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## Impact of Covid 19 on Tourism Industry in Maharashtra

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### ABSTRACT

Tourism is one of the most affected industry by covid-19 pandemic. When the Sars-CoV-2 hit the nation it lead to close all the economic activities within the nation. The people associated with this industry were forced to close their businesses. It has created an employment crisis. India implemented lockdown and travel restrictions with respect to states. Due to major restrictions people adapted the 'work from home' culture and working online became the new normal lifestyle. Maharashtra was one of the most affected state by the pandemic in India. Airlines sector, hospitality sector and tourism sector came into an halt for the world and India was no exception. The aim of this research is to find out the difficulties faced by the customers after the lockdown was lifted and evaluating the risk of travelling during pandemic. Also, to study the various promotion tactics used by Maharashtra tourism in post pandemic period. The outcome of this paper is to find out the impact of covid-19 on tourism and the problems faced by customers while travelling. The research is based on primary data collected through survey from google forms and various other secondary sources.

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Keywords:- Tourism, Covid 19, India, Maharashtra, Lockdown

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### Introduction

The Sars-Cov-2 originated in central China's Hubei province which is situated in Wuhan City. It was spread at the end of 2019. Covid19 is an infectious disease that affects the lungs of human body. It mostly affects old age people and people suffering with respiratory disease, diabetes and people with weak immune system etc. [WHO, 2020]. Covid 19 arise in January 2020 and started showing its effects in India by the end of February 2020 which to lead to a nation-wide lockdown. The World Health Organisation declared pandemic on 11 March 2020 and countries imposed lockdowns to prevent the rapid spread of the virus. The virus infected 3 crore people in India and more than 4 lakhs deaths were claimed by the virus. [The NY times, 2021]. Maharashtra recorded highest number of cases in India. The virus ceased the worldwide economic activities holding back the businesses and making the employees, labours return to their hometowns. This resulted in increase in unemployment rate which estimated around 12.2 crore employees losing their jobs. [The Hindu, 2020]. The tourism Industry was completely shut down, because of this tourist were panicking and rushing to their home countries. At the Initial stage, there was no suitable medicines and vaccines available to treat the disease. Non Pharmaceutical Intervention (NPI) was adopted by government to reduce the spread of virus outbreak. The government imposed 14 day quarantine for people coming from foreign countries. The quarantine was even mandatory for people without visible symptoms. The people were advised by government to maintain social distancing, using hand sanitizers, wearing masks. etc to prevent the spread of infectious disease.

The Indian tourism Industry is one the major driving force of economic development of service sector in India. India is known for its traditions, cultures, numerous festivals and its exceptional hospitality. India attracts a lot of foreign tourist because of its cultural heredity and different type of festivals. The tourism industry is growing day by day. The arrival of foreign tourist is increasing. In India, 16.91 lakh crore was generated from tourism sector calculated by the world travel and tourism sector in 2018 which makes 9.2% of India's GDP. Due to the rapidly growing infected cases, section 188 was implemented and people gatherings were strictly prohibited. A significant drop was seen in the international tourist, estimating 78% drop in tourism revenue of 1.2 trillion US dollars. Also major job cuts were realized in tourism sector and decline in demand of tourist led to financial problems.

Maharashtra is the second most visited state in India by foreigners. Maharashtra is known for its caves and forts. Maharashtra is also called the hub of entertainment Industry i.e Bollywood. Government is taking many steps to preserve Maharashtra's culture and traditions and to promote its tourism. Main focus of Maharashtra tourism is to improve its infrastructure in order to broaden the industry. It offers different types of destination for its tourists – cultural, historical and religious etc. Maharashtra confirmed its first case on March 9, 2020. It was the worst infected state in India. It has recorded 59,54,508 cases (as of 17 June 2021). The tourism and hospitality sector was badly affected where more than 2000 restaurants and hotels which are under FHRAI (Federation of Hotels Restaurant Association of India) were closed which provide employment to lakhs of people. The Tourism sector had to face an unpleasant consequences of the outbreak. As of now (2021), Chief Minister of Maharashtra has currently inaugurated a lot of initiatives

improve tourism sector after covid. Memoranda Of Understanding (MoU) was signed by the tourism ministry of Maharashtra with e-travel companies to promote government properties. Like adventurous sport and outdoors activities were also initiated by the government. The tourism ministry also signed MoU with the Maharashtra State Institute of Hotel Management and Catering Technology in Pune. The goal of chief minister of Maharashtra is to improve the infrastructure of Maharashtra and to create more tourist attractions. Government is working on MTDC (Maharashtra Tourism Development Corporation) by launching new clubs, renovated and even creating new website of MTDC. The aim is to boost tourism development which will go a long way and help to reconstruct the sector into pre-pandemic levels.

