

COVID-19 AND TOURIST ARRIVAL: A CASE STUDY OF ALWAR DISTRICT, RAJASTHAN

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ABSTRACT

The impact of the pandemic has been witnessed and has affected all sector of the economy adversely. The pandemic includes a sweeping impact on tourism trade in Rajasthan. The covid-19 pandemic, the following Lock- down and social distancing measures have had a significant impact on the tourism trade. The tourism sector has to be the maximum brunt as activities related to it, such as hotels restaurants, Handicrafts purchase, Airlines and rail services all come to a grinding halt. As per the world tourism barometer of the UN's "World Tourism Organization" tourism faded by 72% globally during covid-19. The year 2020 was a peculiar year marred by the covid-19 pandemic and resulting nationwide and worldwide lockdown measures enforced since March 2020. The paper analyses the trend of foreign in addition to domestic tourists' arrival in Alwar district of Rajasthan throughout 2014 to 2020. The paper furthermore compares the trend of tourist arrival during pre and post COVID-19.

Keywords: Foreign, Domestic, Arrival, Tourist, COVID-19, Social Distancing.

Introduction

Tourism has been an vital earner for the Indian economy having contribution 9.2 % to the GDP in 2018 that comes all the way down to 6.8 % in 2019. However that Indian curies sector remains at the tenth spot in terms of travel and tourism spanned and produced 8% of the total employment in 2019. In 2020 as per the CII and Hotelivare study, that Indian tourism business is ready to loss around five lakh crores within the organized business.

As per data shared by tourist secretary Yogendra Tripathi 2 to 5.5 crore employees directly or obliquely have missed their jobs. The revenue loss was packed at rupees 1.58 lakh crore. Tourism sector is a key engine of economic growth that contributes extensively in terms of GDP, foreign exchange earnings and employment. Nevertheless, the covid-19 pandemic has had a devastating impact on world travel and tourism as well as Rajasthan. As per the Global Tourism barometer of the UN world Tourism Organisation (Dec. 2020 Edition) International arrivals cut down by 72% globally over the primary 10 months of 2020 with restrictions on journey, low consumer confidence and a worldwide fight back to contain the covid-19 virus, all tributary to the worst year on record within the history of tourism.

Rajasthan, a glamorous land of impressive beauty and fearlessness, is one of the most imperative tourist destinations in India and south-east Asia. A land invested with impregnable forts, glorious palaces, endless hilly ranges and waves of sand dunes and tranquil lakes. The tourists of poles apart destinations are spellbound to this wonderful land for a variety of attractions. Conventional art, handicraft, historical heritages, forts, palaces, monuments, spiritual places, natural scenes, flora-fauna, sports, fairs, festivals, traditions and cuisines etc. are the key attractions in the State. Rajasthan is one in all the foremost common traveller places in India owing to its vivacious landscape and Royal Heritage as seen its historical Forts and palaces, centuries, aged temples and Thar Desert. The state has emerged jointly of the popular traveler destinations in India for both domestic and foreign tourists. The desert

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surroundings within the Western elements of the state are additionally a serious attraction for foreign guests. Blessed with natural beauty and great history tourism could be a flourishing industry within the state. Tourism has the third largest leader once agriculture and textile sectors in Rajasthan. Tourism sector could be a major engine of economic process that contributes considerably in terms of GDP, foreign exchange earnings and employment. The covid-19 pandemic has had a exhausting impact on world travel and tourism.

Tourism sector is a major engine of economic growth that contributes significantly in terms of GDP, foreign exchange earnings and employment. however, the covid-19 pandemic has had a debilitating impact on world travel and tourism, including Rajasthan. as per the World Tourism barometer of the UN World Tourism Organisation (Dec. 2020 Edition) International arrivals fell by 72% globally over the first 10 months of 2020 with restrictions on travel, low consumer confidence and a global struggle to contain the covid-19 virus, all contributing to the worst year on record in the history of tourism. The covid-19 pandemic, the following lockdown and social distancing measures have had a major impact on the tourism business. 2020 was a peculiar year marred by the covid-19 pandemic and subsequent nationwide and worldwide lockdown measures enforced since March 2020.

The desert state of Rajasthan is one in all the India's leading traveller destinations. In Rajasthan Tourism is the third largest employer after agriculture and textile sector. Tourism has a vital number impact on the state economy. It will increase employment opportunities, generating revenue, developing infrastructure, increase investment opportunities and revival of tradition and heritage conservation and management. The State of Rajasthan is one in all the foremost favoured destinations of tourists in India for each local residence & global tourists. Rajasthan, which is a head of state traveller destination attracts tourist for its historical forts, palaces, art and culture invested with natural beauty and nice history tourism may be a flourishing trade in Rajasthan. State contributed to over 20% of India's overseas traveller arrivals and over 36.6 million travellers visited in Rajasthan (2015). Throughout 2019 538.26 lakhs travellers arrived in Rajasthan, with 522.2 lakh domestic and 0.62 lakh overseas travellers.

