tourism, Sustainability, COVID -19, Pandemics, India.

Introduction

The following are some of the strategies to recover travel and tourism from the impact of the COVID-19 outbreak.

Rural Tourism-Rural tourism was started in 2002-2003 by the tourism ministry to showcase rural life, heritage, art, and culture of the local people and in villages. It was made to promote the handcraft, art, handlooms, and the textile of domestic industries. It has given a platform to the local communities to exchange the culture of different countries and also to give the benefit to social communities to exchange the ideas

Medical Tourism-India is a country where health care facilities are available at less cost. It has given the rise in health tourism to travel all around the globe to obtain health care facilities. Promotion of health care facilities is due to state of Art Medical facilities, reputed health care professionals, quality nursing facilities, no waiting time for availing the medical services, India's traditional healthcare therapies like Ayurveda and Yoga combined with allopathic treatment provide holistic wellness

Film Tourism-Indian cinema is also a way to promote tourism. The ministry of tourism has provided a sum of 2 lakh to the state and the union territories during each financial year to promote the films. The films are chosen with the input of the Film development corporation and these films are also been rewarded with a monetary benefit.

Cruise Tourism-It is also an emerging new market in India due to the vast coastal areas, island, forest, beautiful scenery, rich culture of India. With the Indian economy developing at a steady pace Middle-class people are spending money to avail the facilities of luxury tourism. Indians could also take on cruise shipping in a big way.

Promotion of Ecotourism-It fosters respect for different cultures and human rights. The ecotourism areas that strive to be low impact and to educate the tourism about the ecological conservation of the resources, directly benefit the economy of the country and by providing the funds to develop low impact areas.

Literature Review

Implications for advancing and resetting travel and tourism industry for sustainability

According to the report FICCI report (2020) published online, India has a total of 3961 centrally protected sites either under UNESCO as a world heritage site or the Archeological Survey of India (ASI). Monuments, such as the Taj Mahal and Agra Fort in Agra and Qutub Minar in New Delhi, are the highest revenue earners grossing annually INR 77 crore, INR 34 crore, and INR 26 crore, respectively. The livelihoods of approximately 1.75 lakh daily earners, including tour guides, rickshaw pullers, photographers, etc., have been affected in Agra alone. Tour guides with licenses from the government are not allowed to take up alternative jobs, adding to their challenges.

Mair, 2020 The Indian tourism and hospitality sector explores a variety of choices for a stagnant industry from contactless trips to immunity passports and open-day stay packages. In the month

of summer, the Indian tourism industry came to halt. The pandemic has been used as a revolutionary catalyst.

Gössling, Scott, & Hall, 2020; Hall, Scotland & Gössling, 2020 Industry should focus on the recovery, replicate, and reform the next normal and economic order. The researcher should measure and predict tourism due to the impact of COVID 19.

Marianna Sigala talks about tourism impacts and the transformational affordance of the COVID-19 pandemic. The COVID-19 pandemic can prove to be a transformational prospect by conferring the circumstances and the questions raised by the pandemic. The article discusses how the pandemic has altered the behaviors and experiences of various tourism stakeholders in the form of tourism demand, supply and destination management, and policymaking. The pandemic has also necessitated the revision of knowledge and experience during three COVID-19 stages namely response, recovery, and reset.

Kushal and Srivastava say that the impact of COVID-19 will last long as there is vaccination yet to come in the market. The hospitality industry requires multiskilling and professional people to handle the situation of the COVID-19. There should be a sense of an increase in the hygiene and sanitation-related standard procedure to run the day-to-day operation of the hotel. The need of responsible media role is necessary for this pandemic situation.

Suau Sanchez et.al talks about the adverse effect of the COVID-19 pandemic on the aviation sector. Due to the SARS pandemic, the monthly air traffic was 35% lower than their pre-crisis levels. As of 24 March 2020, 98% of global travel revenue was affected due to severe restrictions such as quarantine for arriving passengers, partial travel bans, and border closures. Many airlines and aviation businesses came to halt to make the situation worse.

Ruwan Ranasinghe et.al talks about the impacts of the COVID 19 pandemic on the business customer, MICE, seminar, conference customer. It is necessary to focus on the right marketing strategies to build confidence in the mind of the customer. Ensuring the protection of the hotel staff, stakeholders, and guests staying in the hotel is necessary to make a positive image of the hotel in the mind of the customer. Strong promotion media coverage is required both at the local and international level to attract business customers.

