

Analyzing the Impact of COVID-19 on Tourism and Hospitality Sector in Indian Scenario

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Abstract

The hospitality and the tourist industry is seen as the foundation of economic prosperity, particularly in emerging nations. But this booming industry is particularly susceptible to calamities caused by humans and nature. This research evaluates the COVID-19 (coronavirus disease-2019) pandemic's effects on India's hospitality and tourist industry by addressing crucial issues including the situation right now, the difficulties it faces, and the outlook for the future. The research has used the secondary research approach. The secondary data for data gathering has been gathered from literature, journal articles, government papers, etc. According to the study's findings, COVID-19 in India significantly affected the hotel and tourism industries. The plans of both foreign and local visitors to visit the historical, religious, and cultural sites have been cancelled. Both the hotel bookings and the airline tickets have been cancelled. Many employees in the industry have lost their employment, which is significant. We wish to investigate how this global financial crisis has affected the human resources employed in the hospitality industry, namely the hotel sector, as well as their host facilities. To do this, we have opted for a qualitative approach that will enable us to more thoroughly investigate the best application of the data gained. Our research was based on semi-structured interviews with managers and industry professionals in the hotel and global data sectors. Through the manual content analysis of the interviewees' responses, we were able to determine the answers to our main questions.

Keywords: E-commerce; COVID-19; tourism industry, hotel industry, lockdown, social distancing.

INTRODUCTION

The severe health and economic impacts has been seen worldwide in 2020, and their effects may extend beyond that year. She made an enormous influence on many disadvantaged populations' health and welfare and will continue to do so (OECD, 2020b). Women are particularly impacted by them. Indeed, no crisis has gender-neutral effects, and COVID-19 is no exception. Indeed, women typically labor in lower-skilled professions and earn less than males. They struggle everywhere with unpaid care and household duties, which forces women to leave the working force. Since containment measures have been put in place to combat COVID-19, 72% of

domestic workers—80% of whom are women—have lost their employment. Additionally, the sectors immediately impacted by the virus's transmission restrictions, such as the domestic labor market or the hotel industry, are overrepresented by women. Due to the fact that they are the heart of the family. The majority of those affected by the measures used to stop the disease's spread are women, more so than their male counterparts. In fact, parents are primarily responsible for child care when schools are closed, which significantly increases their domestic strain (Burki, 2020, OECD, 2020a,

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WANEP, 2020). Women have suffered more than males in past pandemics, such as Ebola, as evidenced by their experiences. For instance, movement limitations during the Ebola epidemic in 2014 had a significant negative impact on the livelihoods of women merchants in West Africa. Burki (2020) asserts that they were more adversely affected by unemployment and found it more challenging to get job when the crisis was over. Additionally, they frequently have to take care of cleaning and provide medical attention to the ill. They reject worthwhile employment opportunities, which has an impact on income as well. In addition, girls may be required to spend less time in school than boys do in order to assist their mothers with chores (collecting water, for example). In addition, health facilities are overburdened and women have more difficulty getting access to pre- and postnatal care as well as contraception during emergencies like Ebola or Zika. These impacts, together with other non-economic ones, might put women in extremely risky positions, have long-term implications on how vulnerable women and young girls are, and further distance them from their male counterparts. Therefore, it is crucial to consider gender while researching the impacts of COVID-19. Millions of people rely on tourism for a living, and billions more may learn to appreciate the natural environment, other cultures, and their own via travel. Tourism is the third-largest export industry in the world, contributing more than 20% of the gross domestic product to some nations. The COVID-19 pandemic, which has an influence on economies, livelihoods, public services, and future prospects across all continents, particularly affects the tourism industry (Figure 1). Prioritizing strategies to harness the effects of tourism on the destinations visited, as well as ways to strengthen communities and more resilient enterprises via innovation, digitization, sustainability, and partnerships, should be our top priority if we are to transform [1, 2].

