

Impact of Covid on Indian Tourism Industry

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Abstract- The tourism industry of India is the most fast rising industry, which drive financial turn of events, and significant wellspring of unfamiliar trade, expanding employability. It offers in excess of 247 billion U.S. dollars to the Indian Gross domestic product in 2019 and was to be twofold in impending years. Variety of Environment as well as culture and foods, Magnificence and experience of nature, notable past and clinical the tourism industry in addition, mindfulness furthermore, promoting drives, for example, the Unimaginable India crusade alongside e-visa choices, draws in Global and homegrown vacationer, however this Coronavirus storm separated the chain. This current exploration study is a scientific appraisal of the Coronavirus storm and its effect on the tourism Industry in India. There is a commendable examination of what the tourism industry was, the manner by which it adds to economy, how it influences the work, business and generally monetary advancement of nation and what is the ongoing satiation of the Indian the tourism industry. There has been an unprecedented advancement chance of the tourism industry in India due to the proficient government arrangements and successful help from all levels. The current concentrate additionally proposed a few proposals for rapid recuperation and recover of the tourism industry which can be useful for redoing economy to accomplish the take off again in new ordinary.

Keywords: Indian Tourism Industry, Economic Development, GDP, COVID Storm

INTRODUCTION

The spread of Coronavirus has impacted the tourism sector drastically all over the world. Be it aviation or hospitality, transportation, tour operators or eateries, every activity related to tourism has been adversely affected in an unprecedented manner. India has been no exception. During the first wave itself, the sector was affected the most among all other economic sectors. The industry saw gradual signs of recovery, post-October 2020, for the next three-four months. However, the sudden surge in cases from March 2021 onward stalled tourism activities almost completely

except for a few special occasions to selective locations. This grim scenario triggers a thorough understanding of the estimated losses at a granular level and how to recuperate in the coming days. A roadmap on recovery is a must not only because tourism is the largest contributor to the economy and employment, but also because a large chunk of the population of the country is directly or indirectly linked to activities in the tourism sector. However, the implementation of any policy measures to support the tourism sector and the affected households requires a systematic estimation of the losses and requirements of relief. Thus, resilient policies are needed to address these challenges at all levels to put back the tourism sector on the path it was traversing before the pandemic.

Indian Economy has three significant areas like Primary Sector (Agriculture & allied activities), Secondary Sector (Manufacturing and Industries) and Tertiary Sector (Service Industry). It has been globally recognized that the tourism industry of India has grown as one of the most prominent factor of socio-economic growth among the whole division of Indian services sector. The Indian tourism and hospitality Industry is constantly described as the fastest growing industry in the world, it contributes more than 247 billion U.S. dollars to the Indian GDP, and also recognized as rd the 3 largest Foreign Exchange Earning (FEE) sector for the nation (2019). Indian Tourism and th hospitality industry got 34 position by The World Economic Forum in their annual report on Competitiveness of Tourism & Tourism in the year 2019.

The tourism industry has turned into a well known worldwide relaxation action. The tourism industry of India have emerged as one of the crucial fragment of advancement among the entire division of Indian administrations area. The tourism industry in India has noteworthy potential on the grounds that of the amusing authentic as well as social legacy locales, Variety of Environment and foods, Magnificence and

experience of nature, besides become a carefully high level voyager country as far as utilizing advanced instruments for arranging, booking and installment and so on., hearty capability of clinical the tourism industry, eco-the tourism industry, film, country and strict the tourism industry, mindfulness and advertising drives like the Unbelievable India crusade

alongside e-visa choices draws in vacationer from world and on opposite side India's rising regular workers and extending extra cash has continued to build the market size and supporting the advancement of Inbound the tourism industry in India homegrown as well as Universally.

Table 1: Share of Tourism Industry to GDP and Employment 2019-2020

Years	% Share in GDP		Share in Employment (In Million)	
	Globally	India	Globally	India
2019	10.4	6.9	343	40 (8.8%)
2020	5.5	4.7	272	31 (7.3%)

Source: World Travel & Tourism Council (WTTC) Report, 2020.

As per Table -1, according to World Travel & Tourism Council (WTTC) Report- 2020, COVID19 Storm breakdown the economic activities. In the year 2019 the Contribution of Travel and Tourism industry to India's GDP were 6.9 % and creates huge employment opportunities and contributes GDP in long run. As per WTTC (World Travel & Tourism Council) report, India got 3rd ranking among 185 nations in terms of total contribution for India's GDP from travel and tourism in 2018. Throughout 2019, there were over 10.93 million The Foreign Tourist Arrivals (FTA) in India which attains 3.2% rate of growth and the Foreign Exchange Earning (FEE) were US\$ 29.96 billion with rate of growth of 4.8% during January February 2020 and witnessed growth at a CAGR of 8.96% between 2007 and 2019, According to IBEF (India Brand Equity Foundation) Report 2021.

The Tourism industry has arisen as a significant labor-intensive segment, contributes to crucial effect on inclusive socio-economic development to global economy situation. The travel industry has been recognized as the major export industry in world. The diversified nature of this industry makes it as a driver of social and economic growth also provide assistances to balanced regional development with low capital investment, service-based labor intensive industry offers an opportunity to earn foreign exchange at low social cost.

