



THE IMPACT OF COVID19 IN TOURISM SECTOR

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ABSTRACT The tourism industry generally incorporates many industries including lodging, transport, travel companies etc. globally, travel and tourism directly contributed approximately. The tourism sector has been considered as a good growth of the economy. Global tourism is an invisible export that creates a flow of foreign currency into the economy. Unexpected conditions of global recession emerged, travel restrictions, lockdowns and social-distancing. Thus, it is understood that the impact of covid-19 pandemic has effect the tourism sector. This study is mainly conducted in order to find out how deep the impact of covid-19 pandemic has effect the tourism industry in general and in India as well. Hence, there is no doubt that the global economy need to come out of this pandemic as soon as possible. Experts has emphasized on the need and potential to tap domestic tourism and thereby make use of its forward as well as backward linkages to stimulate the economic indicators. The travel and tourism industry sector requires constructing the approach by introducing the essential measures like, social distancing, wearing mask when stepping out, changing people's social behavior. The capitalizing on safety and hygiene would reassure customers in availing their services.

KEYWORDS : Covid 19, Tourism Sector, Kerala, Economic Impact, Environmental Impact

INTRODUCTION:

Tourism is an activity which cuts across conventional sectors in the economy. It requires inputs of an economic, social, cultural and environmental nature. In this sense it is often described as being multi-faceted. The problem in describing tourism as an 'industry' is that it does not have the usual formal production function, nor does it have an output which can physically be measured, unlike agriculture (tonnes of wheat) or beverages (liters of whisky). There is no common structure which is representatives of the industry in every country.

As India is blessed with much natural goodness, there are lots and lots of tourist spots in our nation. Especially Kerala (Gods own country) have mind blowing tourist spots. Peoples from various parts of the country and also from various parts of the world visit Kerala state. With its green highlands, lush valleys and cool climate, Wayanad is one of the most beautiful tourist spots in India.

Corona virus are a group of viruses belonging to the family of corona virus, which infect both animals and humans. The outbreak of corona virus disease (COVID19) has been declared a Public Health Emergency of International Concern (PHEIC) and the virus has now spread to many countries and territories. While a lot is still unknown about the virus that causes COVID19, we do know that it is transmitted through direct contact with respiratory droplets of an infected person (generated through coughing and sneezing). Individuals can also be infected from touching surfaces contaminated with the virus and touching their face (e.g., eyes, nose, mouth). While COVID19 continues to spread it is important that communities take action to prevent further transmission, reduce the impact of the outbreak and support control measures.

Since, tourism is one of the largest and fastest growing industries globally; it is expected to play a significant role in regaining the socio-economic stability after COVID 19 pandemic. It is a key contributor to the island economies and one of the most important industries that generates much needed foreign currency in Sri Lankan economy. Long suffered tourism industry of the Island was last hit tough by the Easter bomb blasts took place at several places including luxury hotels in the country. The tourism industry around the world is getting jammed, but it is more severe in the countries which receives large number of the religious and pilgrimage journey. India is one of them. The travel and tourism industry companies in India are dealing with the miserable journey of canceled bookings from travelers which led to a complete paralysis in the market. The situation was worse between the period February 2020 to late March 2020. The airlines and railways came to a standstill as the crisis has hit its nerve centre. The most visible and immediate impact of COVID19 is seen in the hotel and tourism sector in all its geographical segments – inbound, outbound and domestic and almost all verticals – leisure, adventure, heritage, MICE(Meetings,

Incentives, Conferences & Exhibitions) cruise and corporate. Over the past years, most of the countries have considered tourism as a contributor to economic growth and is widely accepted that year after year throughout the world a massive investment continues to pour in its development. Whenever there has been any major impact on the economy of any country, tourism has always been the first one to get affected as people start to cut down on their travel budgets first.

SCOPE OF THE STUDY:

Tourism's greatest impact is on the generation of employment. Such employment generation may cover areas of direct interaction with the tourists, such as persons employed in hotels, airlines, tour operators, restaurants, retail, leisure and entertainment. Many times, nature provides good things to Kerala. But sometimes no one can't stop the activities of nature like tsunami, floods and dreadful diseases. Such a situation is happening in the world today. Because of Coronavirus disease 2019 (COVID 19), the whole world is suffering. COVID 19 has its impact in all the areas. The present study focuses on analysing the impact of COVID19 in responsible tourism activities in Thrissur district, Kerala.