The hotel and tourist industry is widely recognized as a key contribution to the green economy through a more sustainable growth aim. It has become the current global economy due to its significance and quick expansion. It produced over 10.3% of the global GDP and contributed Worldwide, the tourism sector is expected to provide 330 million new jobs in 2019). The impact on the global economy was enormous despite the fact that it has already survived many crises and disasters. Disasters of many kinds can severely affect the tourism and hospitality industries. Threats to public health include pandemics, hazardous environments, and violent conflicts. The original 9/11, the Asian tsunami of 2004, and Fukushima were a few of the significant events. among other things, the nuclear accident, the 2015–2016 Indian drought, and the avian flu The subject has been

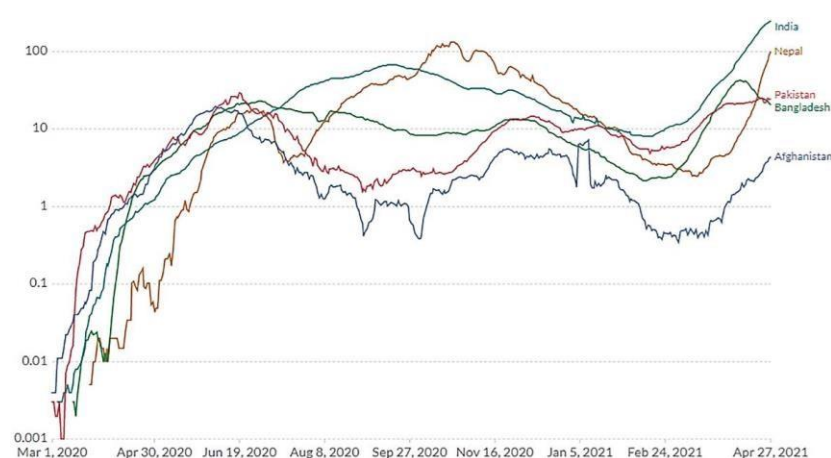


Figure 1. Analysis of new cases-India.

(Source: Johns Hopkins University CSSE COVID-19 Data)

thoroughly addressed in a number of studies, including those by Franke and Maennig (2015), Cheer (2020) [8], the Kuo group (2012) [25], and others. Additionally, the hotel and tourism businesses have been impacted by pandemics. when faced with novel and distinct problems repeatedly, there are two opposing sides: the supply-side (restricted mobility, fear of disease, etc.) and the demand-side (restrictions on Accommodations, recreation, and so forth). Because of this, it is challenging to predict how the situation will develop. The travel and tourism sector will expand over this period. The need for a situational analysis, a proactive approach, and marketing strategies for tourist destinations that account for the newly imposed limitations brought about by the COVID-19 outbreak are obvious. They demand a significant amount of work. the investigation of its results, changes, and awareness. The COVID-19 epidemic has had an impact on the world economy. There is a good chance that the world GDP will have decreased by 5.2% by 2020. 2020b The World Bank The economic effects of this epidemic had been most severe in developing nations. The hospitality and tourist sectors in India are related. Recently, some hotels have closed their doors. The plant has temporarily been shut down due to precautions made to lower the danger of infection. Lockdowns, social restrictions, home orders, travel bans, and travel restrictions have all been put in place. is being enforced. The demand for businesses that are permitted to continue has also decreased. The hospitality and tourist industries are essential to maintaining economic prosperity. Development, like it is in other emerging nations, is a major concern in India. It made up 8% of the workforce and 6.8% of the nation's GDP. current year (The Times of India, 2020; World Travel & Tourism Council, 2019). Domestic travel in India generates the most lucrative source of cash. However, Early in 2020, COVID-19 is anticipated to start spreading, which will cause a huge drop in business from March 25, 2020, through May 31, 2020, there was a lockdown. It's anticipated that the lockdown would last until at least 2020. Hotels, restaurants, and tourist attractions in the hospitality sector will reopen on June 8, 2020, following the lifting of the lockdown. It was approved for certain establishments to reopen. Even yet, it is hard to determine how extensive the harm is. The sector will see a major economic effect from the COVID-19 outbreak. The magnitude, timing, and severity of the epidemic are all still uncertain as population health and well-being increase. It is improbable that the sector's optimistic indications would reappear to be successful. This calls for a thorough assessment and evaluation of the program's effects. The internet, books, and other secondary sources provide the foundation of this research. and reports that have appeared in print and online. Other than that, the article's main goal is to synthesize the pertinent studies and go through any possible COVID-19 repercussions on the travel and hospitality sectors. It creates a link between COVID-19 and the sector demand that is propelling this. The author also talks on the implications and inferences that may be made from the research's forecasts and recommendations for a future course of action. The distribution pattern of COVID-19 instances in India, together with infectious cases, as well as changing patterns across different populations and nations, may all be seen using geospatial technologies. Geographic accuracy is thought to be crucial for the detection and treatment of any infectious illness [4, 5].