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### Literature Review:-

[SanjitaJaipuria, RatriParida&Pritee Ray, 2021]main objective of the research was to find the number of foreign tourist arrived using ANN (Artificial Neural Network) model. To study the total gain and loss in FEE (Foreign Exchange Earning) and suggesting theoretical and managerial answers. Findings of this research was that the sector and policies should be restructured otherwise the FEE will fall, predicted the arrivals and exchange rates and suggest that stakeholders should utilize the available resources rather than investing to add more resources.

[Nashirah Abu Bakar , SofianRosbi, 2020] the objective of this research was to assess the impact of covid 19 by using demand and supply curve to evaluate the economic changes in tourism sector and concluded that the mathematical modelling might be helpful to government to manage the unpredictable behaviour of economics and to forecast, accumulate the total number of cases. Also researcher suggested that government policies need to be address for preventing the spread of covid 19 anddecrease in demand caused decrease in the offering price of equilibrium and equilibrium quantity supplied.The researcher further stated that the awareness of disease management can be a compelling topic for research purpose.

[Pravin Kumar Patel, Dr. Jaya Sharma, Dr.ShivaliKharoliwal, Dr. Prashant Khemariya, 2020] Stated India and the world tourism sector entered into massive crisis and and reflected its effect on stock market as well. As tourist were not allowed to visit any country the tourism sector was suffered. the most the airlines, hotels and cruise operations came into an halt. This critically affected india's GDP as virus was spreading rapidly. The covid 19 triggered the health care alarm creating an health crisis and lead to economic breakdown. The intention of this research was to calculate the impact of covid 19 on tourism sector of India and world.The conclusion of this paper was to find out the greater impact of virus on tourism. Instant relief systems needed to be executed and modified for those that may collapse. The tourism industry faced a massive threat and a economic downturn was seen which was caused by coronavirus. Though the actions and precautions were taken but was seen unrewarding for preventing spread of the virus. Many domestic and foreign travellers were stuck in the places at the time of outbreak of covid. Thus, the hotels and tourism activities were unable to stop their services potentially spreading the virus more.

[Lee-Peng Foo , Mui-Yin Chin , Kim-Leng Tan and Kit-TengPhuah, 2020] Stated that at the time of pandemic Malaysian tourism sector is highly impacted, especially hotels and airlines business. This research has also studying the stimulus package offered by Malaysian government in order to help the tourism sector in Malaysia. The researcher concluded that the spread of covid 19 made a huge impact and severely impact the tourism industry. Due to the outbreak tourists were delaying travel and cancelling bookings plans to Malaysia. Malaysian government imposed lockdown restrictions and travels bans due to the spread of coronavirus. The government of Malaysia announced many economic aid to tourism and hospitality industries which are expected to sustain the pandemic period.

