



Impact Analysis of Covid-19 Post Pandemic on Travel and Tourism Sector in India: An Overview

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ABSTRACT

Tourism is the main source of revenue for many countries in the world, and India is no exception to it. India is popular in South Asia and among the countries in the world for its beautiful locations. India known for its rich tourism resources, attracts millions of tourists to arrive annually. Tourism and Travel sector in India has been a significant contributor to the country's GDP. The sector even generates huge employment opportunities. Due to the outbreak of covid-19 pandemic, the Global Economy is pushed into a recession. One of the sectors in India, which was hit hardly by COVID-19 is Tourism and Travel sector. Lockdown, the initiative taken by the Central Government to prevent Covid-19 has adversely affected the business of Tourism and Travel. In this context, we are making an attempt to study the impact of Covid-19 pandemic on the Tourism and Travel sector in India. Primary and secondary data are the main sources of collection of data. For primary sources the data is collected from respondents of twin cities of Hyderabad and Secunderabad with the help of structured questionnaire. This study explains customer's perception on Tourism and Travel industry based on age, gender, educational qualification and occupation. The secondary data is collected from both published and unpublished sources.

Key words: Customer's perception, Post-pandemic, Primary data, Secondary data, Travel and Tourism Sector.

INTRODUCTION

India is a place of rich culture and heritage and the tourism sector plays a significant role in the country's economy and cultural development. India is the preferred destination for both domestic and foreign travelers as tourism helps in understanding the various historical, cultural, religious and geographical facts of each country. Travel and tourism is the vast service industry in India and helps to generate a considerable amount of revenue for each country whether it is inbound and outbound travels. Tourism is vital as it is mainly based on recreational activities, pleasure, and leisure and business purposes. India was ranked 34th in the Travel and Tourism Competitiveness Report, 2019 published by the World's Economic Forum. In terms

of investment in the travel & Tourism industry, India is third largest and accounts for about 10% of global GDP. Travel and Tourism industry creates a lot of employment opportunities and accounts for approximately 8.1% of the total employment opportunities. Tourism sector acts as an important source of foreign exchange earnings in India resulting in a favorable balance of payment for the nation. In recent times, technology derivations have upgraded this industry in a revolutionary way. Robotics, Artificial Intelligence, Cloud Technology, Geolocation technology and Wi-Fi Analytics has completely transformed the face of the travel and tourism industry. The Ministry of Tourism frames policies for the development and

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promotion of tourism. The Ministry of Tourism, through the Incredible India campaign promotes tourism in India. 27th September is celebrated as World Tourism Day each year. India hosted the World Tourism Day, 2019, organized by the United Nations' World Tourism Organization (UNWTO). The Indian Government has announced 25th January as the National Tourism Day to create awareness about the significance of tourism towards the National economy. Through the Tourism and Travel industry historical places are being preserved by declaring them as National Heritage. Tourism not only developed hotels and restaurants that fulfill the needs of tourists, but also developed various fields including transport, health care facilities etc. Behind the US and China, India is ranked 3rd in the world Travel and Tourism Council (WTTC)'S Travel and Tourism Power Ranking 2019. Tourism industry contributes to the development of a country by giving huge economic values and benefits, and helps to build the nation's identity and pride. The current coronavirus pandemic has taken a huge toll on the travel and tourism industry.

IMPACT OF COVID-19 ON TOURISM AND TRAVEL SECTOR

The pandemic COVID-19 ruined many industries in the country, and tourism is no exception. Typically, the tourism industry is among the first to be affected as blanket travel bans have been imposed in countries throughout the world, and last to recover from this crisis. It is necessary to measure the impact of covid-19 and prepare a potent strategy involving Government and the industry stakeholders, which can be classified into three stages viz., Survive, Revive and Thrive. The Federation of Associations in Indian Tourism and Hospitality (FAITH), has estimated industry's losses to stand at Rs.15 trillion in FY21 which is a massive three times increase from the previous estimated loss in March of Rs.5 trillion. FAITH in its further statement intimated that the Indian tourism industry is not expected to revive in the next five months. The aggregate job losses for the year in an organized and unorganized sectors of travel and Tourism is expected to be as high as 40

million. FAITH has appealed to the government to create a tourism fund that can be utilized by the sectors to take care of their employees and moratorium is declared on principal and interest payments for tourism and travel businesses by BBI. The sector is now estimating that the scene is unlikely to change much until a vaccine is found. National Tourism Taskforce (NTF) formed by the Ministry of Tourism, Government of India plays a major role in survival and revival of the Indian Travel and Tourism sector so that it can once again be the torch bearer for the economy.

