

Impact of Covid Storm on Indian Tourism Industry

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Abstract

The tourism industry of India is the most rapid rising industry, which drive economic development, and major source of foreign exchange, increasing employability. It contributes more than 247 billion U.S. dollars to the Indian GDP in 2019 and was to be double in upcoming years. Diversity of Climate as well as culture & cuisines, Beauty & adventure of nature, historic past and medical tourism moreover, awareness and marketing initiatives such as the Incredible India campaign along with e-visa options, attracts International and domestic tourist, but this COVID storm broke down the chain. This present research study is an analytical assessment of the COVID storm and its impact on tourism Industry in India. There is a worthy analysis of what tourism industry was, how it contributes to economy, how it affects the employment, business and overall economic development of country and what is the current satiation of the Indian tourism industry. There has been an extraordinary development opportunity of tourism in India due to the efficient government policies and effective support from all levels. The present study also proposed some recommendations for speedy recovery and regain of the tourism industry which can be helpful for revamping economy to achieve the take off again in new normal.

Key Words: Indian Tourism Industry, Economic Development, GDP, COVID Storm, Revamping Economy, Take Off Stage

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Introduction

Indian Economy have three significant areas like Primary Sector (Agriculture & allied activities), Secondary Sector (Manufacturing and Industries) and Tertiary Sector (Service Industry). It has been globally recognized that the tourism industry of India has grown as one of the most prominent factor of socio-economic growth among the whole division of Indian services sector. The Indian tourism and hospitality Industry is constantly

described as the fastest growing industry in the world, it contributes more than 247 billion U.S. dollars to the Indian GDP, and also recognized as the 3rd largest Foreign Exchange Earning (FEE) sector for the nation (2019). Indian Tourism and hospitality industry got 34th position by The World Economic Forum in their annual report on Competitiveness of Travel & Tourism in the year 2019.

According to IBEF (India Brand Equity

Foundation) Report 2021, before the pandemic, the tourism industry of India was expected to achieve an annual growth rate of 6.9% during 2019-2028 to reach 460 billion US dollars, which would be equal to about 9.9% of India's GDP in 2028.

Tourism In India

Tourism has become a popular global leisure activity. The tourism industry of India have arisen as one of the fundamental segment of development among the whole division of Indian services sector. Tourism in India has remarkable potential because of the ironic historical as well as cultural heritage sites, Diversity of Climate & cuisines, Beauty & adventure of nature, moreover become a digitally advanced traveler country in terms of using digital tools for planning, booking and payment etc., robust potential of medical tourism, eco-tourism, film, rural & religious tourism, awareness and marketing initiatives such as the Incredible India campaign along with e-visa options attracts tourist from world and on other side India's rising working class and expanding disposable income has kept on increasing the market size and supporting the development of Inbound tourism in India domestic as well as Internationally.

Tourism of India is a significant source of foreign exchange for the country also an abundant source of inclusive social and economic expansion which

creates huge employment opportunities and contributes GDP in long run. As per WTTC (World Travel & Tourism Council) report, India got 3rd ranking among 185 nations in terms of total contribution for India's GDP from travel and tourism in 2018. Throughout 2019, there were over 10.93 million The Foreign Tourist Arrivals (FTA) in India which attains 3.2% rate of growth and the Foreign Exchange Earning (FEE) were US\$ 29.96 billion with rate of growth of 4.8% during January-February 2020 and witnessed growth at a CAGR of 8.96% between 2007 and 2019, According to IBEF (India Brand Equity Foundation) Report 2021.

Covid-19 Storm

After the worldwide emergencies of Second World War, the COVID-19 storm has provoked one of the biggest worldwide emergencies on world economy. World Health Organization (WHO) declared the COVID-19 epidemic as a worldwide pandemic. Due to worldwide lockdown Indian and the whole tourism industry of the globe were adversely affected. The overall Tourism and Hospitality industry of India were stuck including all kinds of hotels accommodations, aviation industry, cruise operations were inactive. Thus the Corona Virus (COVID-19) pandemic has paralyzed the tourism industry, and distressing economies those are mostly dependent on tourism.

