

## IMPACT OF COVID-19 ON INDIAN TOURISM SECTOR

**Dr. Durga Anil Pande**

Assistant Professor in Commerce,  
Seth Kesarimal Porwal College of Arts  
and Science and Commerce,  
Kamptee

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**Abstract:** COVID 19 is a disease caused by a new strain of Coronavirus. The meaning of COVID-19 is CO means corona, VI means virus and D means disease. All the sectors of Indian Economy were affected by pandemic covid-19. i.e., Agriculture, Industry and service sectors. Tourism is the movement of a person from one place to another to visit and memorize the beauty of that place or to have fun. Tourism boosts the revenue of the economy, develops the infrastructure of the country. Tourism creates thousands of jobs, culture exchange through the country of the world. Because of COVID-19 we have to consider public health and life, staying at home safe, using sanitizer, social distancing. Covid-19 affected the adverse impact on Indian Tourism. Many sectors shutting down their business. This paper deals with the impact of covid-19 on Indian tourism sector.

**Key words:-** COVID 19, tourism, Indian Economy, pandemic

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### Introduction:-

India is perceived as the land of yoga, meditation and serenity by most foreign tourists who visit the country every year. India is also an emerging superpower with cultural and traditional values with the sense "Atithi Devo Bhava". In the era of globalisation tourism is one of the fastest growing sectors in the world. Tourism is the major factor for the economic growth of the country. Tourism has great capacity to create large scale employment. Because of coronavirus all the sectors are affected. Due to the COVID-19 pandemic, the travel and tourism industry's employment loss is predicted to be 100.08 Million worldwide (Statista, 2020). The pandemic has not only affected economically but as well as politically and socially (Cohen, 2012). As the number of infected cases rising throughout the nation, and with the implementation of certain measures and campaigns like social distancing, community lockdowns, work from home, stay at home, self- or mandatory-quarantine, curbs on crowding, etc., pressure is created for halting the tourism industry/business. (Gretzel et al., 2020; Sigala, 2020).

### Objectives of the Study:-

1. To understand the meaning of Covid-19
2. To focus on the impact of pandemic on Indian tourism sector

### Hypotheses:-

1. Covid-19 affected the adverse impact on Indian Tourism sector
2. Many sectors losing their business

### **Methodology:-**

The present research uses the descriptive analysis method, using data and information published on the internet, research paper and journal.

### **Types of Tourism:-**

#### **Heritage Tourism:**

Heritage tourism is a branch of tourism oriented towards the cultural heritage of the location where tourism is occurring. Heritage tourism defines that travelling to experience the places and activities that automatically represent the stories and people of the path, for example Taj Mahal of UP, Qutub Minar of New Delhi, Ajanta Ellora caves of Maharashtra, Khajuraho of MP etc.

#### **Medical Tourism:**

Medical tourism refers to people travelling abroad to obtain medical treatment. In the past this usually referred to those who travelled from less developed countries to major medical centres in highly developed countries for treatment unavailable at home. India is an international medical travel destination for patients seeking world-class treatment at competitive rates, for example Wellness and SPA and rejuvenation, Ayurveda and alternative medicine, Yoga treatment etc. Medical tourism is a developing concept, where people travel for medical needs such as treatment for heart surgery, knee transplant, cosmetic surgery and dental care and other health and medical purposes.

#### **Adventure Tourism:**

Adventure tourism is the type of tourism in which tourists do some adventurous activities like skydiving, trekking, scuba diving, river rafting in Ganga river. Adventure tourism is very popular among young age tourists. Adventure tourism gains much of excitement by allowing the tourist to stay outside their comfort zone.

#### **Eco tourism :**

Eco tourism is entirely a new approach in tourism. Eco tourism is preserving travel to natural areas to appreciate the cultural and natural history of the environment taking care, not to disturb the integrity of the ecosystem while creating economic opportunities that make conservation and protection of natural resources, advantages to the local people. The few places of EcoTourism like Himalayan region, Kerala.

### **Need and Importance of Tourism:-**

Tourism plays a vital role in economic development. There are several benefits of tourism on host destinations. Tourism boosts the revenue of the economy, develops the infrastructures of a country, creates thousands of jobs, and plants a sense of cultural exchange between foreigners and citizens.

