

Effect of Covid-19 on Tourism Industry

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ABSTRACT

As covid-19 is on its path of disrupting and damaging world economies, the economy of India is also not unaffected. With this review paper it has been tried to find the various impacts of lockdown and covid-19 on tourism industry specifically in India. Impact of corona on Indian economy, tourism, and other parts of tourism will be analyzed with the help of content analysis. Medical tourism being hit at large will also be discussed apart from other sections of tourism in India. This paper will also attempt to gather the views on responsible tourism and will gather the suggested possible frameworks for government & bureaucrats to consider. Bringing equality, social justice and oneness are some of the important aspects associated with tourism cohesively and so an attempt has been made to draw attention towards them in the study.

KEYWORD: Covid-19, Impact of covid-19 on Indian tourism, responsible tourism, Medical Tourism, Impact on the Indian Economy

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INTRODUCTION

As mentioned by World Health Organization in one of its Schools booklet-Key Messages and Actions for COVID-19 Prevention and Control as- 'CO' stands for corona, 'VI' for virus, and 'D' for disease. Earlier, covid-19 was referred to as '2019 novel corona virus' or '2019-nCoV.' The COVID-19 virus is a new virus linked to the same family of viruses as Severe Acute Respiratory Syndrome.

Impact of corona on Indian tourism is better understood in two phases- pre-covid-19 phase & post covid-19 phase. In this review article we will attempt to develop an understanding on pre & post covid-19 era discussing the impacts. Due to the current pandemic caused by corona virus all the economies worldwide are facing a massive hit in terms low GDP, reduced revenues, business organizations, low inbound and outbound tourism, and most importantly the negative impact on health of citizens along with the international travelers. This pandemic also impacted the medical infrastructure along with medical industry comprising hospitals - government & private, manufacturers, international patient, aviation to name a few. Due to this impact there is a big halt in all of these mentioned institutions as they largely depend on human traffic which was stopped or restrained to an extent due to various government policies and containment actions such as "social-distancing", "lock-down" self-isolation at home, closing of various institutions completely for a large period, and community conveniences, and even limitations on mobility of entire country.

This is the reason to realize the dire need of rigorous follow up & implementation of responsible tourism. Responsible tourism is nothing but ensuring that all the tourism related activities, processes and procedures are for the benefit of the local communities primarily, reduces the depressing elements of impact created by the unfair tourism activities, processes and procedures on environment, society and economy. With the onset of the pandemic due to corona virus there are few inherent possibilities which can be considered to be diagnosed such as the reorientation of tourism in such a way that it is beneficial for all as discussed in previously in context with responsible tourism. Another possibility to be seen as an opportunity of revival for tour & travel is to link a new perspective or views for new normal travel of the travelers post covid-19 period.

This pandemic caused by covid-19 has certainly shifted the attention on various aspects of healthcare system prevailing in country along with various associated facilities, and so forces to realize that attention of governments to be focused on Medical Tourism. Medical Tourism is combination of medical related health care services with travel of patients internationally to a country where the cost of treatment is considerably low. Due to the pandemic created by covid-19 virus, the impact on medical tourism will be on various proportions. This means that passengers travelling for treatment through international flights will not do so due to fear of being affected by corona virus, also another side of this is loss of revenue of medical care industry, impacting Indian economy at large.

Impact of lockdown and covid-19 on the Indian Economy is devastating as it not only damaged the economy but also caused loss of job, loss of business, disruption in informal labor sector and much more. The travelers from other countries will fear to travel to India causing a severe loss of revenue in tourism sector which a major revenue earning player in Indian economy. The continued imposed restrictions and policies to contain the spread of corona virus have lead to loss of tourism revenue domestically also. Due to the massive revenue earning sector tourism also attracted huge investments in pre-covid-19 period, but due to this pandemic there was no effective return on that and again there is a need for huge amount of investment in tourism industry

Methodology

The study relied significantly on review of secondary (desk) research to identify existing literature on covid-19 through web-based standard search engines and its impact on worldwide economy including India tourism in particular. Relevant online materials, especially quality highly indexed journals and blogs were used. The information obtained was analyzed based on relevancy of content and its specific use in the intended review.

Literature Review

Due to the pandemic created by covid-19 there are two major impacts which are Health & economy. These are caused by government policies like imposition of social distancing, home quarantine, closure of business organizations, and public facilities, restrictions on movement and lockdown of an entire country. This also impacted on Government policies and fiscal policy.

It was studied by Higgins-Desbiolles, F. et al that there will be a totally different situation again and it will not be as normal as it was earlier. There will be a need for responsible tourism which will eventually lead to direct tourism to be redefined to minimize injustices, and oppressions which tourism currently enacts and supports.