Table 1: Share of Tourism Industry to GDP and Employment 2019-2020

Years	% Share in GDP		Share in Employment (In Million)	
	Globally	India	Globally	India
2019	10.4	6.9	343	40 (8.8%)
2020	5.5	4.7	272	31 (7.3%)

Source: World Travel & Tourism Council (WTTC) Report, 2020

As per Table -1, according to World Travel & Tourism Council (WTTC) Report- 2020, COVID-19 Storm breakdown the economic activities. In the year 2019 the Contribution of Travel and Tourism industry to India's GDP were 6.9 % and

employment share was 8.8% but due to COVID-19 crisis dropped down 4.7 % to GDP contribution and only 7.3% to employment in 2020 not only in developing countries of Asia like India but the COVID-19 storm disrupted the worldwide tourism

industry in terms of GDP and other economic contributions as well.

Literature Review

Patel, Pravin Kumar et al (2020) in his study “The Effects of Novel Corona Virus (Covid-19) in the Tourism Industry in India” discussed and examines the level to which Covid-19 can disturb the global tourism industry. China where the epidemic started, but also India also suffers. Because of pandemics, tourists cancel their trips. His work found the 20% to 30% decrease in 2020 in comparison to the data of 2019 in tourism worldwide. They also studied the impact of Corona virus breakdown on tourism & hospitality sector in India and the globe also suggests some measures for short and long period to improve tourism of India and the world economy.

Shetty, Pavitra (2020) in her study “The Impact of COVID-19 in the Indian Tourism and Hospitality Industry: Brief Report” discussed on the concurrent issue and measures to came out from the critical condition. In her research she assessed the impact of Covid-19 pandemic in the tourism sector which created panic situation worldwide. Also studied how COVID -19 effects the industry and give some measures to recover after Covid-19 and to achieve the take off stage again.

Beri, Dr. Yogita (2015) in her paper “Role of Tourism in India's Economic Development: A Study of Uttar Pradesh” discussed, the Tourism Industry as an important component of economic growth, contributes in foreign exchange, enrich employability and the overall public development. Her study deals with the growth of Foreign Tourist Arrivals and Foreign Exchange Earnings in India through tourism industry also examines the share of the Indian Tourism Industry on the world platform and the involvement of Indian Government to enrich it. Her study also suggests

some measures to improve tourism in India.

India Tourism Statistics (2020), annual report by Ministry of Tourism, GOI shared the year on year data base related to tourism industry which covers overall each and every dimensions of Hospitality and Tourism Industry of India.

IBEF (India Brand Equity Foundation) released their Report in May 2021, and shared the most recent data related to Hospitality and Tourism Industry of India.

Research Gap

We know that Indian Tourism and Hospitality Industry is the most vibrant industry among all, in terms of GDP contribution as well as employment generation or overall economic development but this COVID Storm affects adversely to the whole industry. It's clear from the available literatures on the same segment, that there are many studies available on Indian Tourism Industry but often were available related to the impact of COVID 19 on Hospitality and Tourism Industry of India. However, to the best of my knowledge, none of the existing studies has explored the impact of COVID-19 on Hospitality and Tourism Industry of India amid Pandemic Era. As per the review of literatures the main Research Gaps what I found are as follow;

- There were less availability of literature on this particular segment that is the impact of COVID-19 on Hospitality and Tourism Industry of India.
- Not any study untapped the initiative taken by the Indian Government for revamping the Hospitality and Tourism Industry of India.

Objectives

- To analyses the status of Foreign Tourist

Arrivals (FTA), Foreign Exchange Earnings (FEE) from the Tourism Industry in India before and amid COVID Pandemic.

