

Impact of Covid 19 on Tourism Sector in Nagaland: An Overview

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ABSTRACT

With the outbreak of corona virus and subsequent lockdown restrictions has adversely impacted the global economy and India is no exception. This pandemic has deeply impacted on the tourism sectors as all the tourism activities was stand hold to contain the spreading of corona virus. This paper discussed about the origin of covid 19, highlight of covid 19 all over India and Nagaland. This paper also enlighten with rural tourism which we also called as community tourism, in respect to some selected villages. One of the major event contributors to the growth of tourism sector in Nagaland is 'Hornbill festival'. This hornbill festival generated business worth of Rs. 100.73 crores revenue from investment of Rs.4 crores, giving around 8000 plus employment jobs to Nagaland economy during the year 2019. However, due to covid 19 pandemic, the Nagaland Government has decided to go complete virtual celebration of Hornbill festival 2020 and therefore the income and employment generated in previous years are recorded as losses and cannot be quantified due to the ongoing pandemic. Based on the challenges of tourism, this paper have brings out some policies and recommendations which needs to be dealt by the Nagaland government after the Pandemic crisis to revive the local tourism. The government should focus on the promotion of domestic and rural tourism as a short term strategy which could be the major contributor to the growth of eco-tourism sector in Nagaland.

KEYWORDS: Covid 19, post pandemic, lockdown, hornbill festival, revenue, employment

1. INTRODUCTION

¹The tourism industry has made a significant contribution to the global economy. The tourism industry not only generates revenues for a country, but it is also one of the most important engines for growth and economic development. Tourism sector also provides people with opportunities for economic growth and income. Tourism expenditure is related to improving the well-being of consumers of tourism services. Moreover, as a generally labour-intensive sector, tourism generates employment, while fostering skills development and local entrepreneurship. Its connectivity and mobility also play a key role in regional and economic integration.

The outbreak of novel coronavirus (COVID-19) has triggered a concern worldwide in early January 2020,

¹ WTO Working paper on international trade in travel and tourism services: economic impact and policy responses during the covid-19 crisis.

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and by the end of March 2020, the outbreak has infected several people globally (WHO, 2020). Based on the figures and information about the past epidemics like the SARS, Spanish flu etc. the brutality of the pandemic may be examine. Tourism and hospitality businesses are profoundly affected by COVID-19 subsequent lock down has been declared as pandemic on 12th March 2020 (WHO, 2020). One of the most major economic sectors is tourism in the world. After fuels and Chemicals, it is the third largest export category and contributed around 7% of global trade in one of estimate. In some country, the tourism contribution is around 20% to GDP and in some small island developing state export from tourism account at 80%. One of the most effected sectors by covid 19 pandemic is Tourism, impacting the economies, livelihood, public services and opportunities on all continents. This has affected every link in its huge value chain. It has been

estimated that export tourism could fall to \$ 1.2 trillion dollar from \$ 910 billion in 2020 which could have a wider impact and could decline the global GDP to 1.5% from 2.8%. Tourism support jobs and livelihood to million people both in developing and developed countries. The Travel and Tourism industry suffered a loss of almost US\$4.5 trillion to reach US\$4.7 trillion in 2020, with the contribution to GDP dropping by a overwhelming 49.1% compared to 2019; relative to a 3.7% GDP decline of the global economy in 2020(WTTC, 2020). According to WTTC, 2020 report, in 2019, the Travel & Tourism sector contributed 10.4% to global GDP and a share which decreased to 5.5% in 2020 because of restriction in movement. Approximately 62 million jobs will be lost in 2020, a decrease of 18.5% jobs, leaving just 272 million employed across the sector globally, compared to 334 million in 2019 (WTTC,2020). As the government retention program currently supports many jobs, but the risk of unemployment remains and reduced hours, which without a full recovery of Travel and Tourism could be lost (WTTC, 2020). According to World Travel and Tourism Council (WTTC) 2020, domestic visitor spending decreased by 45%, while international visitor spending declined by an unprecedented 69.4%.

The tourism contribution to country's GDP is one of the largest which account around 6.23% and provides employment to 8.It accounts for 8.87 of the total population of India. In 2018, tourism sector manage to generate revenue around 275.5 billion dollar's with an annual growth at 9.4%.

With the nationwide announced lockdown late March 2020, the tourism industry was paralyzed. Activities directly or indirectly related to tourism, such as travel guides, tour operators, car drivers, hotels, restaurants, shops and other facilities has been hit due to the virus spread.