It is hard to estimate the exact number of tests performed up to that moment [7]. Real diseases, any contamination hotspots, and the rate of disease transmission are all taken into account. However, circumstances have altered. The number of COVID-19 cases has been gradually increasing, and one of the nations that has been the worst affected is now India. The current situation is a result of the government implementing unnecessary measures as a result of bad management. Figures below shows the analysis of tourist arrival in India (Figure 2). The analysis signifies the decline in tourist inflow in India due to lockdown and travel restrictions. Despite the fact that there was considerable doubt over a precise image of the possible economic harm that an unchecked breakout of the COVID-19 might create [8, 9], the decision to impose a state of emergency in India was reached. According to certain analysts and academics, the Second Wave of COVID-19 in May 2021 heralds the start of the second phase, which is more aggressive than the first. The lungs and immune system of people are being harmed by the COVID-19 virus, which is rapidly developing. Patients with this illness use ventilators to breathe oxygen. The worst-hit states are Gujarat and Maharashtra. Among the states are Delhi, Uttar Pradesh, Karnataka, and Tamil Nadu [10]. Even more dangerous than anticipated for India is COVID-19's Second Wave: four times as many There are presently more than 2343152 active cases, and there are reportedly a thousand deaths every day. 2021-05-28 The second wave is anticipated to



Figure 2. Tourist arrivals in India.

(Sources: UNWTO: Ministry of Tourism (India); Bureau of Immigration (India); India: Bureau of Immigration (India); 2010 to 2020)

have a significant impact on the nation's economic and healthcare sectors. It is possible to observe that the building has completely collapsed and is lacking in infrastructure. Everybody and everything needs it. For the nation's citizens to build and maintain many health facilities A more significant epidemic is expected, according to Third Wave of COVID-19 experts. The younger age groups of children are particularly susceptible to widespread injury. You now have it. This matter requires all of our focus. Either new generation will be significantly impacted. Only vaccinations can stop illness from spreading. The only practical option is a cure for this illness. Although there is presently no vaccine available for children under the age of six, the administration claims that vaccination is the only method to combat the COVID-19 outbreak. [6]

COVID-19'S IMPACT ON THE TOURISM INDUSTRY

The COVID-19 pandemic has resulted in hitherto unheard-of worldwide health, social, and economic problems. With worldwide demand falling as a result of travel restrictions, which include the shutting of various borders to stop the spread, the travel and tourism industry is among the most hit. According to the most recent UNWTO World Tourism Barometer, international tourist arrivals (overnight visitors) decreased by 72% in January–December 2020 compared to the same period in 2019 and are still declining. This decline is being hampered by the COVID-19 pandemic's still-existing severe travel restrictions, slow virus containment, and low traveler confidence (Figure 3). In the first ten months of this year, there were 900 million fewer foreign tourists arriving than in the same period last year, which led to a loss of US\$ 935 billion in export income from tourism, more than 10 times the loss in 2009 due to the global economic crisis. Between January and December 2020, arrivals in Asia and the Pacific fell by 82%. During these 10 months, the Middle East had a dip of 73% while Africa saw a reduction of 69%. International arrivals decreased by 68% in both Europe and the Americas. Based on current patterns, it is expected that foreign arrivals would decrease by 70% to 75% for the whole year of 2020 [9].

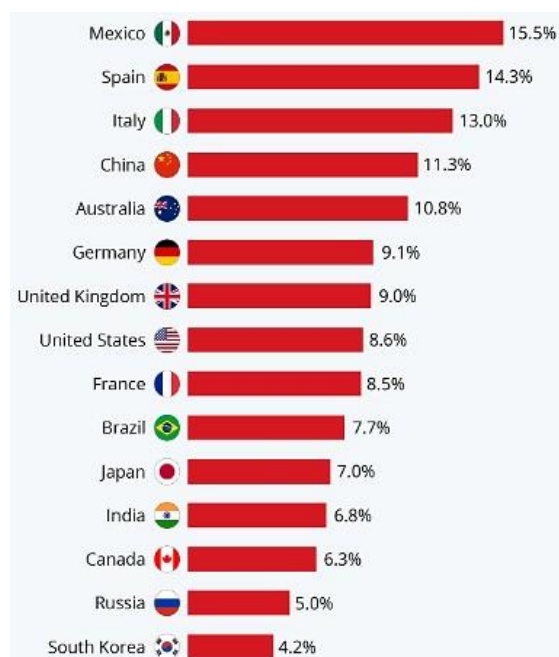


Figure 3. Impact of COVID in Global Tourism Industry.