REVIEW OF LITERATURE:

Zheng, Y., Goh, E., & Wen, J. (2020) The novel coronavirus (COVID-19) has been declared a public health emergency of international concern by the World Health Organization. This pandemic has since saturated the headlines of major international media channels that disseminate information to global citizens. However, some media coverage of COVID-19 has negatively influenced Chinese travellers' mental health due to the outbreak having been labelled "Chinese virus pandemonium." Key world leaders have also parroted such sensationalism; for example, President Donald Trump called COVID-19 the "Chinese virus". This discriminatory labelling has resulted in violent attacks on Chinese international travellers and students. This perspective article explores how misleading and discriminatory media reports may affect the mental wellbeing of ethnically Chinese travellers during the global COVID-19 pandemic.

Sigala, M. (2020) The paper aims to critically review past and emerging literature to help professionals and researchers alike to better understand, manage and valorize both the tourism impacts and transformational affordance of COVID-19. To achieve this, first, the paper discusses why and how the COVID-19 can be a transformational opportunity by discussing the circumstances and the questions raised by the pandemic. By doing this, the paper identifies the fundamental values, institutions and pre-assumptions that the tourism industry and academia should challenge and break through to advance and reset the research and practice frontiers. The paper continues by discussing the major impacts, behaviours and experiences that three major tourism stakeholders (namely tourism demand, supply and destination

management organisations and policy makers) are experiencing during three COVID-19 stages (response, recovery and reset). This provides an overview of the type and scale of the COVID-19 tourism impacts and implications for tourism research.

Chang, C. L., McAleer, M., & Ramos, V. (2020) The SARS-CoV-2 virus that causes the COVID-19 disease is highly infectious and contagious. The long-term consequences for individuals are as yet unknown, while the long-term effects on the international community will be dramatic. COVID-19 has changed the world forever in every imaginable respect and has impacted heavily on the international travel, tourism demand, and hospitality industry, which is one of the world's largest employers and is highly sensitive to significant shocks like the COVID-19 pandemic. It is essential to investigate how the industry will recover after COVID-19 and how the industry can be made sustainable in a dramatically changed world. This paper presents a charter for tourism, travel, and hospitality after COVID-19 as a contribution to the industry.

Chinnazi et al (2020) presented research on the effect of travel restrictions on the spread of the COVID-19 outbreak. A global metapopulation disease transmission model has been taken into account for depicting the impact of travel limitations nationally as well as internationally. Since the cases have been listed from 23 January 2020, most Chinese cities might have already received several infected travelers. Modeling results also depict that sustained 90% travel restrictions to and from Mainland China only modestly affect the epidemic trajectory unless combined with a 50% or higher reduction of transmission in the community. Based on the research it is expected that travel restrictions to COVID-19 affected areas will have modest effects. Moreover, transmission-reduction interventions may also assist in mitigating the epidemic.

Gossling, S., Scott, D., & Hall, C. M. (2020) The novel coronavirus (COVID-19) is challenging the world. With no vaccine and limited medical capacity to treat the disease, nonpharmaceutical interventions (NPI) are the main strategy to contain the pandemic. Unprecedented global travel restrictions and stay-at-home orders are causing the most severe disruption of the global economy since World War II. With international travel bans affecting over 90% of the world population and wide-spread restrictions on public gatherings and community mobility, tourism largely ceased in March 2020. Early evidence on impacts on air travel, cruises, and accommodations have been devastating. While highly uncertain, early projections from UNWTO for 2020 suggest international arrivals could decline by 20 to 30% relative to 2019. Tourism is especially susceptible to measures to counteract pandemics because of restricted mobility and social distancing. The paper compares the impacts of COVID-19 to previous epidemic/pandemics and other types of global crises and explores how the pandemic may change society, the economy, and tourism. It discusses why COVID-19 is an analogue to the ongoing climate crisis, and why there is a need to question the volume growth tourism model advocated by UNWTO, ICAO, CLIA, WTTC and other tourism organizations.