With the suspension of flights both inbound and outbound and domestic train suspension, in the 2020 calendar year, India's tourism industry forecasts a record loss of revenue 1.25 trillion after the onset and spread of corona virus pandemic. According to the study of care rating, the figures corresponds to a 40 percent decline in revenue over calendar 2019(Business standard,2020). The report assumes the effect of pandemic on tourism at 50 percent during January and February, 2020; meanwhile it may be higher than 70 percent in the March month, following the suspensions of international flight. Between April and June 2020, the Indian tourism industry is expected to lose rupee of Rs.69,400 crores, denoting a year-on-year loss of 30 percent(Business standard,2020 report).In India, domestic tourism have

been impacting, as most of the summer holiday's booking (for the state of Goa, Rajasthan, Kerela) has been cancelled. As per the Business standard report, India's Foreign tourist arrival stood at 10.9 million and foreign exchange earnings stood at Rs.210,971 crore during 2019. However, with the lock down and travel restrictions imposed by other countries, the Indian domestic as well as foreign travels and tourism industry is expected to a sharp negative impact in 2020(Business standard report,2020). According to the Indian Association of Tour Operators (IATO) the hotels, aviation and travel sector together incur loss of about Rs.8,500 Crore due to India's travel limit for foreign tourists for a month. And it also expected a negative impact on jobs in the industry.

The rich traditions, culture and bio-diversity are main principal motivations forces to travel. The covid 19 pandemic has further impact on tourism pressurizing the conservation of cultural heritage, specifically among ethnic group and indigenous tribal people. For example, the indigenous women's income was particularly effected due to closure of indigenous product markets like handicraft, traditional costume etc. Tourism does not simply generate employment and revenue, if it is peoples centric, will be one of the major vehicles to promote culture and advancing intercultural talk and tolerant.

2. Brief origination of covid 19

Coronavirus disease 2019 (COVID19) is defined as a disease caused by a new type of coronavirus called Coronavirus Severe Acute Respiratory Syndrome 2 (SARSCoV2).Formerly 2019nCoV), it was first detected during a respiratory disease outbreak in Wuhan, Hubei Province, China. This was first reported to the World Health Organization (WHO) on December 31, 2019.On January 30, 2020, the World Health Organization declared the COVID19 outbreak a global health emergency. In March 2020, WHO declared COVID19 a global pandemic, which was the first such designation since the H1N1 influenza pandemic was declared in 2009.The disease caused by SARSCoV2 was named COVID19 by the World Health Organization, which is the abbreviation of Coronavirus Disease 2019.This name was chosen to avoid stigmatizing the origin of the virus in terms of population, geography or animal community. The Corona Virus Research Group of the International Committee on Classification of Viruses in February 11, 2020 issued a statement announcing the official name of a new virus: Severe Acute Respiratory Syndrome Coronavirus 2 Virus (SARSCoV2).

3. Significant of the study

As per the report and different studies, the outbreak of covid 19 and the subsequent lockdown restrictions to

contain the spreading of corona virus both at the global and domestic has adversely impacted not only the global economy but also the Indian economy as well. Such one sector, which is massively impacted, is the Tourism sector in India and no exception to Nagaland. Based on this, it is very pertinent to study on this current crisis and the findings and recommendations out of the study could be very helpful for the policy maker after the post pandemic.

4. Research objectives

This research is based on the following objectives.

1. To study the origin of corona virus and highlighted the scenario of covid 19 all over India and Nagaland.
2. To study the impact of Covid 19 on Global tourism and Indian tourism sector.
3. To analyse the impact of Covid 19 pandemic on Tourism industry in Nagaland.

5. Materials and methods

This study is mostly focus on secondary sources. Researcher collected the data from various sources like the Government report, newspaper, research journals, websites, etc. Researcher also adopted telephonic interview with some of the stakeholders like the Tourism department officials, Nagaland Tourism Association, managing committee members of tourism at village, for the collection of first hand information data. This paper is a descriptive research and an analytical study.

6. Highlight of Covid 19 status in India

India witnessed a corona virus outbreak known as COVID-19, or SARS-CoV-2 in late January 2020 when three Indian students travelled to the southern state of Kerala from Wuhan in China - the epicenter of the outbreak. All three tested positive for COVID19, confirming a local infection. At the same time, several other cases have been detected in other parts of the country, most of which involve travelers to affected countries. Following the significant increase in the number of testing since March, the number of infections has also increased rapidly.

The BJP government announced a nation-wide lockdown in the end of March until May 2020. India recorded an increase in daily cases with fastest infection rate and rising death in August 2020. The corona virus cases were mostly reported from south western state of Maharastra. With restrictions will be relaxed in the second half of 2020, and the economy will finally be able to have a slight recovery, especially during the holiday period from September

to October. However, as 2021 started, due to non-compliance on issues such as social distancing and wearing masks led to slowly increase in the number of infection.

