

Understanding The Impact Of Covid-19 On Indian Tourism Sector

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Abstract-

In recent times, virtually every industry has been impacted by coronavirus (COVID-19) whether linked to jobs, the tourism sector, etc. This study examines the impact on the tourist sector due to the COVID-19 epidemic. Since, tourism in India has a critical role to play in sustaining the economy and in keeping ties with other countries. But the tourist sector has a negative impact on both within and outside in the years 2020-2021. As tourism sector has made a huge contribution in providing employment as well, however both the tourism and the hospitality sector is on the verge of losing tourists in India, which tends to impede the development of the firm, and now close to 38 million individuals have lost their means of income. Since then, the administration has been working hard to get its tourists back on track from foreign markets. In the time of recovery, businesses from travel and tourism will have to regain the faith and confidence of people to travel again after the epidemic. The current research recommends that the transport and hospitality industry should reorganize its approach by adopting measures such as altering social conduct, donning the mask to walk out, social distance and reluctance to travel distances.

Keywords:-COVID-19, Indian Tourism Industry, Employment, Post Lockdown Tourism, Future Trends Post COVID-19.

I. INTRODUCTION

The pandemic's intensity may be evaluated based on statistics from previous outbreaks, such as SARS, Spanish flu, etc. The COVID-19 announced pandemic on 12 March 2020 is severely affecting tourism and hospitality industries (WHO, 2020). The world's job losses for the travel and tourism sector are expected to reach 100.08 million due to the COVID-19 pandemic (Statista, 2020). The epidemic has not only had an economic, but also a political and societal impact [1-4]. As the number of infected cases is growing throughout the country, as well as implementing specific measures and campaigns such as social distancing, community lockdowns, home work, home stays, self-or compulsory quarantine, etc., pressures are being exercised to stop the tourist sector.

The most active sector is tourism, benefiting many other industries such as accommodation, catering, transportation, retail and entertainment, which contribute to economic development and global recovery. It has been stated that tourist growth has surpassed the global

record of GDP growth from 2011–2017 in the past (WTTC, 2018). In addition, an international tourism decrease to around 78 percent which projected to result in a loss of US\$ 1.2 trillion in export income and constitute the greatest fall in tourism employment cutbacks which is about seven times the effect of the 9/11 event (UNWTO, 2020). Furthermore, the decrease in demand by visitors has led to significant financial problems [5-8].

India is one of the emerging countries renowned for its distinct history, culture and unique hospitality. It is a significant destination for many foreign visitors, providing a number of jobs and imposing huge taxes. The Indian tourism industry can be divided into three major segments, such as

- (i) International inbound tourism;
- (ii) Domestic tourism; and
- (iii) Outbound tourism.

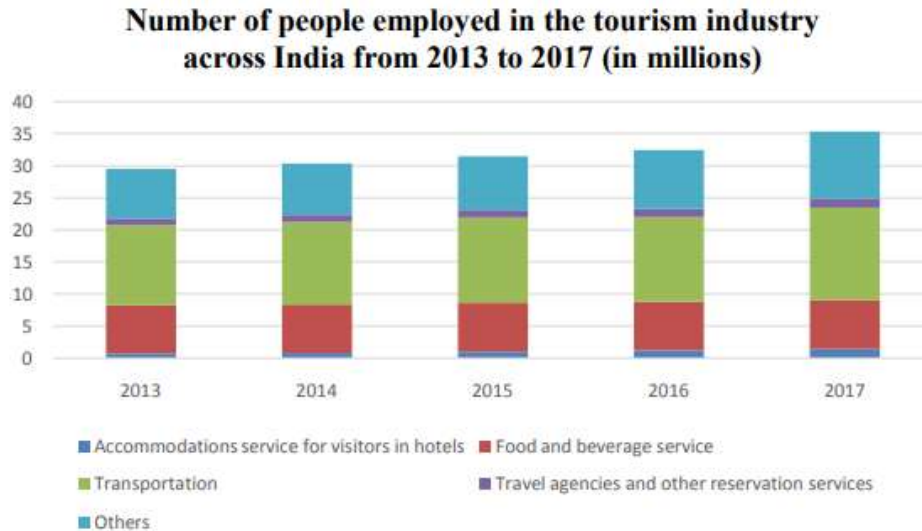
Around 87.5 million jobs, 12.75 percent of total occupations, have been generated by the Indian tourist sector, bringing in India's GDP by INR 194 billion. In this respect, India placed eighth in total direct travel and tourist contribution of about \$108 billion. In March 2020, there is also a 66.4 percent decrease by the number of visitors arriving in India from abroad compared to previous year. It is projected that around 40 million direct and indirect employment losses would occur in India with yearly income losses of about USD 17 billion.

In many nations, tourism is a significant source of income and employment. It generates jobs, money, tax revenues and foreign currency gains. The tourist business has become increasingly competitive; therefore accurate forecasting of tourism demand is crucial to make the right strategic and operational choice. Strategic choices are planned to open attractions, means of transit, lodging and marketing of tourism, which need massive expenditure. Operational choices include, by contrast, number of parking spaces, number of shuttle buses, hours of service each day and employment of personnel. Precise tourist demand forecasts are a challenge. Tourism demand prediction helps to detect future patterns that influence planning and policy development. Forecasting is an important part of tourist planning (Cho, 2001). Moreover precise prevision enables managers and practitioners to take suitable choices during disruptions to minimize risk and uncertainties in the areas of policy making, employees and capacity usage and management, resource management, pricing strategies etc. Tourism forecasting is thus one of the important study topics.