OBJECTIVES:

1. To know the effect of covid 19 on the income level of tourism sector
2. To analyses the initiatives taken by the government to travel at the time of covid-19 period

RESEARCH METHODOLOGY:

The aim of the study was to find out the impact of covid-19 in tourism activities in Kerala. The data collected for this analysis is through questionnaire. The questionnaire were collected and distributed to find out the responses of public through Google forms and thus the data was collected. It is quantitative in nature and structured questionnaire has been used for collecting the data. The present study has been focused on Thrissur district. For the purpose of the study 50 respondents has been selected by employing conveniences sampling. Sampling unit of the study is the impact of covid-19 which affect the tourism industry.

DATA ANALYSIS AND INTERPRETATION:

Opinion	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Total
No. of responses	22	16	9	2	1	50

Results (responses 5,4,3,2,1)	110	64	27	4	1	206
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TABLE 1: COVID-19 CAUSE DECREASE IN INCOME

$$\begin{aligned} \text{Mean 1} &= 206/50 = 4.12 \\ \text{Mean 2} &= 896/50 = 17.92 \\ [\text{Mean 2} - (\text{Mean 1})^2] &= 17.92 - (4.12)^2 \\ &= 17.92 - 16.97 \\ &= 0.95 \\ \text{Standard deviation} &= \sqrt{0.95} \\ &= 0.97 \end{aligned}$$

INTERPRETATION:

The table 4.8 shows the opinion of decrease of income due to the effect covid-19. The data according to the analysis shows the mean and standard deviation. Mean of the data is 4.12 and standard deviation of data is 0.97. Most of the respondents are agree with the decrease in income which caused due to covid-19.

Next objective is to analyse the government took sufficient initiative to travel during covid-19 period

Hypothesis

H₀: There is significant difference between the initiatives taken by the government to travel at the time of covid-19 period

H₁: There is no significant difference between the initiatives taken by the government to travel at the time of covid-19 period

Particulars	Observed frequency (O)	Expected frequency (E)	(O - E) ² / E
Strongly agree	5	10	2.5
Agree	16	10	3.6
Neutral	19	10	8.1
Disagree	8	10	0.4
Strongly disagree	2	10	6.4

Table 2

$$\begin{aligned} E &= \sum x \square n = 50/5 \\ &= 10 \\ X^2 &= \sum (O - E)^2 / E \\ &= 21 \\ \text{Degree of freedom} &= n - 1 \\ &= 5 - 1 = 4 \\ \text{Level of significant} &= 5\% \\ \text{Table value} &= 9.488 \end{aligned}$$

Interpretation:

Here calculated value (21) is greater than the table value (9.488). So, we reject the null hypothesis (H₀). Therefore there is no significant difference between the initiatives taken by government to travel at the time of covid-19 pandemic period.

FINDINGS:

Majority of the respondents were travel based upon covid-19 vaccine, it shows mean 1.92 and standard deviation 0.87. Majority of the respondents were agree with decrease in income due to covid-19. Among the 50 respondents, 52% are strongly agree, that covid-19 caused in employment opportunities. Out of 50 respondent 50% were strongly agree that tourism industry collapsed because of covid-19. Majority of the respondents were strongly agree with fall down of income with weighted mean 1.7. There is no significant differences between the initiatives taken by government to travel at the time of covid-19 pandemic period.

CONCLUSION:

Covid-19 has affected all the fields I the world. It impacted to ruin many industries such as tourism industry. Tourism is one of the sensitive sector that was strongly affected by the pandemic. The result of virus forces the people to stay inside the home and kept them away from all activities. Not only in developing country, but also in developed countries. The tourism sector is fighting for its survival as a result of covid-19. The arrival of foreign tourists from different parts of the world has reduced in March 2020. As a result of this the tourist

place got empty and people are not willing to visit tourist spots due to the fear of covid-19.

Mainly the study was conducted under the impact of covid-19 in tourism activity in Kerala. Covid-19 has both positive and negative impact. It helps in the reduction of pollution and rivers and water bodies get purified, it caused overall betterment for the environment. Apart from positive impact, it has negative impact as well. It caused decrease by reduction in number of people visiting tourist places, collapse the tourism industry, decrease in income. Covid-19 has positive impact on nature and negative impact on economy.

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