- To analyse the impact of the incident of corona virus outbreak on the tourism industry in India.
- To discuss the steps has been taken by the Government of India to boost up the Hospitality and Tourism Industry of India.
- To give some measures that will assist and overcome the problems of tourism industry in India after COVID breakdown.

Research Methodology

The study is based on descriptive and concept based analytical type of research methodology.

Data Collection- This present research study has followed a secondary data collection method for the analysis of study. The major data were collected from various national and international official and

government reports such as Annual Report of Indian Tourism Industry, websites, articles, and journal's paper by the different scholars. The effort is to present a comprehensive analysis of Indian Tourism Industry pre and post COVID storm.

Discussion And Analysis

Role of Tourism In Indian Economic Development

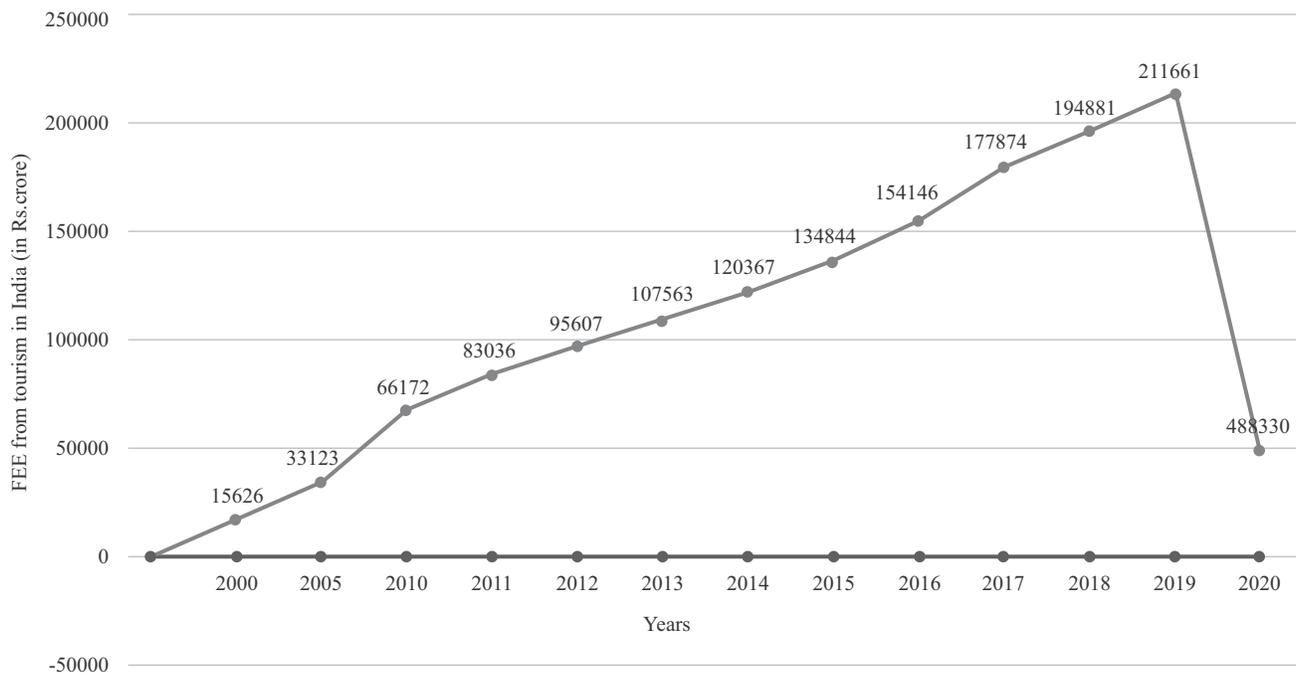
The Tourism industry has arisen as a significant labor intensive segment, contributes to crucial effect on inclusive socio-economic development to global economy situation. The travel industry has been recognized as the major export industry in world. The diversified nature of this industry makes it as a driver of social and economic growth also provide assistances to balanced regional development with low capital investment, service based labor intensive industry offers an opportunity to earn foreign exchange at low social cost.