COVID-19 STORM

After the worldwide emergencies of Second World War, the COVID-19 storm has provoked one of the biggest worldwide emergencies on world economy. World Health Organization (WHO) declared the COVID-19 epidemic as a worldwide pandemic. Due to worldwide lockdown Indian and the whole tourism industry of the globe were adversely affected. The overall Tourism and Hospitality industry of India were stuck including all kinds of hotels accommodations, aviation industry, cruise operations were inactive. Thus, the Corona Virus (COVID-19) pandemic has paralyzed the tourism industry, and distressing economies those are mostly dependent on tourism.

AN OUTLINE OF INDIAN TOURISM INDUSTRY

In India there are many states which are detected as vital attraction form both local as well as international tourists. In The following table demonstrate the statistics of domestic/ local and foreign/ international tourist visit to States and UT's of India during 1991 to 2019. It was a stable incensement in tourist visits to States and UT's. After the acceleration of economic reform in India, the overall economy development started taking place including tourism industry, As per following table 5 Domestic & foreign tourist visit was lesser in 1991 only 6.66 cr. Domestic and 31 lakhs foreign tourist visited to India but in 2019, 232 cr. Domestic and 3.14 cr. Foreign FTA recorded with 25.3% annual rate of growth from local tourist visit and 8.9% annual rate of growth from foreign tourist visits to India.

ROLE OF TOURISM IN INDIAN ECONOMIC DEVELOPMENT

IMPACT OF COVID-19 PANDEMIC ON TOURISM INDUSTRY OF INDIA

Due to Corona virus outbreak, the industry has seen a whirl of international and domestic cancellations. There has been a depletion in the number of domestic travellers as people with business purpose or emerging essentials are only travelling. The Archaeological Survey of India (ASI) has 3691 sites registered with it, of which 38 are world heritage sites. As per information provided by the ASI the total revenue from ticketed monuments was ₹247.89 crore in FY18, ₹302.34 in FY19 and ₹277.78 crore in FY20 (January – April). If the scenario doesn't change by May, then the domestic travel is at its peak because of the summer vacations, employment may then become a concern.

The Covid-19 outbreak has also started showing its impact on the domestic tourism sector and summer bookings to leisure destinations like Rajasthan and the hills. Summer travel is the peak travel in India. Considering that most domestic travellers book their flight tickets 2-3 weeks before the travel date, the travel companies saw a more than 30% drop in domestic travel this summer compared with last year. Maximum impacted summer destinations are Leh, Guwahati, Coimbatore, Srinagar and Amritsar where more than 40% drop has been recorded. This is after airline fare drop by 20% for domestic routes.

POST LOCKDOWN TOURISM OF INDIA

The COVID-19 pandemic has reversed the way of live. Now that the reduction at the state borders have been uplifted tourism may observe some growth. Many companies have acknowledged their staff to work from home, others are providing a change of place in the form of working from home stays. Many big tourism and hospitality brands such as Airbnb, Vista are jumping in with the aptitude of homestays as an alternative universe during the pandemic. As the homestays are becoming popular workstations during the pandemic, the usual guidelines conjunction with accurate sanitization and face cover are being followed for homestays as well.

The COVID-19 pandemic has paved the way for meaningful innovation and transformation to be accelerated in the railways and the aviation business. The pandemic has entail the airlines and the railways to review their business top-down, bottom-up, and to modify their operations and processes for the better.

The government of India is commencing various campaigns to woo domestic tourists.

CONCLUSION

The tourism sector has enormously affected by the wide-spread of COVID-19 and may remain for a longer time. This research paper has examined the greater impact that is being created by the virus on tourism and showcase the ultimate damage it created on the economy of the country and the globe too at the same time. The Coronavirus has also enabled the tourism industry to face the huge thread as well as the economic slowdown is seen. Due to this reason it is seen to be establishing an impact on the tourism industry. The complete research work has gone through past, present and future of tourism industry of India. The tourism and hospitality industry has been badly affected by the COVID-19 pandemic and suffering from economic crisis even it may remain for a longer time. In this particular work there are three major contributions. Firstly, a complete picture of Indian tourism industry before and amid COVID 19 pandemic. Secondly, an enriching contribution of FTA and FEE to economy. The footfall of international travelers to India from whole over the world has reduced by 68% in March 2020 compared to the previous month. It also poorly affects the revenue from tourism in terms of FEE. The Compound Average Growth Rate (CAGR) of Foreign tourists arriving (FTA) in India was - 25.71% from the year 2016-2020 and Foreign exchange earnings (FEEs) from tourism industry observed with CAGR of 8.96% between 2007- 2019. Finally the most vital measures for the various stakeholders of the tourism industry to revamp the greatly disrupted Tourism industry again. The government should proposed some attractive tour packages such as Discount offers, Combo plans (Food on wheel while traveling by tour operator, provide all kind of hygiene and safety at optimum level, to adopt strong health and sanitation protocol, digital up-gradation) also offers some fringe benefits like Work From Tourism, medical facilities on a click, to reboot their tourism industry.

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