

The effect of Covid-19 on tourism Industry globally especially state H.P in India

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Submitted: 05-04-2022

Revised: 14-04-2022

Accepted: 17-04-2022

ABSTRACT

The tourism industry has faced many challenges during this pandemic Covid-19. I think there is no other sector than tourism which badly affected during coronavirus. Some hotels are completely shutdown due to their unbearable loss. Hotel owners are helpless and they don't have any option because they are unable to pay their employees' salaries, hotel's loan and other miscellaneous expenses. Complete lockdown in March 2020 breaks tourism industry backbone completely. During this pandemic it has been assumed that hotel and restraint where community gatherings are held, main cause of community spread. Within one and half year people forget to go out and dined in family restaurant. The whole world economy was nearly shut down overnight because of pandemic. The government had put so many restrictions on travelling all over the world, such as stay at home, travel and mobility, social distancing of 6 feet and community gathering. Each and every sector of this economic world is affected by this pandemic, except daily need item stores, agriculture sector and hospitals (service sector) all sector of the economy are suffering during covid-19. Research scholar is forced to change their research focus to developing solution of tourism industry. A big %age of people 50% are avoiding travelling to their destinations and stay in hotel any time with their families. But in the end of year 2021 things are going to be normalized after vaccination slowly. But earlier boom of tourism industry can be achieved may be in the next coming years.

Keywords:- Covid-19, Indian economy, economic growth, tourism sector, marketing.

I. INTRODUCTION

These are some of the changes brought about by the nearly complete Breakdown of tourism owing to the coronavirus pandemic has been a shift in the hospitality sectors' focus to their host societies.

The enclave impulses of tourist sites, along with a multidimensional strategy to reform, provide insight into rapid progression in the tourism business in Alberta, Ontario, that have been exacerbated by the epidemic. These developments suggest to a reconnection of tourism to the needs of host societies as a means of survival in the absence of tourists, which could become a recovery approach in the long term. On the other side, there is a chance that the disparity would be reinforced and tourism will be increasingly delinked. As just the epidemic spreads, previously booming world tourist rates have plummeted, with expected patterns reversing abruptly from (3 percent annual growth to a 20-30 % reduction by 2020.). The World Tourism organization

WTO believes that 75 million employees are at danger globally, with a possible Travel & Tourism GDP loss of up to \$2.1 trillion this year, according to (WTTC, 2020) April 14, 2020 brief. International displacements have reached to a near standstill as 166 countries limit admission into their country borders, leaving tourist sites empty handed as their key resource, mobile visitors, is practically do not exist. According to previous research, a large percentage of restaurant customers (64.71 percent) and the bulk of hotel customers (70.42 percent) believe that in the pandemic

environment, the use of different technologies in customer satisfaction will be essential to minimize personal interactions with the help of service robots, scan menu with QR-

Codes, digital payment by Paytm, google pay, without key entry, entry with escalator and elevators, etc.) A tourism scholar will be required to respond to a variety of important issues, including: what are the clients' feelings? According to the preliminary findings of a longitudinal study done by the editorial team of the Journal of Hospitality Marketing & Management, restoring sit-down restaurants and reducing travel restrictions would not immediately bring customers back. Only about a quarter of

customers have eaten at a restaurant, and only about a third are likely to travel to a destination and stay in a hotel in the coming months. These findings suggest that customers in general, people still don't feel comfortable while eating in a restaurant, travelling to a place, or staying in a hotel. Because the hotel industry's breakeven point is generally due to rising operational costs, many hospitality organizations rely largely on increased demand for their brands and facilities to survive. As a result, determining what would entice clients to return is critical, and this necessitates extensive research. In the wake of the coronavirus pandemic, the hotel sector and academics are in desperate need of behavioral and functional hotel planning and sales research to guide their operations. Is it safe to say they're ready to return? Then how to bring them back is a major issue for the survival of hotel industry. Epidemic has halted worldwide travel on a massive scale, drastically disrupting worldwide tourism's liberal economic systems. As a result, this circumstance is causing the demise of some traditional company structures while simultaneously fostering the creation of others. According to an analysis of recent crisis recovery processes, the tourism industry is likely to recover from this unexpected market shock, owing to numerous government interventions. Despite authorities' best efforts to increase post pandemic tourism's endurance, subsidies and other initiatives serve to preserve a fundamentally faulty market logic. As a result, the crisis has brought us to a fork in the road, providing us with the ideal opportunity the chance to choose a new path and move forward by utilizing a more idea's.