Table: 2 Foreign Exchange Earnings (FEEs) from Tourism in India, 2000-2020

Years	Foreign Exchange Earnings (FEEs)		
	FEE from Tourism in India (in Billion US Dollar)	FEE from Tourism in India (in Rs. Crore)	Percentage (%) change over the previous year
2000	3.46	15626	20.7
2005	7.49	33123	18.5
2010	14.19	66172	23.1
2011	16.56	83036	25.5
2012	17.74	95607	15.1
2013	18.39	107563	12.5
2014	19.70	120367	11.9
2015	21.10	134844	12.0
2016	23.15	154146	14.3
2017	27.69	177874	15.4
2018	28.59	194881	9.6
2019	29.96	211661	8.6
2020	6.15	48330	-77.17

Source: India Tourism Statistics 2020, Ministry of Tourism, GOI

Graph:1 Foreign Exchange Earnings (FEEs) from Tourism IN iNDIA 2000-2020



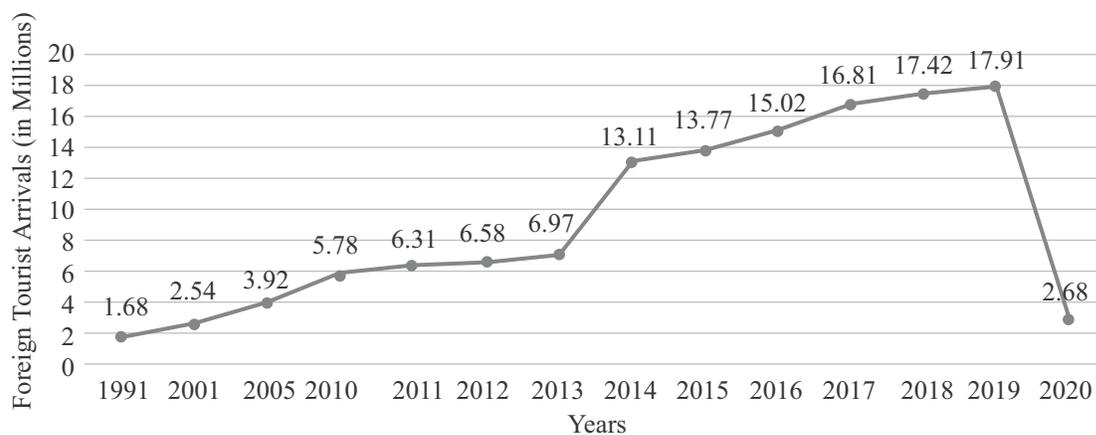
The Foreign Exchange Earnings (FEE) through foreign travelers are presented in Table-2. It is clearly visible that the foreign earnings have increased from Rs.15626 Cr. in 2000 to Rs. 211661 Crores in 2019, recorded a positive and remarkable annual growth rate of 15.4% in 2017. In 2018 & 2019 the FEE of India risen in terms of rupees the percentage ratio was fallen down and it was only 8.6 % in 2019. The report of World Economic Forum declared India's tourism and hospitality industry as the 3rd largest Foreign Exchange Earner

for Indian economy in 2019, but due to this COVID Pandemic and worldwide lockdown there was a higher instability noticed in FEE. India's FEE were US\$ 29.96 billion with 4.8 % rate of growth during January-February 2020, March to June 2020 was lockdown in the country therefore in 2020 Indian tourism sector earned only 48330 Cr. Rupees from Foreign Exchange Earnings (FEEs) which was a immense negative remark with -77.17% , same depiction also illustrated in above graph 1.

