

Impact of COVID19 on Indian tourism industry

Madhu

Assistant professor, Mahila mahavidyalaya Jhojhu kalan, Charkhi Dadri, Haryana

Abstract - The tourism Industry of India economically significant and develops speedily. Indian tourism is an eye glaze for the world to entice the tourists and grow the Indian economy. But now a days there is pandemic conditions and tourism is the most stirred sector in the world owed to Corona virous disease. In the starting of 2020 COVID19 diffusing speedily at an exceptional scale crosswise celibate and has egressed as the single largest dangerous health hazard in the world has faced in modern times. Possible tourists lean to plan again or stop their plans for a endpoint that is over rune by a pandemic. Because of pandemic tourists strike down their trips voiding suspect places and particulars similar divisions of pandemics agitate unbowed industries similar as tourism and retail service sector. The economic outcomes of this eruption will be grievous and they will induce harm not only to the tourists terminus with an important immersion of cases but also at a worldwide level. World tourism organization deliberates its 2020 estimate for international arrivers receipts, though it foregrounds similar assertion are probably to be farther revised.

Index Terms - COVID-19, tourism, industry, economy, tourists, foreign, travel.

INTRODUCTION

Corona virus disease (COVID 19) originated from central China Hubai province in Wuhan city in the month of December retains to contrary pretend more than 150 countries and take more than lives world-widely in a substance of weeks. The corona-virus eruption paralytic the tourism business departure tourist scuffling to return home and withering economies that are mostly depend on tourism. Consequent to WTTC (World Travel and Tourism Council) India categorized third position among 185 countries in terms of travel and tourism. Government of India started working to deal condition by enforcing lockdown fetching suitable activities and by communicate preventive information concerning COVID-19 highly developed economies of the world,

medically boost countries could not deprived themselves from COVID-19. For the tourism industry this is a virtuous time to develop a common preservation hygiene standard for hosting and serving its customers. The industry must also use this chance to acquire bionomic barren disposition practices and embrace environment friendly day to day practices. It is rather distinct that the tourism sector in India wants a exceed and renewed force for its rebirth in the post COVID-19 world.

ENTRY OF COVID-19 IN INDIA

In the starting of 2020 Indian tourism industry was all set to speed up its step towards development. India was unconscious about the effect of biological tragedy called corona virus disease (COVID-19) terror begin from central China Hubai province in Wuhan city in month of December 2019 and retains to harmfully more than 150 countries and took more than 50000 lives globally so far. The disease global strain and the usage of classic disease controls in the form of isolation decrease volatility and isolation have a striking impact on international and tourism allied get with on a range of sector specific effects, containing transport travel and booking agencies, hospitality restaurants, assemblies and events and attractions. Since January 2020 COVID-19 has circulate in almost of the states and union territory and took 20 lives and approx 1000 inveterate cases of COVID so far. On 24 March 2020 Prime minister of India proclaimed 21 days lockdown and prohibited all national and international tourists going through all substances of transportation. Hotel industry will also not think about any kind of new reservation and check-in in the hotels. The on-going pandemic travel limitations and the country widely lockdown have brought the complete tourism industry to a impasse and different other sectors, tourism will take yearner to recoup specially convenience tourism. This will have a direct effect on state like Uttarakhand, Rajasthan, Kerla, Himachal

Pardesh, Goa, Sikkim, and other north eastern states which rely largely on tourism as a source of state revenue.

