

A STUDY ON THE IMPACT OF TOURISM DURING COVID 19 PERIOD

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Abstract

The tourism sector is currently one of the hardest –hit by the outbreak of covid-19, with impact on both travel supply and demand. It represents an added downside risk in the context of a weaker world economy, geopolitical, social and trade tensions, as-well as uneven performance among major out bound travel markets. The Corona virus or COVID-19 pandemic has massively affected the entire tourism industry of Kanyakumari District. Even the famous tourist spots in Kanyakumari which are usually swarmed with tourists, are seen deserted during this pandemic period. Kanyakumari has reported much number of confirmed cases of COVID-19 and day by day it is increasing. Hotels and resort are informed by the Government authorities that any foreign guest checks in shall put in quarantine in the hotel for 14 days. The lockdown due to COVID-19 has directly affected the tourism industry and its impact on tourism economy and other activities related to tourism is very high. This paper is the first peer- reviewed paper on the impact of the COVID-19 on the Kanyakumari and the lessons learned from this event from national, regional, International organizations to prevent such events from occurring again in the future.

Key words: Corona virus, Organization, Lockdown

Introduction

Tourism is currently one of the most affected sectors and UNWTO has revised its 2020 forecast for International arrivals and receipts though such any predictions are likely to be further revised. Against a backdrop of travel restrictions being introduced UNWTO underscores the importance of International dialogue and co-operation and emphasizes the COVID-19 challenge also represents an opportunity to show how solidarity can go beyond borders. It is not the time us to stay separated and boast of our specialisation. But the time to share, to make sure that travel and hospitality survives and thrives, may be in a new avatar.

Impact of Tourism Industry

The tourism sector is currently one of the hardest –hit by the outbreak of COVID-19, with impact on both travel supply and demand. The represents an added downside risk in the context of a weaker world economy, geopolitical, Social and trade tensions, as-well as uneven performance among major out bound travel markets.

Considering the evolving nature of the situation, it is too early to estimate the full impact of the COVID-19 on International tourism. For its initial assessment, UNWTO takes the SARS scenario of 2003 as a benchmark, factoring in the size and dynamic of global travel and current disruptions, the geographic spread of COVID-19 and its potential economic impact.

- As of today, UNMTO estimates that in 2020 global International tourist arrivals could decline between 1% to 3% down from an estimated growth of 3% to 4% forecast in early January 2020.
- This could translate into a loss of US\$ 30 to 50 billion in spending by International visitors.

Impact of Corona virus (COVID 19) on the Tourism Economy

The corona virus (COVID-19) pandemic has triggered an unprecedented crisis in the tourism economy, given the immediate and immense shock to the sector. Revised OECD estimates on the COVID-19 impact point to 60% decline in international tourism in 2020. This could rise to 80% if recovery is delayed until December. International tourism within specific geographic-regions (e.g. in the European Union) is expected to rebound first.

Domestic tourism, which accounts for around 75% of the tourism economy in OECD countries, is expected to recover more quickly. It offers the main chance for driving recovery, particularly in countries, regions and cities where the sector supports many jobs and businesses.

The impact of the crisis is being felt throughout the entire tourism ecosystem, and reopening and rebuilding destinations will require a joined up approach. Tourism businesses and workers are benefiting from economy-wide stimulus packages, with many governments also introducing tourism specific measures. Governments and industry are focusing their efforts on:

- Lifting travel restrictions and working with businesses to access liquidity supports, apply new health protocols for safe travel, and help to diversify their markets.
- Restoring traveller confidence and stimulating demand with new safe and clean labels for the sector, information apps for visitors and domestic tourism promotion campaigns.
- Preparing comprehensive tourism recovery plans, to rebuild destinations, encourage innovation and investment, and rethink the tourism sector.

In Tamil Nadu

Major tourist places, including those in hilly Nilgiris district and the coastal town of Mamallapuram near Chennai, in Tamil Nadu have come under lockdown as part of preventive measures to check spread of corona virus, officials said. In Nilgiris district in western Tamil Nadu, officials shutdown all tourist centres, including those in the district headquarters town of Udthagamandalam, popularly known as Ooty, and asked visitors staying in hotels and resorts to return to their places within 24 hours. Besides, people entering the district in the Western Ghats are being screened at eight check posts, District Collector Innocent Divya said.