Table: 3 Year-Wise Foreign Tourist Visits (FTA) To States/UT during 1991-2020

Years	Foreign Tourist Arrivals (FTA) (in Millions)
1991	1.68
2001	2.54
2005	3.92
2010	5.78
2011	6.31
2012	6.58
2013	6.97
2014	13.11
2015	13.77
2016	15.02
2017	16.81
2018	17.42
2019	17.91
2020	2.68 (*Provisional)

Source: India Tourism Statistics 2020, Ministry of Tourism, GOI

Graph:2 Year-wise Foreign Tourist visits (FTA) to States/UT during 1991-2019

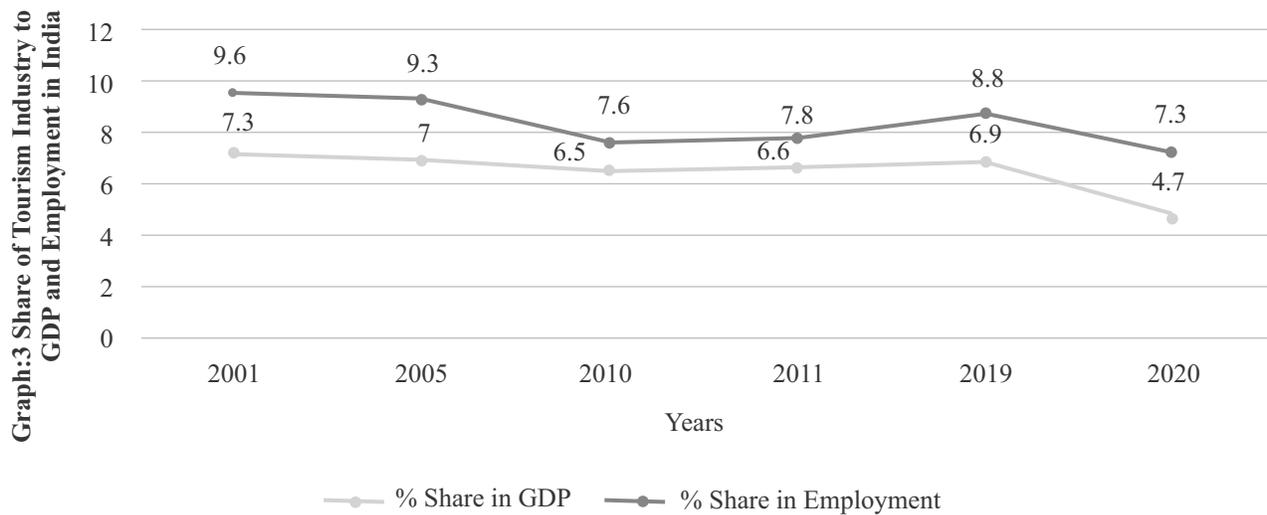
The table 3 & above graph 2 shows Foreign Tourist Arrivals (FTA) to India was in ascending numbers in 1991, 1.68 million FTA converts into 17.91 million in 2019. During 2019, achieving a growth rate of 3.20% YoY. India earned US\$ 6.15 billion in

foreign exchange (FOREX) of from tourism in 2020 (IBEF Report 2021) but the year 2020 was the worst year till now only 2.68 million foreign tourists arrived to India.

Table: 4 Share of Tourism Industry to GDP and Employment in India, 2001-2020

Year	% Share in GDP	% Share in Employment
2001	7.3	9.6
2005	7.0	9.3
2010	6.5	7.6
2011	6.6	7.8
2019	6.9	8.8
2020	4.7	7.3

Graph:3 Share of Tourism Industry to GDP and Employment in India, 2001-2020



The above data of Table 4 shows that the percentage share contribution of tourism industry in country's GDP have almost constant with exclusions of few years. It was 7.3% in 2001 which slightly decreased to 6.9% in 2019. The data table also represents percentage share contribution of tourism industry in country's employment creation, which were remained between 9.6% in 2001 and 8.8% in 2019 but this COVID storm affect unfavorably and in 2020 the contribution of Hospitality and Tourism industry was only 4.7 % in GDP and 7.3 % in employment share and the rate of fall in jobs was about -20.8 %.