Nearly three months after the second wave of the pandemic began; India reported a high daily infections and deaths for nearly two weeks in April and May 2021. With the sudden surge in covid cases some part of states in India follow lock down or curfews. Consequently, the health care system in India was exhausted, hardly could bring the situation under control, with a high demand for oxygen cylinders, hospitals were overwhelmed and burned-out medical professionals. To fight against the virus international assistance was received from the countries including the United Kingdom, the United States, and Germany as solidarity.

Table.1 shows the epidemic disease has reach out each and every parts of the country. The second wave of epidemic even spread to all corners of the country. The second wave of the epidemic situation is very severe, with a single-day case and fatality rate hitting a record high. According to the report the Hindu, 2021, India recorded 4,14,182 new COVID-19 cases and 3,920 fatalities just on May 6. So far, as of 12:24 am on May 7, the country has recorded a total of 2,14,85,285 cases and 2,34,071 deaths. The daily infection was recorded highest in Maharashtra reported 62,194 infections, followed by Karnataka (49,058) and Kerala (42,464) as per the Hindu report, May 07, 2021. However, from 21st April 2021 till 15th May 2021, India's daily single day spike in positive cases was recorded at morethan 3 lakhs. But After 40 days, India's daily new coronavirus cases recorded below 2-lakh mark After 40 days, India's daily new coronavirus cases below 2-lakh mark with 1,96,427 as per ANI News report, 25th May 2021. In case of daily deaths, Maharashtra also recorded 853 deaths, followed by Uttar Pradesh (350) and Delhi (335) as per the Hindu report, May 07, 2021. However, amid declining trend of covid 19 cases , India's daily deaths toll recorded at morethan 4 thousands from (4,187 deaths)7th May till (4,194 deaths)21st May 2021(JHU CSSE covid 19 data). But the record has shown that from 22nd May 2021, the India's daily deaths are falling below 4 thousands. The following table 1, shows the total number of coronavirus cases and deaths in the state and the Union territories.

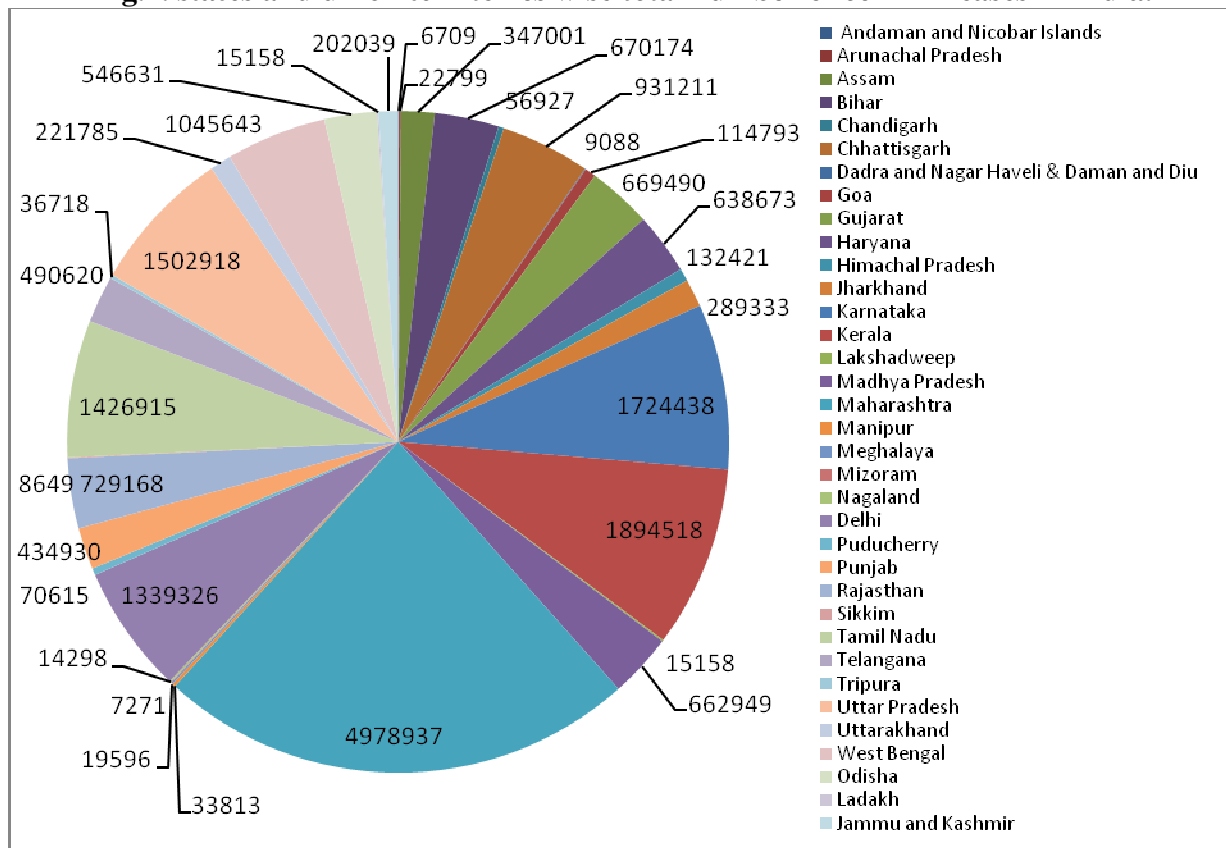
Table: 1, states and union territories wise total number of confirm cases and deaths in India.