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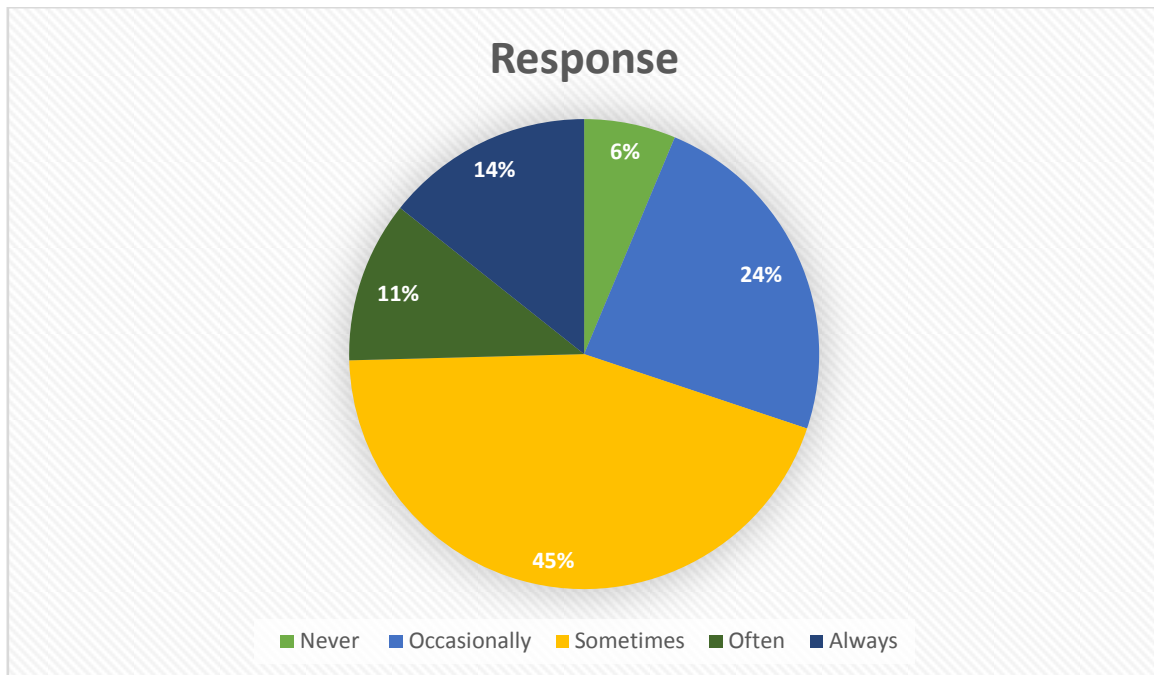
### Objectives:-

1. To find out the effects of travel plans of people due to covid 19.
2. To examine the impact of covid 19 on tourism industry.
3. To analyse the impact of coronavirus on arrivals and earnings.
4. To evaluate the risk of pandemic on Maharashtra tourism.

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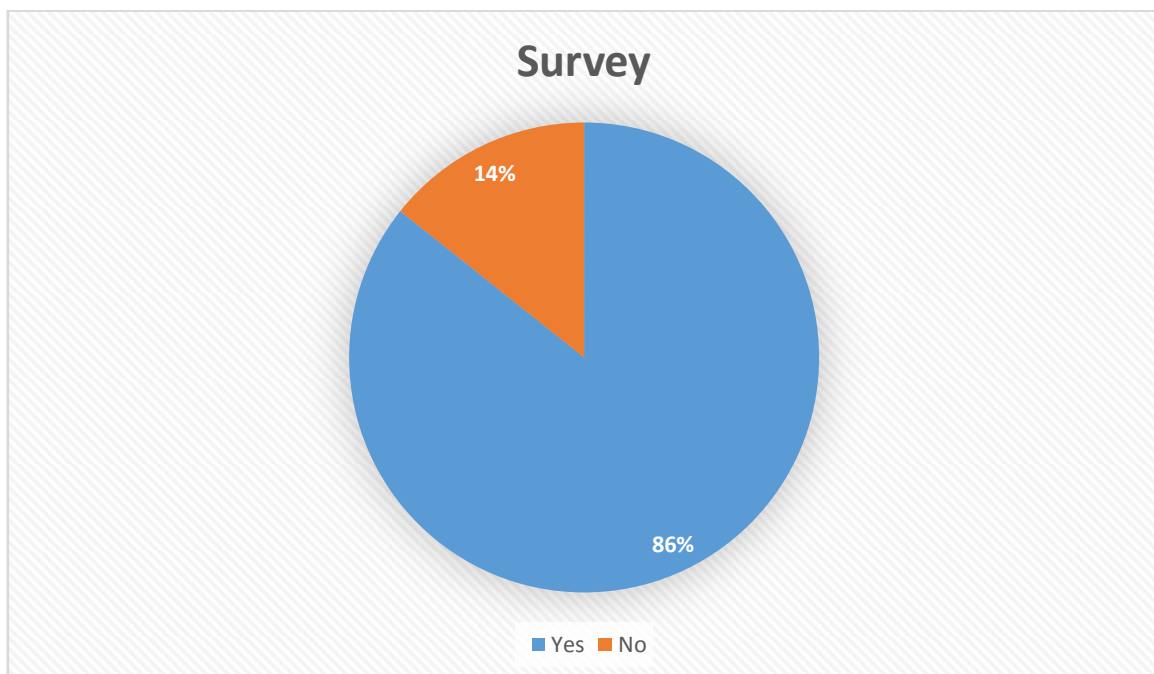
### Research Methodology

