IMPACT OF CORONAVIRUS PANDEMIC ON TOURISM & HOSPITALITY SECTOR IN INDIA WITH REFRENCE OF RAJASTHAN

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ABSTRACT

This has caused a global economic crisis. It has also affected people and businesses around the globe. Tourism is also affected. Not only has the pandemic had an effect on foreign exchange earnings (FEE), but it has also had an impact other regional developments and job opportunities. This has affected local communities in general. This paper aims to predict foreign tourists coming to India through Artificial Neural Networks (ANN) since there was a significant drop in tourist arrivals from abroad to India in 2020. We also examine the impact of COVID-19 in four different scenarios, including lockdown and unlock down, and the losses and gains in FEE. The findings will also help policymakers make the right operational and strategic decisions to maximize FEE.

***KEYWORDS:** Tourism, Covid19 and transport.*

INTRODUCTION

Tourism plays a significant role for the socio-economic development of the current times, and contributes to a variety of ways, and helping strengthen the interconnectedness of processes. Although it is often presented as the panacea to many problems like underdevelopment, unemployment as a means of eradicating poverty and social discrimination, and many more; its role in creating a regional and global social-political framework for peaceful coexistence of different societies and cultures has been recognized at different levels. It was perhaps this realization that led some advocates to promote it as among the largest "peace industries," as a way to achieve the balance of peace in the world by advancing. Since, tourism that is conducted in an ethical and sustainable ways brings to well-being and peace of people, and its participants are able to share the benefits in a fair manner and in a fair way, this is a crucial prerequisite to ensure that the balance of sharing is able to sustain change and requires the creation of new products and services for tourism to meet the needs of the new generation of tourists. The growing awareness of the environment is a major concern for travelers, and many are altering their lifestyle choices, create both challenges and opportunities to design products that are eco-friendly and practices. They are also strongly disposed to such practices that are which are contributing positively to the local economies, so the latest trends in travel cannot be dismissed as fads. To meet the rapidly changing consumer preferences, India is also in the race to create and revising diversifying tourist attractions, however, it is important to place them on its primary competence of cultural enrichments. The characteristics of the continental region as apparent in the varied cultures, geography, and ways of life can make it more easily to be positioned as one of the top tourist destinations in the world. The most recent initiatives for developing tourism products that are which are in the process of being developed are described below to provide an understanding of India's variety and the

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potential. Tourism's potential as an important option for development was highlighted by the 11th Plan and that tourism was given the status of a high growth sector in this Plan time. As a result, the plan budgetary support was increased to a total of approximately Rs. 4558 crores, approximately 60% more than the previous Plan.

Table 1: Comparison of Tourism Loss during April–December (2019– 2020).

Month	2019	2020	Difference	Percentage Loss
April	774652	471	773181	89.93
May	615135	1324	612807	98.75
June	726456	4483	720966	97.36
July	818124	6500	813622	99.20
August	800835	11615	784218	92.56
September	751512	18466	732044	88.53
October	945011	30913	915100	96.72
November	1092443	6010	1062284	91.48
December	1226399	79920	1136488	90.47

COVID-19 in Rajasthan

The 1st case of corona virus was found in Jaipur, Rajasthan Jaipur's capital, at the end March 2, 2020. The state-wide lockdown was declared by Rajasthan on the 19th of March 2020. Due to the high volume of COVID 19 cases, Rajasthan was the first state in the world that imposed such a large lockdown. Due to the need for stricter locks, Bhilwara was the worst affected. Figure 1.4. The government will have to reduce spending on essential necessities in order to increase our economy, due to declining state revenues. Officials from the state are making adjustments to the budget for the next fiscal year. Some departments may need to reduce their daily expenditures by as much as 25% in order to generate enough revenue to address the current problems. Rajasthan's challenges offer a glimpse at what lies ahead as COVID19 cases increase. The lockdown started on March 24, and continued until May 3, 2020. This also highlights the need to provide financial assistance for those whose budgets are not able to reach their goals due to a variety of reasons. Noting that Rajasthan's economy was not as stable as elsewhere in the world before the outbreak, it is important to remember that. The economic slowdown is quickly spreading due to the lockdown. According to DOIT Rajasthan, this is 12.5 percent less than the previous year.