States	Total Cases	Deaths
Andaman and Nicobar Islands	6,709	95
Arunachal Pradesh	22,799	89
Assam	3,47,001	2,433
Bihar	6,70,174	4,143
Chandigarh	56,927	656
Chhattisgarh	9,31,211	12,182
Dadra and Nagar Haveli & Daman and Diu	9088	4
Goa	1,14,793	2,228
Gujarat	6,69,490	9,340
Haryana	6,38,673	7,076
Himachal Pradesh	1,32,421	2,529
Jharkhand	2,89,333	4,654
Karnataka	17,24,438	23,306
Kerala	18,94,518	6,724
Lakshadweep	15,158	171
Madhya Pradesh	6,62,949	7227
Maharashtra	49,78,937	84,371
Manipur	33,813	635
Meghalaya	19,596	379
Mizoram	7271	30
Nagaland	14,298	234
Delhi	13,39,326	22,346
Puducherry	70,615	1,241
Punjab	4,34,930	12,525
Rajasthan	7,29,168	7,219
Sikkim	8649	214
Tamil Nadu	14,26,915	18,734
Telangana	4,90,620	3,037
Tripura	36,718	453
Uttar Pradesh	15,02,918	18,352
Uttarakhand	2,21,785	5325
West Bengal	10,45,643	13,733
Odisha	5,46,631	2,378
Ladakh	15,158	171
Jammu and Kashmir	2,02,039	3,355

Source: Deccan Herald, wed desk, 20 May, 2021.

In table.1, As per the Deccan Herald Web desk report on (20 May,2021) shows the total positive cases; states like Maharashtra reported highest (49,78,937) infections, followed by Kerala(18,94,518) and Karnataka (17,24,438). By the 20th May 2021, the total deaths in states-wise shows that Maharashtra recorded highest (84,371) deaths, followed by Karnataka (23,306) and Delhi (22,346) while Nagar Haveli & Daman and Diu recorded minimum of 4 deaths, as per the report shown by the Deccan Herald, 20th May 2021. In the midst of second wave of covid 19 pandemic India is experiencing a decline in the number of positive active cases. Which means the national recovery rate is continuously improving. However, some union territory and states are registering still spike in new fresh cases (News service Division, May 2021). The Health and Family welfare ministry has announced on 20th May 2021, that India's is registering a daily recovery from the disease 3 lakhs plus for the past many days and over 3.69 lakh corona patients have recovered in the last the 24 hours. So far, over 2.23 crores covid patients have fully recovered in the Country as per the Health Ministry report. The active cases comprises of 12.15% of the increasing total positive cases while the national recovery rate is further improving at 86.74% of the increasing positive cases, as per the Health ministry report.

Fig.1. states and union territories wise total number of confirm cases in India.



7. Scenario of Covid 19 in Nagaland

In Nagaland on May 25, 2020, the first case of corona virus was confirmed officially. Officially, Nagaland is the last of the northeastern states after Sikkim to report COVID-19 positive cases. The second wave of corona virus pandemic hit badly the North eastern part of India and not exception to Nagaland. Following the second wave of pandemic, Nagaland Government announced lockdown in two phases i.e., 1st phase is from 14th - 21st May 2021 and the 2nd phase is from 21st -31st May,2021, including the closure of all educational institution, public gatherings, Cinema Hall and auditorium, hotels etc. to contain the spread of the virus. On 25th May 2021, Health minister S Panguy Phom reported that the total positive cases in Nagaland rose to 20,259 on Monday. The Health minister said that a total of 14,637 corona patients were recovered and active cases were stand at 4,714 which is shot up by the middle of May 2021. The state recovery rate from the disease is about 72.25% and which is declining as more positive cases reported with the onset of second wave of virus. It is witness that with the margin raised in covid positive cases, deaths also increasing gradually day by day since mid May 2021 putting pressure on health care sector. The table.2, below show the district wise break up of corona virus cases, active cases, recovered and deaths.

