

Covid-19 Pandemic and Effect on Tourism Sector in India in Light of Indian Economy

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Abstract :

“ Athithi Devo Bhaba” – is the genuine slogan of Indian tourism which reflect the culture of India. India attract a number of tourist internationally as well as domestic tourist for its culture, heritage, scenic beauty, monuments apart from business meetings. Indian economy is very much effected by this sector as well. A handsome amount of foreign exchange earn from this sector as well as GDP is very much depends on its. Covid-19 Pandemic hit hard in this sector. People became jobless, aviation and hotel business crashed and indian economy also faced trouble for this. The aim of this paper to show the impact of this pandemic in tourism sector and a discussion regarding its change in post covid era.

Keywords: Pandemic, Tourism, Economy, Business, industry etc.

Introduction

Tourism is one of the oldest forms of leisure and smokeless industries in India. Tourism is considered to be the biggest and rapidly growing industry. The travel and tourism industry is placed among the largest industries in the world. However, the degrading effects of tourism have become a big concern and need to be addressed quickly. Tourism sector created 40.3 million jobs in India which account 9.3% of the country's total job. Tourism industry also contributes growth, prosperity, development, earning generation as well. Due to the sphere of pandemics and infectious diseases, the tourism industry has become very unstable. The tourism industry as compared to the other important industries of a country is highly affected due to the internal and external shocks. In recent months, the drastic outbreak of the novel COVID-19 has caused great losses to the tourism industry.

Currently our world is not in a good health. Although COVID-19 is a curse for 21st century's humancivilization but this brutal virus awake our hygiene consciousness. Due to COVID-19 people are forced to confined at home and do work from home. The covid-19 pandemic has spread all over the world and the society is very much affected through this pandemic. As because the whole globe is in a shut down position some of the activities are allowed but they are not hitting the economy directly so it leads to a CRISIS Position. A novel corona virus originated from China in the Wuhan province in December 2019. The spread of the virus caused an international health emergency because of its high risk and infection. The impact of the COVID-19 was so strong that it immediately expanded its roots to almost 195 countries of the World making around 52.7 million cases across the world. Covid-19 Pandemic effected railway system, Aviation sector very badly so that tourism sector effect a lot. Country wise lock down and due to severe position of Covid-19 infection caused very hard hammer on tourism sector.

Review of Literature

Ray, Parida & Jaipuria (2020) found in their study that FEE became minimum from this industry due to this pandemic. Even in near future FEE would not a lot from this sector as international tourism is coming under a question mark situation.

Kumudumali (2020) analysed that this pandemic hit hard in tourism sector. Aviation sector, Hotel business faced a huge difficulty from this situation. Government intervention is very much needed to reconstitute this sector.

Das & Ojha (2021) described the weakness in economy is bound to persist and in the days to come the threat of pay cut and job losses will be persistent. They also predicted that in next few months or the coming year will show us as to how insurance sector tackles the corona issue and the post corona market scenario.

Shetty (2021) focused in her study about the impact of Covid-19 in Indian economy. She analysed migrant labours associated with this industry lost his jobs and they are forced to migrate in other industry for survive.

Dogra (2020) suggested that travel and hospitality sector should restructure their approach by introducing measures like changing people's social behavior, wearing amask when stepping out, social distancing, and hesitation to travel fardistances.

Arumugam, Kanagavalli & Manida (2020) focused their study different problems and restriction of agri business in this covid-19 situation and also analysed the measurement taken by government to improve the situation.

Objective of the study

The primary objectives of the study are:

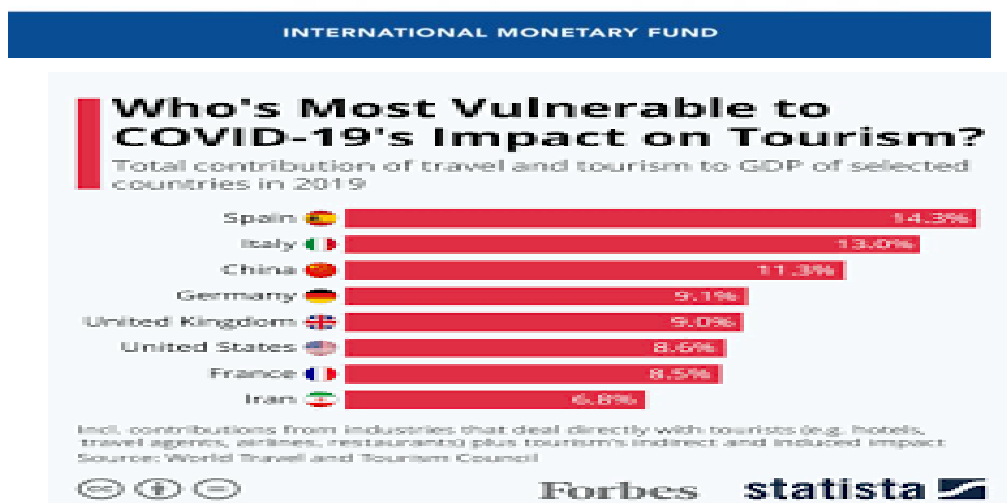
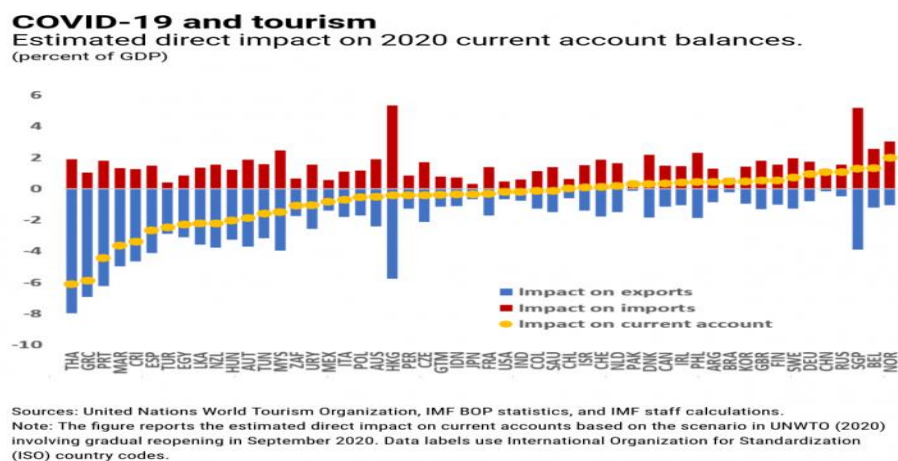
- To show the challenges faced by tourism sector in India.
- To find out the future of tourism in post Covid era.

Research Methodology

The paper performs an extensive research on the basis of the data and information obtained from secondary sources. It involves the use of journal, research paper, and various reports of WHO and authenticate financial and education website and online resources etc. for the collection of secondary data needed in the analysis.

Effect on Covid-19 on Tourism

The outbreak of COVID-19 causes significant damage globally due to its fatality. The COVID-19 pandemic has expanded across the world by creating shocks in almost all the industries due to the restrictions, curfews, stay-home and work-from-home policies, and quarantines. As a result of the health and economic crisis with the COVID-19 pandemic, the tourism sector got severely affected. The UNWTO has estimated a loss of approximately 1.1 billion international tourist arrivals, with a loss of US\$ 910 to 1.1 trillion export revenues and 100-120 million jobs due to the wider spread of the novel corona virus.



The above two picture shows a clear picture the degree of effect of covid-19 on tourism sector. The rapid growth of Covid-19 pandemic seized the domestic and international tourism activity. Overall tourism sector throughout the world including religious and pilgrim’s tourism have become stagnant. Imposition of banning on travel in this situation effect this situation more worsen. Indian association of tour operators has estimated that the hotel, aviation, and travel sector collectively may acquire a

loss of about 85 billion due to the restrictions imposed on travel and tourism. During the lockdown period, India had cancelled travel to over 80 countries, due to which the international flights were being suspended. The Indian domestic travellers and FTAs witnessed a significant decline in 2020. India's foreign tourists (FTA) arrival stood at 10.9 million and the foreign exchange earnings stood at Rs 210,971 crore during 2019. Following are the serious problems that can be found:

- A number of migrant workers associated with tourism sector became jobless.
- States depending on tourism sector may face problem due to less generation of earnings.
- Hotel and aviation sectors faced a huge loss due to this pandemic.
- State GDP as well as Indian GDP was affected due to this situation.
- People depending on tourism sector indirectly faced difficulty to earn their bread and butter.
- Overall growth of tourism sector became stagnant.

Remedial Action taken:

- People are allowed to go for short term tour.
- Hotels and others places are properly sanitised and all kind of precaution have been taken.
- Movement of Railway and Airways have started slowly.
- Travellers are asked to carry negative report with them while go out and ask to maintain all kind of precaution.
- Rapid medical check up in the station and airports have been started.
- The government of India is launching various campaigns to woo domestic tourists. The Indian state of Odisha has launched a road campaign amid Covid-19. The road campaigns aim at letting the tourists from nearby states to explore various destinations in Odisha.
- Travellers will quarantine for any kind of medical issue while travelling.

Future trends post COVID-19

1. Domestic tour will increase instead of international tourism.
2. Travels for business purposes will decrease. People will concentrate more on work from home and video conferencing instead of physical meeting.
3. Hotel, Aviation sector will effect more in future and markets will less consumer.
4. Educational Tour will be less in number, even tour for pilgrims and religion will be strictly prohibited due to gathering.
5. Natural tourism, medical tourism, yoga tourism etc. will more flourish than others.

Conclusion

The critical economic shock to every person and every industry in most countries is the most common feature of the novel coronavirus. COVID-19 has a significant impact on economic growth worldwide and creates an economic recession due to quarantines, travel restrictions, and social distancing. Different industries and job market related with this tourism industry affected severely in this pandemic situation. Indian economy also faced difficulty for earning revenue from this sector. It also showed a sudden decrease in the air travel industry, hotel industry, and employment.

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