TOURISM INDUSTRY IN INDIA

India in recent years has get better exponential growth in the tourism industry. Today India is the favorite terminus for both abroad and domestic travelers. India renders the easiness to tourists of international origin to know and feel cultural diverseness of the country. In accordance with Indian official expects the tourism in India has out achieved the global tourism industry according to rising volume of foreign tourists and even the revenue. Travel and tourism industry in India is one of them more fruitful industries in the country and accredited with conducive a significant amount of foreign exchange. As during 2006, four million tourists visited India and have spent US\$ 8.9 billion. In India the disposable income has gone up by 10.11% annually from 2001-2006. India having total 38 inheritance sites. In India 10.56 million tourist come in 2018 with annual growth rate 5.2% expected foreign exchange earnings from tourism is 28.585 Billion \$. In the year 2018 with a growth rate of 4.2% total share travel and tourism sector to India's GDP is estimated to Increase from 234.03 Billion by 2022 (Ministry of tourism). Digital transformation in tourism industry, progress in technology, best access ability like E-VISA, visa on arrival, trouble free VISA formalities, explicit check in, are the most preferred tourists spot in India. Meditation, Yoga, adventure tourism is also one of the rising trends under tourism industry as Indian Vedas contains many philosophies for yoga and meditation and tourists across the world find India as appropriate destination for yoga and meditation.

IMPACT ON INDIAN HOSPITALITY INDUSTRY

Indian hospitality industry is one of the largest tourism industry of the world and more than 2000 hotels and restaurants enrolled under FHRAI 2020 (Federation of hotel restaurants association of India). The Indian hotels sector sailed easily into January 2020 after a record year in 2019 with 2020 set to be "even bigger". The country first started feeling the undulate impacts of the global COVID 19 tumult toward the end of February 2020 which worse at the starting of March. Occupation crosswise hotels in main cities fall speedily and as per our expectations ha fall by an

astonishing 45% points equated the previous year. Like a infuse fall in such a short period of time has not been looked by the sector. The whole occupation I the branded hotels portion in 2020 is expected to fall by 16.7-20.5% points over 2019, while ADRs are expected to fall by 7% to 8% for the year. As a result, REVPAR witness an important fall of 31% to 36.2%. Therefore, the whole revenue of Indian tourism is set to fall by anywhere between US\$8.85 to 10 billion, considerate an erosion of 39% to 45% equated over last years. Likewise, the factual loss the hotel owners will also get losses due to rigid operating expenses debt refunds. Europe is called at the topmost in terms of rendering revenue from tourism and top overseas arrival countries found in Europe Italy, France and Spain are among the highly hit countries due to COVID-19 acme, the effect on European tourism industry can also be seen in the Indian hospitality industry in the coming future as a huge number of travelers visit India from Europe.

IMPACT ON TRAVEL AND AIRLINE BUSINESS

Travel agencies and tour agent can also face up financial acme in near future as tourists oftenness to visit India will be slumped. All portions of tourism, inbound, outbound, domestic MICE will be affected the pandemic is expected to have a enfeeble effect on the Indian travel and tourism sector, which involves hotels, travel agencies tour-agents, terminus family entertainment venues restaurants and air land and sea transportation amid others. Whole losses are expected to total up to US\$16.7 billion. Being a huge employment source for the country 40-50 million jobs will be hazerd in 2020, both directly and indirectly employed in the industry Travel agents also realize revenue from airline ticketing but for the aim of safety cautions any kind of domestic international travel prohibited per consultive issued by the government of India for the lockdown period. With big scale invalidation of travel by both foreign and domestic tourists, there has been a fall in both inbound and outbound tourism of approximately 67% and 52% respectively from January to February as equated with the same period last year. The sector which imparts 2.4% of Indian GDP is among the worst effected sector due to COVID-19. The circulation of the pandemic across the country, in the last two months has led to 47% fall in the passenger traffic. Following the

lockdown March airlines have been obtaining parking charges as approx 650 planes of Indian carriers are now grounded. These airlines are amenable to pay a lump sum amount of INR 6 million of parking and housing charges. Hence the centre of Aviation (CAPA), the Indian aviation industry could bear losses upto USD 3.6 billion during April-June 2020 alone. This acme causing imbalance in the economy. It would not be awry to say that economy will run towards recession, quickly steps will not to be taken by government and all its stakeholders which will effected the GDP rate of the country harmfully and for India being a developing country it would be a defiance at tackle in the near future.