Research paper on the COVID-19 pandemic in Rajasthan, India. It examines the role of geospatial technology in identifying the potential logical consequences of current and future

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conditions. Figure 1.6. The state can ensure an efficient monetization process as well as effective measures to combat the disease. India's tourism sector plays an important role for Rajasthan at both a national and international level. Tourism has contributed to an increase in the spread of COVID19. Haridwar Kumbh Pilgrimage Tourism, which is one of the largest and most important tourism events in India, is the best place for corona virus spread to the rest of the country. Kumbh Mela saw more than 2000 corona cases. To fulfill my obligation, I must conduct this study in Rajasthan. There are four phases to the research methodology. The first stage is to understand the risks associated with pandemic threats at three levels. After that, it's time for the second stage, which involves the identification of risk targets using geospatial technology. The third stage is to assess and map the risk. The fourth stage entails management of the risk and analysis of the likely occurrence in future.
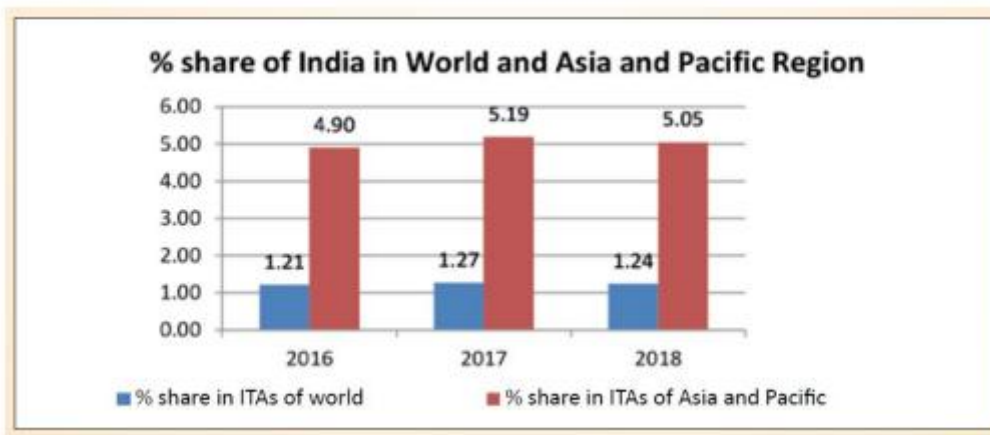

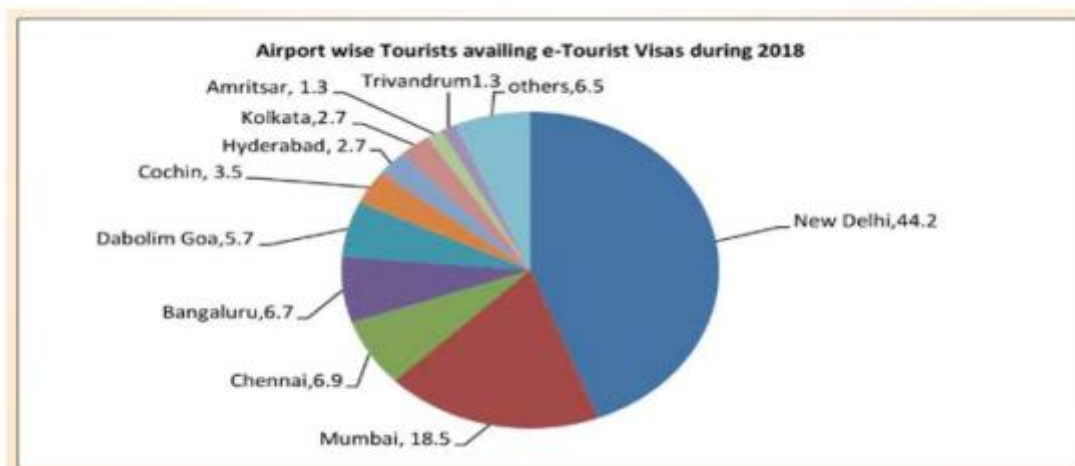**Fig % Share of India in World and Asian Tourist industries for last five years**

Fig: Tourist visited India's airports for last year's 2019

COVID-19 is a pandemic that hit Rajasthan

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The first known case of COVID-19 was published. COVID-19's disease in the Indian state of Rajasthan was officially announced on 2nd of March 2020, in Jaipur. Jaipur has been the city that was first in India to be affected. Rajasthan Health Department has confirmed the existence of 29,835 cases. This includes 563 deaths and 21866 cases recovered as of the 20th of July, 2020.

COVID-19 pandemic in Rajasthan	
Map of districts with confirmed cases	
Map of deaths due to the COVID-19	
Disease	COVID-19
Virus strain	SARS-CoV-2
Location	Rajasthan, India **First outbreak** Wuhan, Hubei, China **Index case** Jaipur
Arrival date	2 March 2020
(1 year, 11 months, 2 weeks and 3 days)	
Confirmed cases	953257 (15 July 2021)
Active cases	522 (15 July 2021)
Recovered	943788 (15 July 2021)
Deaths	8947 (15 July 2021)
Fatality rate	0.93 % (15 July 2021)
Territories	All districts[1]