The world famous heritage sites in Mamallapuram, where Prime Minister Narendra Modi hosted Chinese President Xi Jinping in an informal summit last year, were closed for visitors. With the tourist attractions out of bound for people, the town wore a deserted look, reports received here said. In another major hill resort town of Kodaikanal in southern part of the state, restrictions, including screening of tourists, especially those coming from 18 COVID-19 hit countries and states like Kerala, have been announced. The lock down of tourists centres comes a day after the state government declared holidays for all educational institutions and shut liquor bars, malls, resorts and amusement parks till April 14 in a series of measures to COVID-19's spread, especially in the backdrop of rising cases in neighbouring states such as Kerala and Karnataka. Tamil Nadu has so far reported 234 COVID-19 cases.

In Kanyakumari

To Corona virus or COVID-19 pandemic massively affecting Kanyakumari tourism industry. Even the famous tourist spot of Kanyakumari beach, which is usually swarmed with tourists, was seen deserted on a Sunday. Kanyakumari has so far reported 5 confirmed cases COVID-19.

“After the Corona virus outbreak the situation has been very bad. Day by day, a less number of people are coming to the vendors at the beach told news agency ANI. The travellers are not allowed to go outside the resort and hotel premises”.

“Till their check out date we are holding them back and giving them all possible facilities. We are not allowing them to go to the beach or any of public contact we are avoiding”.

Hotels and resort here inform the government authorities as soon as any foreign guest checks in who put them in quarantine in the hotel for 14 days.

The local economy especially the tourism sector, has taken a hit. The impact (on tourism) is more severe, “As soon as the reports came, all hotel booking for February –March months which were all filled, have been cancelled”. He said.

Tourist place, like Kanyakumari, Padmanabhapuram palace, Mathoor Thottipalam, Thirparappu water Falls to went out of bounds for the public to deter large gatherings. The tourists are allowed after through screening and sanitization.

Literature of Review

Sheaba Rani, (2007)[^] opines that marketing is a critical aspect of tourism development plans as it links the supply of tourism products to demand for the same and thus facilitates the capturing value. Marketing includes identification of the target market, creating awareness of the destination and specific sites, disseminating information to the target customers to facilitate itinerary planning and promoting tourism demand through various means. So the author suggests that in-order to attract the target segments, an aggressive marketing and promotional plan should be implemented using a mix of media. In line with the latest developments, an attractive, interactive website can be designed to arouse interest in the potential tourist and enable him to plan his itinerary.

Ganesan (2005) opines that tourism is the second largest contributor of foreign exchange to the Indian Economy. Although tourism is net earner of foreign exchange for the country today, the growth of outbound tourism arising out of increased per capita income could provide different pictures in the future. And this study found that the only way to counter the threat of outbound tourism is to develop and promote tourism within the country and to make India internationally competitive as a destination, and to suggest that the various agencies are responsible for the development of infrastructural services. In order to attract tourists from India and abroad Tamilnadu Tourism Development Corporation provides transport facilities to tourist to make their travel better and comfortable.

Objective:

- To direct effect of lockdown tourism industry.
- To evaluation of the impact of tourism during COVI-19.
- To determine the direct economic impact of tourist activities in the respective tourism areas.

Methodology:

This study is based on primary and secondary data. Primary data collected from through telephonic Interview method. The sample size is 55 respondents. The secondary data document collected by UNWTO and other organization /authors involved management during COVID-19.