Abhijit Mitra throws light on the impact of the COVID-19 pandemic on the global employment sector with special reference to India. The worst affected industries, as per global estimates include food and lodging that employs 1444 Million workers, wholesale and retail that employs 482 million, services and management of companies that constitute for 157 million, manufacturing and development that constitute 463 million workers together constituting 37.5 percent of global employment. This is where the 'sharp end' of the pandemic was felt and India is no exception to it.

Lew, 2020 Studies should also analyze and consider the perspectives of the interested parties involved in the COVID-19 initiative, as well as their empathy, awareness, ability to understand and respond (pro-actively, re-actively) to the pandemic, because all this can also influence their attitudes, behaviors, and potential for change. COVID-19 Research into tourism should further promote our expertise to inform, inspire, shape or even lead these crisis-enabled transformations.

Ötsch, 2020 says that COVID-19 is a crisis for the development of the growth of economics. The is a major factor for the maintenance of activities of the rich countries while overcrowding is prevented and taking activities into the poorer countries, some of which are highly sector-dependent and need a lot of opportunities to recover

Mayal J., President TAAI, 2020 says that technology would be a major game-changer in the coming days. The development of tourism and travel accelerates the social-economic system. It is responsible for pollution, waste, and climate change in the national and regional areas. It is a major expect for the political, economic, cooperative policy of a nation.

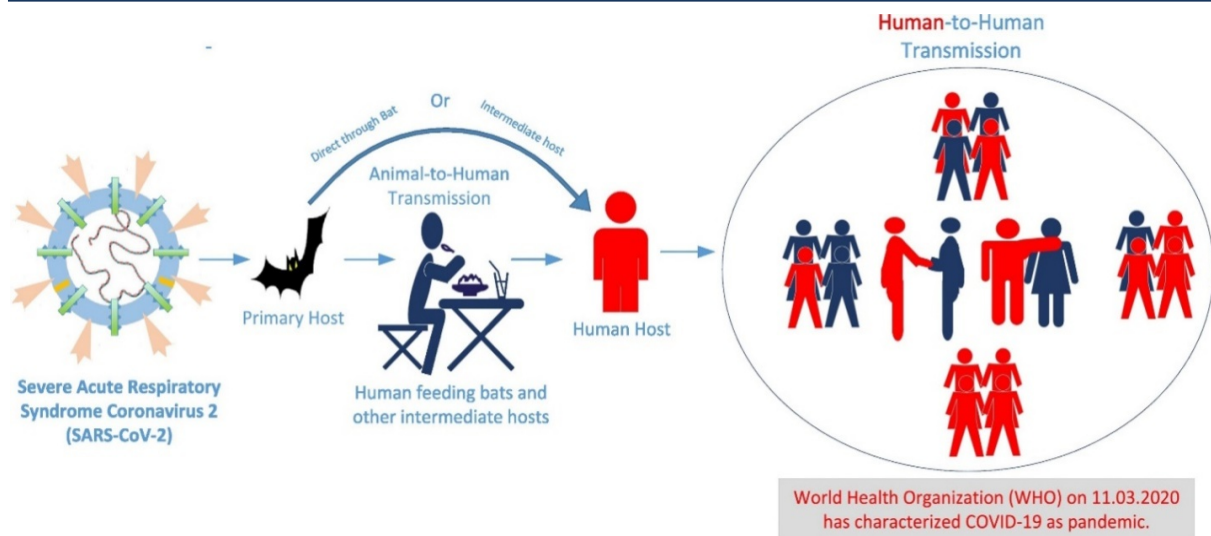
As work from home is going to play a big role in the next few months, technology platforms will become a very important component of our operations. "In the new situation, the validity of tickets and tour packages could be longer than before. Airlines will start looking at fares that are valid for a longer time so that the ease of business remains. For this, online and offline travel agents have to cooperate rather than compete. Following are the objective of the study

1. To examine the COVID-19 impact on the travel and tourism of the Indian economy
2. To study the new practice in the operation of hotel and restaurant post-COVID-19.
3. To study the future trends in travel and tourism post-COVID-19.