Alwar is the primary main town that comes whereas travelling from Delhi to Rajasthan and is unambiguously located at 150 km south of Delhi and 150 km north of Jaipur. Enclosed by Aravalli Hills Alwar is a attractive town of prosperous culture and tradition. Alwar may be a place that may be referred as the entranceway of Rajasthan. Alwar is hub of tourism with forts akin to Bhangarh Fort, lakes, nature reserve like Sariska Tiger reserve and Heritage Havelis. Majestic Forts, lovely town palace and the vibrant markets build Alwar one in all the foremost attention grabbing cities in Rajasthan. Excluding travelling a well liked tourist Centre Alwar conjointly attracts Pride from its name of being featured in a very range of Bollywood movies. The tourist places in Alwar are diverse in nature and are attractive to every voyager. Alwar Fort as well known as Bala Quila Fort is sort of a Guardian to the city of Alwar, moving to its dazzling location in the foothill of Aravali Ranges. Bala Quila that means a young Fort is a gigantic structure, located around 1 km far from the city centre. The fort was build on the order of Hasan Khan Mewari within the 15th century. The town is enclosed by a wall and fosse and is dominated by a fort on a conic hill against a background of a range of hills. Alwar was created the capital of the princely state of Alwar in 1775. It contains the fourteenth century mausoleum of Tarang Sultan and quite a few ancient mosques.

Objective

- To illustrate the trend of foreign tourist arrivals in Alwar district during 2014 to 2020.
- To examine the growth and pattern of domestic tourist in Alwar district during 2014 to 2020.
- To compare the monthly foreign and domestic tourist arrivals in pre- and post- COVID-19 time period.

Methodology

The study is based on secondary data collected from Rajasthan Tourism department. Many books, articles from different journals, newspapers and government sites have been consulted for this purpose. To identify the growth pattern percentage change of year on year and month on month has been calculated.

Review of Literature

Lata Manju and Datonia, C.k et.al (2015) in their study "tourism pattern of Alwar district of Rajasthan: A Study" examine the trend of tourist arrival in Alwar and Rajasthan. the study is based on secondary data, concludes that a huge decline in domestic tourist arrival in Alwar region compare to Rajasthan in the whole study period

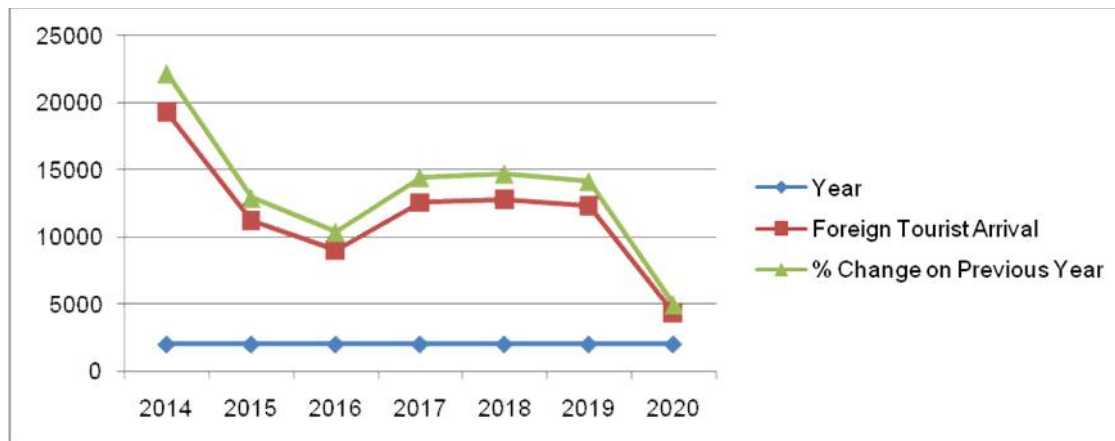
Rawat H. B and et all (2016), in "Trends and progress of tourism in India: an empirical analysis discusses about the vision of travel and tourism to employment in the country during 1995 to 2015. Findings reveal an increasing trend in employment over the period. Except employment all other indicators show a decreasing trend during the study period. The study suggests that there is an urgent need to build a vibrant sustainable economy in the long run.

Chavan R. R. and Bhola S.S. (2014), "Indian tourism market: an overview of emerging Trends and development" analyse the Indian tourist situation to the scope of tourism policy trends and development in tourism market. A mixture of promotion and new product development in India. Study is based on secondary data concludes that there is a momentous development in growth of tourist arrival and foreign exchange earnings in the study period.

Foreign tourist arrival in Alwar district during 2014 to 2020:

Foreign Tourists Arrival in Alwar District of Rajasthan			
S. No.	Year	Foreign Tourist Arrival	% Change on Previous Year
1	2014	19301	
2	2015	11234	-41.80
3	2016	9037	-19.56
4	2017	12569	39.08
5	2018	12801	0.02
6	2019	12321	-0.04
7	2020	4349	-64.54

Source: Alwar Tourism Department



In 2014, 19301 tourists visited Alwar; the figure sharply went downwards to 11234 in 2015 and touched new lows of 9037 in 2016. However, in 2017, it rose a small to 12,569, due to the demanding hard work of Rajasthan Tourism, but the figures were still behind, presenting a forbidding image in stipulations of declining tourism revenue and consequently, decline in employment. The fall in traveller numbers is seen as directly proportional to increasing crime in the Alwar region where almost 400 cases of cow smuggling and larger than 600 arrests have been reported since 2015, according to police sources.