Analysis and Interpretation of Data:

Table No.1

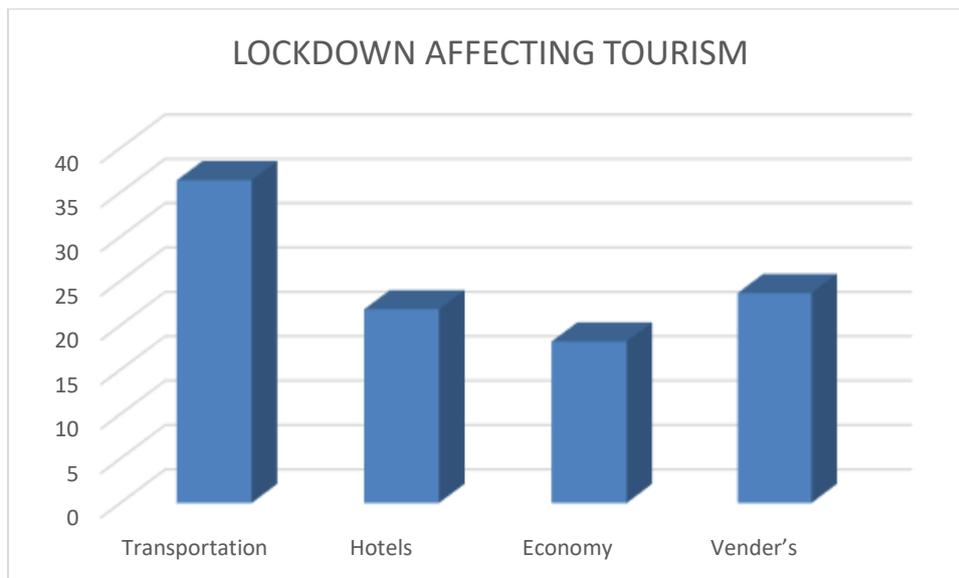
In which ways are lockdown mostly affected in Tourism

Which ways	No. Of Respondents	Percentage
Transportation	20	36.36
Hotels	12	21.82
Economy	10	18.18
Vender's	13	23.64
Total	55	100

Source: Primary Data

Figure No. 1

Lockdown Affecting Tourism



The above table no.1 depicts about opinion of which ways are lockdown mostly affected in tourism 36.36 percentage majority (20) respondents opined that transportation. 23.64 percentage (13) of respondents is opined that vender's.21.82 percentage (12) of respondents opined that hotels.18.18 percentage (10) of respondents is opined that economy.

Table No. 2

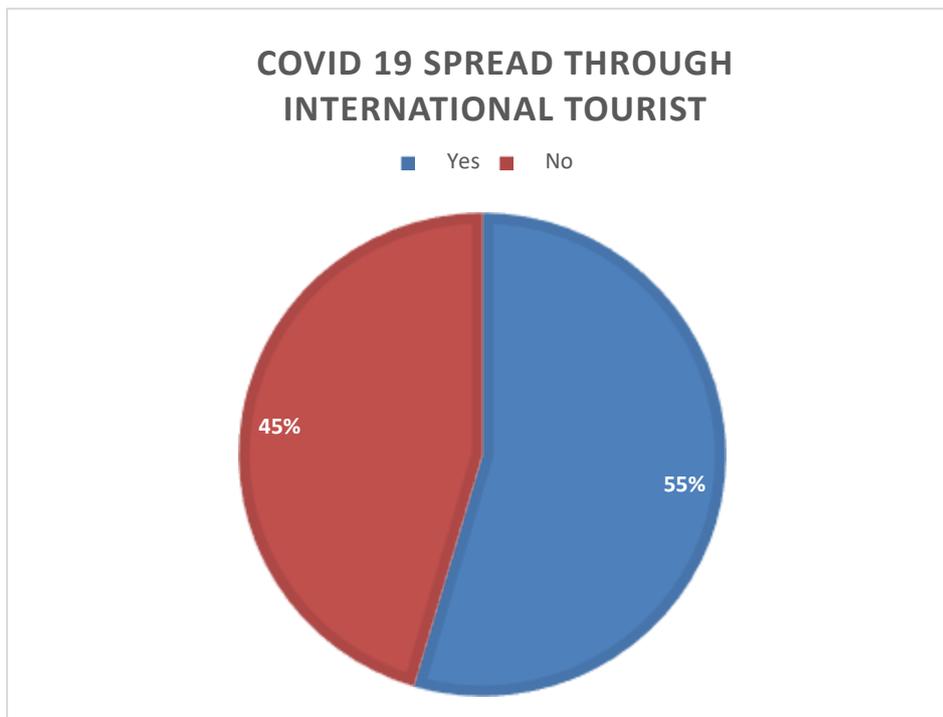
Is it COVID-19 spread through International tourist group

