

## **Indian Tourism and Covid 19**

**Archana Vasdantrao Salunke**

### **Introduction -**

Since the beginning of time humans have traveled. Food, water, safety or acquisition of resources (trade) were the early travel motivations. But the idea of travel for pleasure or exploration soon emerged. Travel has always depended upon technology to provide the means or mode of travel. The earliest travelers walked or rode domesticated animals. The invention of the wheel and the sail provided new modes of transportation. Each improvement in technology increased individuals' opportunities to travel. As roads were improved and governments stabilized, interest in travel increased for education, sightseeing, and religious purposes. One of the earliest travel guides was written by Pausanias, a Greek, which was a 10 volume Guide to Greece, for Roman tourists in 170 A.D..

.In 1941, Hunziker and Kraft defined tourism as "the sum of the phenomena and relationships arising from the travel and stay of non-residents, insofar as they do not lead to permanent residence and are not connected with any earning activity." [23][24] In 1976, the Tourism Society of England's definition was: "Tourism is the temporary, short-term movement of people to destinations outside the places where they normally live and work and their activities during the stay at each destination. It includes movements for all purposes." [25] In 1981, the International Association of Scientific Experts in Tourism defined tourism in terms of particular activities chosen and undertaken outside the home

1. **Tourism** is travel for pleasure or business; also the theory and practice of touring, the business of attracting, accommodating, and entertaining tourists, and the business of operating tours. (Wikipedia)

### **Tourist**

1. Is anyone who travels to places other than the one in which is his habitual residence, outside of their everyday environment, for a period of at least one night but not more than one year and whose usual purpose is different from the exercise of any remunerated activity in the place to which he goes

Tourism in India is important for the country's economy and is growing rapidly. The World Travel and Tourism Council calculated that tourism generated ₹16.91 lakh crore (US\$240 billion) or 9.2% of India's GDP in 2018 and supported 42.673 million jobs, 8.1% of its total employment.

### **Tourism in India**

India is the country which is surrounded by the Himalayas, Arabian Sea, Bay of Bengal and the Indian Ocean, as we all know that it is rich in its culture, heritage, unique style temples, wildlife, sanctuaries etc. which will attract the tourists large in number. India is not only limited to above areas but also it has many tributaries like Sharavathi, Ganga, Yamuna, Brahmaputra, Indus and many more. Many amazing waterfalls places can also be found in almost all parts of India. Visiting India is a dream of every foreigner because India has lot to travel and explore many adventures things. India is where the people live with much diversity. India is considered as Multi-lingual country where you can find many people who speaks different languages. You can visit the Sunderbans located in the Thar Desert, most fascinating cities like Bombay, Delhi, Mumbai and many more, water world like Andaman's, Sea, and Ocean etc. The famous carvings places like Badami, Ajanta, Ellora, and Hampi etc. Gajnur dam, Agumbe, Jogfalls and Tungabhadra are the favorite places that we find in Shimoga and in recent times it has become one of the famous tourist spot. India is also famous for temples like Madurai temple in Tamilnadu, Tirupati temple in Andhra Pradesh and many more. India has many entertainment and recreational centers like PVR Cinemas in Delhi, Malls and Waterparks in Bangalore. You can also visit many eco-parks like coorg and munnar in India. Besides this we also have peak hills, bushy forests, adventures sport like Rock Climbing, Rafting, Snow Skiing, Biking etc.

### **Dimensions of Tourism**

All tourism activities are related to one or more of the following dimensions of tourism.

- Attractions: Natural ,Manmade ,Pilgrimage ,Historical ,Geographical etc .

- Natural Resources: Natural resources are the combination of physical features and the natural beauty of the area. The challenge to managing natural resources based tourism is to preserve the natural resource from the impact of the tourist's.
- Entertainment: Tourism developments of all sizes of Melas and jatras, sports events, cultural events, dances shows, puppet shows, and various festivals organized by various places at different occasions.
- Transportation – Mobility, is the access to transportation (car, bus, plane, train or ship) and the hours required to get to their destination. Means of Transportation and local sightseeing arrangements.
- Hospitality: The community's attitude which permeates every tourism location that makes the tourist feel welcome and safe. It is the result of the interaction between the tourist and the local population.
- Special arrangements for Tourism, Guide
- Time, as the hours for leisure increase so does the opportunity for travel. Changes in work days or hours, school calendars will affect how and when people can travel. The overall travel pattern has moved from a two week vacation to 6-8 three or four day mini-vacations per year.
- Money, the majority of travel requires discretionary income. Discretionary income is money left over after all monetary obligations (food, rent and taxes) have been paid
- Sports and recreational activities
- Retail
- The travel trade