A tourist of 69 years old from Italy was found to be positive for COVID-19 2nd of March, 2020. He was among 23 travelers from Italy. The initial test result was negative however his condition got worse and a follow-up test was carried out, and returned with a positive outcome. His wife also came back positive just two days later. The health authorities were worried because the couple had been to a variety of destinations for tourism. They were concerned that the Union Health Ministry met with representatives from the Rajasthan Health Department on March 3rd to discuss the illness. the Chief Minister from Rajasthan ordered that all hotels in which Italian tourists are staying be cleaned. The three members in a couple were found in the positive range for COVID-19 in Jhunjhunu on the 18th of March. The amount of COVID-19 cases within the State up to seven. A couple with their two-year-old daughter had just returned home from Italy with their 3-year-old daughter. Within 1km of their home, travel restrictions were put in place immediately following confirmation. Section 144 was enforced by the state throughout the state on the 19th of March. The state also

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enforced an orderly curfew on the home of the family, and carried out surveillance to avoid all positive groups.

∨ · T · COVID-19 pandemic in Rajasthan by district				[hide]
District	**Total cases**	**Recoveries**	**Deaths**	**Active cases**
Total	**9,53,840**	**9,44,670**	**8,954**	**216**
Ajmer	37,710	37,291	410	9
Alwar	59,651	59,335	307	9
Banswara	10,005	9,898	104	3
Baran	11,993	11,931	61	1
Barmer	15,549	15,361	185	3
Bharatpur	19,589	19,329	260	0
Bhilwara	29,773	29,617	156	0
Bikaner	40,311	39,758	545	8
Bundi	7,967	7,919	48	0
Chittorgarh	19,809	19,670	139	0
Churu	16,719	16,612	107	0

Rajasthan is one of the most tested states in the country. It has a higher per capita test rate than the national average. The state government plans to increase its testing capacity to 10,000 per day. The state government started the rapid test for COVID-19 on the 18th of April. Kits for rapid testing were available at the state's government office on the 17th of April. The kits that test for rapidity offer instant results dependent on antibody levels in the blood. This assists in quickly finding the culprit. It was decided by the state that they would not use tests on the rapid basis the 21st of April, due to their poor accuracy rate of 5.4 percent, compared to the 90% accuracy they expected. ICMR has since advised all states to discontinue using the rapid testing kits for two days, until the on-the-ground teams verify the kits.

Problems faced by the Tourists

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The problems faced by tourists on their travels are numerous and are present throughout their travels. But, what they are unable to focus on is the severity of their issues and the difficulty of dealing with the more serious problems. It's normal for the destinations managers to be concerned about these issues because satisfaction of tourists is a matter of perception and is largely related to the quality of their personal interactions with the locals as well as the overall surroundings. It is equally important that the tourist perception prior to visiting a destination is an integral part of the overall environment and amenities, such as security and safety.

Problems	Weighted Scores	%	Rank
Unhygienic destinations	339	13.93	1
Inadequate Infrastructure	305	12.53	2
Comparatively high cost	280	11.50	3
Cheating	276	11.34	4
Bad Condition of roads/highways	273	11.22	5
Badly managed attraction sites	272	11.18	6
Bad treatment	246	10.11	7
Improper behavior of the public	196	8.05	8
Poor shopping facilities	131	5.38	9
High transport cost	116	4.77	10
Average	243	10.00	

The major problems faced by the tourist who visit Kanyakumari District are Unhygienic destinations (13.93%), Inadequate Infrastructure (12.53%), Comparatively high cost (11.50%), Cheating (11.34%), Bad Condition of roads/highways (11.22%), Badly managed attraction sites (11.18%), Bad treatment (10.11%), Improper behavior of the public (8.05%), Poor shopping facilities (5.38%) and High transport cost (4.77%). Hence it is observed that Unhygienic destinations and Inadequate Infrastructure were reported as the major problems by the sample respondents and Poor shopping facilities and High transport cost are not the major problems by the sample respondents.

CONCLUSION

The study provides a RESPOND structure to deal with these issues and forecasts a long-term recovery of the industry of tourism in the post-pandemic era. framework was created in India however it could easily be adapted to other countries by making a few adjustments based on the local context. As more countries are open their borders, the first step is to ensure that

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travel can be resumed safely. This is best carried out in a gradual way that is based on specific guidelines for traveling and stay. International travel requires that travelers be completely vaccinated since various nations have different levels of vaccination. The second stage of the RESPOND framework which is the establishment of protocols is crucial. It is essential to create and adhere to safety protocols to ensure that tourist stay and travels are at less risk. Post-pandemic travel could result in changes in the demand for travel destinations. This could lead to the introduction of new modes of travel including shorter holidays as well as safer and more secure stays as well as self-guided and self-drive travel plans, as well as other modifications. Tourism companies must reconsider their strategies to boost demand for the categories they might have missed before. In order to ensure the industry of tourism moves into the post-pandemic era with a long-term sustainability the entire industry must collaborate.

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