This paper explains the impact on tourism industry had due to covid. The research involved personal responses and changes responders had to make because of covid 19 outbreak. The responses are collected by random sampling. The data collected from the research was limited to Nagpur city. This survey was not limited to a particular demography. And as mentioned already that, the responses collected are from all demography. The primary data is collected for this research is from google forms survey in which people answered the questions which were pre-determined. The analysis of this research will be mostly interpreted by qualitative manner. Although, there will be handful of quantitative findings.

**Data Interpretation:-**

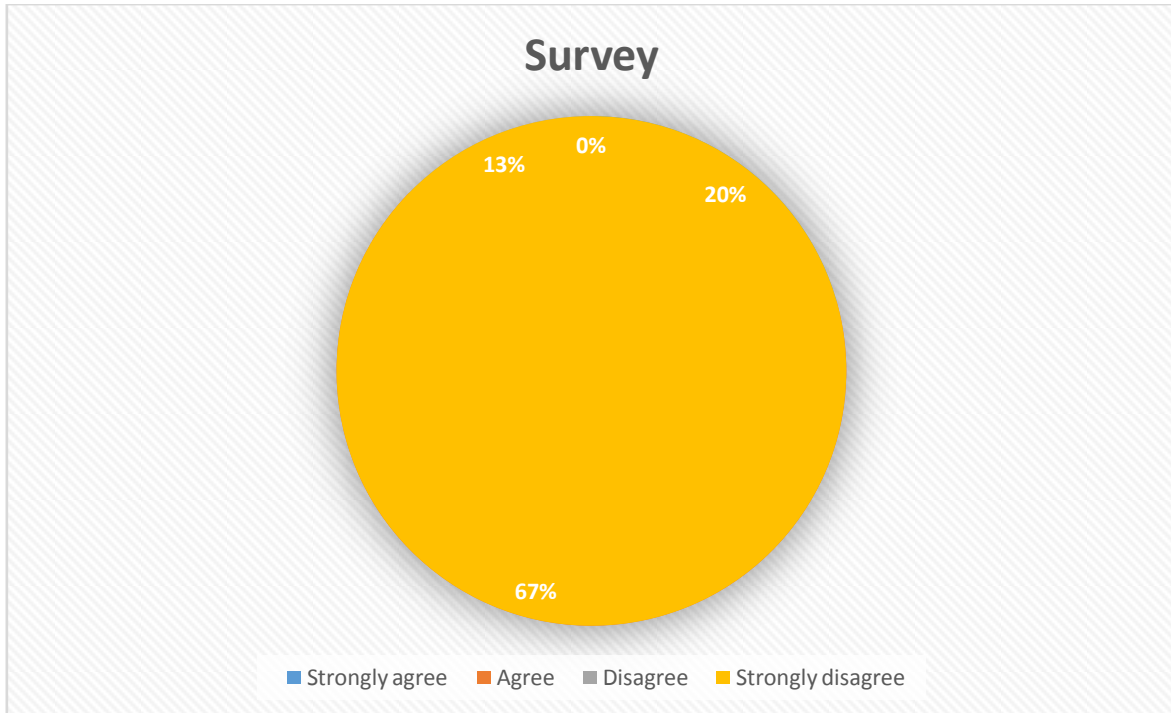
Graph 1:- How often people travel to public places

28 people i.e.45% responded that they still travel sometime during covid which shows that people are limiting their travels due to covid and lockdown imposed by government. Respondents which are 71.4% students in this survey are among major demography which responded that they don't travel as much as they did before. Only 4 people i.e.6.3% responded that they completely cut off their travel to public places due to covid.