Table 2: District wise total number of cases, active cases, recovered and deaths in Nagaland.

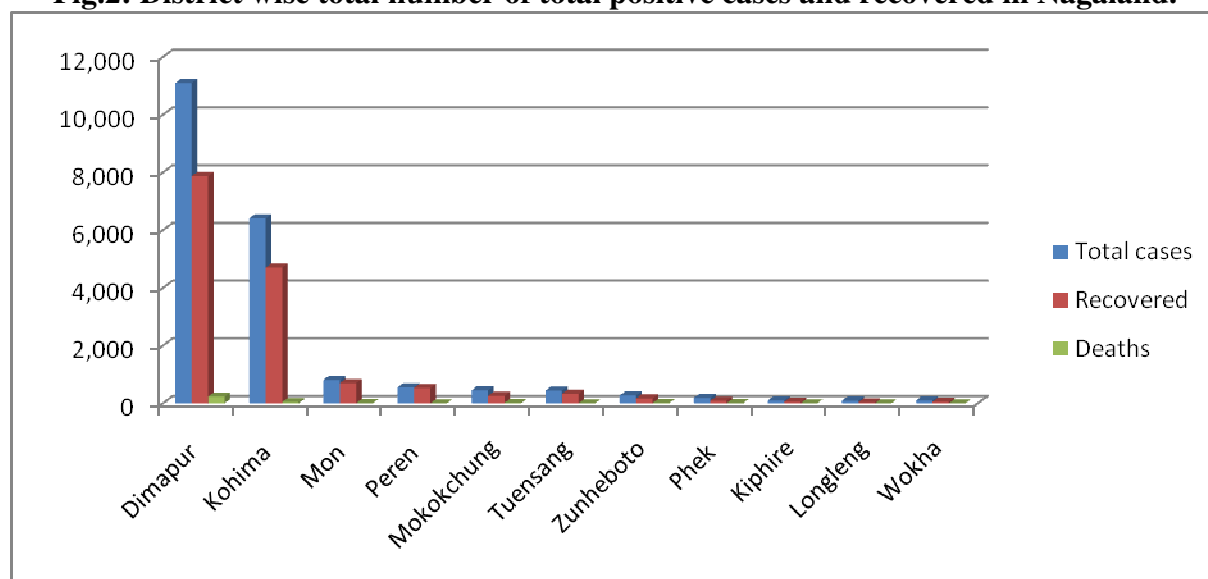
Districts	Total cases	Active cases	Recovered	Deaths
Dimapur	11,101	2,991	7875	235(2.1%)
Kohima	6,414	1667	4703	46(0.7%)
Mon	812	108	700	4(0.5%)
Peren	553	23	530	NIL
Mokokchung	455	183	259	13(2.9%)
Tuensang	446	113	331	2(0.4%)
Zunheboto	275	97	171	7(2.5%)
Phek	185	92	89	4(2.2%)
Kiphire	100	44	55	1(1.0%)
Longleng	92	58	33	1(1.1%)
Wokha	100	46	52	2(2.0%)

Source: Covid Nagaland Tracker cases and vaccination, 26th May 2021.

As per the table.2, The second wave of pandemic have alarm all the districts of Nagaland with the number of cases is increasing gradually, however, the positive corona cases increase in Dimapur and Kohima districts is

quite alarming. Except in Peren district, all the other districts have recorded corona related deaths. With the onset of second wave, both the positive cases and deaths is record high in Dimapur and Kohima compared to other districts, since from the mid May month, the Nagaland Government left no unturned rather than to imposed lockdown in the state to contain the spread of the corona virus. Fig.2, shows the District wise total number of total positive cases and recovered in Nagaland.

Fig.2: District wise total number of total positive cases and recovered in Nagaland.



8. Impact of corona virus pandemic on Tourism sector

Nagaland is so called a unique land of adventure, festivals and culture Nagaland is also called as the land of festival. People in Nagaland are hospitable and friendly makes together an ideal place to visit. Nagaland is enriched with fascinating colorful culture and tribal village life. The endless valleys, the green mountains, the cool climate and the maiden jungle have potentiality to attract the tourist from the entire world to this land of colour and scenic beauty. Over the years, the tourism in Nagaland play a major role in boosting the economy and infrastructure of the state, created jobs and lead to the overall development.

