

IMPACT OF COVID-19 TOWARDS INDIAN TOURISM INDUSTRY

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Abstract -Tourism industry is a significant source of revenue in India. It generates more employment opportunities to boost up country's economy and the standard of living of people. Tourism helps in generating revenue and a mean of foreign exchange in the country. Indian Tourism industry contributes maximum proportion of GDP. Travel agents develop the tourism and other sectors. In the current situation, COVID-19 was announced a complete lockdown of a nation that had a strong impact on tourism and its related industry. Due to Covid-19, income has affected badly and the travel agents are facing loss because of several travel restrictions in domestic and international tourism. Descriptive research design is used for the study. The data has been collected with 52 respondents. The findings of the study reveal that respondents are ready to have safe travel with safety equipments. The suggestions have been given to the travel agencies while arranging the travel schedule they want to instruct their tourist to maintain social distancing with safety precautions.

Keywords:

Tourism, COVID -19, Health risk, Growth

1. INTRODUCTION

Tourism is a backbone of India's economy. It helps in generating revenue for the country like foreign exchange and contributes major part of GDP to the country. Tourism is a major part of the economy that has developed in both developing and developed countries. Tourism creates employment for the people. It involves generation of income and employment opportunities. Tourism in India has incredible by seeing the rich cultural and historical heritage, variety in ecology, terrains and places of natural beauty spread across the country. It is also a potential employment generator besides being a significant source of foreign exchange of the country.

The corona virus outbreak has paralyzed the tourism business, leaving travellers scrambling to return home and devastating economies that are largely dependent on tourism. The Novel Corona Virus (Covid-19) previously identified only as the Wuhan virus, expanded to nearer countries as south Korea, Japan, Italy, Iran and finally spreading its routes to India. Till mid of May the spread of the virus spans 185 countries. WTTC (World Travel & Tourism Council) categorized India in 3rd position among 185 countries in terms of travel & tourism's total contribution to GDP in 2018. India ranked 34th in the Travel & Tourism Competitiveness Report 2019 published by the World Economic Forum.

II. NEED FOR THE STUDY

The study is carried out to know the impact of corona virus with tourism, travel agents and their clients. This study aims to improve the travel agents' level of arranging tours with safety measures, new norms of social distancing and also to estimate the travel agents to manage tourist and their ability to achieve high performance in their tourism business.

III. OBJECTIVES OF THE STUDY

- To identify the safety measures expected by tourists from travel agents.
- To provide suitable suggestions for improving tourism industry's revenue by overcoming this situation.

IV. LITERATURE REVIEW

Pravin Kumar Patel, Dr. Jaya Sharma, Dr. Shivali Kharoliwal, Dr. Prashant Khemariya, "The Effects of Novel Corona Virus (Covid-19) in the Tourism Industry in India," the purpose of this paper is to know the extent of this pandemic Covid-19 can affect the global tourism industry and perform estimates of the destruction to world tourism. The statistical data from the renowned and trustworthy sources have been collected to realize the effect of the Corona Virus on the world Tourism industry. China where the epidemic started, but also India, where fresh cases are continuously being reported, both is no longer tourist destinations, until May 14 2020. Because of pandemics, tourists cancel their travels avoiding suspicious places and individuals. Such categories of pandemics disturb many industries such as tourism and retail service sector.

Balakrishnan Ravishankar, Christopher Prabu B, "Impact of tourism in India due to Corona virus, India's tourism affected to the extent due to COVID-19 (Corona virus disease-19)," the news related to the virus susceptibility is predominantly in the Asian region and official coronavirus reports cause fears and affect Indian tourism. The purpose of this study is to provide the impact of tourism in India due to corona virus.

Thashneem T. Bhanu and Prasanna Kumar, "The Effect of COVID-19 Lockdown on Indian Tourism and Hospitality Industry," India draws millions of tourists every year as the 'Atithi Devo Bhava' conviction that means Guest is God exemplifies India's history of providing its hospitality services at its finest by accommodating the guests. That would be the reason why the industry contributed around 9% of the India's GDP. That would be the reason why the industry contributed about 9% of India's GDP. In the current situation where Covid-19 was announced as a pandemic by the World Health Organization, the Government of India announced a complete lockdown of the nation that had a strong impact on the economy, mainly the tourism and hospitality industry, which is unable to open even after the lockdown.

