



## Impact of covid-19 on Indian Tourism

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### Abstract

The impact of COVID-19 on the Indian tourist industry. India has become a tourism mecca. India's tourism industry has a lot of potential because of the nation's diverse ecosystem, landscapes, and natural wonders, all of which are found all around the country. It is often regarded as the most important and rapidly expanding sector. In addition to being a major source of foreign cash for the nation, tourism has the potential to provide large job opportunities. The tourist sector has grown unstable because of pandemics and infectious illnesses. As a precaution against the virus's spread, nations all over the globe, including India, imposed travel restrictions in response to the COVID-19. In the end, the sudden spread of the new coronavirus has resulted in significant losses for the tourist sector. Tourism in India went into a tailspin as the government imposed travel restrictions, social separation, and lockdowns as the virus spread.

**Key Words:** Tourism, COVID-19, recession, lockdown, travel etc.

### Introduction

In Jan 2020, “the coronavirus sparked global alarm, and by the end of March 2020”, the epidemic had infected a number of individuals all over the globe. An earlier strain of Novel Corona virus, called the Wuhan virus, travelled through nations closer at hand before making its way all the way to India. 185 nations have been affected by the virus's spread as of mid-May. The tourist sector has emerged as a major force behind the growth of the region. “The World Travel & Tourism Council (WTTC)” ranks India as the third-largest contributor to global GDP in 2018 among 185 nations. “According to the World Economic Forum's Travel & Tourism Competitiveness Report 2019”, Indians came in at the 34th place in the world. In an effort to stop the spread of the disease, governments in the world's top economies have closed borders, restricted travel, and quarantined people, which has raised fears about an economic crisis and recession. This year's COVID-19 travel cancellations have led to a 67 percent decline in both incoming and outgoing tourism from January through February compared to the same period last year, according to the National Tourism Administration. “The travel and tourism sector is expected to lose 100,08 million jobs globally as a result of the COVID-19 pandemic.”



## India's Tourism Industry

India is both a tourism hotspot and a relic of one of the world's most ancient civilizations. "Cruises, adventure, medical, wellness, sports, eco-tourism, documentary film, rural, and religious tourism" all have a lot of potential in India. For both local and foreign travellers, India's diverse tourist offerings make it a popular choice. The travel and tourist business in India had been expanding fast before the epidemic struck. Tourism accounts for 9.2 percent of "India's GDP" and employs 42.673 people, or 8.1 percent of the workforce.

### Review of literature

(Chakraborty and Biswas 2020) Studied "*Impacts of Covid-19 Pandemic on Tourism Industry of India*" To my surprise, I discovered that the Indian and global tourist industries seem to be in crisis, with stock market crashes in all categories. Tourists are unable to go to any countries, which has a significant impact on the global tourist business. Because the virus was not contained, it has had an effect on India's GDP, causing instability in the healthcare system and a breakdown in economic activity. This study's goal is to determine the effect of coronavirus outbreaks on India's and the world's tourist industries.

(Jamal et al. 2020) studied "*Effect and Impact of the Coronavirus Pandemic (COVID-19) on Tourism Industry in India: A review COVID-19's impact on the global economy*" is still being assessed, particularly in terms of the containment of damage to other people in various sectors of the economy. Things that are assumed to be safe may not be, and the pandemic is certain to change the world as we know it. All economic activity have been halted because to the shutdown in most regions of the globe, which has had a significant effect. As a matter of fact, the Coronavirus has had an incalculable influence on the economy and ultimately on human existence, both in the short term and over the long term due to the inherent instability of the situation.

(Vanzetti David and Peters Ralf 2021) studied "*COVID-19 AND TOURISM AN UPDATE*" The COVID-19 epidemic has been a health and economic catastrophe that has had terrible implications on poor countries, especially those that are largely dependent on tourists for their livelihoods and economies. Lockdowns, quarantines, and significant restrictions on national and international travel have been imposed as governments have attempted to protect their citizens' safety. Because of this and customers' choice to travel less internationally, the tourist industry has seen a rapid decline, with serious economic ramifications, especially for nations that depend on the sector. In 2020, there will be a

74% decrease in foreign visitors compared to the previous year (UNWTO Tourism Dashboard). Arrivals in several developing nations fell by as much as 80% to 90%.

( "et al. 2020) studied *The Effects of Novel Corona Virus (Covid-19) in the Tourism Industry in India*. India's tourism and hospitality industry” has been identified as a key motorist of development in the “country's services sector”. India's tourism industry has a lot of potential because of the nation's diverse ecosystem, landscapes, and natural wonders, all of which are interspersed across the country. Aside from generating huge amounts of revenue for the country's coffers, tourism has the potential to be a big source of new jobs. From January through February of the next year, FEEs increased from US\$ 29.96 billion in 2018 to US\$ 5.40 billion in 2019. This is an increase of 4.8% over the same period the previous year.

("Abbas et al. 2021) studied *Exploring the impact of COVID-19 on tourism: transformational potential and implications for a sustainable recovery of the travel and leisure industry*" This research provides steps to examine the suggested methodology in developing recovery plans for the tourism and leisure sector. An international crisis has arisen as a consequence of the current epidemic of COVID-19. This has resulted in economic and healthcare issues as well as spillover effects on other global businesses. As a result of the COVID-19 tourist repercussions, the tourism and leisure sector is among the worst-hit worldwide businesses. More than half a trillion dollars in income was lost as a result of a sharp fall in leisure and domestic tourism, totaling \$2.86 trillion. For starters, researchers look at how the COVID-19 epidemic has affected the tourist business and how new approaches such as innovation and change may help it bounce back to the new normal.

