

REPERCUSSION ON TOURISM SECTOR POST PANDEMIC

Dr. Shruti Srivastava*

ABSTRACT

The repercussion of Covid-19 had been on all but there are certain sectors which were worst hit by this pandemic. Among them one is hospitality sector which almost came to a halt resulting in severe deterioration to this industry and people associated to this industry. The unfortunate situations not only restricted all of us within boundaries of our home but also helped to strategise the ways through which we can try to compensate the loss to some extent that we already faced. In this paper we will discuss the situation that Indian tourism sector has faced because of Covid-19 and the measures that it took in order to try to bounce back to new normal situation. With the new normal way of life, hospitality sector has also came up with new measures and strategies to attract tourist and lure them in this new normal mode of working ie. Work from home option.

KEYWORDS: *Post Pandemic, COVID-19, Tourism Sector, Hospitality, New Normal and Strategies.*

Introduction

The effect of pandemic had been world wide. Globally the people are effected along with the business and the economy of the country in total. In pre-covid the situations were very different and the business was run on other mode whereas post-covid the situation is entirely different as industries are operational but have to follow the guidelines as and when issued by the govt. However the situation differs from industry to industry and in this paper we will focus on the tourism industry and the situation it is going through.

The tourism industry is affected not only economically but also socially and politically. It also has lead to unemployment and restricted inbound and outbound tourism.

Literature Review

The history of Indian tourism goes back to late Indus valley civilization, and the Aryan civilization. The diversified locations, different culture and traditions; all contributes towards the tourism. The geographically expanded locations with varied climate makes India a tourist palce of all seasons and for all reasons.

Indian tourism saw a rapid rise in this sector in 1990s, both at domestic and global level. Further to promote tourism, Indian Tourism Ministry also launched a progamme called "Athiti Devo Bhava" which meant "Guest is God". India was also promoted as a toursit country which helped it to grow and expand phenominally. Thus it helped nation to grow economically and generate employment.

Tourism

Tourism can be defined as an activity that the people does as part of travelling for leisure, vaccation, business meet etc outside their usual environment for not more than an year. It contributes in the economy of the nation by generating employment and boosting infrastructure by influencing tourists both locally and golbally. Thus it encourages cultural exchange also between people.

* Assistant Professor, Mangalmai Institute of Management & Technology, Greater Noida, India.

- Tourism can broadly be classified as domestic, inbound and outbound tourism.
- Domestic tourism: residents of a given country travelling only within that country.
- Inbound tourism: non-residents travelling in a given country.
- Outbound tourism: residents of one country travelling in another country.

Objectives of the Study

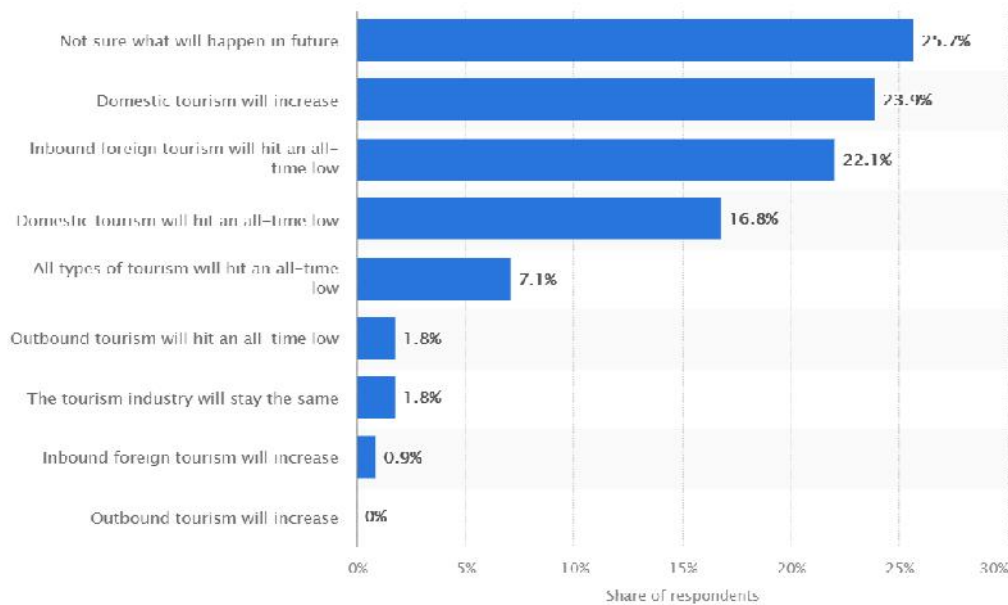
- To study the situation of tourism post-covid in terms of gain and loss
- To suggest measures to improve the situation of tourism in the country

COVID-19 Scenario

Tourism has not only affected leisure and business trips but also led to the closure of pilgrimage sites. The concept that recently boomed of destination wedding and pre-wedding shoots (even for middle income class group) at far off and popular tourist places also came to a standstill. The hospitality sector is thus facing difficulty due to covid situation but on the positive note it has offered helping hands to those affected by corona virus by offering paid quarantine facilities.

Post COVID-19 Scenario

As per the survey conducted on post COVID-19 situation, it was being analysed that though there is uncertainty regarding the future of tourism but a ray of hope is being noted in context to increase in domestic tour as hotels are offering “Work From Mountain: optins on lucarative deals to the people who are working from home in this pandemic situation.



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Above was the opinion shared on the future of the tourism sector post COVID-19 lockdown and pandemic in India in 2020

Conclusive Remark

From the above survey and findings we can conclude that because of the announcement of lockdown, the tourism industry came to a hold for few months. It was only prominent for vacations for leisure but also a number of business travels which were quite significant before the current era also were impacted badly turning them to online meetings through zoom, google meet or microsoft team app. On the micro level the small group travels consisting of students as school field trips also came to a stand still.

Thus a number of measures must be taken to compensate the loss that this industry has borne. Hoteliers who focussed on large corporate booking and premium stay have to shift their focus on individual travellers too. They have also come up with the scope of "Work from Mountains" where major companies have provided "Work From Home" (WFH) option to its employees. They also have to come up with lucrative schemes so as to improve the status of occupancy along with ensuring the safety of travellers with special reference to proper and repeated sanitization of property and all other necessary measures.

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