



**IMPACT OF CORONA PANDEMIC ON TOURISM AND HOTEL INDUSTRY – A
REVIEW ON POST COVID - 19 IN INDIA**

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Abstract:

The tourism and hotel sector is one of the largest in the world. It accounts for ten percent of India's GDP. The recent Corona Pandemic has afflicted people all over the world, and the tourism and hotel industries are the first to be affected, as there will be no tourist movements within and outside the country. The world is facing a severe catastrophe as a result of the Corona Pandemic, which began after World War - II. A contribution of 10% of GDP is not insignificant. As a result, it is critical that those in the tourism and hotel industries open their eyes and examine recovery methods as quickly as feasible. The self-contained hotels have 1.4 lakh beds, which is only 5% of the total number of rooms offered. The remaining 95% are budget hotels with little brand recognition. The hotel business is facing significant losses as a result of another covid-19, and many experts anticipate that the Sierra Nevada outbreak will finish in the second week of July 2020, but this is not certain. The company picks up for the second part of the year, but the pandemic would have only resulted in a worsening of home tenancy of 18-20% per quarter. Simultaneously, the daily average rate will fall by 12-14 percent per quarter. It will assume that hotel rooms have been simply switching mostly on lights, but that business is the same. That is an ambitious guess. Instead, it'll be the company as uncommon. As people can suggestion-toe to resume normal transportation, the hotel rooms also have to tread lightly to reopen. And the component of Tourism industry also faces huge loss due to this corona pandemic like Airline industry, Railways, Sea transport, Road ways, Travel destinations, Travel agents, Travel companies like Thomas cook, SOTC, Cox and Kings, and even online portal travel companies like Easemytrip.com, Yatra.com, etc ., this situation not only in India all over the World. After this pandemic the tourism and hotel industry should ensure the safety and hygiene measures for their customers to build the confidence among them.

Keywords: Covid-19, Corona Virus, Hospitality, Travel, Tourism, Pandemic

Introduction:

The travel and hotel industries are the first to be hit by the Corona Pandemic. Tourism is in a major crisis as a result of widespread fear of a Corona Virus, which is still unknown in terms of duration and spread. However, the impact of a Covid-19 Corona Virus on global travel is undeniable, and the authorities' estimates are based on previous crises such as SARS or H1N1. The travel and tourism business in India contributed around 247 trillion dollars to the country's GDP in January 2019. In 2017, a foreign-exchange income of more than US\$ 27.31 billion was generated by the security and public of upwards of 10 million unique visitors. With its rich culture, historical monuments, and mesmerizing natural beauty, India is one of the world's most popular tourist destinations.

That remains true not only for international visitors but also for the country's progressively upper income, who spend more money and time on internal flights than ever before. Hotels, airlines, and cruise operators are just a few of the hardest-hit travel industries that suffer the most immediate repercussions, particularly when the outbreak occurs during the Lunar New Year, one of Asia's busiest travel seasons. Corona Virus' impact on businesses is already global with trip cancellations, public events, temporary employment adjustments, and income declines. Malware attacks generally prove to be more unpredictable and dangerous than pathogen-caused ones. Viruses are usually inert and inoffensive in isolation but react as well as multiply quickly when put into practice. There are several viruses that scientific knowledge understands. The good news is that thanks to the science and progress we have better healthcare and understanding of how to prevent and cure infectious diseases. Even though the world has been seen many natural calamities like tsunami, earthquake, and so and even when terrorist attack made in the country the tourism and hotel industry is not affected. This Corona pandemic made the all the industry to down the first hit is tourism and hotel industry and after pandemic ends the Tourism and Hotel industry will standup at last while comparing to the other industries.

Review of Literature:

The author reviews the pandemic's global impact in the beginning, and focus on India because only a handful of pandemic research studies are documented. Epidemics and pandemics have long played a role in social and economic changes. However, the nature of such changes is selective. That means, in some cases, the changes are minimal, while in other cases, the changes are unexpected.

It was reported that the Covid-19 causes not only a considerable proportion of the health crisis but also an imminent restructuring of the global economic order. The World Bank has predicted the long-term socio-economic implications. The sharp drop in domestic demand and service supply has forced many countries and regions to revise their GDP projects. Similarly, the International Labor Organization has observed blockades adopted by countries and regions. The production of non-essential goods and services has been increased. Falling prices of goods in export-centric countries have weakened exporting countries' economies and reduced employment in these sectors. As a result, trade imbalances and large outflows of capital have made debt repayment importing essential goods and services difficult, especially in developing economies.

