

Atmanirbhar Bharat

Opportunities for Empowering India

Editors

Muniraju M.

Jayasheela

Vilas M. Kadrolkar

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Neelakanta N.T.

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**Suvvi
Publications**

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Prominence to Tourism Industry in Post Pandemic: An Analytical View

P. Paramashivaiah, Sowmya D. N. & Aravind
Soudikar

Introduction

Coronavirus has crushed the world in an extreme mode, particularly the lockdowns which have carried social and monetary life to a stop. A world that is everlastingly hummed with exercises has fallen quiet and every one of the assets have been redirected to meet the never-encountered the emergency. A 2019 joint report from the WHO and the World Bank assessed the effect of a particularly pandemic at 2.2 percent to 4.8 percent of worldwide GDP. That expectation appears to have worked out, as we see the world getting immersed by this emergency. This COVID-19 pandemic influenced the assembling and the administrations area—accommodation, medical services, retail, banks, inns, land, schooling, wellbeing, IT, entertainment, media, and others yet significantly to the travel industry. The monetary pressure has begun and will develop quickly. While lockdown and social separating bring about usefulness misfortune, from one viewpoint, they cause a sharp decrease sought after for

labor and products by the shoppers in the market on the other, consequently prompting a breakdown in financial movement. Notwithstanding, lockdown and social removing are the main savvy instruments accessible to forestall the spread of COVID-19.

Impact of Covid-19 for Tourism Industry in India:

Toward the start of 2020 Indian the travel industry was good to go to speed up its speed towards improvement. With regards to India on 30th January 2020, a lab affirmed instance of COVID-19 was accounted for in Kerala. Kerala state is one of the good states among unfamiliar travelers. Since January 2020 COVID-19 has spread in practically every one of the states and Union Territories of India and has guaranteed in excess of 20 lives and around 1000 affirmed instances of COVID19 up until this point. Lodging Industry will likewise not engage any sort of new reserving and registration in the inns.

A travel industry item is a transitory item that can't be put away and sold later, this element of the travel industry item drives the travel industry into weighty misfortune as far as helpless income age. This is one of the most exceedingly terrible emergencies at any point to hit the Indian the travel industry. As the information on the infection fire getting from November, the level of undoings began going up in this section dramatically and is arriving at the pinnacle of practically 80% now in March in numerous Indian areas. The worth of hazard from this portion will be in products of a huge number of crore. WTTC (2020) "WTTC figures show the distinct effect on the Travel and Tourism area of the present COVID-19 episode with examination currently recommending that up to 50 million positions are in danger in the area around the world". The travel industry is at danger around the world and will likewise influence work antagonistically. The Indian the travel industry is the wellspring of business, work for some individuals who are straightforwardly and by implication connected to the travel industry. Without government mediation, it will be hard

to conquer the present circumstance where the travel industry is at the most exceedingly terrible stage in the 21st century.

Features after Covid-19 on Tourism Industry in Mysuru

Covid pandemic has made to shut down spots of business-like shopping centers, theaters, and social gathering for seven days to forestall COVID-19 from spreading; the city the travel industry economy has made an effort without any takers for visits and ventures — nearby, public and global. The city's buy power has been influenced as spots of business interest have been shut down. With economy-driving foundations shut for seven days, every day wage laborers who work at shopping centers, theaters, marriage halls, bars, and places of get-togethers are gazing at hungry days with no pay and no elective work environment.

Review of Literature

Vineeth Kumar has highlighted in his article entitled "Indian tourism industry and Covid 19: present scenario" that, the tourism industry has been impacted severely by the pandemic in its revenue for which there is a need for the Government to avoid a financial crunch. Subang Jay revealed in his article entitled "Under Covid 19, challenges and opportunities for Hospitality and tourism industry in India" that, because of the pandemic, there is a need to consider tourist system restructuring, and it is apparent that this pandemic is challenging for the entire sector. Souvik Ray and Garima Joshi have expressed their view in their research paper titled "Handloom from Boom to Brink" that, Geographical Indication tag plays an important role to uphold the tourism industry in the post-Covid era.