Domestic Tourist Arrival in Alwar District of Rajasthan

S. No.	Year	Domestic Tourist Arrival	% Change on Previous Year
1	2014	199161	
2	2015	196190	-0.02
3	2016	197291	0.006
4	2017	211419	0.07
5	2018	276826	30.93
6	2019	469148	69.47
7	2020	203855	-56.54

Source: Alwar Tourism Department



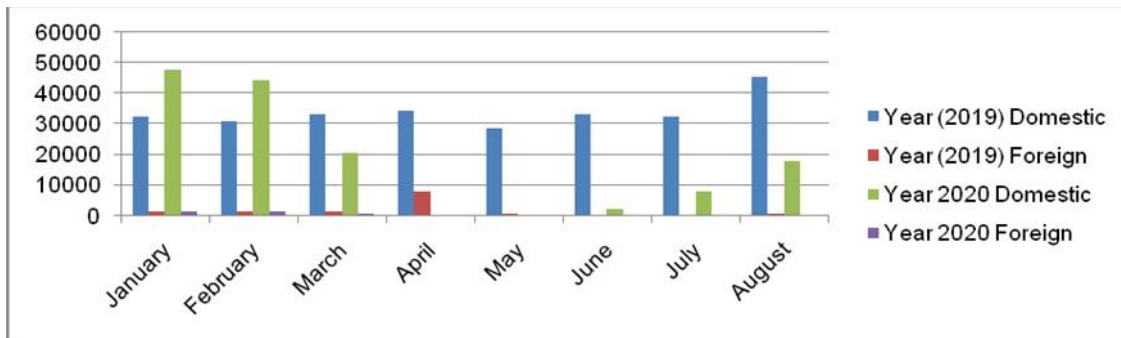
Statistics released by the Rajasthan Tourism Development Corporation (RTDC) indicate a vertical decline in overseas travellers visiting the town, known for its palaces, forts including the "haunted" Bhangarh, and the Sariska Tiger Reserve, in the previous five year.

It was the three cases of crowd execution which kept away the tourists. In April 2017, Pehlu Khan, a dairy farmer from Haryana's Nuh district, was lynched by a group of 200 cow vigilantes on charges of cow smuggling. In November the same year, Ummar Khan, a dairy farmer in Ghatmika, was shot dead while he was bringing cows to his village after buying them in Alwar. The third case was reported on July 21, 2018 when Rakhbar Khan succumbed to his injuries while being taken to the hospital after being beaten up by cow vigilantes on alleged charges of cow smuggling.

Comparison of Domestic and Foreign Tourist Arrivals During Pre and Post- COVID-19 Time Period

Month	Year (2019)		Year (2020)		% Change on Previous Year	
	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign
January	32637	1446	47935	1596	46.91	10.37
February	31124	1635	44334	1610	42.44	-0.02
March	33367	1588	20822	745	-37.69	-53.09
April	34387	7877	-	-	-	-
May	28805	675	-	-	-	-
June	33232	473	2199	27	-93.38	-94.29
July	32657	564	8083	81	-75.24	-85.63
August	45328	944	17874	68	-60.56	-92.82
September	36857	959	16856	31	-55.08	-96.77
October	41654	1784	20556	114	-50.65	-93.6
November	50473	1450	23416	131	-53.6	-90.96
December	53080	2043	37710	101	-28.96	-95.06

Source: Alwar Tourism Department



Above statistical data shows that there is a gradual decrease in tourist when compared to the data of 2019. In 2020 due to COVID-19 Pandemic there is very steep decrease in tourist visit in Alwar due to lockdown in many countries and in India. There is decrease in domestic tourists also because of the pandemic.

Conclusion

All thriving tourism agencies /industries devote resources to examine and improvement in almost in most business sectors. Research and development involves a corporation among public and private sectors. The necessity for this partnership is incredibly vital. The state of Rajasthan is one of the one amongst the foremost favoured destinations for travellers in India for both domestic and global tourists. Rajasthan which is a foremost traveller destination attracts visitors for its historical forts, palaces, art and culture. In global state of affairs tourism has emerged as a largest industry and possesses nice employment potential.

We have examined the statistics of last six years from 2014 to 2020. We tend to see that there's minor transform of tourists in contrast to 2020 as there is gradual transform in proportion in decline of overseas and domestic tourists in 2020 as -56.54% domestic and concerning -64.54% in overseas tourists. And after we compared the data of 2019 and 2020 the decline in the month of June to December is concerning -85% to -96% in overseas tourists and -60% to -93% of domestic tourists. This steady decline of the tourist visit is all because of COVID-19 pandemic.

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