Around 1 billion fewer people will go abroad in 2020 as a result of the anticipated decline in tourism, and US\$ 1.1 trillion less will be made through tourist-related spending. In 2019, this drop in worldwide tourism may cause a loss of more than US\$ 2 trillion, or more than 2% of the world's GDP. It is anticipated that the announcement and implementation of a vaccine will increase consumer trust and assist ease future travel restrictions. The UNWTO's expanded scenarios for 2021–2024 predict that international travel would likely pick up again in the second half of 2021. However, a recovery to 2019 levels in terms of immigration from outside may take between 212 and 4 years. Has COVID-19 had a substantial effect on the Indian travel and tourism sector? Data illustrates the variation between the two-year trends (2019–2020). The largest revenue-generating industry is tourism, albeit it is now experiencing a drop as a result of the pandemic effect. Currently, funding is needed by the Indian government to fight the COVID-19 Pandemic. For that reason, they have very limited earning potential. As one of the most significant resources, the tourist industry must be extensively studied in order to comprehend how the COVID-19 scenario would effect it. Rajasthan was picked as the study's venue because it attracts the most tourists. The data is sampled using random sampling method in which the sample size were taken form hotels across India. The samples are used to analyze the impact and assessment of the effect of covid on the performance and operations of hotel [11].

TOURISM AND ALLIED SECTORS

The impact on the hotel and tourist industries due to COVID has been much significant in India. The hotel and tourist sectors in India have suffered because of an epidemic of COVID-19. The consequences for the hotel and airline industries, as well as the pilgrimage sectors, are discussed in this research. Consequences for the aviation industry. There is no question that India's COVID infected aviation industry is the most negatively impacted. 19 pandemics have been recorded. The emergence of low-cost airlines was expected to encourage international travel in 2019 in addition to local travel. In India, air travel has extraordinarily high volume of market share in tourism considering

35 to 40 percent of the populace. This category includes the costs of leasing, renting, paying employees, and interest. Future Khan, Arshad (2020). Low-cost flights are available through Ude Desh ka Aam Naagrik (UDAN) This initiative is expected to lead to the increased economic growth and regional connections. Tourists (IBEF, 2019). (IBEF, 2019). By the end of the year, they also intended to inaugurate India's first commercial airport. 250 airports altogether by the year 2020 India had 132 airports as of 2019. In India, the number of passengers on domestic and foreign airlines increased by 14.1% in 2018–19. The percentages are 3.4% and 3.4%, respectively. By 2020, airport traffic in India is expected to hit a record level. To reach 450 million people (IBEF, 2020). The airline sector has seen significant disruption. The most susceptible airlines had a severe effect from the two-month lockdown that took place during COVID-19. Low profit margins, cash flow issues, fixed expenses, and rising debt are just a few of the issues the sector is dealing with. 2020) [13, 14].

In India, the expected change in passenger demand as a percentage decreased by almost 49% in compared to COVID-19. During the lockdown, the Indian aviation sector suffered a \$9–\$12 million daily revenue loss (Arshad Khan, 2020). Additionally impacted by the COVID-19 epidemic are airline employees. The decision, which was taken in India amid the economic crisis, resulted in the termination of 180 trainee cabin crew workers (PTI, 2020). the biggest airline in India, Indigo has stopped doing business. There will be no service for a while due to a lockdown. In order to offset the company's low sales, it has announced a 10% cut in spending. The airline, which employs around 24000 people today, will add about 2400 jobs as a result of the extra 10%. This has an impact on the smaller airlines as well. We are ready to take comparable actions to avoid going bankrupt since we are dealing with similar problems. Additionally, Indian airlines emphasize the risk they confront based on studies into circumstances comparable to theirs in other countries. By 2020, the airline's income might be lost to bankruptcy by half. the greatest negative impact on the aviation sector, endangering thousands of employment. The losses have been reviewed by the IATA by region, and the results. In 2020, due to the COVID-19 epidemic it was expected to generate only US\$11,610 million in income for airlines in India. That is also implied to \$30, 60,000 million in losses in the aviation and related industries in 2020. India's passenger demand is predicted to decrease by 49% in 2020 as a result. 2020 will be the worst year for aviation ever, according to the airlines, according to Conrad Clifford, vice president of IATA for Asia and the Pacific. Additionally, it is anticipated that this COVID-19 would have the greatest impact on Asian carriers. More than a third of the world's losses, or almost 29 billion dollars, are in the Pacific region. \$84.3 billion is produced yearly by the worldwide aviation sector. Additionally, a 53.8 percent decrease in the region's demand for travelers is forecast. See the following resources for further details on India's infrastructure: throughout Money Control (2020). The implementation of a number of revenue shifts is necessary for Indian airlines to maintain their long-term sustainability for operational plans and tactics. Airlines may profit from increasing earnings rather than prioritizing the containment of a pandemic. The Indian government should consider developing a comprehensive strategy for the nation's aviation industry when COVID-19 was in danger and fear of loss for airlines was more [16, 17].