Obejectives and Methodology

The research study is confined to the following objectives- to understand the status of Tourism during the Pandemic in

Mysuru; to analyze the perceptions of the Tourism industry during Covid in Mysuru among Tourism personnel and to assess the opportunities for tourism in the post-Covid era by coining Geographical Indication Tag. The review includes an exploratory mixed approach research strategy, as well as quantitative and subjective strategies. It explored the perspectives of tour administrators and tourism industry representatives in Mysuru using quantitative data and supplemented that data with subjective analysis. The review was guided by normalized scales and open-ended questions on the Likert scale, which was controlled by Google structure. A total of 30 samples out of that 15 are Tour operators and the remaining are Tourism employees who participated in this study.

The Percentage Method and the T-test are the statistical methods used to analyze the data acquired. The Cronbach's Alpha was found to be .815, which is higher than the usual norm. Mysuru is the survey location

Results and Discussion

According to a new study in the Star of Mysore, the tourism business in Mysuru has been severely impacted by COVID-19, which has influenced industry travel, yoga travel, and trips to journey centres. Individuals who had purchased tickets are cancelling their outings, and there have been no new bookings in the previous two weeks. According to castle board data, 37,40,839 travelers visited Mysore royal residence from April 1, 2018 to March 31, 2019, compared to 38,61,162 who came over the same time period in 2017-18 (April 1 to March 31). This is determined by the number of tickets sold for the castle passage. Appropriately, the subsequent aspects pertaining to our examination research are studied in light of all of the aforementioned points of view.

Table No.5.1 Demographic Details

S.N	Demographic Variables		Frequency	Percentage (%)
1	Gender	Male	22	73
		Female	08	27
2	Profession	Tour operator	15	50
		Tourism employees	15	50
3	Type of holiday	Self-Organised	13	43
		Organised	17	57
Source: Primary Data				

According to the above table no 5.1 73% are Male and 27% are female out of 30 respondents, whereas tour operators and tourism employees stand at 50% each and 43% of the respondents belong to self-organized type of tour and 57% belong to organized packages.

Table No. 5.2: Showing the Opinion about Economic Orientation

Statement	Opinion	Frequency	Percentage (%)
Disruptions to forward and backward linkages to other sectors such as agriculture, transport, handloom and FMCG are seen.	Strongly Agree	17	58
	Agree	08	25
	Neutral	04	12.5
	Disagree	01	4.5
	Strongly Disagree	00	00
Total	Total	30	100
Waiving interstate transport taxes for fixed period of time during pandemic may boost the economy.	Strongly Agree	11	38
	Agree	13	42
	Neutral	05	16
	Disagree	01	2
	Strongly Disagree	00	00

Total	Total	30	100
Pandemic disrupts routine activities of nations bringing their economies to a halt.	Strongly Agree	13	42
	Agree	13	42
	Neutral	04	16
	Disagree	00	00
	Strongly Disagree	00	00
Total	Total	30	100
Pandemic impacts supply of production of goods and services and demand for consumption and investment.	Strongly Agree	13	42
	Agree	13	42
	Neutral	04	16
	Disagree	00	00
	Strongly Disagree	00	00
Total	Total	30	100
Pandemic has resulted in drastic fall of foreign exchange earnings	Strongly Agree	15	50
	Agree	08	25
	Neutral	02	8
	Strongly Disagree	02	8
	Disagree	03	9
Total	Total	30	100

Source: Primary data

From the above Table No 5.2 depicts that 58% of the respondents strongly agreed that there is a disruption in tourism industry economically due to covid-19, 42% have agreed that tax waiving has done. However, majority of the respondents (42%) have strongly agreed that pandemic disturbs routine activities and also in terms of import and export services and majority of the respondents have strongly agreed that pandemic has resulted in drastic fall in foreign exchange earnings also.