An Outline Of Indian Tourism Industry: Top 10 States / Ut's Visited By Domestic And Foreign Tourist

In India there are many states which are detected as vital attraction form the both local as well as international tourists. In The following table demonstrate the statistics of domestic/ local and foreign/ international tourist visit to States and UT's of India during 1991 to 2019. It was a stable incensement in tourist visits to States and UT's. After the acceleration of economic reform in India, the overall economy development started taking place including tourism industry, As per following table 5 Domestic & foreign tourist visit was lesser in 1991 only 6.66 cr. Domestic and 31 lakhs foreign tourist visited to India but in 2019, 232 cr. Domestic and 3.14 cr. Foreign FTA recorded with

25.3% annual rate of growth from local tourist visit and 8.9% annual rate of growth from foreign tourist visits to India.

Table: 5 Domestic and Foreign Tourist Visits to States / UT's during 1991-2019

Years	Tourist Visits To States / UT's During 1991-2019			
	In Numbers		Annual Growth Rate(In Percentage)	
	Domestic	Foreign	Domestic	Foreign
1991	66670303	3146652	-	-
1995	13643600	4641279	7.4	15.1
2000	220106911	5893542	15.4	1.0
2005	392044495	9949671	7.0	19.0
2010	747703380	17910178	11.8	24.6
2015	1431973794	23326163	11.6	4.4
2019	2321982663	31408666	25.3	8.9

Source: India Tourism Statistics 2020 & previous years, Ministry of Tourism, GOI

According to the GOI due to travel restrictions imposed to control the coronavirus pandemic, there were Less than three million overseas travelers visited India in 2020, it was a huge fall of around 75 per cent as compared to the previous year.

Table: 6 List of Top 10 States/UT's of India Most Visited by Domestic & Foreign Tourist

Rank	Domestic Tourist Visits	Foreign Tourist Visits
1	Uttar Pradesh	Tamil Nadu
2	Tamil Nadu	Maharashtra
3	Andhra Pradesh	Uttar Pradesh
4	Karnataka	Delhi
5	Maharashtra	West Bengal
6	West Bengal	Rajasthan
7	Madhya Pradesh	Kerala
8	Telangana	Punjab
9	Gujrat	Bihar
10	Rajasthan	Goa

Source: India Tourism Statistics 2020, Ministry of Tourism, GOI

Indian Tourism Statistics report 2020 published by Ministry of Tourism, GOI India, shared the list of top 10 most visited States/UT's of India by Domestic & Foreign Tourist in 2019 are illustrated in above Table 6. As per the report,

Tamil Nadu is mostly preferred by the foreign tourist while Uttar Pradesh is mostly preferred by the domestic tourist, although foreign tourist also prefer to visit Uttar Pradesh among the all states and UT's of country. The great

architecture of Taj Mahal, one of the Seven Wonders of the World, is located in Agra in the domain of Uttar Pradesh state main reason to attract huge number of tourists beside these Agra, Fatehpur Sikri, Allahabad, Sarnath, Gorakhpur, Varanasi, Lucknow, Kanpur and Mathura etc. also having religious as well as architectural importance.

Initiative taken by the Indian Government

The core objectives of the Tourism Development Policy of India are to give economic assistances to the citizen of nation and creating employment with the overall Improvement of tourism products in terms of all kinds of facilities like road, transportation, accommodation, safety & security, upgraded digital facilities, easy availability of appropriate and updated information etc. Indian government have been taken several initiative to boost the tourism industry of India, some important initiatives are as follow:

- The Union Minister of State for Tourism & Culture Mr. Prahlad Singh Patel joined the G20 meeting of tourism ministers' and the main agenda were protecting tourism businesses, jobs and also to frame some policy guidelines in support of sustainable and inclusive recovery of tourism industry.
- The Ministry of Tourism's 'launched a Webinar series "Dekho Apna Desh' to promote of the culture and heritage of Incredible India and make India an adventure tourism destination.
- For promotion of adventure tourism and sports tourism government plans to develop an international-level infrastructure in Kargil (Ladakh).
- To promote Religious Tourism, Tourism ministry also announced Bharat Darshan trains

for tourist to run over the several pilgrimages places across the country.

