

## IMPACT OF COVID -19 ON TOURISM INDUSTRY OF RAJASTHAN

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### ABSTRACT

*From the start of the COVID-19 crisis in China, the impact of the pandemic on the travel tourism industry was significantly underestimated. Even now, policymakers and tourism practitioners do not have a full understanding of the scenarios and effects of the crisis, which will have an unprecedented impact on the tourism industry. Tourism is a major source of income for the state like Rajasthan. Tourism is the big source of employment and revenue. COVID -19 has interrupted all the activities of the world. As the panic of COVID-19 impacts the people around the world, mobility of people has been paused, so the tourism has been stopped too. As the complete lockdown has been followed, the all the tourist places had been closed down at one hand and due to the fear of the spread of the pandemic foreign as well as domestic tourist has been paused too. This pandemic adversely affected various fields of the economy, tourism is one of them. As the tourism is a widespread aspect related to hotels, restaurants, handicrafts, purchases, airlines and rail services, each and every aspect has been influenced as well. The inflow of tourists which has been decreased during COVID -19. It is big challenge for the government to revive the tourism industry in Rajasthan. The paper presents the comparative study of number of tourists pre and post COVID-19 time and the probable measures to overcome the present scenario.*

**Keywords:** COVID-19, Policymakers, Pandemic, Post COVID-19, Travel Tourism.

### Introduction

“Change is the most unpredictable thing” many things have all over the earth in this millions of years but during the last month of November who knew that the first member of earth ecosystem would be facing such a big change that it would halt the world for few months. India recorded its first cases of COVID-19 in last week of January. Each and every state of India was suffering from deadly virus and Rajasthan was also not very far from it. Lockdown was declared from the second last week of the march which continued till September in some areas of our country. During these four months of lockdown which were considered as official vacations for the country is considered to be the best time of tourism in Rajasthan as well as other places in our country.

For Rajasthan tourism industry is considered as the one of the most important revenue seeking industry. It faced worst impact of the COVID-19 pandemic as Tourism and trade depend on visitors being able to travel freely from one place to another, and when a health crisis of this magnitude occurs, people stop travelling, both because of many countries' bans on the entry and exit of travelers, and because of travelers' fear of catching a disease that currently has no vaccine.

The reduction in travelers will directly affect the tourism industry, which has a direct impact on loss of income and increased unemployment. The impact of the pandemic on economies that are already slowing down has made tourism particularly vulnerable, becoming the hardest hit sector to date.

Other international organizations such as the World Travel & Tourism Council (WTTC) have stated that the tourism sector is losing one million jobs worldwide every day. The state of Rajasthan accounts about 15 per cent of the economy of Rajasthan. Rajasthan contributes about 11.2percent and

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3.3 percent share in India's domestic income. In year 2020 foreign tourist arrival dropped at the rate of 59.54 percent compared to 2019 which left a profound impact on the hospitality industries which is grappling with weak demands. A team of scholars have also suggested that the tourism industry which faced the biggest casualty primarily because despite the lifting of COVID-19 induces lockdown, connectivity hasn't been restored. Travelling is still restricted to urgent matters resulting in a sharp decline in footfall across the country. In the year 2021 all the industries are under recovering position especially tourism.

All tourism businesses around the world will be affected to a greater or lesser extent by the pandemic, but airlines will undoubtedly face greater challenges; therefore, by virtue of their role in boosting other tourism activities, they will require extraordinary support from governments and financial institutions.

In this regard, to combat the economic crisis that is producing this pandemic, following steps should be taken:

- **Positive psychological counselling for the companies:** Companies are already in losses; the economy is contracting. Many companies are laying off workers. A deep recession is inevitable. A "prolonged depression" should be avoided by acting quickly and strongly.
- **Job Security:** People must be protected from the risk of losing their jobs. If this is not done, we will come out of this crisis with permanently lower employment rates and production capacity.
- **Relaxation from the debts of the companies:** Companies will not take advantage of liquidity simply because credit is cheap. Companies that have an order book will repay this new debt. But this will not be the case for everyone. Others will increase their debt to keep their jobs.
- **Role of the Government.** The state has a role to play in national emergencies and must use its budget to protect citizens and the economy against shocks for which the private sector is not responsible and unable to absorb. This is what happens in wars, it happened in the two world wars.
- **Government should support:** get into debt to save jobs and guarantee the banks. Governments must absorb much of the loss of revenue caused by business closures to protect jobs and productive capacity. In doing so, public debt will increase. But the alternative is a permanent destruction of production capacity and the tax base, much more damaging to the economy and public finances. Low interest rates will help manage the high rise in public debt.
- **Financial aids.** Banks must quickly lend cash, money, at no cost to businesses to save jobs. Banks are the vehicle for state intervention to save the economy. The capital that banks need to carry out this task must be provided by the State, by governments, in the form of public guarantees, above all.
- **Flexibility in Rules.** Neither regulation nor rules on guarantees should hinder the creation of all the necessary space in banks' balance sheets to provide companies with liquidity for this purpose. Bureaucracy must not stop state and bank interventions.

Rajasthan is one of the most popular tourist places in India owing to its vibrant landscapes and royal heritage as seen however, the tourist's influx since march has been significantly low but now, tourism sector in Rajasthan is getting momentum again after facing slowdown. The tourism industry is currently in a state of shock following the tremendous psychological and sociological impact of confinement, key factors in predicting possible future scenarios in tourism.

For the development of the tourism industry in a post-coronavirus scenario, the possibilities are multiple, and will start by raising some of them taking into consideration different scenario.

All tourism businesses were affected to a greater or lesser extent by the pandemic, but airlines will undoubtedly face greater challenges; therefore, by virtue of their role in boosting other tourism activities, they will require extraordinary support from governments and financial institutions.

Currently, tourism has not been free from the health, economic and emotional impact generated by the SARS-CoV-2 coronavirus pandemic, which produces the disease known as Covid-19. All the indicators indicate that we are heading towards a change of paradigm, a new world that is yet to be discovered and we must understand it, accept it and adapt to this new context. The confinement for weeks in our homes, of almost half of the world's population, surely promotes the need for freedom, to know and enjoy a leisure that in some cases has not been sufficiently attended. This is where tourism brings values and an offer of possibilities as wide as each citizen determines.

This crisis has shown how fragile human beings are and how their planning and activities can be changed in such a short space of time that they cannot react.

All India radio correspondent report that the state government opened tourist's footfalls remained low till September due to COVID-19. Tourism activities started getting momentum from October and increased rapidly till December. Till now Rajasthan has received more than 2lakh 33 thousand tourist which provide Rajasthan tourism a good hope for better tourism in 2021.

### **Conclusion**

The year 2020 was the challenging year for each and every industry as this year everyone faced new challenges and learned many things from it. Policy makers are still working on how to overcome the economic loss happened in in initial months of 2020 as it was the time which no one ever dreamt off. Tourism sector is still facing crises and has been still neglected by the government as tourism can have no restrain son it so ones good health is the major factor but, in 2021 after the making of the vaccines there is a ray of new sun rise as "hope is important because it can make the present moments less difficult to bear, if we believe that tomorrow will be better, we can bear the hardship"

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