COVID-19 originated from:-

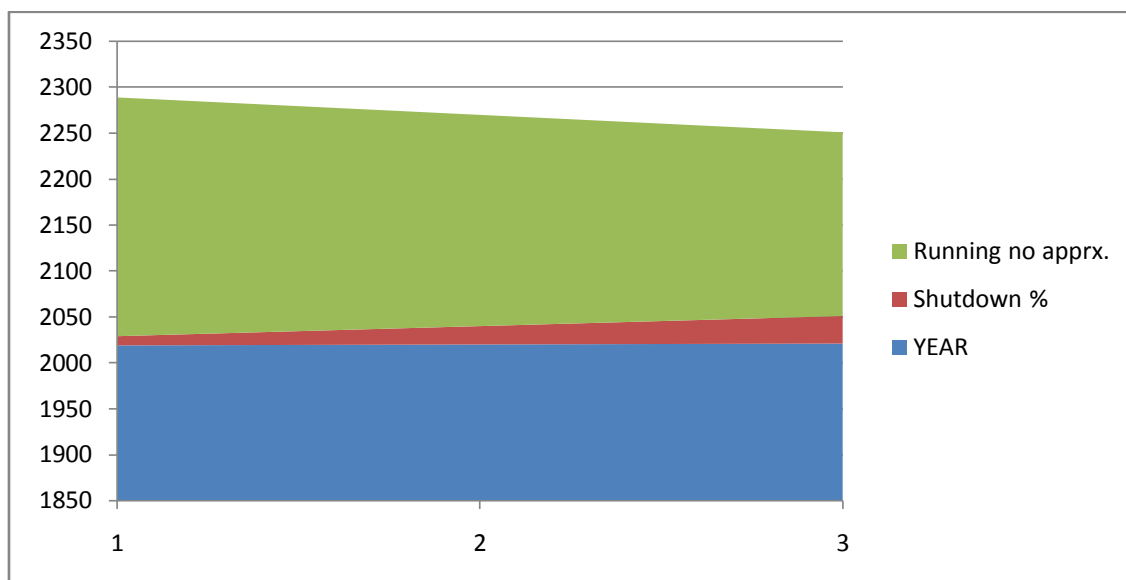
Down restaurants and reducing travel restrictions would not immediately bring customers back. Only about a quarter of customers have eaten at a restaurant, and only about a third are likely to travel to a destination and stay in a hotel in the coming months. These findings suggest that customers in general, people still don't feel comfortable while eating in a restaurant, travelling to a place, or staying in a hotel. Because the hotel industry's breakeven point is generally due to rising operational costs, many hospitality organizations rely largely on increased demand for their brands

and facilities to survive. As a result, determining what would entice clients to return is critical, and this necessitates extensive research. In the wake of the coronavirus pandemic, the hotel sector and academics are in desperate need of behavioral and functional hotel planning and sales research to guide their operations. Is it safe to say they're ready to return? Then how to bring them back is a major issue for the survival of hotel industry. Epidemic has halted worldwide travel on a massive scale, drastically disrupting worldwide tourism's liberal economic systems. As a result, this circumstance is causing the demise of some traditional company structures while simultaneously fostering the creation of others. According to an analysis of recent crisis recovery processes, the tourism industry is likely to recover from this unexpected market shock, owing to numerous government interventions. Despite authorities' best efforts to increase post pandemic tourism's endurance, subsidies and other initiatives serve to preserve fundamentally faulty market logic. As a result, the crisis has brought us to a fork in the road, providing us with the ideal opportunity the chance to choose a new path and move forward by utilizing a more safety protocol of Covid-19.

Impact of Corona in Himachal

Himachal Pradesh economy is basically rely on tourism sector. There are several hotels in district Chamba, Sirmour, Mandi, Kinnaur, kangra which are shutdown during lockdown. The condition is critical after lockdown also for travel and tourism sector in Kangra district. In the end of 2019 approx. 10% hotels are shut down due to some other circumstances. In 2020 the shutdown percentage is 20% and this number is rose to 30% due to financial crises, customer dinning phobia at hotels and Covid-19 safety protocols that are not easily affordable for average hotel in 2021. In following chart we try to present the situation of hotel industry in Kangra region. In chart Green colour shows the percentage of present running hotel in district, where red color portion shows percentage of shutdown hotels before during and after novel coronavirus period. Blue portion represent the year. In running number of hotels 2000 is added to maintain the symmetry of chart.

YEAR	2019	2020	2021
Shutdown %	10	20	30
Running no appr.	260	230	200



II. CONCLUSION

Tourism sector is the one of the major sector in the economy which is badly hit during Covid-19. During Lockdown this industry loss is up to Rs.8,500 cr. Approx. So it is concluded that epidemic has hit whole economy of the world badly but tourism industry backbone is broken completely. The impact of global losses are unbearable and can be recovered in coming few year. Government has to make sure that small boosting packages can be provided to tourism sector without any interest. The stimulus package around 5-10% of GDP can be allocated top most growing sector of the economy in the world every government has to take initiative to boost this collapsed sector. Otherwise youth will afraid to invest in this sector where risk is very high. The novel corona stop wheels of the world and make flights, trains, buses on pause mode. But now hard time is over after vaccination and the economy will come on track slowly.

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