



INDIAN TOURISM SECTOR POST COVID-19

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Abstract:

The world economy almost immediately collapsed as a result of the Covid-19 epidemic, and the hotel industry is now facing an unprecedented threat from the pandemic of coronavirus. Because of travel limitations, many of the tourist properties have been vacant for the past two years as a result of the problems brought on by the spread of Covid-19. The epidemic took a particularly heavy toll on the tourism and hospitality sectors. tourism both domestically and internationally was significantly impacted by the coronavirus. This was especially true since the last two years of lockdowns are the most difficult for the tourism sector ever.

Key words: Attitude of Customers, Covid-19, Post Covid Challenges, Trends in Tourism

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DOI: - 10.31838/ecb/2023.12.si5.0133

Introduction:

The COVID-19 epidemic has had a major effect on the travel and tourism sector globally, particularly in India. The pandemic and the following lockdowns severely reduced income and guest arrivals for the Indian tourism sector. The impact of COVID-19 on the Indian tourism industry is examined in this case study, along with the steps the Indian government has made to resurrect the business and the difficulties it will face in the post-COVID era.

Impact of COVID-19 on Indian Tourism Industry:

The COVID-19 epidemic dealt a serious blow to the Indian tourism industry, which was one of the fastest-growing industries in the nation. Travel restrictions and border closures implemented by the government to stop the virus's spread caused a significant drop in both local and foreign tourism. In 2020, compared to 2019, the Indian tourism industry saw a revenue loss of over 60%. India only welcomed 2.7 million foreign visitors in 2020, down 83.1% from the previous year, according to the Ministry of Tourism.

1) Government Measures to Revive Tourism:

The government of India unveiled a number of initiatives, including the "Dekho Apna Desh" campaign, which promoted domestic travel. Moreover, the government developed the "Prashad" and "Swadesh Darshan" programmes to create pilgrimage places and tourist circuits, respectively. The government also offered financial support to the tourist sector, including tax exemptions and low-interest loans to travel-related firms.

2) Post-COVID World Challenges: The Indian tourism sector must adjust to new health and safety regulations, shifting travel habits, and escalating competition from other places, among other difficulties in the post-COVID world. To ensure that travellers are safe, the industry must use digital technology and provide contactless services. In order to draw in ecologically conscious tourists, the sector should also concentrate on developing sustainable and responsible tourism practises.

Attitude of customers Towards Tourism Post covid-19

Following COVID-19, Indian consumers' attitudes regarding travel may change depending on a number of variables. I can, however, offer some broad perspectives and patterns that the tourism sector has seen across the globe.

The COVID-19 epidemic has had a considerable impact on the travel and tourist sector, particularly in India. The Indian consumer's attitude towards tourism after COVID-19 may depend on a number of factors, including the severity and duration of the pandemic, vaccination rates, travel restrictions, safety protocols, and the overall economic situation. The industry has been working to recover from the pandemic.

Consumers have been more watchful and concerned about safety while travelling, which has been seen as a global trend. Customers are searching for locations and lodging that place a high priority on safety and hygiene, and they are more inclined to select locations that have effectively stopped the spread of COVID-19.

Another trend that has evolved is people choosing domestic travel over foreign travel because they feel safer and are less concerned about travel restrictions at home. Since that customers are increasingly conscious of local attractions and the cultural diversity within their own country, this trend may persist even after the epidemic.

In general, it is difficult to forecast how Indian consumers will act after COVID-19 because it may rely on a number of different circumstances. Yet, it is anticipated that consumer preferences and choices in the tourism business will be greatly influenced by safety and sanitary standards.

Best Practises in tourism after covid-19

The COVID-19 epidemic has significantly altered the tourist sector, and it is crucial for enterprises in this sector to adjust to the new conditions in order to protect the safety and wellbeing of their clients and staff. Following COVID-19, the following suggested practises for tourism businesses to consider implementing:

Procedures for Improved Cleaning and Sanitation: To guarantee the safety and wellbeing of their visitors and staff, tourism organisations should implement improved cleaning and sanitation standards. This can entail cleaning more frequently, using hospital-grade disinfectants, and setting up hand sanitizer stations all over the place. **Physical Distancing Measures:** It is important to take physical precautions to prevent the transmission of COVID-19. This may require limiting the amount of visitors to common areas, rearranging the furniture in restaurants and other meeting spaces, and posting signs warning people to keep their physical distance.

- 1) **Employee Education:** The most recent cleaning and sanitation techniques must be taught to staff members, along with how to use and discard personal protective equipment (PPE). Additionally, they must be given instructions on how to deal with potential COVID-19 outbreaks among staff members and guests.
- 2) **Contactless Check-in and Payment:** Contactless check-in and payment options should be used to minimise direct physical touch between visitors and staff. Keyless entry systems, online transactions, and mobile check-in are a few examples of this.
- 3) **Communication with Guests:** The new safety procedures and regulations that tourism businesses have developed should be clearly and frequently communicated to their visitors. This can involve putting up signs all over the property, sending emails to guests prior to their arrival, and informing visitors of the COVID-19 rules and regulations in their area.
- 4) **Flexibility in Cancellation Policies:** To adapt to the shifting travel landscape, tourism businesses should think about providing flexible cancellation policies. This can entail waiving cancellation charges or giving guests a credit towards future visits.
- 5) **Collaboration with Local Authorities:** Tourism-related enterprises should collaborate closely with local authorities to make sure they are adhering to COVID-19-related local laws and standards. Also, they ought to be aware of any modifications to these rules and alter their procedures accordingly.

