



THE IMPACT OF COVID 19 ON INDIA'S TRAVEL AND TOURISM INDUSTRY

Naveen Kumar

Research Scholar, OPJS University, Churu,
Rajasthan

Dr. Sarwan Kumar Saini

Associate Professor, OPJS University, Churu,
Rajasthan

ABSTRACT

The COVID-19 virus is having a major impact on the business community and has made it difficult for many Indus efforts to reach every sector of the economy. The tourism and travel industry is one industry that is currently facing severe negative consequences. This study will analyze and evaluate the effects of the Indian tourist epidemic on the industry. The study also provides a framework for a sustainable and effective recovery that can be used as a guideline Indian tourism industry to navigate through the period following the pandemic. This study uses a narrative review to evaluate the literature and develop a plan for recovery.

Keywords: Tourism, COVID and Transport.

INTRODUCTION

Corona virus infection (COVID-19), a serious illness, is caused by a recently discovered corona virus. It was first confirmed in China (Wuhan). When an infected person coughs or sneezes, the virus can spread by saliva or nasal discharges. The Central Government of India has three vaccines in India. They are Covishield, Covaxin and Sputnik V. These vaccines are effective against COVID-19, but they cannot make you immune to it. It was found that mutations can take many forms in certain countries and have a greater impact on the human body. However, there are many clinical trials and ongoing research that examine possible treatments. The WHO, World Health Organization declared the outbreak a Worldwide Pandemic on the 11th of March 2020. This was in addition to those providing essential services. The COVID-19 epidemic has been a huge opportunity and a major threat to both the whole world and each country. The opportunity lies in expanding healthcare facilities and creating new solutions for society. This will ensure that people are able to make the most of their time and money during social distancing or lockdown. The product must be created by private citizens. They should also know how to market it to their customers. To ensure their safety, schools and colleges must be able instruct children with technology. Social media networking is an essential part of our modern lives. Social media platforms are a great place to find information and news. However, there is a high chance that you will be exposed to fake information. Every social media platform was flooded with fake information regarding the spread or source of the COVID-19 outbreak, as well as vaccines and other precautions. While some of the information was accurate, the majority of it was fake news that caused panic among the public. Geospatial technology can be used to monitor the situation and filter out false information. Aarogya Setu mobile app is a great example of this. Its operation relies on geospatial technology. "Aarogya Setu", provides information on the possibility of COVID-19 development. The Indian government launched the Aarogya Setu Smartphone app on April 2nd to help protect Indian citizens from the spread of the corona virus. It uses a

GIS location system and a Bluetooth approach to tracking contacts. The app will notify you if any contact tests positive. This app protects against the COVID-19 pandemic. The Aarogya Setu app provides specific and relevant medical alerts.

The Government of India announced a 21-day lockdown in India on March 24, to stop the spread of COVID-19. The number of Indian patients was very low at that time, with only 564 confirmed cases. However, there were only 3298 tests performed at that time. This made it difficult to determine how many cases were present and which hotspots were contaminated. The rate of spread of the disease. Every day, the number of COVID-19-related cases is increasing. India is one of the most affected countries on the planet. This is due to ineffective government management and poor implementation of policies. Below is the current status of COVID-19. Figure 1A and 2B show the COVID-19 Disease in India. After the First Wave, a number of researchers and experts discovered that India's lockdown was put in place in response to uncertainty. This required an indepth knowledge of the possible consequences for the livelihoods of Indians in the event that COVID-19 spreads uncontrollably. Experts and researchers believe the Second Wave COVID-19 began in May 2021. This is because COVID-19, a COVID-19 virus that is rapidly changing and affecting the immune system and lungs of the human body, is more dangerous than the first. To breathe oxygen, people need ventilators. Maharashtra, Delhi and Uttar Pradesh are the most affected states. Tamil Nadu, Karnataka, Tamil Nadu, Karnataka, and Karnataka are also among them. In the week ending May 2021, more than 2343152 patients were still active. The 2nd wave resulted in India's health system and economic structure being completely destroyed. There was also a lack of infrastructure. A nation must have health facilities that are large enough to serve its population. Experts are now examining whether the Third Wave COVID-19, which was the Second Wave, is more severe. It is possible that children under the age of 18 could be affected. The government must focus on this issue or young children will be severely affected.