V. RESEARCH DESIGN:

Descriptive research design is adopted to study the impact of COVID-19 in tourism. The Primary data has been collected with 52 respondents. Secondary data was collected from company Profile, news articles and websites.

VI. RESULTS AND DISCUSSIONS:

The travel restrictions implemented by the Indian government is to control the spread of corona virus. This made people to safeguard themselves from virus. Safety and high cost is the major challenging problem faced during this pandemic COVID-19. To overcome from this situation, travel agents can arrange tour packages along with safety measures.

Few discussions were made with travel agents about this pandemic situation. They were in this tourism business for more than 5 years. This pandemic was new to them and they were chaotic

to take further actions to improve their travel business. They were in an idea to give some discounts and offers to their tourist customers. Let us know about the opinion of tourists during this situation:

Table no 1. Table showing Income level of the respondents.

S. no	Income level	No of Respondents	Percentage of the Respondents
1	10000-20000	15	29
2	20000-30000	20	38
3	30000-40000	12	23
4	40000 above	5	10
	TOTAL	52	100

Interpretation:

From the above table, it is observed that 38% of the respondents are 20000-30000 of income group, 29% of the respondents are 10000-20000 of income group, 23% of the respondents are 30000-40000 of income group and 10% of the respondents are 40000 above of income group

Chart no 1 (a). Chart showing Income level of the respondents.

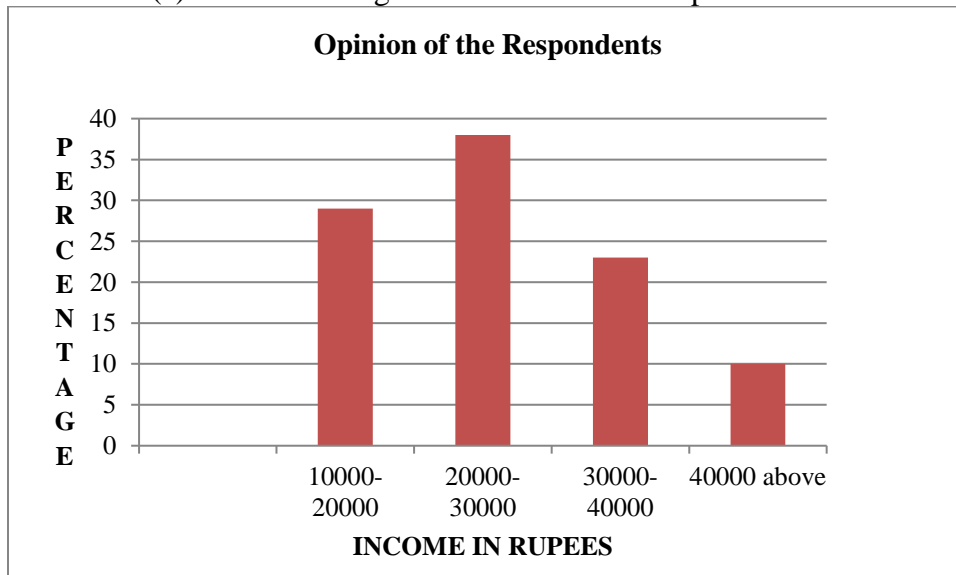


Table no 2. Table showing frequency of tour by the respondents.

S. no	Period of time	No of Respondents	Percentage of the Respondents
1	1-3 months	15	29
2	6 months once	10	19
3	yearly	20	38

4	more than year	7	14
	Total	52	100

Interpretation:

From the above table, it is observed that 38% of the respondents are yearly plan their tour, 29% of the respondents are 1-3 months plan their tour, 19% of the respondents are 6 months once plan their tour and 14% of the respondents are more than year plan their tour.

Chart no. 2 (a) Chart showing frequency of tour by the respondents.