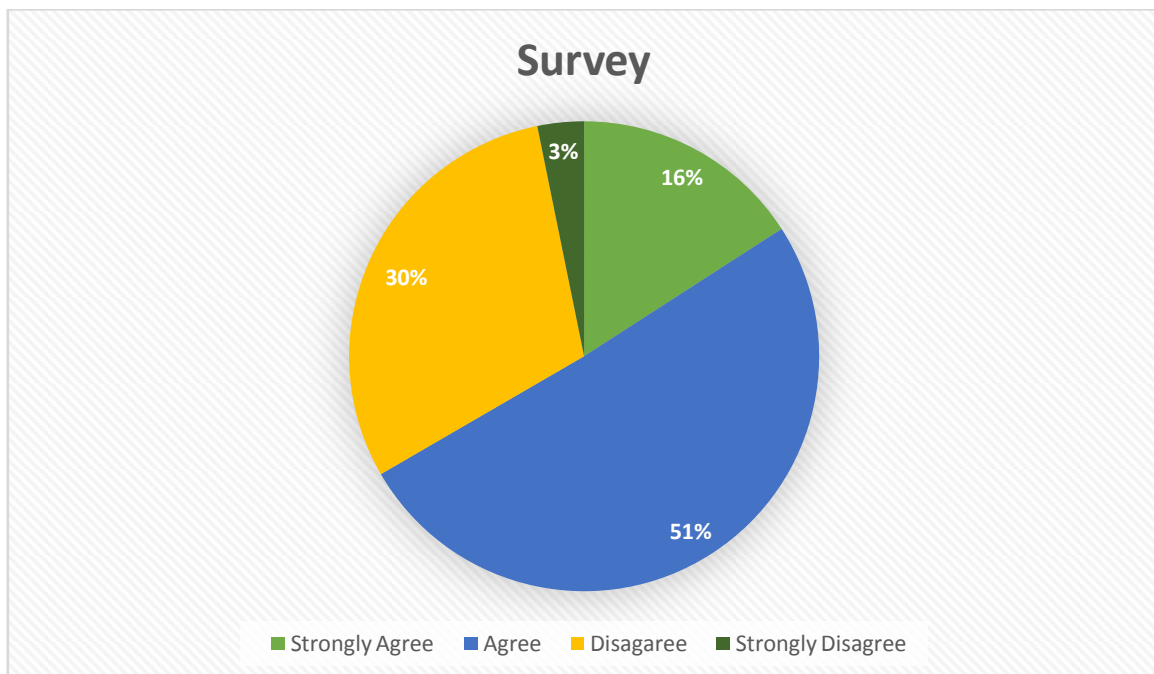
Graph 2:- Did people changed their plans due to Covid-19

Around 54 people responded that they changed their travel plans and became more conscious about travelling during covid-19. As the lockdown and travel restrictions imposed by the government, it became impossible to travel to desired places. And 14.3% which makes 9 people did not change their travel plans.



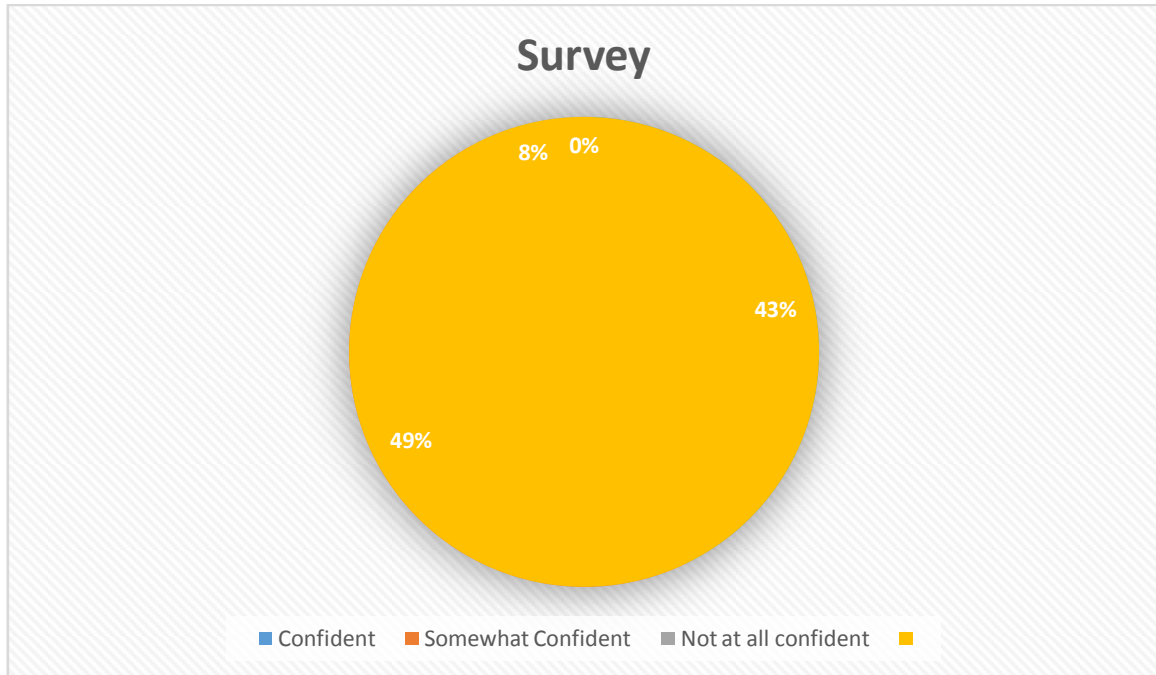
Graph 3:- Do people feel sceptical while travelling