SCOPE OF THE STUDY

The study is confined to customers in Hyderabad and Secunderabad areas. It is a study regarding various perceptions of customers about the travel and tourism sector in India COVID-19 post pandemic.

REVIEW OF LITERATURE

Vineet Kumar (May 2020) "**Indian Tourism Industry and COVID-19: Present Scenario**" focused on COVID-19 issue in India and its impact on travel and hotel industry. From the study, one thing he made very clear by this crisis is the fragile nature of the tourism business and need to have contingencies for even unpredictable events (1).

Sigala Marianna (June 2020) "**Tourism and COVID-19: Impacts and implications for advancing and resetting industry and research**" aimed to critically review past and emerging literature to inspire tourism scholars to understand both the tourism and transformational affordance of COVID-19 for reforming their mindsets in designing and conducting tourism research (2).

RESEARCH GAP

Above reviewed research articles have not focused on Impact Analysis of COVID-19 Post Pandemic on the Travel and Tourism Sector in India. Hence The Present Study Has Been Followed.

RESEARCH QUESTIONS

- a) What are the demographic profiles of the respondents?
- b) What is the impact of COVID-19 on the Travel and Tourism sector in India?

OBJECTIVES OF THE STUDY

The main objective of the study is to throw light on the role of Travel and Tourism sector in India and impact of COVID-19 post pandemic from customer's perception based on demographic factors like age, gender, occupation and educational qualification.

LIMITATION OF THE STUDY

1. The study is limited to 71 respondents only.
2. It is confined to respondents of Hyderabad and Secunderabad areas.
3. The Analysis is based on responses given by respondents which may or may not be true.

RESEARCH HYPOTHESIS

H= "Impact of COVID-19 on Travel and Tourism Sector in India"

RESEARCH METHODOLOGY

a) Sample Design: The study has populations are in Hyderabad and Secunderabad. Simple Random Sampling Technique has been used for collecting the primary data. The data have been collected from 71 respondents.

b) Sources of Data:

Primary Sources -The responses are collected from respondents with the help of Primary Sources i.e., Structured Questionnaire. Totally 100 questionnaires were administered but 71 respondents were able to respond with the response rate of 71%.

Secondary Sources -Newspapers, Articles and Published Sources formed the basics of collecting secondary data.

c) Statistical tools and Techniques: The demographic data have been analysed using frequency, simple percentages and graphs and research data have been analysed using frequency, simple percentages, mean, standard deviation and one sample t-test. MS-Excel 2013 software has been used to analyze the data.

RESULTS

Demographic Data: The demographic variables such as Gender, Age and designation are very important. The following tables show the demographic profile of respondents.

Table 1: Showing Gender of Respondents

Gender	Frequency	Percentage
Male	33	46.5
Female	38	53.5
Total	71	100

Above table shows the gender of respondents. 53.5% of the respondents are females and 46.5% of them are males. Female respondents have

shown keen interest in responding the questionnaire.

Table 2: Showing Age Group of Respondents

Age	Frequency	Percentage
Below 25	25	35.2
25-35	23	32.4
35-45	19	26.8
Above 45	4	5.6
Total	71	100

Above table shows the age group of respondents. 35.2% of them are in the age group of below 25, 32.4% of them are in the age group of 25-35,

26.8% of them are in the age group of 35-45 and 5.6% of them are above 45.

Table 3: Showing occupations

Occupation	Frequency	Percentage
Student	24	33.8
Employee	24	33.8
Profession/Business	15	21.1
Others	8	11.3
Total	71	100

Above table shows the occupations of respondents. 33.8% of them are students, 33.8% of them are employees, 21.1% of them are in profession/Business and 11.3% of them are in other category.

b) Research Data: Apart from primary data to test the hypotheses, following primary data also important to support proving of hypotheses.

Table 4: showing the respondents travel preferences

Variable	Frequency	Percentage
Domestic destination	27	38
International destinations	122	16.9
Both	28	39.4
None	4	5.6
Total	71	100

Above table shows the travel preferences by the respondents. 38% of the respondents preferred domestic destinations, 16.9% of them in

International destinations, 39.4% in both and 5.6% of them none.

Table 5: Showing the respondents travel plans

Variable	Frequency	Percentage
Quarterly	9	12.7
Half-yearly	11	15.5
Annually	22	31
Occasionally	29	40.8
Total	71	100

Above table shows the how often plan the travel by the respondents. 12.7% of the respondents plan quarterly, 15.5% of the respondents plan

half-yearly, 31% of the respondents plan annually and 40.8% of the respondents plan occasionally.