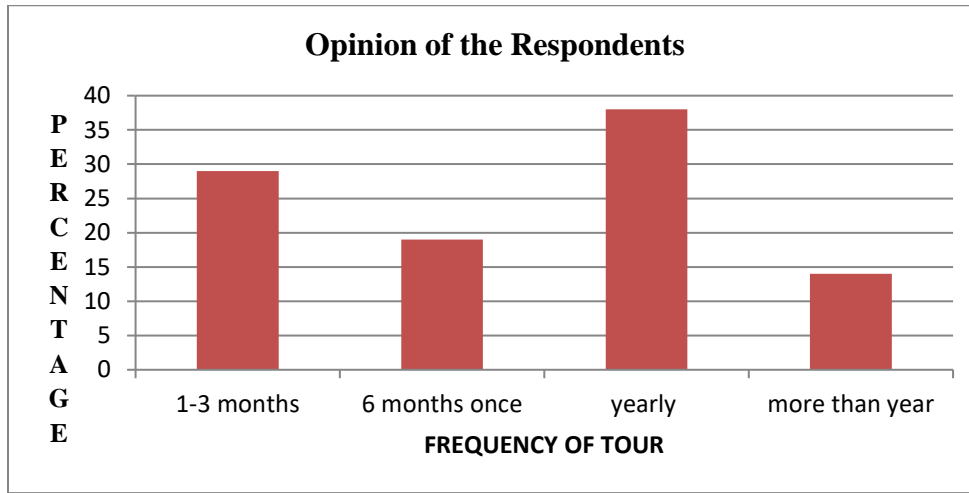


Table no.3 Table showing tour plan of the respondents.

S. no	Period of time	No of Respondents	Percentage of the Respondents
1	During summer holidays	25	48
2	Festivals	10	20
3	Climatic change	9	17
4	Any occasion	8	15
	Total	52	100

Interpretation:

From the above table, it is observed that 48% of the respondents are plan their trip during summer holidays, 20% of the respondents are plan their trip in festivals, 17% of the respondents are plan their trip in climatic change and 15% of the respondents are plan their trip any occasion.

Chart no. 3(a) Chart showing plan of trip of the respondents.

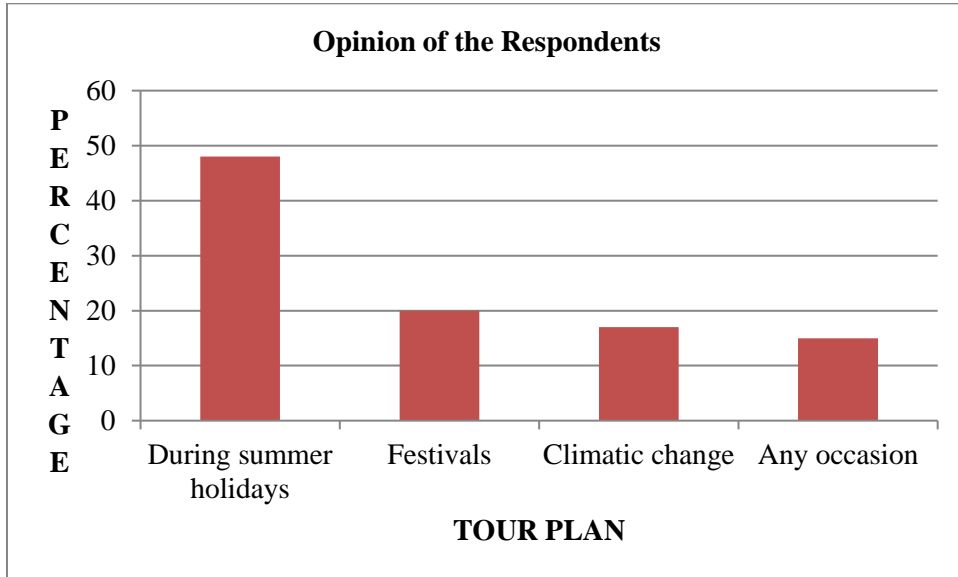


Table no 4. Table showing Spending Income on tourism of the respondents.

S. no	Opinion	No of Respondents	Percentage of the Respondents
1	5-10%	15	29
2	10%	20	38
3	20%	12	23
4	50%	5	10
	Total	52	100

Interpretation:

From the above table, it is observed that 38% of the respondents are spending 10% of income on tourism, 29% the respondents are spending 5-10% of income on tourism, 23% the respondents are spending 20% of income on tourism and 10% the respondents are spending 50% of income on tourism.

Chart no. 4(a) Chart showing Spending Income on tourism of the respondents.