The Covid 19 pandemic lockdown has been adversely impacted the tourism and hospitality industries globally due to the resulting travel restrictions and fall in demand among the travelers. Tourism industry had negatively impacted due to the corona virus spread, as many countries including India put travel restrictions to contain the virus to spread. In Nagaland due to coronavirus lockdown, tourism sectors have been adversely affected. While interviewing, the president of Nagaland Tourism Association (An independent non-profit association or company and is not under Nagaland state Tourism department) reported that their company has generated a revenue of around Rs. 2.5 crores in 2019 before the pandemic. In regard to the numbers of tourists inflow they don't maintained any record both before and after the pandemic but it is reported that before pandemic international and

domestic tourists comprises 60% and local tourists comprises 40%, which means majority of the tourists were from outside Nagaland. Most of the foreign tourists are from Europe and America but not much from Asian Countries. However, after the pandemic none of the tourists has visited due to covid 19 behavior restrictions. With the onset and after the pandemic, the revenue generated by this company in 2020 has recorded nothing as compared to Rs.2.5 crores revenue in 2019. Hence, the covid 19 pandemic has negatively impacted on tourism and economy as a whole.

Hornbill Festival, Kohima: The Hornbill Festival is the leading tourist activity in Nagaland and has now developed into a globally recognized festival. For the first time, that the state government has decided to go virtual celebration of The Hornbill Festival is usually celebrated in the Kisama village of Kohima from December 1st to 10th every year. Hornbill festival is the main contributors to tourism revenue in Nagaland. Every year thousand of tourist both domestic and international visit to witness the rich and diverse culture of the different Naga tribes, clearly and colorfully displayed in the form of folk dance and songs besides exhibition of exotic food, crafts, art and custom.

In 2019, the tourism department official reported that, the hornbill festival generated business worth Rs. 100.73 crores revenue from investment of Rs.4 crores to Nagaland economy over 10 days celebration and attracted 2,82,811 lakhs tourists, including 3,015 foreign visitors, 55,558 domestic tourists and

2,24,212 local tourist/visitors from across Nagaland that signifying the people attachment to the colorful festival². This Hornbill festival generated around 8000 plus employment jobs and hosts morethan 500 events across the districts of Nagaland (Indihut, 2019).The current Chief Minister of Shri. Neiphiu Rio, presented a budget deficit of Rs.2358.81 crores in 2020-21 and Rs.365.33 crores budget deficit in 2021-22. This Rs. 100 crores plus revenue which has been generating every year was loss and generated nothing due to lockdown corona pandemic restrictions during the year 2020.

³Before the pandemic, it is reported that huge amount of income is drawn from homestays business service which is run by the households at the hornbill festival and in other village tourism. The encouragement of the homestay family will create good employment opportunities, bring peace to the Naga family, and bring the Naga experience to international travelers. The Nagaland government budgets 2021-22 funds has allocated for innovation projects, such as special package for capacity building and upgradation of homestays across the State, to strengthen the homestays network and infrastructure. If this policy is implemented properly, hopefully the tourism sector will revive and resurrect after the pandemic.

Khonoma village, Kohima: Tourism is one of the major sources of income and employment. In 2005, Khonoma village under Kohima district was declared as the first 'Green village' in the state and also the first in Asian countries. It is the only village which preserves and conserves the flora and fauna at village level in Nagaland. Due to pandemic for the very first time the Khonoma Nature conservation and Tragopan Sanctuary (KNCTS) was came to halt. It is reported that Khonoma village, which receives around 4000 tourists including local, domestic and foreign every year before the lockdown had hardly received any visitors during the year 2020 due pandemic crisis. The pandemic have massively impacted on small entrepreneur who ran homestays or work as tour guides where a sizeable number of people in the village depend on the tourism activities for their livelihood. As per the report of the Guardian 2020, before the pandemic the village has around 12 homestays and 20 working as tour guides, all these came to halt due to pandemic. The income loss out of the homestays activity closure is not ascertained

² Indihut, Hornbill festival post-event analysis 2019. An economic impact Assessment and Analysis of the Hornbill festival with observation and reform recommendations.

³ Budget speech of shri.Neiphiu Rio, for 2021-22, Kohima 18th February 2021

as the pandemic is still going on, perhaps the income loss the households could huge amount.