(Rahman et al. 2021) studied *"Effect of Covid-19 pandemic on tourist travel risk and management perceptions"* The COVID-19 outbreak has been a health and economic disaster that has had devastating consequences for impoverished nations, particularly those who are heavily reliant on tourism for their livelihoods and economic well-being. The implementation of lockdowns and quarantines, as well as major limitations on national and international travel, has occurred as governments have endeavored to safeguard the safety of their populations. Because of the current pandemic's spread, travelers may have a new perspective on their own travel safety and security concerns. If a place is seen as dangerous, tourists will stay away. Because of the influence of Covid-19, tourists' travel risk and management are closely linked to the places they choose to

visit. It is thus difficult to detect the common characteristics of risk and management for the development of a theoretical platform built on the visitors' perceptions of risk and management as well as their results.

("Arshad et al. 2021) studied *Understanding the impact of Covid-19 on Indian tourism sector through time series modelling*" an important part of the country's economy is the tourist industry. Every year, a big number of visitors from throughout the world visit India. Since the previous decade, the proportion of foreign tourist arrivals (FTAs) has increased. India is well-known for its kind people, diverse cultures, and rich historical and geographical diversity. Heritage sites, temples, "religious buildings, coastal regions, beaches, yoga, Ayurveda, and natural health resorts, and spiritual and religious tourism" are the main attractions for international travellers. Sightseeing and adventure tourism have grown in popularity in India due to the country's rapid industrialisation and economic development.

("Jaipuria, Parida, and Ray 2021) studied *The impact of COVID-19 on tourism sector in India*" and discovered that the most current coronavirus (COVID-19) sparked global alarm in early January 2020 and infected numerous persons worldwide by the end of March 2020. (WHO, 2020). This pandemic may be compared to the intensity of other outbreaks, such as SARS and the flu. As a result of the COVID-19 epidemic, poor countries, especially those that are strongly dependent on tourism for their livelihoods and economic well-being, have suffered a humanitarian and economic catastrophe with potentially catastrophic implications. Lockdowns and quarantines, as well as significant restrictions on national and international travel, have all been implemented as governments have attempted to ensure the safety of their citizens and those of other countries.

### **Impact of Covid-19 Pandemic on Tourism Industry of India**

- International and domestic flights have been cancelled as a result of the Corona virus epidemic. Due to individuals only travelling for business or emerging necessities, the number of domestic travellers has decreased. An archaeological survey of India (ASI) lists 3691 sites, 38 of which are world heritage sites. In FY18, ticketed monuments brought in a total of 247.89 crore, 302.34 in FY19, and 277.78 in FY20 (January – April), according to ASI data. By May, when domestic travel is at its peak owing to summer vacations, employment may become a problem if things don't start to turn around soon.



- Additionally, the Covid-19 disease epidemic has had an influence on the “domestic tourism” industry and summer reservations to tourist locations like “Rajasthan” and the highlands. In India, summer travel is the busiest time for tourists. For domestic flights, the travel businesses experienced a decrease of more than 30 percent this summer when compared with previous year's summer travel patterns. There has been a 40% decline in visitors to Leh, Guwahati, Coimbatore, Srinagar, and Amritsar this summer. “After a 20% reduction in domestic airline fares”
- According to the Indian government's “Ministry of Tourism, arrivals of foreign tourists (FTA)” fell by 67 percent from January to March of this year, while arrivals of domestic visitors fell by 40 percent. According to official statistics, “February 2020 FTA has decreased by 9.3% month-on-month and 7% year-on-year”. As a result of India's decision to suspend all tourist visas till April 15, the situation deteriorated. Due to regulations, India saw a decrease in visitors in 2020 compared to the previous five years.

### **Post Lockdown Tourism of India**

Life has been turned upside down by the COVID-19 epidemic. Tourism may see a boost as a result of the reversal of the reductions at state boundaries. There are several firms that allow their employees to work from home, while others provide working from home vacations. Some of the world's most well-known lodging companies, like Airbnb and Vista, have begun offering homestays as an alternate option during the epidemic. Since homestays have become a common place of employment during the pandemic, proper sanitization and face-covering procedures have been implemented as well. Hotels may rest easy knowing that the well-being of their visitors is of the utmost importance. Sterilization and the usage of personal protective equipment by workers in both the F&B and cleaning departments are practically universal hotel standards. In today's world, social isolation seems to be the new normal. Keyless access, online check-in and check-out, and contact-less valet parking are just a few of the safety steps restaurants are taking to guarantee little touch with customers from the moment they arrive at their establishment until they depart.

### **Conclusion**

The widespread distribution of COVID-19 has had a significant impact on the tourist industry, and that impact may last for some time. This study evaluated the virus's bigger influence on tourism and the final harm it caused to the economy of both the nation and the world. It was found. As a result of the Coronavirus, the tourist sector has been able

to deal with both the massive thread and the seeming slowdown in economic activity. As a result, it's beginning to have an effect on the travel sector. There have been attempts to stop the spread of coronavirus, but it seems that such efforts have been in vain. After a pandemic, travel and tourism businesses will have to earn back customers' faith and confidence if they want to resume their normal operations. There is a distinct difference between the tourism industry and other sectors in that the former depends significantly on customer confidence and as a result will take more time to go back to business as usual during the recovery phase. To keep visitors safe from Covid-19, businesses must earn back the confidence of travellers by cleaning popular tourist areas, such as hotels and restaurants. The future is in the hands of those who can stop the virus from spreading.

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