The shutdown of COVID-19 had a catastrophic impact on India's hotel sector and also on including the expansion of the entire economy. The workforce in India is around 1.4 million people in between 2013 and 2017 in the hotel industry. An international corporate company called The Carlson Group This hotel network now operates 94 properties in India, and 30 more are slated to open. The lockdown caused a 39.3% decrease in manufacturing output and an equal decrease in commercial output. The hotel, transportation, and telecommunications industries all experienced a staggering 47 percent decline. In addition, the construction industry had a 50.3% drop. alone in the wet season. The agriculture industry expanded by 3.4% as compared to the prior year. the 2019 year (Mitsubishi UFJ Research & Consulting, 2020). 15.48 billion dollars in foreign direct investment (FDI) have entered the lodging and tourism sector during the past ten years, starting in April 2000 to June 2020. India's domestic and international flights The number of cancellations has increased as a result of canceled flights and trains, as well as travel agencies closing down, the suspension of public transit, and the

closure of craft showrooms. In India, the majority of hotels won't be fully functioning until December 2020.[15, 16] Several significant businesses own hotels. Hotel companies like Hyatt and Trident are luring clients with substantial discounts. K.B. Singh, vice president of the Hotel Association of India Kachru estimates that up to 40 million jobs in the hotel industry might be lost in India. Due to COVID-19, they were made redundant (The New Indian Express, 2020a). It is a chain of upscale hotels. Because COVID-19 was the reason for the shutdown, operates as a member of the TATA Group is also going in the direction of cost reductions. The business has never experienced such a decline in income, according to Puneet Chatwal, CEO of the Indian enterprise Hotels Co. Ltd. Prior to the 20th century (Business Standard, 2020b). The Taj, a symbol of the business in New York City that owns and runs the Pierre hotel, hasn't eliminated any hotel positions; instead, it imparts its lessons to TATA staff members in other TATA offices (Business Standard, 2020b). The corporation lost US\$ 51 million in the six months that ended on September 30, 2020. The founders and executives of the low-cost hotel Treebo saw their remuneration reduced by 60%, while managers saw their salary fall by 40%. For each of its 400 employees, and implemented a compensated voluntary leaving program. As of April 15, the Oyo hotel industry had laid off 5,000 people altogether. Medical tourism includes components like upscale lodging and travel agencies. Due to COVID-19, medical tourism in India has difficulties. Sharma, Vishraj, Ahlawat, Mittal, and Mittal (2020) [33]. As a result of lockouts and the temporary suspension of domestic aviation services. In the past month, several occurrences have taken place. Publications and articles on COVID have emerged in the media [18, 19].