Table 6: Showing the respondents willing to travel in the post COVID-19

Variable	Frequency	Percentage
Yes	19	26.8
No	21	29.6
Maybe	31	43.7
Total	71	100

Above table shows the willingness to travel in the post COVID-19 by the respondents. 26.8% of the

respondents said yes, 29.6% of the respondents said no, 43.7% of the respondents said maybe.

i. Testing of Hypothesis:

For the purpose of testing of hypothesis, following null and alternative hypothesis are framed.

H₀= "There is no impact of COVID-19 pandemic on Travel and Tourism Sector in India"

H₁= "There is impact of COVID-19 pandemic on Travel and Tourism Sector in India"

Table 7: Result of One Sample t-test with respect to impact of COVID -19 pandemic on Travel and Tourism Sector in India

VARIABLES	N	One Sample Statistics		t-statistic	P-Value	Decisions
		Mean	Standard Deviation			
1. The outbreak of COVID-19, has adversely affected the travel plans of many people	71	1.26	0.255	3.51	0.0003	Rejected H ₀
2. COVID-19 will change the way people travel and the tourism industry	71	1.46	0.42	3.16	0.001	Rejected H ₀
3. Time required for the tourism industry to recover	71	3.01	0.58	5.53	0.000	Rejected H ₀
4. Even after everything recovered, the new normal will be different than before COVID 19	71	1.77	0.86	2.68	0.004	Rejected H ₀
5. After COVID-19, the time required for the people to start to travel	71	2.25	0.67	3.84	0.0001	Rejected H ₀
6. Digital content strategy will revive the tourism industry after the COVID- 19 effect	71	2.11	0.9	3.12	0.001	Rejected H ₀
7. A need for government to come up with the measures for financial support to travel and tourism industry in India	71	1.49	0.28	3.95	0.000	Rejected H ₀

8. The efforts made by Post corona tourism sector through the campaigns of “Dekho Apna Desh” and “Incredible India” will create a positive impact on the travelers	71	1.92	0.98	2.73	0.003	Rejected H0
9. Smart quarantine tools and tracing technology would help the Post corona tourism sector to attract the travelers	71	2.15	0.96	3.08	0.001	Rejected H0

Table 7 shows the variables which influences impact of COVID-19 Pandemic on Travel and Tourism sector. From the study, it is observed that mean value of all the above variables is less than 2 (average of 5 rating scale) and it indicates that the respondents opinions are moving from agree to strongly agree to the aforesaid variables and calculated SD is inferred that there is less deviation in the opinion of the effect of COVID-19 Pandemic on travel and tourism sector. The one sample t-test was used to analyze the impact.

From the study, it is cleared that from calculated p-value for all the variables like the outbreak of COVID-19 has adversely affected the travel plans of many people, the new normal will be different than before COVID-19 and will change the way people travel and the tourism industry impacted the business to a great extent. Customer perception moved from strongly agreed to agreed, on the outcome of post COVID-19 pandemic that there is a need for government to come up with the measures for financial support to travel and tourism industry in India, the efforts made by Post corona tourism sector through the campaigns of “Dekho Apna Desh” and “Incredible India” and Smart quarantine tools and tracing technology will create a positive impact on the travelers found less than 0.05 at 5% level of significance. Hence it can be inferred that the alternative hypothesis stating, “There is impact of COVID-19 on travel and tourism in India” is accepted and the null hypothesis is rejected.

FINDINGS OF THE STUDY

The study has found that 100% of the respondents agreed that the time required for the tourism industry to recover will take more than 18 months. Majority (56.3%) of the respondents are agreed that the new normal will be different than before COVID-19. It is observed that mean value of all the mentioned variables is less than 2 (average of 5 rating scale) and it indicates that the respondents opinions are moving from agree to strongly agree. It is cleared that since calculated p-value for all the variables stood less than 5%, alternative hypothesis has been accepted.

CONCLUSION

The COVID-19 pandemic has dealt a crippling blow to the travel and tourism industry of India in all its inbound, outbound segments, and in almost all verticals – pleasure, leisure, adventure, recreational activities, heritage, MICE (Meetings, Incentives, Conferences & Exhibitions) and corporate. It takes a long time to revive the tourism industry and to expect a boom it takes approximately 12-18 months.. Government has to take various branding and marketing initiatives like Digital content strategy, the campaigns of Dekho Apna Desh and Incredible India that have blended India’s tourism potential with awareness and helps to provide impetus to growth. The Travel and Tourism sector in India is expected to recover from the Coronavirus pandemic as soon as possible as it plays a prominent

role of economic multiplier and contributes towards increase in income, raising of tax revenue and generate employment opportunities but the challenge lies in staying afloat till then and adopt a suitable policy to accelerate overall growth in the tourism sector.

CONFLICT OF INTEREST

There is no conflict of interest in this present research paper. This research work is not a part of any other studies and it is our original work.

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