The number of jobs created by tourism. These jobs are not only a part of the tourism sector but may also include the agricultural sector, communication sector, health sector, and the educational sector. Many tourists travel to experience the hosting destination's culture, different traditions, and culinary. This is very profitable to local restaurants, shopping centres, and stores. Tourism creates a cultural exchange between tourists and local citizens. Exhibitions, conferences, and events usually attract foreigners. Organizing authorities usually gain profits from registration fees, gift sales, exhibition spaces. Furthermore, foreign tourists bring diversity and cultural enrichment to the hosting country. India is an international medical travel destination for patients seeking world-class treatment at competitive rates, for example Wellness and SPA and rejuvenation, Ayurveda and alternative medicine, Yoga treatment etc. Medical tourism is a developing concept, where people travel for medical needs such as treatment for heart surgery, knee transplant, cosmetic surgery and dental care and other health and medical purposes.

### **Impact of COVID-19 on Indian Tourism Sector:-**

Due to COVID-19, tourism is such a highly affected sector and may remain affected in the long term, i.e. approximately more than 1.5 years. India is one of the developing nations known for its uniqueness in its tradition, culture and unparalleled hospitality. It is a major destination for many international tourists, creating several employment opportunities and generating enormous taxes (Ahmed & Krohn, [1992](#)).

The Indian tourism industry has created about 87.5 million jobs, with 12.75% of total employment, thereby contributing INR 194 billion to India's GDP (WTTC, [2018](#)). Moreover, the sector recorded a 3.2% growth from 2018, with 10.8 million foreign tourists arriving in India with a foreign exchange earning of USD 29.9 billion in 2019. In this regard, India ranked 8th with respect to total direct travel and contribution towards tourism of about USD 108 billion (FICCI, [2020](#)). Also, there is a 66.4% decline in overseas tourists' arrivals in India in March 2020 compared to last year (TAN, [2020](#)). It has been estimated that there will be about 40 million direct and indirect job losses in India, with an annual loss in revenue of around USD 17 billion in India (FICCI, [2020](#); Scroll, [2020](#)).

The foreign exchange earnings from tourism is one of the major revenue sources for the Government of India. The foreign exchange earnings is the revenue generated by inbound foreign tourists, and decrease in foreign tourists' number leads to reduced foreign exchange earnings. The entire world is affected by COVID-19, including India. Following the border closure, cancellation of international flights, and a series of lockdowns, the tourist's arrival rate in India has been highly affected.

### **Challenges of Indian tourism sector:-**

Sectors like tourism, aviation, hospitality and trade will face the first set of challenges; other sectors too will face the cyclic effect. As per reports, there has been 20% reduction in domestic travel and about 75% reduction in international travel bookings. Hotel booking rates have also declined from 70% to 20%. There has been a down of 30-35% in restaurant business. Sales of poultry sector have also come down by 80% losing a business of approximately Rs 1,500 - 2000 crores daily.

The Tourism industry as compared to the other important industries of a country is highly affected due to the internal and external shocks. In the past few months, the drastic outbreak of the novel coronavirus has caused great losses to the tourism industry. The Indian tourism industry accounted for 9.2% of India's GDP in 2018 and braced 42.673 million jobs, 8.1% of its total employment. The Indian tourism and hospitality industry is now awaking at a likely job loss of around 38 million. The governments across the world are trying to woo back visitors from domestic and international markets. Travel and tourism companies will have to recuperate the trust and confidence of people in the recovery period to travel again after the pandemic.

### **Conclusion and suggestion:-**

Tourism plays a very important role in economic development. There are several benefits of tourism on host destinations. Tourism boosts the revenue of the economy, develops the infrastructures of a country, creates thousands of jobs, and plants a sense of cultural exchange between foreigners and citizens. Due to COVID-19, tourism is such a highly affected sector and may remain affected in the long term. The Indian tourism industry accounted for 9.2% of India's GDP in 2018 and braced 42.673 million jobs, 8.1% of its total employment. The Indian tourism and hospitality industry is now awaking at a likely job loss of around 38 million. Tourism is a major phenomenon of the modern world. To promote excellence in tourism, the Government institutes monetary and nonmonetary awards for institutions and individuals for their outstanding contributions in various sectors of tourism, like accommodation, catering, transport, travel agency, eco-friendly approach etc. The government should introduce several tourist friendly schemes to attract and promote tourism industry with taking care of social distancing, wearing masks and using sanitisers. COVID-19 we have to consider public health and life, staying at home safe, using sanitizer, social distancing. Covid-19 affected the adverse impact on Indian Tourism. Many sectors shutting down their business.

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