It significantly affects the industry of pilgrimage. Traditional shrine visits and cultural outings conducted by religious organizations or/and for the benefit of religious groups make up pilgrimage tourism. India is a country where many people practice several faiths, and there are many followers of each one. As a result, both the number of foreigners and Indians is rapidly growing. How many visitors travel to India for religious purposes? Those who have trust in life's most crucial matters Many religions conduct pilgrimage often. They seek the great by going on pilgrimages. Moral value is of utmost significance on a lengthy journey. Islam specifically requires you to do this. At least once in your lives, travel to Mecca (Singh Jaswal, 2014) [34]. Many religions share the idea of pilgrimage, and people still go on pilgrimages today. However, in recent years, pilgrimage tourism has increased developed from a widespread to a more concentrated phenomena to a select few persons A large amount of the Ministry of Tourism's income comes from foreign visitors. travelers from various countries (Ranga & Pradhan, 2017) [32]. It's critical to keep in mind the social, cultural, and psychological consequences that various faiths have had on the people in their immediate surroundings while analyzing their economic influence. Numerous prestigious events have been canceled as a result of the COVID-19 shutdown. Festival attendees therefore felt the repercussions of this (Radhakrishnan, 2020) [30]. Schools that are in a certain community must be closed. On the other hand, certain temples aren't closed up due to a choice made by their authority. The Golden Temple in Punjab is an illustration of a recently inaugurated temple. Despite the restrictions placed by the lockdown Parking and access restrictions apply to the temple. Over time, there have been notably fewer pilgrims. Constrained housing and transportation options are faced by pilgrims who wish to undertake the trek. As a result, pilgrimage tourism in India continues to be a problem. India is infected with the COVID-19 virus, and as a result, there are many people in employment and many temples that are usually crowded. At places of devotion and pilgrimage, many Indians have full- and part-time jobs. COVID-19 has made it more challenging to fill positions at certain locations. A temple that provides jobs in the city of Tirupati. There was considerable negative influence on the employment of the employee's 14,000 coworkers (TTD, 2021). Additionally, 20% of the 150 employees' combined salaries were withheld by the Padmanabhaswamy Temple management (The New Indian Express, 2020b) [20, 21].

RESULTS AND ANALYSIS

According to The Federation of Indian Chambers of Commerce and Industry (FICCI), Government of India developed numerous programs to enhance both domestic and international tourism in the

country. To increase the number of visitors from other countries to India. Promote pilgrimage as part of the plan the Swadesh Darshan and Pilgrimage Rejuvenation schemes as well as a Spiritual Heritage Enhancement Drive (PRASHAD)" (FICCI, 2020b) [12]. US\$ 121.19 million was approved to fund the development of 51 locations in 28 states across the country. And 77 projects have been funded through the Swadesh Darshan programme. US\$863.60 million has been approved (IBEF, 2020). These strategies don't just boost travelers on pilgrimage, as well as the creation of long-term jobs. In any event, the COVID-19 will not be able to keep things on track. The impact of COVID-19 on temples and shrines has been profound. Tens of thousands. pilgrimage to a temple or a shrine was out of the question. Because of this, Temple and shrine revenues, as well as the profits of affiliated businesses and local government social taxes there is a drop in revenue. Luxury was also a part of the business of pilgrimage star hotels. All inns, motels, and other lodgings for pilgrims will be immediately closed. In India, the most important temples are closed for a total of two days each year. Because of COVID-19, these temples are infected. Many jobs and religious functions are at jeopardy as a result of the temples' shutdown. The state administration has issued a lockdown order, which specifies a period of time during which The Ministry of Tourism has been putting a lot of effort into growing the tourism and hospitality industries. For instance, it manages the tourist initiatives PRASHAD and Swadesh Darshan. The Ministry of Tourism's budget has also been made available to the public. for a wide range of tourist-related activities in several states and territories. The Indian government fully permits foreign direct investment in the travel and tourism sector of the nation. By the end of June 2019, Indian tourism has raised \$13 billion in funding altogether. It is anticipated to be valued \$460 billion by 2028. However, the COVID-based study found a clear link between the start of the flu pandemic and the end of these initiatives. It won't surprise anyone, as predicted. If their post-pandemic plans and timeframes need to be revised. The Indian Ministry of Tourism is carrying out a number of projects during COVID-19 [22, 23].