67.7% people i.e 42 responses said that they feel suspicious while travelling. 20.6% i.e 1 people stated that they strongly agree with the fact that they feel pretty unsafe while travelling and feel a little scared that they might catch covid. 12.7% i.e 8 stated that they disagree and with the proper prevention they feel quite safe travelling to places.



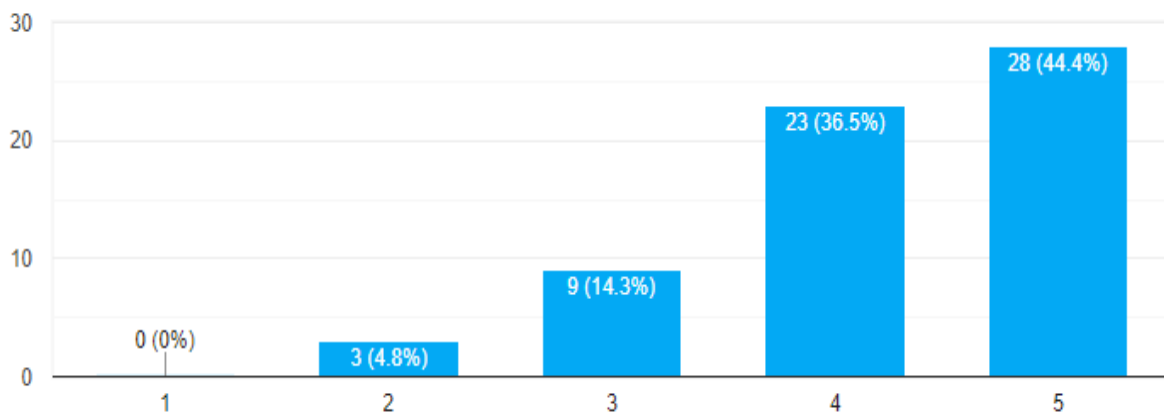
Graph 4:- Domestic and foreign arrivals should be allowed

There is a positive response regarding whether domestic and foreign should be allowed or not. Many people stated that tourist arrivals should increase in the country. Out of 63 people 32 are in the favour of foreign arrivals in the country. While 30% i.e 19 people disagree with the statement.