Table no. 5 Table showing tour package preference of the respondents.

S. no	Opinion	No of Respondents	Percentage of the Respondents
1	Budgeted	17	33
2	Medium	20	38
3	Luxury	5	10
4	Others	10	19
	Total	52	100

Interpretation:

From the above table, it is observed that 38% of the respondents prefer medium tour packages, 33% of the respondents prefer budgeted tour packages, 19% of the respondents prefer other category of tour packages and 10% of the respondents prefer luxury tour packages.

Chart no. 5 (a) Chart showing tour package preference of the respondents.

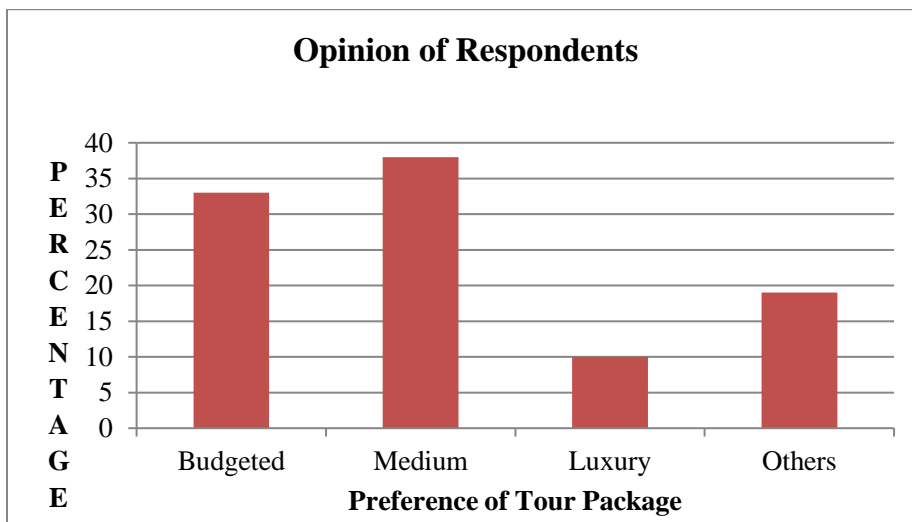


Table no. 6 Table showing tour packages with safety measures of the respondents.

S. no	Opinion	No of Respondents	Percentage of the Respondents
1	Yes	34	65
2	No	18	35
	Total	52	100

Interpretation:

From the above table, is observed that 65% of the respondents prefer to travel with safety measures and 35% of the respondents not prefer to travel.

Chart no. 6(a) Chart showing tour packages with safety measures of the respondents.

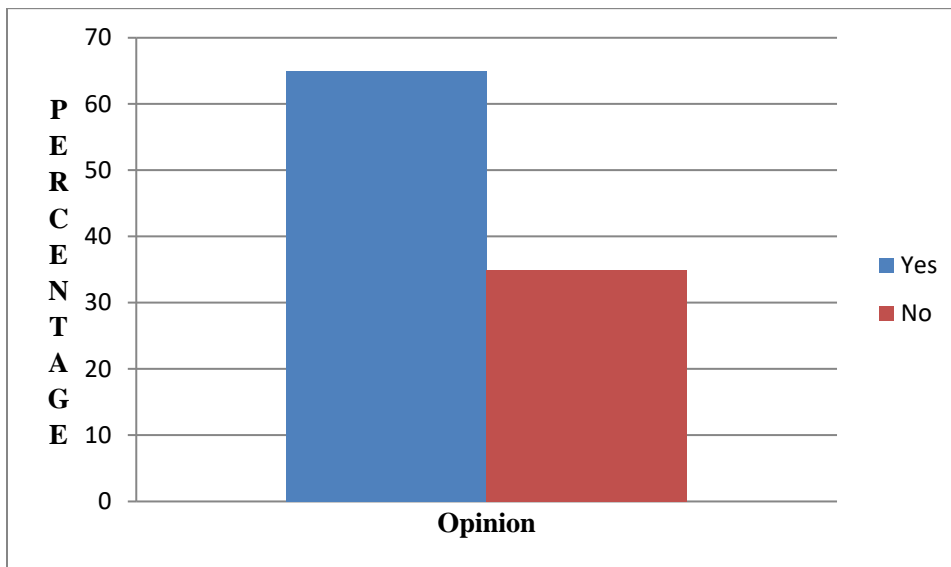


Table no. 7 Table showing challenging factor to choose travel destination.