SUGGESTIONS TO OVERCAME THE IMPACT

Develop the government system of the tourism industry:

The organization system and construction will absolutely change in verious prospective of the national tourism corporation. It may be in the form of judgement making and making new strategies for prospective of the national tourism corporation the condition gives a recitation the tourism industry that whatsoever "People come first It means without tourists rest all physical beauty and the hospitality services are worthless". Though COVID-19 brings a lot of challenges to the service and hospitality industries but meantime it will be conscious to keep the health, hygiene, and cleanness, for each and every service industry.

Build a technical infrastructure:

COVID-19 introduces a lot of changes in technical infrastructure, how tourism industry should give more force to develop technical platforms and train the future human resources. The E-Commerce companies (like Gobibo, make my trip) have to make new strategies to enchain the tourists. Earlier the tourists are more enchaind by physical infrastructure of hotels and their facilities. COVID-19 introduce a lot of changes in using and restructuring the online platform. It will help the tourism industry to introduce the pliancy and decrease the dependability.

Opportunity for merging and diversifying the business:

COVID-19 introduce a lot of merger between business houses and tourism industries. As you know the aeronautics industries, hotel industries, restaurants are crashdown. So post COVID-19 is no demur a challenge to these auxiliary industries and bring them back on track. So merge between to aeronautics industries for short distances, merge between small tour operators and travel agencies.

Develop training programs and substitute for whole stakeholders

During the pandemic time it is a sabak for the small-scale manual art companies and even small tourism operators to go online and trained them in such a way so that they are ripe way to face such kind of pandemic conditions in future too. So covid-19 will definitely change the MSME sector, small tour operators, craft sellers, which are the adjuvant hands for the tourism Industry.

Educate all the stakeholders and create awareness

Covid-19 Introduces the" People environment and the society" all together in a single platform. The effect of COVID-19 will scornfully generate a deep thought to secure the environment. In a positive note you may realize that the Ganga river stark clean and returned to its old majesty from last two months and same way the ozone layers are filled. Now come to society, the people and the society come to know tourism is not only a part of the society, but it is endowes the day today live hood. So, the society and the community will be very aware and will develop a good behaviour it will scornfully develop a new aptitude in them. So, the pandemic condition conscious the society to generate an ecological environment and until a relational behaviour in the community.

Improve rural tourism and tribal tourism:

As you know the temples and most pilgrim places are lockdown by the order of the Government. Now state and national tourism corporation should give consequence to tribal and rural tourism. It is entirety simple application transportation intercity tribal and rural sightseeing.

CONCLUSION

Severe effects from COVID-19 decrease hotel bookings, airlines booking, invalidation of events, decrease of staff as a cost cutting measures and risk to

airlines, hotels, travel agencies jobs in the near future as the revenue created by the tourism industry will be decreased. To strut this condition and for the upliftment of tourism industry government must give few relaxations on taxes imposed on tourism industry, or to give few soft loans with nominal interest rates and must issue additional funds for the betterment of tourism industry in the near future. We take this COVID as a challenge and develop similar type of infrastructure, aptitude, belief, morale and make ourselves so strong. Whichever industry it maybe we will try to come with same in tourism and develop new belief and value for the near future generation. So, post COVID is a challenge to the huge world, but we take it as an opportunity for a sustainable development.

REFERENCE

- [1] The effect of novel corona virus in the tourism industry in India Dr. Jiya sharma professor Madhyachal university Bhopal.
- [2] Indian tourism industry and COVID-19: Present Scenerio Vineet kumar Punjabi university Punjab.
- [3] <https://indianfolk.com>
- [4] <https://wap.business-standard.com>
- [5] <https://sodhganga.com>
- [6] <https://businessworld.in>
- [7] <https://m.economictimes.com>
- [8] <https://researchgate.com>