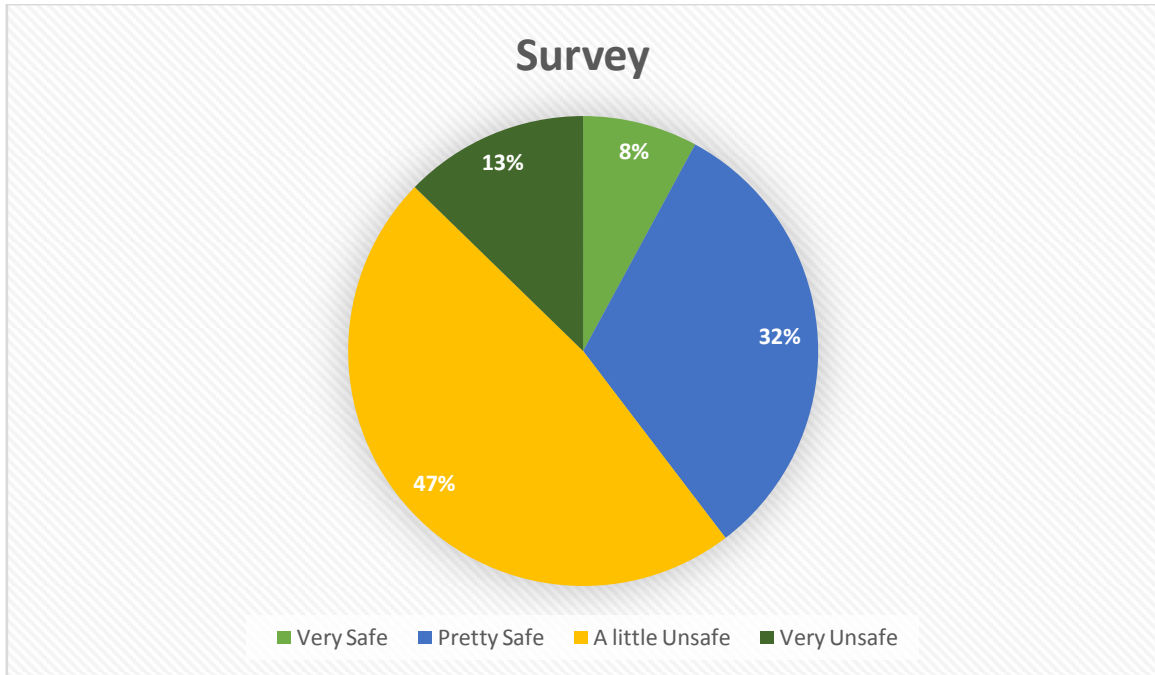
Graph 5:- How confident people feel in terms of public places that will be reopened along the route of their neighbourhood

A comparative study is carried out to know how people feel about public places to be reopened. In which 49.2% of people feel somewhat confident which states that people are still suspicious and doubt the reopening of public places. 42% of people feel confident that the places and reopening. The percentage of people feeling not at all confident is around 8%.



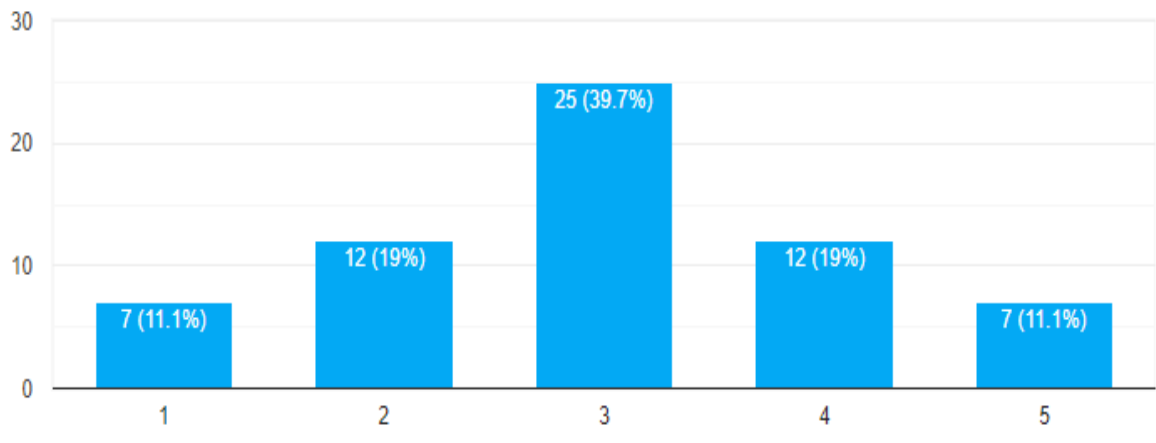
Graph 6:- Awareness about the preventions of Covid-19

The graph shows that 44.4% i.e. 28 people are fully aware about prevention of covid-19. 55.6% i.e. 35 people are less aware about the safety prevention. At the time of pandemic, the Government has also taken major steps to spread awareness about prevention of virus. Government as also launched the AarogyaSetu app to help the citizens of India.