### **Tourism Importance –**

Travel and tourism play an important role in India's economy; compared with other nations, India ranks 14th in the world in terms of its tourism sector's contribution to the GDP. At time of publication, the World Travel and Tourism Council predicts India will sustain the fifth largest amount of growth in the tourism sector of any country. Tourism can offer direct and indirect aid to a nation's economy. Direct benefits include economic support for hotels, retail shops, transportation services, entertainment venues and attractions, while indirect benefits include

government spending on related infrastructure, plus the domestic spending of Indians employed in the tourism sector.

**Economic.** It brings in money. This is probably the main advantage of tourism and the reason why it has been promoted so much, especially in developing countries. The income generated can make up a significant proportion of both private, local, and national incomes.

**Opportunistic.** It provides jobs. Hotels, bars, transport, activities, shops, and restaurants all need staffing. Tourism can provide much-needed employment for people.  
**Infrastructural.** It provides a means and an incentive for investment in infrastructure such as roads, rail networks, and local medical and education facilities.

**Environmental.** It can provide economic incentives for a place to preserve, maintain, and regenerate the environment in both urban and rural settings.

**Cross-Cultural.** It promotes international connections which can bring more business and cultural collaborations in the long term. It also promotes cross-cultural awareness for both locals and tourist and builds bridges of understanding between cultures.  
**Promotional.** It "puts a place on the map": Tourism gives the The money generated by tourism accounts for 5% of global GDP.

° For every job created in the core tourism industry, around 1.5 extra, indirect jobs are created in the wider tourism-related economies. ° Tourism provides jobs for 1 out of every 12 workers in advanced and emerging economies.locality a chance to show itself off and raise its profile in the world.Tourism-generated income can be hugely beneficial both private and public concerns. It can provide employment opportunities for people who can work in tourism-related industries.

Most tourism jobs are relatively low-level and low-skilled, and these jobs may have drastic seasonal fluctuations.Sights such as the Taj Majal draw tourists to India from around the world.

**Benefits to India: Environment**

The impact of tourism on the environment can have either beneficial or extremely detrimental effects. When a lively tourism industry induces the government to invest in national parks and preserves, the environment may benefit. The movement toward eco-tourism, or tourism based on

the appreciation and preservation of natural environments, improves the chances of benefit to the environment on a small and large scale.

### **Economic Contributions**

In 2017, tourism generated about \$230 billion in India, making up 9.4 percent of the country's gross domestic product, and the tourism and hospitality sector is among the top 10 sectors in the Indian economy attracting foreign investments. On top of that, tourism and hospitality supported nearly 42 million jobs in 2017. The sector is expected to only keep expanding from here, with India projected to make the world's top five business travel markets by 2030 and its tourism sector predicted to generate \$490 billion per year by 2028.

The Indian government is leaning into this boom in tourism by investing in the market, hoping to attract international hotel chains and foreign spending in an effort to continue growing the nation's economy. The government signed a \$40 million loan agreement with the World Bank for a tourism development project, and the 2018-2019 budget for the country allots nearly \$200 million for the development of tourist circuits.

### **Indian Tourism Places**

The most popular destinations for international tourists in 2010 included Maharashtra, Tamil Nadu and Delhi, while most domestic tourists visited the states of Andhra Pradesh, Uttar Pradesh and Tamil Nadu, according to the Indian Ministry of Tourism. To attract more tourists to these and other destinations, the Indian government initiated several plans, including attracting foreign investment in hotels, restaurants and beach resorts. The government has invested almost \$40 million in 37 destinations ranked as desirable tourist areas. Other economic incentives include complete tax exemptions for tourist facilities and amusement parks in Uttarakhand, and lower luxury taxes in the state of Rajasthan.