One of the evident impacts of Covid-19 within the hospitality and tourism sector has been towards the airline and transport sectors. Before the Covid-19 pandemic, tourist destinations such as Venice (Italy), Barcelona (Spain), Kyoto (Japan) faced so many visitors that the situation of over-tourism had occurred. The tourism and hospitality sector was affected by the onset of Covid-19 as domestic and international visitors began canceling scheduled trips. With the progression of Covid-19, almost all countries started restrictions on their borders crossing as part of national emergency responses. The staff of airlines and transport companies across the globe have been being asked to take paid or unpaid leave as well as to accept reduced wages. Another significant impact of Covid-19 has been in the hotel sector. The emergency majors have imposed bars, cafes, and hotels to limit the virus's spread by local and federal governments. About 33 % of the hotel business losses have been predicted in Europe. In the USA, hotels are experiencing booking cancellations, which are expected to eliminate four million jobs. Meetings, Incentives, Conferences and Exhibitions (MICE), etc., are significantly affected, canceled, or postponed across the region. As the pandemic rose to its peak, nearly 30 airlines, including German Airways and Thai Airways, have filed for bankruptcy. Many carriers such as Indigo and Emirates had to cut salaries and dismiss their services. This year, airline revenues worldwide in 2020 are down 44% year-on-year.

Covid-19 pandemic is deteriorating the hospitality and tourism sector in India like in other countries around the world. It is visible in the country's inbound, outbound, and domestic tourism. The potential job loss in tourism and hospitality has been estimated to be about 70 % of the sector workforce. The estimated losses of US\$ 150 billion have been

predicted in India's tourism sector. The lockdown practice was implemented at the beginning of the pandemic. While with the decline of Covid-19 daily cases (from September 16), alternative approaches such as social distancing, mask-wearing, and avoiding gatherings have been encouraged. These measures have greatly encouraged economic activities in the hospitality and tourism sector. However, with an uncertainty of effective vaccine and therapeutics as well as the distribution of vaccines on such a large population (1.3 billion), even if the vaccine is developed, the positive impact on the sector is still long to wait.

Impact of Corona Virus Pandemic on Tourism and Hotel Sector in India:

In 2018, the tourist industry alone symbolizes 9.2 percent of India's GDP. In January 2019, the tourism industry formed 26.7 additional workers. This same coronavirus' cascading effect has also been found to cripple the Indonesian tourist industry and hospitality industry at an astonishing rate. India has witnessed a 25 to 30 percent drop throughout international inbound visitors in the background of concerns for the novel coronavirus, as per the Ministry of Civil Aviation.

Published stats recently by the Ministry of Tourism, the Indian government also corroborated the very same concern because international visitor numbers are found to also be back by around 67% annually in the fifth of January-March, while also households were down by about 40%. As per government data, this same foreign tourism arrivals fell by 9.3 percent month-on-month and 7 percent year-on-year in August 2019. There were 10.15 lakh foreign tourism arrivals in August 2019, compared with 10.87 crores in February 2019 and 11.18 lakh on January 20. The situation has gotten uglier, as Sri Lanka has revealed that all visa applications will be suspended until April 15 in a bid to represent this same virus spread.

The Covid-19 outbreak has also started to develop its impact on domestic tourism and summer booking to exotic climes such as Rajasthan and the hills. Summer travel is India's peak voyage season. Given that most household travelers book their flight tickets 2-3 days before the end of the trip, the travel companies saw a decline in domestic travel by more than 30 percent compared to last year. The highest-impact warm weather locations are Leh, Guwahati, Coimbatore, Amritsar, and Amritsar, where there's been a decline of even more than 40 percent. That's also due to a 20 percent decrease in internal flights after aviation fare.

There's been a decrease in the number of domestic tourists as only people who travel for the company as well as evacuation reasons. Between January to February, the number of tourists visiting the Sculpture of Unity in Maharashtra slipped by upwards of 38 percent, and

the revenue collected fell by about five crores. India's Archeological Survey of India (ASI) has 3,691 registration sites, 38 of which are historic buildings. According to the info supplied by the ASI, total revenue from issued a ticketed monument has been approximately 2247.89 crores in financial year 18, around 302.34 in financial year -19, and roughly 277.78 crores in FY-20 (April-January). If the situation doesn't improve as of May, when domestic travel is at its high point due to the summer vacation, then jobs may become an issue.

The entire hospitality industry also took the burden of lowered journeys. During January 2020, the hospitality industry has seen a fifty percent decline in reservations inside of India. People have put off large groups of booking plans. In March 2020 and the quarter of April-June 2020, all dwelling units and customs duties would be affected. While also internal migration may see are seeing an increase in restricted leisure tourism, the recent Indian cases would also restrict the chance. A few other popular hosting routes had seen last-minute airfares reduce by 20-25 percent. To order to prevent domestic production lessening, airlines often refrain from rising prices for the summer season.