The statement from the Ministry of Information claimed that the event will be "centered on promoting and boosting domestic tourism. Tourist facilitation, certification of the Incredible India Tourist Facilitator (ITTF) Program, enhanced awareness of domestic travel, and more communicating with other nations, providing financial aid, extending the deadline for filing property tax returns, and waiving electricity and water charges during specific seasons when tourist sites and services are offered "in a phased approach, etc. Inbound tour operators are a significant segment of the travel and tourism sector, While there was an increase in registrations from 2019 to 2020, the tourist sector had a substantial decrease of 85%. As much as 88% of incoming tour providers fall into this category. Additionally, this may be advantageous for the tourist sector. The COVID-19 problem has caused a number of firms to fail (FICCI, 2020b). Additionally, other states exhibit the similar tendency (Ministry of Tourism, 2020). There is no denying the terrible effects of the Covid-19 epidemic. caused by COVID-19, which is responsible for the world economy's social and financial instability (Laing, 2020) [28, 29]. Several firms are more likely to be at danger following such a pandemic. the potential for growth as well as the capability to persevere. The hotel and aircraft businesses, among others in the hospitality industry, are having difficulty right now. The airline sector, as previously said, has been impacted the hardest and has incurred the highest financial losses as a result of The aviation sector will have lost \$84.3 billion by 2020, the most ever (Business). Standard and financial management, 2020a) [37]. The majority of the labor in the tourist industry in the Asia Pacific region is employed in low-paying occupations that don't pay a livable wage. In order to recover from the COVID-19 issue, stakeholders must choose a course of action that will maintain the company's existence by reducing its losses rather than accounting for its earnings. When the epidemic is ended, the economy's recovery will be more challenging. if nobody in the industry works in it. As a result, several actions are thought to be required. taken into consideration, and the workforce in the field shouldn't be reformed (Figures 4 and 5). Employees in the hotel business may be impacted by COVID-19. Consider alternative businesses, even after the epidemic is over. In this situation, it is conceivable. The economy won't improve as long as there aren't enough people working [24, 25].

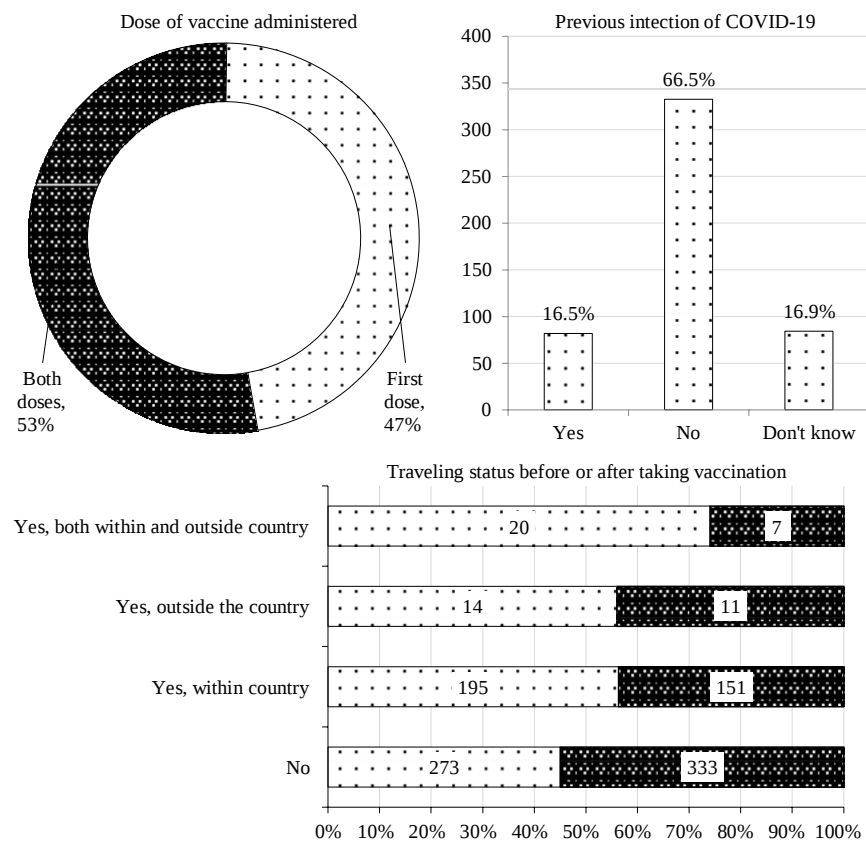


Figure 4. India's vaccination analysis.