Mopungchuket village, Mokokchung: Mopungchuket in Nagaland is widely recognized as the land of Romeo and Juliet of the North east India-Jina and Etiben of Ao naga tribe and is very famous for rural community tourism under Mokokchung district. Nagaland state government recognized Mopungchuket village as a rural tourism destination in the year 2007. Mopungchuket is a renowned Ao naga tribe village known for its historic and romantic story of Jina and Etiben. With the collective effort of community and people's participation, the tourism is run in the village. In other words, it is community tourism. It is reported that around morethan 400 people in village were directly or indirectly dependent on tourism as per the local people. The pandemic has adversely affected the livelihoods of the people dependent on tourism as their additional income source was badly affected. During the year 2019 record, the numbers of tourist including local, national and international tourist was registered 7,741 of which 95% comprised of local tourist and 5% comprised of national and foreign tourist. A member from the managing committee reported that a new team of youngster took over the gearstick of Mopungchuket community tourism society (MCTS) in March 2020 for the promotion of tourism to a high level of attracting morethan 10,000 tourists for the year. Since, it is rural tourism, majority of the visitors were from local, they have made new strategy base on locality to attract double number of tourists as against the past years. It (MCTS) focuses more on the promotion of local indigenous handicraft, art and culture through tourism. However, due to wake of coronavirus pandemic lockdown this plan was cancel. As per the convener of the committee MCTS, the income generated was accounted at around Rs. 2 lakhs average yearly in monetary value. It was also reported that, around 4 to 5 households in the village had took the decision to leave their agricultural activities and to engage themselves in tourism allied activities like opening home stays, handicrafts, weaving etc. for their livelihood but due to subsequent lock down their survival is at risk now. The member of the committee (MCTS) opine that the small pool saving before the lock down was utilized all and finding it hard to pay their salaries to the full time 4 staff members.

Cultural tourism: ⁴With the closure of museum and cultural heritage in many parts of the world due to pandemic, culture and art has opted to online platform to respond and mitigate the negative impact on culture and tourism sector, which remains inactive for a long time. Some recent survey shows that more than 60% of cultural and museum institution around the world has use online platform, social media and virtual exhibition. During the pandemic crisis, Culture and entertainment has emerge out to be a booming phenomena and at their people have been demanding travel experiences through virtual, accessing virtual heritage sites, museum and venues.

In Nagaland due to pandemic lock down all tourism sites were closed down. The annual Hornbill festival 2020, which is showcasing the rich cultural heritage and tradition of the Naga in one platform at Naga heritage village Kisama, Kohima, for the first time, amid the corona virus pandemic lock down, was in virtual mode celebration which otherwise in physical.

⁵Some of the recognized cultural heritage sites and museum of the state are, ruins of the medieval Kachari kingdom, the Diezeph Craft Village, the Handloom and Handicrafts Emporium, the North East Zone Cultural Centre, in Dimapur district; the World War II Cemetery, the State Museum, then Catholic Cathedral, the Sales Emporium for souvenirs and ethnic crafts, the Belho Weavers, the Naga heritage Complex at Kisama; the Heritage Museum and Crafts Centre at Khonoma; the Heritage DC's Bungalow, under Kohima district; Longkhum village, Mopongchuket village, Impur—the First Christian Mission Centre, the AKM Monument, Chuchuyimlang village, Molungkimong village under Mokokchung district; Naganimora village, Longwa village, Chui village, Stone Monoliths and the Local Museum in Shangnyu village, in Mon district; Benreu village, Mount Pauna Tourist village and the Stone Carvings/Monoliths around it, in Peren district; Khezakenoma village, Ruzhazho village, Thetsumi village, Poruba village, Zhavame village, Weziho village, Yurba village, Suthazu village, Chizami village and the Chakhesang Cultural Research

Institute, under Phek district; the villages of Changsangmonko and Chilise, and the Stones of Tsongliyangti, Chungliyangti and Tsadang, under Tuensang district and Yimgphi village, the Stone Monolith of Sipheri, Mihki, under Kiphire district. These cultural heritage sites and museum has contributed not only to economic growth of the local economy through tourism but also promote of our Naga rich indigenous culture and tradition of different tribes. Monetary income benefits is just one segment of rural tourism but it focus on the community benefits as well. Rural tourism is focus on the promotion of environment, social and cultural tourism.

But amid of Covid 19 pandemic with the restriction of movement, these sites has been affected immensely particularly the rural tourism, which is recognized as a community based run tourism. The growth to this community tourism has mostly contributed by the local tourists that comprise around 95% and National and international tourist comprise very few in numbers around 5% in a years. So, local tourist is the main source of rural tourism. Rural tourism has potential and scope to give sustainable livelihood to the community. In this covid crisis and post pandemic, when all international and national movement was restricted, the promotion of domestic or rural tourism could be the major contributor not only to the growth of local economy but also for the growth of eco-tourism sector in Nagaland.