The impact of COVID-19 Impact of COVID-19 Global Tourism Industry

The dramatic drop in arrivals of tourists, coupled with lockdowns of complete or partial of entire countries as well as travel restrictions, both domestic and international, have created an impact on tourist revenue and tax collections and employment levels as well as the viability of numerous businesses that depend on tourism. Pandemic flu tourism in the world will cause a drastic decrease in the number of tourists arriving and a decline in the amount of GDP generated as well as significant impact on job and employment prospects. The impact will be felt throughout the world, though certain areas have more severe effects than others. The COVID-19 infection is predicted to have a significant impact on job opportunities in tourism as well as related fields. The world's biggest economy is driven by tourism and travel. It contributes 10.3 percent of global GDP. It is quite different from the 2.5 percent growth in the real GDP around the world in the year 2019. It plays an important role in generating jobs and creating jobs. For 2019, 1 out of 10 jobs were created by the tourism and travel industry (World Travel and Tourism Council, 2020). The GDP of tourism was affected by the sharp

decline in domestic and international tourism arrivals as well as an overall slowdown in travel and tourism. In the year 2019, the global value of travel and tourism was estimated at US\$8.9 trillion. The sector was responsible for 10.3 per cent of world's GDP. Table 2 lists the expected GDP decline in each one of three Ios as predicted by WTTC. It is clear it is clear that North America and the Asia Pacific will have the most impact on tourism and travel GDP, while Europe being the second.

The impact of the negative is greatest in the beginning, with 0.46 billion US dollars of GDP lost due to this pandemic epidemic. The significant initial negative impact of the pandemic is mitigated by the following year, as the negative impact decreases from 0.46 billion to 0.01 billion US dollars in the following year. Therefore, both policymakers and tourism experts can expect substantial loss (in terms of economic impact of tourism) during the initial year following a pandemic. If the effect is greater than a single shock, such as an increase of 10 units by IPANDEMIC (equal to one million lost tourist arrivals) could result in a 4.6 billion US dollar loss in real GDP generated by the tourism and travel industry. If we see a 20-unit increase for IPAN- - DEMIC (2 million tourists lost) it is possible that the real GDP associated with it to fall by 9.2 billion US dollars. Travel and tourism policymakers and practitioners should be aware of the potential consequences of a pandemic and breaks to the travel and tourism industry as well as the economy of the nation. The negative impact of the pandemic is confined to a short-term effects on the travel and tourism industry as well as the national economy The impact is too substantial and significant to be ignored. It is imperative to have a suitable response from the economic and managerial policy that is immediate and prompt return to prevent potentially devastating negative consequences. Solution must be clear and speedy, since the response time and the magnitude or extent of measures determines the extent (negative maximum) of the shock. If there isn't a proper economic and management policy response, which is swift and well-planned the effects of the pandemic can be severe enough to send all economies (even one of the top-performing) into a recession. Potential consequences of a pandemic could be significant enough to cause a massive effect on the tourism and travel industries which could lead to massive bankruptcy. The double-dip pandemic shock impact following the initial shock TCGDP decreased in the second year only by 0.01 billion US dollars for each 100,000 tourists who were displaced. But, by the year three, the decrease in TCGDP is 0.06 billion US\$ for every 100,000 lost tourist arrivals. The effect of the pandemic shock dies after the year 4 following an initial shock (medium-term impact). The negative cumulative impact of a single pandemic event (a decrease of 100,000 visitors) on the tourism and travel industry as well as the output of the nation is 0.53 billion US dollars (decline) in revenues that this industry generated to the GDP. For instance the pandemic that results in 500 Drop in arrivals to tourist destinations of millions could result in an 2.809 billion US dollars reduction (3.3 percent of world GDP in 2018) in the amount of GDP generated by the tourism and travel industry around the world.

REVIEW OF LITERATURE

Ashok et al. (2020) acknowledged on the fact that health for children as well as adolescents is essential. One-fifth of our population is made up of children 5-14 years old, which is the majority of whom are in the primary and secondary schools. Since today's children are future citizens of the world their survival, protection and growth are crucial to the future growth of the world. Without ensuring that children grow optimally and growth, efforts to speed up the pace of economic growth are not going to succeed. It is widely acknowledged that, for the purposes of practicality it is the best instrument to evaluate the nutritional condition of children. There are numerous anthropometric measures that are used, including mid upper arm circumference weight for age and height for age, weight for height as well as body mass index Quetlet. Many of these indicators require to be used by specific tables of reference, e.g. National Center for Health Statistics tables, to interpret the data. Li et al. (2020) conducted research on relationship between the SES and academic performance for junior high students in China the mediation effect of self-concept. Their findings showed that both self-concept and family SES were significantly related to children's Chinese and maths performance. Furthermore, family SES was also significantly associated with self-concept. The analysis of mediation revealed that selfconcept played a role in influencing the relationship between SES and academic performance. The findings suggest that interventions that focus on self-concept might be a successful method in how to boost children's academic performance. Pascoe et al. (2020) investigated the effects of pressure on children at secondary and higher education. Their findings found that students who are in secondary or tertiary school environments are subject to a variety of stressors that are constantly affecting them due to academic requirements. Research has shown that academic-related stress can affect academic performance and decrease motivation. It also increases the likelihood of dropping out of school. Long-term consequences of stress, including a lower probability of sustainable employment can cost the government billions of dollars annually. This report reviews the most recent research on the effect of stressrelated academics and discusses the effects on the students' ability to learn and academic performance, as well as mental health issues, including anxiety and depression insomnia, sleeps disturbances, and alcohol use. Ashok et.al. (2020) discovered 1566 students. 385 (24.5%) were obese, 130 (8.4%) were overweight, and 65 (4.1%) were overweight. The majority of children with weight problems (226 in 32.5%) were found in schools managed by the government. Except for two overweight children in government school, all overweight and obese children were found in private schools. Their nutrition status is largely determined by their social class, diet, and level of physical activity. This study revealed a double problem in nutrition: under-nutrition in the lower socioeconomic classes and an increasing rate of obesity among the wealthy. Raheem Khan and Khan (2020) investigated the role of e-learning during COVID19. The primary goal of the study was to examine the role of e-learning within English language learning and teaching during the COVID-19 crisis. E-Learning was beneficial on students' English learning. The use of E-Learning helped students gain knowledge about English language. In the COVID-19 era, E-Learning was used as the most efficient method to impart knowledge and education using a variety of apps. Learning materials for teaching were made available to students in different online methods. Shete et al. (2020) conducted an examination of the attitudes of