As studied by Abhimanyu Sharma, Bhawna Vishraj, Jyoti Ahlawat, Tanmay Mittal, Meenu Mittal et al hospitality industry along with travel & tourism industry is at backdrop of finding huge disruptions for their development & growth. Indian economy entered in this in a weak state with slow-moving growth and high liability levels. It is also reported this year, growth in advanced economies is projected at -6.1 percent. As per this study the nations which are still developing will have negative growth rates of -1.0 percent in 2020, and -2.2 percent if you exclude China. Developed nations and developing economies both are projected to recover in 2021 partially. According to Ministry of Tourism figures, the growth of medical tourism industry of India was estimated to grow by 200% by 2020, estimating to a total of nine billion dollar sought after medical tourism destination. Due to advanced medical facilities & with a competitive pricing in comparison with other developing nation, India became the most popular destination for medical tourism, and in 2015 it was already the industry worth three billion dollar making it the most sought after destination. In the same year 234,000 foreign tourists came on medical visa into the country. India is considered a destination with a high quality of treatment with reasonably low cost in comparison with western courtiers and this made our country a big hub

for medical tourism which is hit badly by corona led pandemic. This also has created another loss in form of patients who will prefer not come to hospital until it is surgical procedure which is highly needed. Certainly this pandemic goes to disturb the multibillion dollar medical business trade in India. The harm or loss to each economy and name during this field are often a transient or permanent one. Among all the dangers that the globe is facing in name only of this pandemic, the sole smart issue is development of higher health care facilities. Lessons given by COVID-19 may be chance for enfranchisement firms so that health care quality assurance is rechecked and reoriented as it is currently an excellent hotter topic, several hospitals with certifications from prime quality enfranchisement firms are well ready to handle the crisis. It was reported by Abhimanyu Sharma, Bhawna Vishraj, Jyoti Ahlawat, Tanmay Mittal, Meenu Mittal et al that world Medical commercial enterprise industry's value are going to be or so forty five Billion US dollars and India alone was a market of approx. 9 Billion US dollars.

Outside individuals worry to combine up with the Indian population, the world tourists have discontinued their programs to go to India and also the Indian tourists are prohibited to go to overseas nations. This conjointly impacted the tourism business of the country domestically and internationally.

India is that the seventh largest country of the world which faces reducing hotels booking, airlines booking, cancellations of events, reduction of workers as a value cutting measures and risk to airlines, hotels, travel agencies jobs within the close to future because the revenue generated Severe impacts from reduction of workers as a value cutting measures and risk to airlines, hotels, travel agencies jobs within the close to future as the revenue generated.

As studied by Singh, M. K., & Neog, Y. et al, government ought to make sure that producing of ventilators through moderate the hotels, Promote the factories for additional production of health accessories, the government ought to give free test of COVID-19 disease as private sector is charging 4000-4,500 rupees per person, the government ought to guarantee safety, security and welfare of the front-line staff, the government ought to give free or subsidized rate test of COVID-19 because it becomes expensive for those that cannot afford then they do not return for tests and associated medical procedures and will increase the unfold of covid-19, the government ought to guarantee safety, security and welfare of the front-line staff who at the high risk and may give financial incentives.

Conclusion

B Government should make structure of revival based on rule which means that it will be equally applicable to all keeping responsible tourism in mind; Since India has large population & big economy so the government must push for a revival plan which reduces the stress on informal labour sector as lockdown, social distancing measures have already created a massive disruption.

There is an urgent need for revolution of communities into destinations which can be further sold as newer tourist destinations keeping all of the new normal requirements in place. This is suggested to use the anti-oppression and pro-justice theorization of critical tourism approaches

which further could be redefined and reoriented to make a framework of social and responsible tourism. It will make a base for rights and interests of local communities and local peoples. One of the most important element of responsible tourism change post covid-19 leads to create a model for environmental revival of the destinations and country at large.

Government should design a framework to ensure some standardization into Health care system solely for Medical business enterprise for the responsibility among International Patients. Considering downfall in world economy a revised treatment charge designing is additionally suggested. Also revision of Medical Visa criteria, revision of health care quality standards and treatment charges should also be taken into consideration. An attention to the set up manufacturing units producing masks, ventilators in India is much needed. Government should focus and work on this by converting small less profitable units into medical kits manufacturing units.

It is necessary to focus on development of domestic tourism first as it will have better recovery opportunity due to international traveler avoiding international tourism for quite some time.

Government should work on improving the health care services together with the health infrastructures as per the necessity of epidemic.

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