The UNWTO (The World Tourism Organization of the United Nations) refers it as Tourism Sector which is made of several tourism focused industries that normally offer tourism characteristic products (and services). Taking this forward UNWTO defines 12 tourism industries that can be said to be serving the tourists in general. These industries are:

The WTTC (World Travel and Tourism Council) predicts potential jobs impact of COVID-19 to the global Travel & Tourism Sector. Impact to be felt on both white and blue-collar jobs and up to 50 million jobs are at risk globally, representing a reduction in jobs of 12 to 14 per cent, the government should accept the proposal from TAAI and should also consider a complete GST Tax-free Holiday for the Tourism, Travel & Hospitality Industry for the next twelve months till the time the recovery happens.

### **Covid 19 – its impact on Indian Tourism ---.**

Indian Government announced work from home for our employees from March 18. We wanted to make a conscious effort to 'break the chain' and it has worked to our advantage. All our employees are safe and working from home and we are proud to announce that their productivity is up. We are able to service all our clients during these testing times with minimum turnaround times. No cases have been reported in our offices in New Delhi, Mumbai or Gurgaon.

Outlook in the travel industry all points to recovery with lower volumes. Leisure will be hit most, business mandatory travel will resurge. This will be in phases – Phase I from May to September, Phase II September to December post vaccine and virus control. International short-haul to 'safe' destinations will emerge first, honeymoons by Phase II and by summer 2021 we envisage resuming of International travel. Whenever there has been any major impact on the economy of any country, tourism has always been the first one to get affected as people start to cut down on their travel budgets first. However, tourism relatively had a direct role to play when it comes to COVID-19 which has widely spread most in the countries with a high number of tourists.

This pandemic is the biggest challenge that any country has ever faced as international travel could be adversely impacted by up to 25 per cent this year which is equivalent to a loss of three months of travel. During this time when on-ground activities are not possible, we are already planning ahead so that whenever there is a slight window open for tourists by any of our clients, we are absolutely prepared to take a lead on the opportunity and ensure the best result.

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Tax-free Holiday for the Tourism, Travel & Hospitality Industry for the next twelve months till the time the recovery happens..Covid-19 impact: Tourism industry to incur Rs 1.25 trn revenue loss in 2020.The Indian tourism industry is projected to book a revenue loss of Rs 1.25 trillion in calendar 2020 as a fall out of the shutdown of hotels and suspension in flight operations after the onset and spread of the [coronavirus](#) (Covid-19) pandemic.

The report assumes the impact of the pandemic on tourism at about 50 per cent during January and February 2020, while it may be higher at 70 per cent in March alone, following the suspension of international flights.During April-June, the Indian tourism industry is expected to book a revenue loss of Rs 69,400 crore, denoting a year-on-year (y-o-y) loss of 30 per cent.

“During H2 2020, assuming the virus impact subsides, we expect FTAs to still be lower affecting the FEEs (foreign exchange earnings) by about 50 per cent to reach Rs 56,150 crore vis-à-vis Rs 112,300 crore during H2 2019," the report said.The most visible and immediate impact of Covid-19 is seen in the hotel and [tourism sector](#) in all its geographical segments - inbound, outbound and domestic and almost all verticals - leisure, adventure, heritage, MICE (Meetings, Incentives, Conferences & Exhibitions), cruise and corporate.

Given various travel restrictions imposed by the Indian government as well as governments across the globe, forward bookings for various conferences and leisure travel bookings to foreign destinations have already been cancelled. In India, most of the summer holiday bookings (for the states of Kerala, Rajasthan and Goa) have also been cancelled (about 40-50 per cent), thereby impacting domestic tourism.

The impact on the inbound and outbound passengers is expected to be most severe in the next couple of quarters. India’s total foreign tourist arrivals (FTA) stood at 10.9 million and the foreign exchange earnings (FEE) stood at Rs 210,971 crore during 2019, with Maharashtra, Tamil Nadu, Uttar Pradesh and Delhi accounting for about 60 per cent of foreign tourist arrivals (FTAs). However, now with travel restrictions in India for over 80 countries and most of the flights of major airlines being suspended, along with the lockdown till March 31, 2020, the Indian domestic as well as foreign travel and tourism industry is expected to witness a sharp negative impact in 2020.

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