- The tourism Ministry launched an initiative for safety concern called SAATHI (System for Assessment, Awareness & Training for Hospitality Industry) for effective implementation of COVID -19 guidelines.in all kinds of hotels, restaurants, and other units.
- In the Budget 2020-21 government allocated 207.55 crore rupees for PRASHAD (Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive) scheme for development of tourist circuits in India.
- In 2020-21 Budget, Indian Government has allotted Rs. 1,200 crore Rs. For the Scheme "Swadesh Darshan" to develop tourist circuits under all eight Northeast states of India.
- For the development and beautification of Ram Janam Bhumi at Ayodhya. Rs. 640 crore was allotted and Rs. 750 crores for Kashi Vishwanath Dham (corridor) Project in Varanasi.
- After the COVID case when investors winded up from China , government also tried to attracts those MNCs and FDI to India with the advantages of relatively lower wage labours, facilities of single window system and ease of doing business, special investment privileges like tax exemptions & Tax benefits etc.

Findings

Tourism is a major source of Foreign Exchange Earning (FEE) to India but this COVID storm make an immense interruption in the development of Indian tourism industry. Although the Government is trying to foster the tourism industry but some major Impact of COVID storm on Indian

as well as Uttar Pradesh Tourism are as follow:

- As per the Ministry of Tourism, Government of India (MOT-GOI) report 2020 on travel and tourism industry contributes 6.9% of India's GDP and creates about 40 million employments which was 8.8% of the total employment share in year of 2019. But the coronavirus badly affects the overall tourism industry. As per the report of Civil Aviation Ministry of India there were 25% to 30% fall in inbound foreign visitors to India in 2020.
- The recent report of MOT-GOI has also corroborated the similar concern for the Foreign Exchange Earning (FEE), which was \$29.96 billion in 2019 and this number dropped down to US\$6.15 billion(48330 Crore Rs.) for January to June 2020 as per The Business Today report in July 2021. Thus due to COVID storm there was about 77% fall down in FEE of India.
- The report of MOT-GOI has also confirmed the similar concern for the Foreign Tourist Arrivals (FTA), which were 17.91 million in 2019 has been found to dropped down by about 67% yearly in the January-March 2020 quarter, while domestic tourist's was about 40% in 2020. As per the report of Business Today Foreign Tourist Arrivals (FTA) to India downcast by 97% in April- December 2020. Total FTA in 2020 were 2.68 million.
- This pandemic also affects the domestic tourism regarding summer bookings to leisure destinations, bookings of Holy pilgrimage, travels for business and academic purposes etc. While The Tourism Ministry launched webinar series named "Dekho Apna Desh".
- After COVID destruction the government also introduced various schemes to rejuvenate and

reboot the industry, such as expansion of religious cum spiritual & eco-tourism, allocate big amounts on different schemes, also tries to attract MNC's and FDI too, and taken most possible measures for it.

- The Ministry of Tourism also launched an initiative for effective implementation of COVID -19 guidelines SAATHI (System for Assessment, Awareness & Training for Hospitality Industry) for. Units related to the industry.
- Indian government tries to improve their overall infrastructure facilities in terms of transportations, road connectivity, aviation facilities, accommodation, safety & security, upgraded digital facilities, easy availability of appropriate and updated information etc. for attracting more tourist footfalls.

Conclusion

The complete research work has gone through past, present and future of tourism industry of India. The tourism and hospitality industry has been badly affected by the COVID-19 pandemic and suffering from economic crisis even it may remain for a longer time.