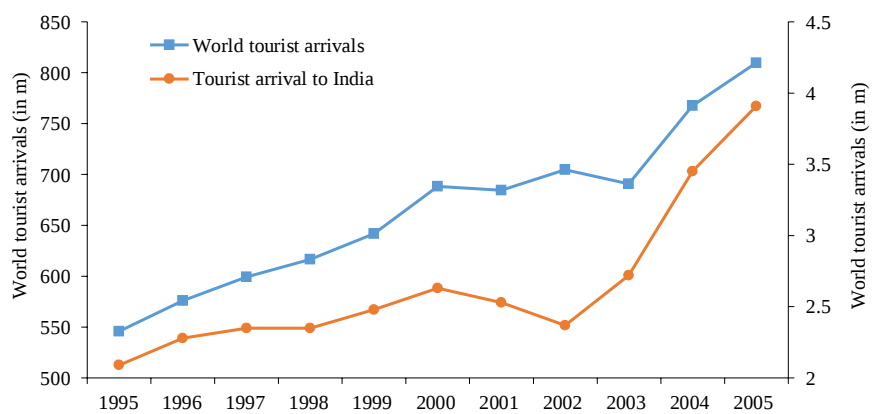


Figure 5. An analysis of Indian tourism (source: online).

The safety of workers in the hospitality sector is another issue that they are concerned about when considering how to protect the tourist sector in the case of a pandemic (FICCI, 2020b). The tourist sector is recuperating after COVID-19, therefore now is a good opportunity to consider the future. The development of the tourist sector is essential. It's critical to remember this in order to build trust between tourists and all industry participants. As soon as possible, work will start on getting ready for the influx of tourists. Loans to the tourism industry, assistance, and careful planning are all required because of this. Tourism circuits that include friendly neighboring nations may then be formed, which would benefit the involved parties [31]. India continues to be a well-known tourism destination and a top choice for medical tourists from throughout the world. However, this has temporarily put a stop to the medical tourists. There is an increase in medical travel to the Middle East, Pakistan, Bangladesh, Nepal, and the United States Figure 4. It seems unlikely that this would cause a protracted delay. It is as a result of India having the most modern items. comparative affordability of services, goods, and technology. Low-cost wellness travel may also be accessible for cosmetic surgery and alternative therapies as part of India's medical tourism sector (Gautam & Bhatta, 2020) [15]. Even though there has been a nearly complete halt in activity since the epidemic, it is widely acknowledged that resurrecting Indian medical tourism would be a significant issue in the future. As a result of COVID-19, destination marketing services may potentially experience substantial changes. believed that it would take some time for treatments and vaccines to develop. Due to the social barrier that high-end hotels create, the revival of tourism will take some time. Currently, domestic homestays and boutique hotels are able to meet demand Figure 5. Their lack of social interaction and the ensuing decreased viral risk. For internal travel, the support of the government is essential. Additionally, both local and international tourism are expanding. Up till medications and vaccines are fully accessible, ready for distribution to the public, and effectively distributed therein, reviving the tourism business will be challenging [26-37].

CONCLUSION

In this study, the effect of COVID-19 on the Indian hospitality and tourist sector was investigated. The aviation business, the hotel industry, pilgrimage tourism, and the regular occupations of the local community will all be significantly impacted by this disease, according to research. Additionally, because of the lockdown and travel restrictions, workers and firms in the tourism industry are in jeopardy. In addition, the entire world, not just India, is currently experiencing a situation that is unparalleled. The aviation industry in India temporarily stopped making money, but it has since resumed. It would be challenging to revive the hotel industry for a while. After the pandemic, industry participants in the Indian government and tourism sector must navigate challenges. The following are some ideas about how to help the hotel sector grow and prosper:

- First, offer direct cash help and tax breaks to employees who labor on a daily basis such as taxi drivers and porters.
- Provide low-interest or no-fee loan funding for hotel infrastructure equipment. Licenses, statutory requirements, and tariffs should all receive a six-month diploma. Costs for the upcoming year.
- Check to see if the company's compensation and support programs are sufficient to support the employee.
- Loans to firms that have been reformed should be swift, interest-free, or low-interest. Five-on-one support for air carriers: ground fees, airport fee diplomas, diplomas for parking, and exemptions for landing costs. For example, long-term and short-term loans for working capital. It is time to establish a tourist fund independent of the ministry of tourism.
- It took eight years to restore the corporation's equilibrium during a crisis. There are 12 solutions that may be employed in the travel business by airlines, travel brokers, tour guides, hotels, and more.
- Tourism is closely related to industries like theme parks and ground transportation. Create and implement plans to reduce the bar for insurance premiums and employee pay help.
- Promote specialist items and up your marketing budget to boost beach tourism. Incredible India's effort.

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