II. INDIAN TOURISM

Indian Tourism: India is one of the world's oldest civilisations. Indian tourism and travel potential extends from cruises, adventure, medicine, wellness, sport, eco-tourism to films, to rural and religious tourism. India is one of the favourite locations for local and international visitors due to its diverse tourism portfolio. The travel and tourism sector grew rapidly before the epidemic struck India.

Table 1: -Number of people employed in the tourism industry across India from 2013 to 2017.



Source: Statista 2020.

The tourist sector throughout the globe is congested, but in nations that get a high number of religious and pilgrimage tourism it is harder. One of them is India. In India, travel and tourism businesses struggle with the unpleasant trip of cancelled reservations of visitors leading to full immobility in the market. Between February 2020 and March 2020, the situation got worse.

IV. LITERATURE REVIEW

In this section an analysis over previous years' work is done. The literature review focused on pandemic that also required the review of knowledge and experience in three COVID-19 phases, namely reaction, recuperation and reset.

Marianna Sigala discussed about the effect of the COVID-19 epidemic on tourism and change. The pandemic COVID-19 may prove to be a transformative possibility, given the conditions and issues presented by the pandemic. The paper examines how the pandemic has changed different tourism stakeholder behaviours and experiences in the form of demand for tourism, supply, destination management and policy making. In the context of the pandemic, also examine the difficulties facing the fragile tourist and hotel sector. You also argue that the effects of the pandemic more apparent and longer-lasting, particularly in the lack of an immediate vaccination to build protection in the people. Tourism and hospitality need a multiskilling and professional development of crisis management staff, a better awareness of cleanliness and sanitation-related standard processes, a positive attitude to restore the sector and an enhanced sense of the media in pandemic situations.

Suau Sanchez et.al examined the effect on air transport of COVID-19. Before Covid-19, the most serious aviation-related epidemic occurred in SARS 2003. Because of the SARS epidemic, monthly air traffic was 35% lower than before. The COVID-19 epidemic has a worse impact than that of SARS on the aviation industry. At 24 March 2020, 98% of world travel revenues were impacted by severe constraints such as passenger quarantine, partial travel bans and border closures.

The effects of the COVID 19 epidemic and the way ahead on tourism, the hotel and the mouse industry were discussed in this paper by **Ruwan Ranasinghe et.al**. The suggested measures must be gradually implemented in response to changing conditions. Protecting guests and employees, as well

as other stakeholders in hospitality, has become a key priority. In order to recover from the losses of the market and to restore the good image of tourists, significant marketing and promotional efforts at both local and international level are needed.

Abhijit Mitra sheds insight on the worldwide employment sector effect of the COVID-19 epidemic, with particular relevance to India. The world's worst hit industries are food and housing, which employs 14 million people, wholesale and retail, employing 8 million; companies' services and management, which comprise 157 million people, manufacturing and development, which make up 63 million workers, which together make up 37.5% of global jobs. This is where the pandemic's 'sharp edge' has been felt and India is no exception.

III. IMPACT OF COVID-19 ON TOURISM

Domestic as well as international efforts have rapidly eradicated the coronavirus epidemic. Countries across the globe have continued to implement travel restrictions to prevent the spread of the virus. The imposition of international travel restrictions brought planes and railroads to a halt as the crisis reached its nerve centres. Indian tour operators' organization has projected that, altogether, the hotel, aerospace and travel sectors may incur a loss of about €85 billion because of limitations on travel and tourism.

However, domestic transit began early with certain restrictions while the aviation industry had to wait a long period to begin its activities. During the shutdown, India cancelled its trip to more than 80 nations, thus suspending international flights. The domestic flights were regulated operable. Domestic Indian tourists and FTAs saw a substantial decrease in 2020. India has received 10.9 million foreign visitors (FTA) and in 2019 foreign exchange profits were Rs. 210,971 crore. Maharashtra, Tamil Nadu, Uttar Pradesh and Delhi represented about 60 percent of FTAs. In addition, the cancelation of numerous events and celebrations has cost many organizers and businesses significant employment losses.

IV. CONCLUSION

The epidemic has an impact on all economic sectors. Tourism is influenced by the psychology of those who are highly sensitive to security and safety issues. Tourism businesses will find it harder to attract visitors during the epidemic since their safety is important. In the time of recovery, businesses from travel and tourism will have to regain the faith and confidence of people to travel again after the epidemic. Unlike the other sectors, the tourism industry depends largely on confidence and therefore takes longer for the recovery phase to return to normal, since visitors have to verify that things are safe before they start traveling again. "What may assist businesses recover visitors' confidence is to guarantee that key tourist sites, including hotels and restaurants," are disinfected, to restore people's confidence that tourist destinations and lodging are all secure against Covid-19. The future of the tourist industry will rely on how fast and how quickly it is transmitted.

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