This diagram shows a rise in the rate of unemployment of employees in the travel and tourism industry in the year 2019-2020 due to the COVID-19 pandemic outbreak.

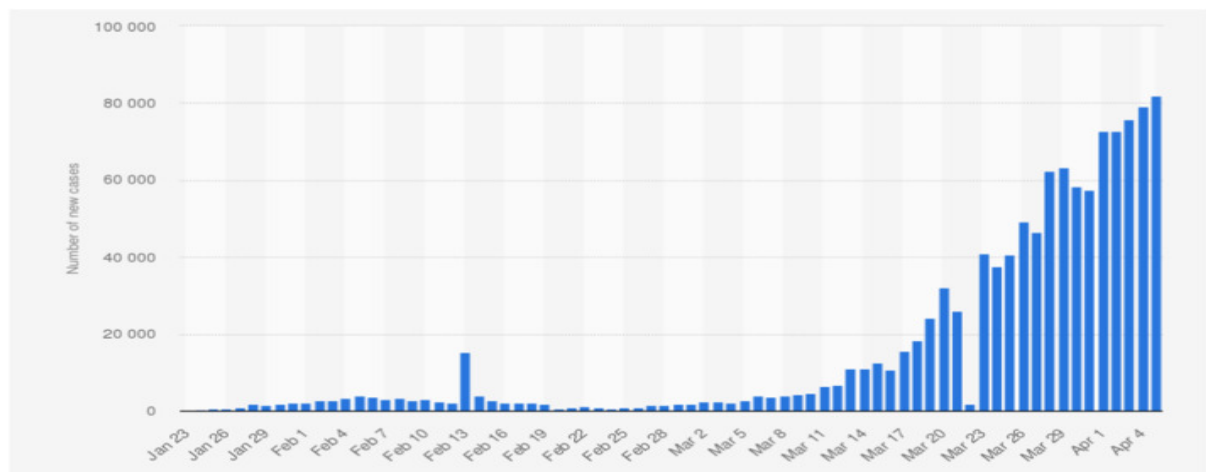


The transmission of COVID-19 from one person to another is explained with the help of a diagram.



Source-(Anuradha tomer, 2020)

Diagram showed the increase of COVID-19 patient worldwide during month March 2020 to the year end of 2020



Source-(Anuradha tomer, 2020)

Research Methodology

There was a restriction on the personal contact to the employee, owner, and worker of the hotel, travel, and tourism industry people due to COVID-19. Qualitative and quantitative data is collected through the internet, webpages, books, social media to gather information on this subject. A questionnaire was distributed in Delhi region through email and online media to collect the information on the impact of the COVID-19 on the nature of their work, the new practices following in the hotel and restaurant to protect and safeguard the health and hygiene of the staff, A sample size of 50 questionnaires were distributed in the hotel and travel tour operator out of which 40 was filled and returned back. Open-ended and closed-ended questions were asked to the sample sized.

Recommendation and the finding on trends Post COVID-19

Globally around 91% population is affected by the COVID-19 pandemic where restrictions are placed to travel in foreign countries. Future trends observed post-COVID-19 are less crowd in the market, hotel targeting more on domestic tourism, religious tourism will decline due to restriction on the travel of mass gathering, public gathering in relation with the conference. Seminar, festival, MICE, big events will decrease, the occupancy and food and beverage consumption will be affected negatively, nature trip will be more favorable like the forest safari, wild life sanctuaries, historical monuments, the customer will have more choice, flexibility to choose the hotel and accommodation, reduction in the number of students traveling abroad to enroll them self for the foreign education.

Conclusions

This article provides a brief background on the communicable disease outbreak, named COVID-19, and looks at the impact of the disease in India's tourism industry. Our research found that the COVID-19 outbreak has affected the tourism industry tremendously and adversely. visitors around the world canceled reservations and postponed their travel plans to India because of the virus. The decline in tourism and travel is noted due to restrictions on the international boundaries and the aviation sector. Travel and tourism is an important contributor in the economy of the nation. With governments around the world adopting drastic measures to combat the virus, travel restrictions, business transactions, and interactions between people have halted. It is necessary to measure the adverse impact of the COVID-19 outbreak on the country's economy. The recovery plan has already started and slowly the ban on the restriction will be removed. According to new guidelines the companies are slowly working with new safety norms as per the guidelines of the government.

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