Table No. 5.3: The Opinion about Unveiling Opportunities

Statement	Opinion	Frequency	Percentage (%)
The online mode is inevitable for future tourism	Strongly Agree	13	42
	Agree	10	33
	Neutral	05	17
	Disagree	02	08
	Strongly Disagree	00	00
Total	Total	30	100
Provision of safety measures are the top priority in the mere future	Strongly Agree	13	42
	Agree	10	33
	Neutral	05	17
	Disagree	02	08
	Strongly Disagree	00	00
Total	Total	30	100
Pandemic create an opportunity to act as sustainable engine for economic growth and development	Strongly Agree	10	34
	Agree	13	42
	Neutral	06	21
	Disagree	00	00
	Strongly Disagree	01	03
Total	Total	30	100
Tapping of export and import related tourism service generates ample opportunities.	Strongly Agree	09	29
	Agree	09	29
	Neutral	10	33
	Disagree	01	04
	Strongly Disagree	01	05
Total	Total	30	100
Variations in the demand for tourism business will exists during post covid-19 period	Strongly Agree	09	29
	Agree	10	33
	Neutral	05	17
	Disagree	04	13
	Strongly Disagree	02	08
Total	Total	30	100

Source: Primary data

From the above Table No 5.3 depicts that 42% of the respondents strongly agreed that there is a need of online mode and provision for safety measures are the top priority for mere future in tourism and pandemic creates an opportunity for sustainable growth in it. However, 29% have agreed that tax waiving has done. However, majority of the respondents (42%) have strongly agreed that pandemic tapped of export and imports services and there is a variation in the demand for tourism in the future.

Table No. 5.4: The Opinion about Governemnt Intervention

Statement	Opinion	Frequency	Percentage (%)
Government encouragement towards domestic tourists boosts local tourism	Strongly Agree	16	54
	Agree	08	25
	Neutral	05	17
	Disagree	01	04
	Strongly Disagree	00	00
Total	Total	30	100
Provision of institutional access to working capital for smooth running of businesses is a vital factor	Strongly Agree	10	34
	Agree	11	38
	Neutral	06	21
	Disagree	02	04
	Strongly Disagree	01	03
Total	Total	30	100
Enabling liquidity through relaxation of loan repayments is required	Strongly Agree	09	29
	Agree	06	21
	Neutral	11	38
	Disagree	04	12
	Strongly Disagree	00	00
Total	Total	30	100

Publicizing the awareness of GI tag, availability of safer tourism spots by conducting conferences at National and International level is essential	Strongly Agree	09	29
	Agree	06	21
	Neutral	07	25
	Disagree	04	13
	Strongly Disagree	04	12
Total	Total	30	100
liberalizing the tough regulations regarding pandemic is a key element for regional growth	Strongly Agree	05	17
	Agree	09	29
	Neutral	10	33
	Disagree	05	17
	Strongly Disagree	01	04
Total	Total	30	100
Source: Primary data			

From the above Table No 5.4 it is clear that 54% of the respondents strongly agreed that there should be boost in government intervention towards domestic tourist. 37% of the respondents have opined as there should be a provision of institutional access to working capital and relaxation for loan payment. However, 29% have agreed that there should be some awareness of availability for safer tourism spots and should be liberalizing the tough regulations by the government regarding tourism industry. There is no significant difference amongst tourist personnel regarding tourism during pandemic.

Hypothesis Testing

Ho: There is no significant difference amongst tourist personnel regarding tourism during pandemic.

Table No.5.5 Independent Samples Tet for factors between Tour operators and tourism employees

Factors	F Value	p value
Disruption to forward and backward linkages to other sectors such as Agriculture, transport, handloom and FMCG are seen.	1.349	.004
Waving interstate transport taxes for fixed period of time during pandemic may boost the economy.	.258	.013
Pandemic disturbs routine activities of nations bringing their economies to a halt.	.717	.807
Pandemic impacts supply of production of goods and services and demand for consumption and investment.	10.297	.744
Pandemic has resulted in drastic fall of foreign exchange earnings.	18.243	.040
The online mode is inevitable for future tourism.	.943	.002
Provision of safety measures are the top priority in the mere future.	.009	.586
Pandemic create an opportunity to act as sustainable engine for economic growth and development.	.031	.094
Tapping of export and import related tourism service generates ample opportunities especially promoting GI tag	3.129	.590
Variations in the demand for tourism business will exists during post covid-19 period	12.869	.219
Government encouragement towards domestic tourists boosts local tourism	1.078	.028
Provision of institutional access to working capital for smooth running of businesses is a vital factor	9.413	.889