Spread through International tourist group	No. Of respondents	Percentage
Yes	30	54.55
No	25	45.45
Total	55	100

Source: Primary Data

Figure No.2

COVID-19 Spread Through International Tourist

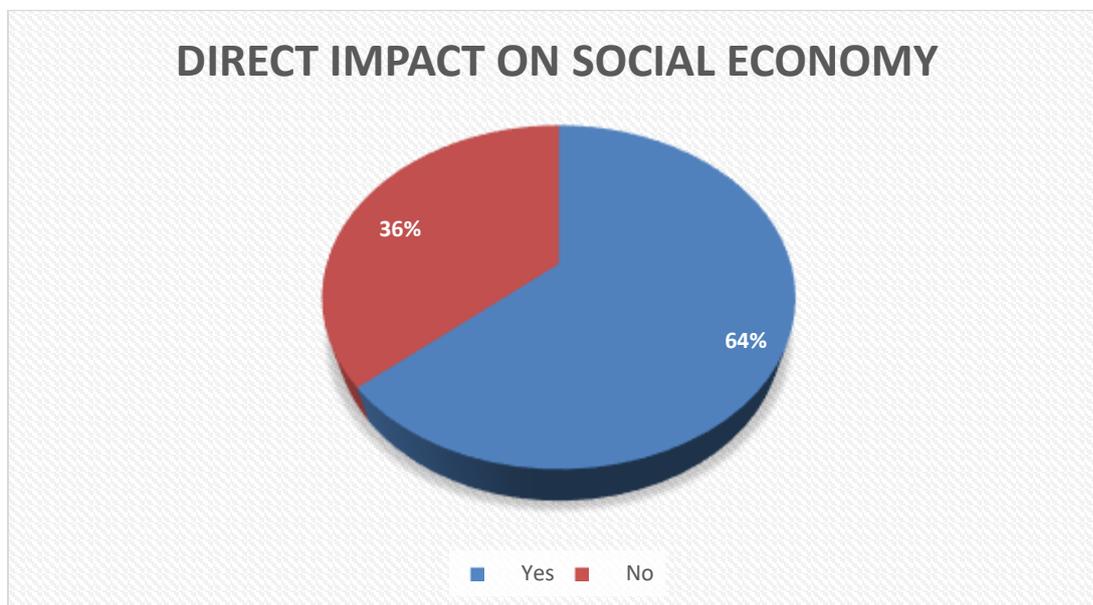


The above table no.2 It is found nearly 54.55 percentage (30) of the people agreed they COVID-19 virus spread through International tourist group and 45.45 percentage (25) of the people are not spread through International group.

Table No.3**Is it have any direct impact on social economy**

Direct Impact on Social Economy	No. Of respondents	Percentage
Yes	35	63.64
No	20	36.36
Total	55	100

Source: Primary Data

Figure No.3**Direct Impact On Social Economy**

The table no.3 it is found nearly 63.64 percentage (35) of the people agreed they direct impact on social economy and 36.36 percentage (20) of the people are not direct impact on social economy.