MBBS students on the subject of E-Learning during the COVID-19 lockdown. The aim for the research was to determine the students' perceptions on the subject of e-learning in the COVID-19 period. The study's findings revealed that the majority of the students were in agreement to use both face-to-face as well as E-Learning. Face-to-face studying was the preferred method of learning by thirty-one percent of students while learning via E-Learning is preferred by 7 percent of students.

Restoring Confidence in Tourism

The last two years have seen turbulent for the tourism and travel sector, now that COVID's restrictions are getting lifted. However, this market has seen a significant increase in growth rate since the beginning of the season of celebrations. Many travelers are making trips of a lifetime, and this trend will continue to grow after COVID as travelers move away from city breaks that are short-haul and fast, towards less flights and more extended trips with a sense of to achieve a goal. This has led to business travel, as increasing numbers of workers return to their workplaces. In the educational sector students are going back to their classrooms as college classes are beginning to reopen. Utilizing technology and apps for more efficient travel will assist to further increase the traction. Implementing additional concepts similar to this to take action could increase confidence in travelers. Innovative technology companies can come into the market and provide tailored solutions to those working in the tourism and travel business. Firms that have resources can in the creation of a common platform to meet the needs of travel agents and also end-users. They are able to offer competitive prices for those who act as intermediaries, and offer competitive prices to consumers. When someone wants to take a journey, there's a variety of elements they must consider, from ticket bookings to hotel reservations, to other transport and travel bookings. As the nation gains an infection traveling will be on an increase in demand, as people get exhausted of being in their homes, with many of them without any work for long periods of time and are forced to travel in order to support their families. There's a fascinating word being discussed "revenge travel," that is, after being confined to our homes for a long time the people are now traveling even more frequently and be far from their homes more frequently. With the above information and the current trends, it shouldn't be wrong to conclude that this is definitely the start of a positive period for our industry of travel and related companies. It's not a stretch to say that there's a chance for an additional wave however, with the vast majority of people immunized and taking the necessary precautions to take, travelers and those in the tourism industry likely be in the best position to profit when it's sunny.

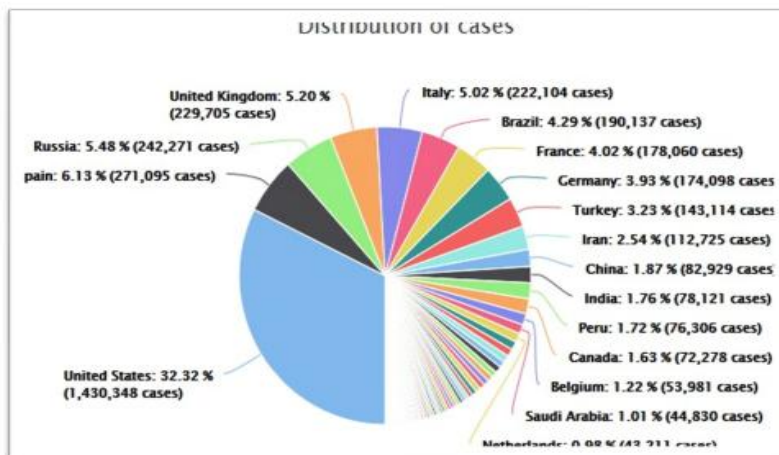


Fig: Countries corona virus cases distribution

CONCLUSION

The impact of a global pandemic could be devastating for the industry of tourism in a more connected and mobile world. Not only are the major tourism companies affected however, smaller, less well-organized players are also affected. Some of them may not be operational again and may have to cease operations. COVID-19 is a situation which presents researchers with an opportunity to review and extend their research agenda to enhance the treatment of the pandemic. The result is a brand-new setting for research into the strategies for recovery of tourism and their management.

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