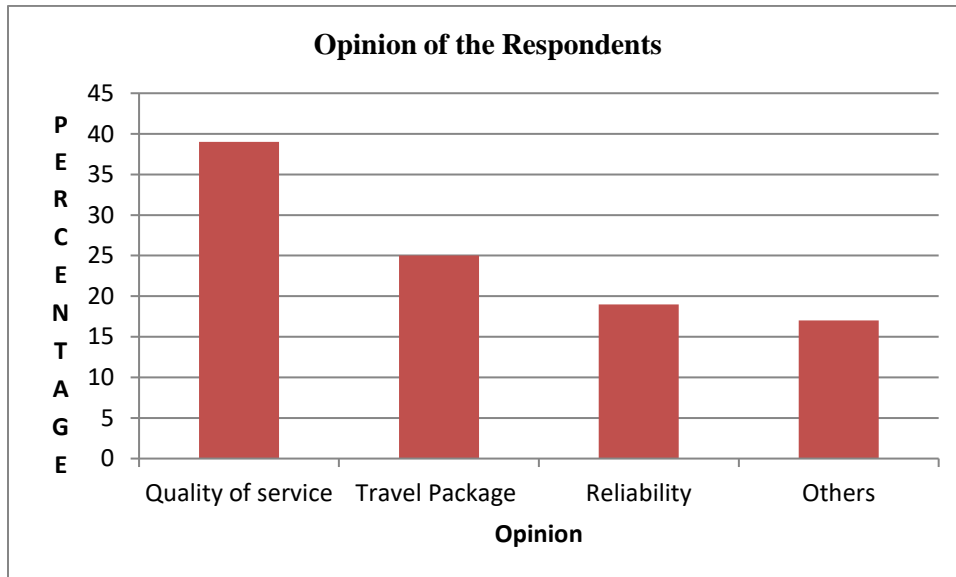
S. no	Opinion	No of Respondents	Percentage of the Respondents
1	Quality of service	20	39
2	Travel Package	13	25
3	Reliability	10	19
4	Others	9	17
	Total	52	100

Interpretation:

From the above table, it is observed that 39% of the respondents have said quality of service is the challenging factor while choosing a destination, 25% of the respondents said that travel package is the challenging factor while choosing a destination, 19 % of the respondents said that

reliability is the challenging factor while choosing a destination and 10% of the respondents said other category is the challenging factor while choosing a destination.

Chart no. 7(a) Chart showing challenging factor to choose travel destination.



From the data analyzed, 35% of respondents were not ready to arrange their tour with safety measures. Tourists were worried as they were not able to see their favorite places. The travel agents were jobless. As per the discussions, travel agents were seeking help from the government to provide adequate support for their day to day needs satisfaction.

In order to solve this problem, tourists and travel agents should wait for few months so that the spread could be reduced. Tourists were eagerly waiting to travel to reduce their stress. The government will soon announce the relaxation of tourism. They should be so careful that they should provide face masks and sanitizer for their tourists for their safety measures.

VII. LIMITATIONS OF THE STUDY

- Face to face responses were not possible. Online questionnaire were given to collect data.
- Only limited sample size has been considered for study and therefore, the conclusion is based on the respondents biased responses.

VIII. CONCLUSION

The tourism industry is affected by the corona virus (COVID-19) as many countries have introduced travel restrictions. Due to this country may lose tourist from other countries, affecting tourism and other related industries. It is a challenge for the Travel agents to get back their same level of profit. There are different ways for the industry to recover and travel with new challenges. The travel agents and their clients should be able to create new ideas for their after recovery due to this pandemic. They are providing discount and offer to their tourist to make them travel in future. They said that recovery may be slow but they were sure that they would overcome from

this situation. Travel agency will arrange a tour with safety measures for their tourist. Some suggestions were improved with new norms of social distancing. It is an advantage to the industry if these suggestions are introduced. The Government suggested guidelines have to be followed by the industry to overcome this situation. Then the tourism industry will attain its growth and would make profit in future.

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