Table No.4

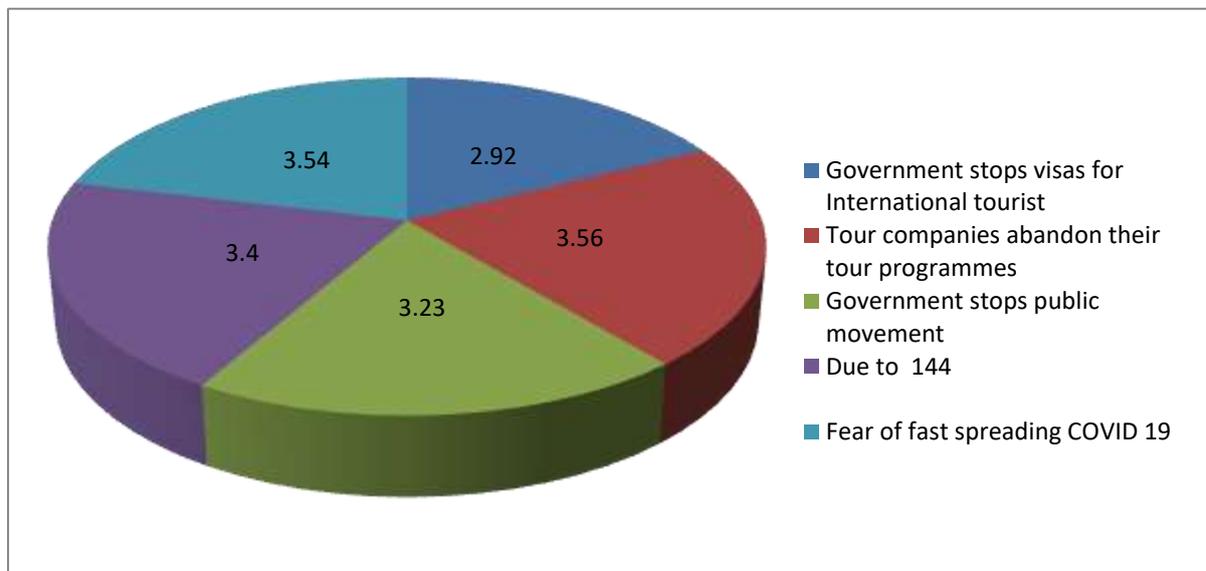
Any one of tourists cannot seen in the Kanyakumari tourist places during lock down periods

Lock down periods	Rank Frequency					Weight	Mean	Rank
	1 (5)	2 (4)	3 (3)	4 (2)	5 (1)			
Government stops visas for International tourist	5	12	18	14	6	161	2.92	5
Tour companies abandon their tour programmes	20	15	3	10	7	196	3.56	1
Government stops public movement	16	11	10	6	12	178	3.23	4
Due to 144	13	16	12	8	6	187	3.4	3
Fear of fast spreading COVID 19	18	15	10	3	9	195	3.54	2

Source: Primary Data

Figure No. 4

Tourists cannot seen in the Kanyakumari tourist places during lock down periods



Among 55 users taken as sample users tour companies abandon their tour programmes is ranked first the mean value of 3.56. Fear of fast spreading COVID-19 is ranked second mean

value of 3.54. Due to 144 is ranked third with a mean value of 3.4. Government stop public movement fourth with a mean value of 3.23. Government stops visas for International tourist is ranked last with mean value of 2.92.

Findings:

- 3636. percentage (20) of the respondents opined that transportation way are lockdown mostly affected.
- Nearly 54.55 percentage (30) of the people agreed they COVID-19 virus spread through International tourist group.
- Nearly 63.64 percentage (35) of the people agreed they direct impact on social economy.
- Tour companies abandon their tour programmes is ranked first the mean value of 3.6

Suggestion:

- Social distancing is the better way to prevent spreading of Corona virus.
- Wash your hands regularly for 20 seconds, with soap and water or alcohol-based hand rub.
- Stay home and self- isolate from others in the house hold if you feel unwell.

Conclusion:

This paper is the first peer- reviewed paper on the impact of the COVID-19 on the Kanyakumari and the lessons learned from this event from national, regional, International organizations to prevent such events from occurring again in the future. The Government COVID-19 warning system in order to effecting and timely communicates with all people in that region. The tourism economy has been heavily hit by the coronavirus (COVID-19) pandemic, and measures introduced to contain its spread. Depending on the duration of the crisis, revised scenarios indicate that the potential shock could range between 60-80% declines in the international tourism economy in 2020. UNWTO calls for solid International leadership and for tourism to be included as a priority in future recovery efforts.

Reference:

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