In this particular work there are three major contributions. Firstly, a complete picture of Indian tourism industry before and amid COVID 19 pandemic. Secondly, an enriching contribution of FTA and FEE to economy. The footfall of international travelers to India from whole over the world has reduced by 68% in March 2020 compared to the previous month. It also poorly affects the revenue from tourism in terms of FEE. The Compound Average Growth Rate (CAGR) of Foreign tourists arriving(FTA) in India was - 25.71% from the year 2016-2020 and Foreign exchange earnings (FEEs) from tourism industry

observed with CAGR of 8.96% between 2007-2019. Finally the most vital measures for the various stakeholders of the tourism industry to revamp the greatly disrupted Tourism industry again.

On the basis of above literature, FEE is condensed due to the lesser numbers of foreign tourist's arrivals amid pandemic and it negatively reflect on the GDP contribution, share of employment generation or the overall economic development. Therefore, instead of investing more money for policy creation ,new resources and stakeholders it would be better to prepare strategy and take action for making the existing resource more efficient and effective by the both of Public and Private sectors and once again achieve the take off stage.

Recommendations

Tourism and Hospitality is the leading industry in the world from turnover point of view but Corona Virus outbreaks poorly affects now it would take enough time to achieve that earlier state but here I would prefer to share some points that can be helpful to heal the whole industry from crisis and recover in shortest possible time.

- After the impacts of Corona virus pandemic, the major goal of each stakeholders of the country would be to bring back the enthusiasm of the tourists to visit India.
- Government of India should tie up with International healthcare accreditation (like National Accreditation Board for Hospitals & Healthcare Providers (NABH) in India) to provide “Fitness Certificates” for visa purpose.
- For flying up the tourism sector government should adopt some tax reform polices like tax benefits, tax holidays to all the tourism and associated sectors such as hotels, aviation etc.
- Government should firstly attracts to domestic tourist after that recover the footfalls of foreign tourists.
- Government should also adopt some technical measures to deliver a safety and sanitary experience to visitors to enhance their confidence and adopt this policies in small hotels first later on for big ones.
- The Government (National as well as state) should develop the all kind of infrastructural facility to meet the safety guidelines of Corona Virus outbreaks.
- The government should proposed some attractive tour packages such as Discount offers, Combo plans (Food on wheel while traveling by tour operator, provide all kind of hygiene and safety at optimum level, to adopt strong health and sanitation protocol, digital up-gradation) also offers some fringe benefits like Work From Tourism, medical facilities on a click, to reboot their tourism industry.
- As we all aware medical tourism of India is an appealing factor for foreigner so Indian government can also promote “Vaccination Tourism” on behalf of M-Visa to revamp the Indian tourism industry.
- Government can also promote new segment of tourism i.e. “Wellness Tourism” for mental peace and wellness of life with combination of spirituality, meditation, yoga and other therapies can also reboot charm towards tourism.

Limitations of the Study

The study has also some limitations, few of them are as follow;

- Firstly, the all available information in particular paper has been gathered from the secondary data sources and Due to lack of updated data amid pandemic the study was inefficient to access the real scenario.
- Secondly Lack of actual data and reports of Tourism ministry. There were also very limited literature were available. Therefore the accuracy of the study dependence on the available resources.
- Lastly, COVID-19 has adversely marks the tourism industry and at a time when the country suffered from two hideous waves and third wave is about to knocking the door then the future prospects cannot be predicate.

Scope for Future Research

This research work will definitely provide assistance to new researchers in further study regarding tourism industry of India. Lastly I would prefer to share my own opinion about the future research scope of the same industry at the time when people avoid travelling, companies adopted work from home culture, education industry shifted on digital platform. Country after suffered from two hideous waves of COVID and now scared from the third wave but still Indian tourism industry having robust scope which can reboot the industry in terms of Medical Tourism, Vaccination Tourism, Wellness Tourism, Rural Tourism, Religious And Spiritual Tourism, Eco Tourism Etc. Thus in future there will be more scope for study too in all untapped areas of tourism after COVID storm.

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