By putting these best practises into effect, tourist companies may contribute to the security and well-being of their visitors and staff while also adjusting to the brand-new travel realities in a post-COVID-19 world.

Latest Trends in Tourism

The Indian tourism industry was beginning to show indications of recovery as of my knowledge cut-off in September 2021, after being severely damaged by the COVID-19 epidemic. Following are a few of the most recent developments in Indian tourism at that time:

- 1) **Domestic tourism:** Due to health constraints and limitations on overseas travel, domestic travel became the main priority for many tourists. Domestic destinations like Goa, Rajasthan, Himachal Pradesh, and Kerala saw a surge in bookings.
- 2) **Contactless travel:** The pandemic has raised interest in contactless transportation. To reduce

physical interaction, guests are opting for lodging and travel agencies that offer contactless check-in, smartphone payments, and other digital options.

- 3) **Wellness tourism:** Due to the pandemic's emphasis on health and wellness, many tourists are now looking for wellness retreats, yoga studios, and Ayurveda spas.
- 4) **Workations:** Many tourists are taking "workations," which combine work with pleasure, as remote work becomes increasingly common. Working remotely from a beautiful location is becoming more popular, giving visitors the chance to see the world while still keeping up with their work.
- 5) **Sustainable tourism:** People are becoming more and more conscious of the value of sustainable tourism. Visitors are looking for eco-friendly lodgings, excursions, and activities that have a low environmental impact.

Nonetheless, the Indian travel and tourism sector is slowly rebounding, and it is adjusting to the new normal by adopting digital solutions, placing a high priority on health and wellness, and encouraging sustainable travel methods.

How do customers select destination after covid-19

Customers can choose their travel destinations after the COVID-19 pandemic based on a number of variables. These are some things to think about:

- 1) **Health and safety:** Destinations with low COVID-19 infection rates and strong safety regulations, like mask laws, immunisation requirements, and social distance rules, are likely to be prioritised by many tourists.
- 2) **Outdoor activities:** For people who wish to avoid crowded inside spaces, vacation spots that provide outdoor activities like hiking, riding, and beach activities could be well-liked selections.
- 3) **Domestic travel:** Customers may decide to concentrate on domestic travel since there may still be certain limitations on international travel.
- 4) **Budget:** The choice of a place may also be influenced by economic concerns, as some clients may hunt for less expensive options or decide to stay local to save on travel expenses.
- 5) **Personal interests:** Consumers might also take into account travel options depending on their own interests, such as visiting historical places, cultural attractions, or restaurants and bars.
- 6) **Sustainability:** Customers are choosing destinations that highlight sustainable tourism

practises as they become more conscious of how tourism affects the environment.

In general, clients choosing holiday destinations after the COVID-19 pandemic are likely to give top priority to health and safety issues, outdoor activities, and personal interests.

Future of tourism in India after covid-19

Several factors are likely to influence how India's tourist industry develops following COVID.

These are a few possible outcomes:

- 1) **Domestic tourism is likely to recover first:** Domestic tourism is likely to rebound more quickly than international tourism given the limits on overseas travel and the lingering virus fear. The fact that India has a sizable domestic tourism business is good news for the nation.
- 2) **Change in Travel patterns:** Travelers may choose less popular locations and off-the-beaten-path experiences after COVID. Travelers looking to avoid large crowds and engage in social isolation may witness a rise in rural tourism and nature-based tourism.
- 3) **Safety and health precautions:** Health and safety will be primary priorities for travellers following the pandemic. To reassure travellers and stop the virus from spreading, hotels, airlines, and other tourism-related firms will need to put strict health and safety precautions in place.
- 4) **Sustainable tourism will become more important:** The pandemic has brought attention to the need for environmentally and socially responsible tourism practises. Tourists will probably be increasingly environmentally conscious and look for sustainable tourism options.
- 5) **Digital technologies will play a larger role:** Digital technology used in tourism, including as online booking and contactless payment methods, have been adopted more quickly as a result of the epidemic. These innovations will keep growing in importance within the sector, facilitating mobility while lowering the risk of virus transmission.

Overall, a variety of factors, including health and safety regulations, shifting travel habits, and the adoption of digital and sustainable technologies, are likely to have an impact on how India's tourism industry develops after COVID-19. The exact course of the industry, however, is difficult to forecast because it will rely on how the pandemic develops and how governments and tourism companies react.

Conclusion:

The COVID-19 pandemic has had a significant impact on the Indian tourism industry, but efforts by the government to resuscitate it have been successful. To adapt to the shifting demands of passengers in the post-COVID environment, the business must, nevertheless, embrace new tactics and procedures. For the industry to draw tourists and revive the sector, it must prioritise sustainability, innovation, and technology.

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