9. Challenges of tourism at the post pandemic

The pandemic has adversely affected the livelihood of the people who directly or indirectly dependent on tourism as a source of income as all the tourism activities was closed down temporarily. The biggest challenge to the tourism sector is to adopt a strategies plan for its revival and recovery both in the short and long run to make a tourist destination point. Another challenge could be lack of manpower, since the household provide homestay services and agri-tourism sites and besides these, there are those who sell handicrafts and other indigenous food items and other services to tourist that helps in promotion of tourism expansion particularly at the villages. For the renovation of the sites and payment of salary to those employed will be pertinent challenge in the tourism sector particularly in the village tourism where there is no assistance from the government.

10. Conclusion

The outbreak of covid 19 and the subsequent lockdown has posed a serious threat to tourism sector in India and not exception to Nagaland state. It has been estimated that export tourism could fall to \$ 1.2 trillion dollar from \$ 910 billion in 2020 which could

⁴ Sara Pascoal, et al. (2021). The Impact of COVID-19 on Cultural Tourism: Virtual Exhibitions, Technology and Innovation, COTTS, SIST 209, pp. 177–185, The Author(s), under exclusive license to Springer Nature Singapore Pte Ltd. 2021.

⁵ Ezung, T.Z. (2011). Rural Tourism in Nagaland, India: Exploring the potentials, International journal of rural management, 7(1&2) 133-147.

have a wider impact and could decline the global GDP to 1.5% from 2.8%. According to the WTTC report 2020, the travel and tourism industry made 10.4% contributions in 2019 to global GDP and a share which decreased to 5.5% in 2020 because of restriction in movement. Approximately 62 million jobs will be lost in 2020, a decrease of 18.5% job, leaving just 272 million employed across the sector globally, compared to 334 million in 2019 (WTTC,2020). Indian tourism industry has projected a record loss of revenue Rs. 1.25 trillion after the onset and spread of corona virus pandemic. According to the Association of Indian Tour Operators (IATO), the airlines, tourism sector and hotels collectively suffered losses of approximately Rs.8,500 crore as India imposes a one-month travel restriction on foreign tourists. Meanwhile, the hornbill festival generated business worth of Rs. 100.73 crores from an investment of Rs.4 crores, giving around 8000 plus employment jobs to Nagaland economy over 10 days celebration and attracted 2,82,811 tourists, including 3,015 foreign tourists, 55,558 local tourists and 2,224,212 tourists from all over Nagaland State were lost due to the epidemic, as the state government decided to host Hornbill festival 2020 complete virtual mode using digital platform and satellite Hence, covid 19 has badly impacted on the contributions of tourism The study found that many households have taken up homestays business service to tourist and generating income, this activity should be encouraged. It is also suggested that, as we don't know how long the covid 19 behavior rules will continue, maintaining social distancing, the tourism has to focus on virtual platform to empowering audience. During the pandemic, share and access content through virtual video and social media, could give an opportunity to know the tourism sites and cultural institutions. It is reported that with the little support from government, there will be plenty of opportunities for the development of rural tourism. Government should support rural tourism through financial packages and provide training to the employees to enhance their digital skills and digital payment. At the post pandemic covid 19 safety measures to the clients should be the priority. Monitoring consumer behavior and preferences is essential to improve tourism management; hence, it is suggested to set up local tourism observatories with the stakeholders to collect the reliable data. At this pandemic and after the pandemic when the lockdown is ease, for the revival and recovery of the tourism sector, financial assistance is essential from the Government. Even at post pandemic the restriction ease, all international movement will be restricted, therefore the

government should focus on the promotion of domestic and rural tourism as a short term strategy which could be the major contributor to the growth of eco-tourism sector in Nagaland. At the post pandemic, the government should look forward to local entrepreneur who are dependent on eco-tourism activities for their livelihood and should minimize the travel spending of the tourists. While interviewing by the journalist from the Indian Express, the union Tourism minister, Prahlad Singh Patel comments that "The loss to the tourism sector cannot be ascertained at this time as the pandemic is still underway. But, domestic tourism is the way to revive the tourism sector. Unexplored, unexploited destinations have to be identified and promoted. That is what we are trying to do, encourage people to visit places within the country" (The NAVHIND TIMES, 2020, 30th Dec.). However, with the proper adaptation of the above policies and strategies by the Government after the pandemic crisis, hopefully the tourism sector will experience revival from the crisis and ultimately the Nagaland economy.

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