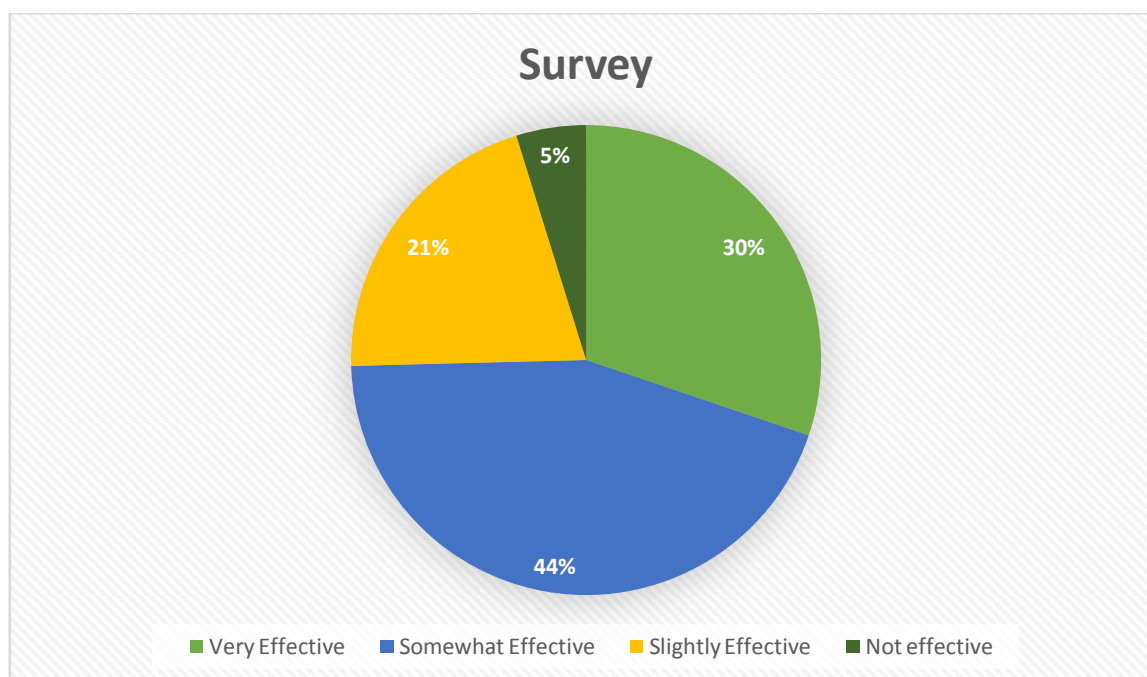
Graph 7:- How safe people feel while taking public transportation.

The following pie chart describe that around 46.6% i.e 36 people feel a little unsafe, 37.7% i.e 20 feel pretty safe in terms of taking public transport as the rules and regulations are imposed for public transportation due to covid. The data of people who feel extremely safe stands at 12.7%.



Graph 8:- Availability of transportation during Covid-19

These diagram illustrate that from 63 responses around 39.7% or 25 people rate 3 i.e. moderate availability of transportation during covid-19. Due to travel restrictions imposed by the government only fewer vehicles are allowed to travel for emergency purposes only.



Graph 9:- How effective were the precautions taken by Maharashtra government during pandemic

Above pie diagram shows how people feel about the precaution taken by Maharashtra government during pandemic, in which 49.2% of people feel that government taking many steps to cease the infection of virus yet still not managed to successfully do so. While 30.2% people feel the precautions and actions taken by government were very effective.

#### Acknowledgement:-

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#### Conclusion:-

In this research paper we give a short background of the Covid-19 outbreak and analysis the disease's impact on financial status of tourism industry. We also collected the responses of people and how they feel about the pandemic situation. We discuss the fears, the confusion people felt during this pandemic period and daily pattern changed due to pandemic. Immediate measures should be carried and must be adapted for those who may falter or fall behind. Our research showed that covid-19 has impacted not only the tourism industry as the people who had plans to travel were forced to cancel their travel plans as government imposed lockdown and travel restrictions which also affected day to day travelling. As the travel around the world halted and people cancel their hotel bookings, the hospitality industry also suffered a setback. The employment rate in tourism and hospitality industries decreased exponentially. Extensive planning is required to rebalance the economy and look-in opportunities in this crisis. A detailed plan is required in industry by industry in order to maintain a sustainable business in this crisis. It is obvious that government will take actions frequently to reassess the situation but the spread of the disease does not seem to slow down. This will pressurize the tourism industry and economy and will put them in a massive threat. As of now, Mr.Aaditya Thackeray, Minister for tourism has introduced a two-way approach to promote Maharashtra tourism and establish local industry.

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