Recovering Strategies for Tourism and Hotel Industry Post Covid -19 in India:

Hygiene Pattern:

Firstly the tourism and hotel industry should make sure that they are hygienic. The industry should impose that hygienic method is followed in their organization because this is one of the way to gain confident among traveler. Make sure that the each and every employee of the organization wears a face mask, gloves and the organization is sanitized completely. Before marketing our brand to the traveler or a customer the organization should make sure they are maintained hygienic completely and 100 % virus free organization this builds the confident among them. Like welcome drink in the hotel before the entering hotels, travel agency offices etc., are should maintain sanitizer for traveler even after Corona virus comes to an end.

Adaptation of digital technology:

In India still many of the travel companies and Hotels didn't opt for digitalization so for them it is a time to opt for compulsory digitalization. All the hotels must keep only online reservation no walk in registration should allow. If there is unexpected walk-in guest arrives to the hotel they also should check in only after the online reservation on the spot by

waiting in the hotel premises and even the hotels can opt for kiosk for self-reservation and booking instead of reservation counter. Payments should be made online by credit cards, debit cards, paytm, met banking, QR pay so on. It makes easier for the accountability too. No manual transaction should be permitted at any cost. Compulsory digital payment should opt by hotels, travel agents, airlines, and other travel companies. In India still we are into manual immigration method when we travel outside country. But in some of the foreign countries have opted for system immigration; In India it should be implemented. Hotels should make full use of their diverse online platforms, transforming them from one-way notification communication to two- way interactive communication, utilizing these channels to effectively understand and respond to customer needs in a timely manner.

Pricing Offers:

In this pandemic not only companies, businessman, industries got affected but also a working individual's got affected by losing their incomes and some of them have lost their jobs. After the pandemic end the people have tendency to save they will not spend immediately for tourism or travel until unless it is necessary so to attract them the airlines companies, Hotels and other companies related to tourism and hotel industry should reduce the price and give them an attractive offers. This will induce the people to travel and use of the services offered by them. Particularly the branded companies should give attractive packages to attract the people.

Domestic Travel will be Key to the Revival:

The cases reported identified by the government daily, the usage of the Covid-19 virus in Sri Lanka has caused mass hysteria for whom the repercussions are predicted to remain well into the second quarter of a rights and democracy year. The current issue is incredibly bleak, as flights were forced shut down from 25 March 2020 as well as for the near future. All the other supply segments like MICE, industry, sports, and social activities were canceled or postponed indefinitely. The silver lining to this destruction would be that it took many representative bodies, including travel, tourism, and hotel rooms, to represent the state collectively. As we go to press, the policy should, in all likelihood, announce steps to restore and help the sectors under distress, including a particular focus on the hospitality industry, among many others. We first need to increase local travel already when humans start a foreign trip.

Media in Promoting the Industry

Over the years media have contributed towards shaping tourism into a responsible industry by promoting the following good practices;

1. It protects the environment and minimizes the negative social impact of tourism.
2. It generates greater economic benefits for local people and enhances the well-being of host communities.
3. It makes positive contributions to the conservation of natural and cultural heritage and promotes the world's diversity.
4. It provides more enjoyable experiences for tourists through more meaningful connections with local people.
5. It helps to understand the local cultural, social and environmental issues.
6. As a summary, all stakeholders should pay attention on following necessities.
7. Sharing of knowledge and continuing to work with the relevant parts regionally and abroad
8. Understand the customer reaction after the disease outbreak, as demand patterns and product line customer behavior, will demonstrate significant changes.
9. Rebranding of locations is very important after the situation underlines the good aspects of the epidemic.
10. Highlight key incidents throughout India in the recent tragedies linked to tourists and international visitors
11. Throughout the outbreak, hotel owners, tour operators, and other government agencies must be in constant contact with the key customer base and test their safety while retaining a clear connection.
12. Various types of camera help by specialist television channels, reporting by respected journalists, and fantastic coverage by trade journals affect Indian tourist visitors and student union. All these media slowly create positive and image of tourism in perceptions, minds, interpretation, psychology, behavior, or the final site selection of inbound and outbound tourists.

Conclusion:

The country will recover soon from the Covid-19 pandemic. This is the first time we see the global pandemic of such unprecedented scale broadcasted in real time. However, one should not forget that the Covid-19 is not the black death plague. Most people would never contract the Corona Virus at all and of those who would, the majority would feel fine and recover from it quickly. These people would become the first virus-free travelers that would help to breathe the new life into the tourism and service industries once that the dust settles. Borders closures and lockdowns do not represent the viable solution of fighting the pandemic in the long run. The economic downfall might be much worse than all adverse effects of the corona virus infection. Globalization and technological revolution provided us with many tools that should now be effectively used to pave the road to the post-viral tourism.

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