Enabling liquidity through relaxation of loan repayments is required	3.702	.040
Publicizing the awareness of availability of safer tourism spots by conducting conferences at National and International level is essential	7.441	.411
liberalizing the tough regulations regarding pandemic is a key element for regional growth	15.570	.721
Source: Primary data		

The above table 5.5 depicts the Independent Sample t-test tested to determine the perceptual differences among the tour operators and tour employees and is interpreted as follows:

a) Among the Economic Orientation the statements such as "Disruption to forward and backward linkages to other sectors such as Agriculture, transport, handloom and FMCG are seen" (p value = 0.04), "Waving interstate transport taxes for fixed period of time during pandemic may boost the economy" (p value = 0.13), "Pandemic has resulted in drastic fall of foreign exchange earnings" (p value = 0.040) showed significant difference in the perceptions with p value < 0.05.

b) In the aspect of Economic Orientation opinion about 'Unveiling Opportunities' the p value revealed $0.02 < 0.05$ showed a significant difference for the statement "the online mode is inevitable for future tourism".

c) Regarding opinion about Government intervention it was found that there was a significant difference for the statements namely "Government encouragement towards domestic tourists boosts local tourism" p value ($0.028 < 0.05$) and "Enabling liquidity through relaxation of loan repayments is necessary" p value ($0.04 < 0.05$).

The null hypothesis stating 'There is no significant difference amongst tourist personnel regarding tourism during pandemic' has been disproved amongst certain statements as mentioned above. However, it can also be stated that the null hypothesis has been partially rejected, and is confined to the rejection of only the above-mentioned statement.

Summary of Findings

- Majority of the respondents (58%) have opined that there are disruptions in economic activities in tourism industry from pandemic.
- There is need of waiving interstate transport taxes in the pandemic time to boost the economy
- Pandemic disrupts routine activities of tourism industry.
- Pandemic impacts in supply of production of goods and services.
- Pandemic has made drastic fall in foreign exchange earnings.
- Due to pandemic, there are variations in demand for tourism business in the future.

Suggestions:

- It is inevitable to adopt online mode in tourism industry during this pandemic and provisions should be made for safety for tourists.
- There should be encouragement from government to boost up tourism; provisions should be made for accessing to working capital.
- Majority of the respondents (38%) have opined that there should be relaxation for loan repayment in the pandemic and should give more prominence and awareness regarding safer tourism spots in Mysore.
- There should be liberalizing in tourism policy.

- The respective authority should attract the tourist with vibrant GI tag features and advantages.
- The authorities must give effective propaganda for GI tag product and service for effective economic development.

Conclusion

Coronavirus came about in various socio-social, financial and mental effects on different the travel industry partners, some of them for quite a long time to remain. Therefore, the pandemic has made a 'fruitful' new setting whereby the travel industry analysts can lead research with important end-client benefits. In any case, COVID-19 the travel industry examination should attempt to keep away from the 'distribute or die' old mantra that has been driving and mushrooming the travel industry research. Despite the fact that reviews leading a rude awakening of effect of Coronavirus on the travel industry in Mysuru regarding financial direction, divulging openings and government mediation during pandemic circumstance. The current examination isn't thorough as far as the COVID-19 effects; while effects may not be uniform across every one of the players of a similar the travel industry partner bunch. For instance, the COVID-19 contrastingly affects the travel industry administrators dependent on their attributes, for example, the idea of the travel industry area (mediators, occasion coordinators transportation, and sort of convenience or fascination supplier), their size, and area, the board and proprietorship style. Likewise, the profoundly heterogeneous the travel industry interest (for example recreation and business voyagers, gathering and autonomous vacationers, exceptional premium sightseers like strict, corporate explorers) additionally implies that distinctive COVID-19 effects and suggestions are expected and qualified to be researched for various market sections. It tends to be inferred that by authoring the GI tag for redoing of the travel

industry or the other way around prompts comprehensive and manageable improvement in post Corona period.

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