



A Study of Growth in Travels and Tourism Industry of India in Post Pandemic: An Overview

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Abstract: After the COVID-19 Pandemic, all the worlds are re-open from world-wide lockdown, India is also reopened with new normal, almost all the business sectors as well as business enterprises resume their businesses with new ideas to survive as well as to achieve growth in new normal conditions after COVID, including, manufacturing, transportation, aviation (Domestic as well as International), hotels, leisure's, travels and tourism, etc. The India's Travel and Tourism industry in one of the largest industry in the country and one of the main sources of revenue to Government, through GST and other levied and also it is significantly contributing in the GDP through INR and Foreign Currency, as well as this industry also provides employment in large scale in the country by providing different services like Tour and Travels Agencies, Transportation, Cab Service, Hotel, Restaurant, Lodging, Leisure, Boarding, Sightseeing, Aviation, Cruise (Domestic as well as International), local food service, Retailer, heritage, adventure, Tourist Guide, etc. The Indian Travel & Tourism Industry records US\$ 121.9 billion market and contribute 4.6% in India's Overall GDP in 2020. But afterwards it records loss of Rs.1.25 trillion (approx.) and result of this badly affected the growth of travel and tourism industry of India, afterwards, the Indian Travel and Tourism Industry or market surpasses the all the previous or pre pandemic records in 2022 by achieving growth of 20.7% in business, with the help of these the Indian economy could reach almost Rs. 15.9 trillion (US\$ 215 billion) in 2022 and 1% above of 2019 levels. Apart from these employment generation also increased and set to grow almost 35 million with 8.3% growth. With these Indian Travel and Tourism Industry's GDP is expected to grow at an average of 7.8% annually compared to 6.7% of the India's overall GDP. Therefore, the researcher analyzing the growth in Travels and Tourism Industry of India in Post Pandemic situation and expected suggestions to improve more.

Key Words: Development and Growth in Travels and Tourism Industry, Hospitality, Employability, etc.

1. INTRODUCTION :

The Indian Travels and Tourism industry is one of the biggest industry in the country, which is the one of the main sources of revenue to Government, through GST and other levied and also significantly contributing in the GDP as well as this industry also provides different types of job in large scale in the country by way of different services like Tour and Travels Agencies, Transportation, Cab Service, Hotel, Restaurant, Lodging, Leisure, Boarding, Sightseeing, Aviation, Cruise (Domestic as well as International), local food service, Retailer, heritage, adventure, tourist guide, etc. But these businesses are temporarily suspended business operations and remain closed to stop spreading Novel Coronavirus. But after the new normal the business of travel and tourism industry resume their services in full swing, to recover expected loss of industry in Rs. 1.25 trillion for this, beginning of the financial year 2022 the travel and tourism industry surpasses the revenue of pre pandemic situation.

2. Literature Review :

Salunkhe, S. J. (2021, July), The research paper entitled, The Study of Impact COVID-19 on travel and tourism industry of India: An Overview, focuses on business travel and tourism industry during the period of COVID-19 have been badly affected and it records loss of Rs. 1.25 trillion (approx.).

Ghatage, L. N. and Kumbhar, V. M. (2015, February), had been studied the growth and performance of Tourism industry in India in research paper entitled the growth and performance of Tourism industry in India, and focuses on current scenario as well as growth and performance of Indian tourism industry during 2013 as well as he also assess the FTA.

Khare, M. and Sathe, S. (2021, May), According to the paper published in International Journal of Application or Innovation in Engineering & Management (IJAIEEM), entitled A Study of Tourism Choices by Tourists in India in New Normal, the choices of people or tourist have been changed in new normal era or in post pandemic era.

Export Import Bank of India, Report (2019, February). Indian Tourism Industry: Exploring Opportunities for Enhancing Growth, according to this report, current scenario of global and Indian Tourism Industry and services available discussed in this report as well as challenges and strategies also discussed for achieving growth in tourism industry in case of there are multiple opportunities to development of Indian Tourism Industry, in case of Foreign Tourist Arrival, Revenue, employment, Investment, etc.

Parmar, Arti A. & Shah, M. (2021, December). Role of Tourism Industry in Growth and Employment Generation of India, according to this paper, the travel and tourism industry playing a vital role in employment generation through different activities of travel and tourism in India.

3. Research Gap



On the basis of previous study based on Indian Travel and Tourism Industry, it is observed that, all the study focuses on specific periodic growth in pre pandemic situation, impact of pandemic on this sector, focuses on loss incurred, unemployment as well as other supporting services, but currently none of the study found, which assess the growth of travel and tourism industry in India after pandemic period, therefore the researcher trying to find out this gap and set a title to analyses the growth of travel and tourism industry in India in Post Pandemic period.

4. Importance of Study

Travels and Tourism industry of India, is major GDP contributor as well as employment generator in India and it contribute approximately 9.2% in GDP of India as well as 26.7 million of Job every year, not only employed millions of jobs, but also creating source of earning in rural India through direct and indirect way. But due to pandemic it completely collapsed, in the year 2022, travel and tourism industry surpasses all the pre-pandemic records. The number of Foreign Tourist Arrivals in March, 2022 is 342308 with compared to 123179 in March, 2021, it records positive growth rate 177.9%. and for the quarter of January-March, 2022 the number of FTA is 784750 with compared to January-March, 2021 is 306641, the positive growth rate is 155.5%. Overall, the number of tourist arrivals in different parts of India is notably increased during 2022 with compared to previous years. Therefore, it becomes necessary to analyze growth of Indian travel and tourism industry in post pandemic period.

5. Objectives of the Study

- To overlook the performance of travel and tourism industry in India
- To study the impact of COVID-19 on Travels and Tourism of selected states
- To Study the Challenges facing Travels and Tourism Industry in India
- To analyze the growth of travels and tourism industry in selected states of India during and post pandemic.

5.1 Hypothesis of the Study

H0: There is no significant relationship between pandemic and post pandemic growth of travel and tourism industry of India.

H1: There is no significant relationship between pandemic and post pandemic growth of travel and tourism industry of India.

6. Research Methodology :

The researcher used secondary data which were available from different reliable sources, as well as, collected primary data from observation to fulfill objectives and satisfy the hypothesis of the study.

Overall Impact on Indian Travel and Tourism Industry

The Travels and Tourism industry of India contributes approximately 9.2% in GDP and generates a total employment of 8.75 crore (approx.) It is about 12.75% of the total population out of which 5.56% belongs to the direct sector and 7.19% belongs to the indirect sector. Indian Restaurant has annual turnover of Rs. 4 lakh crore and employed 7 million people with this many other elements are also depend upon this sector like transportation, aviation, taxi or cab service, tour agency, guide, retailing, local business, hotels, leisure's, etc. but after the imposing country wide lockdown all the activities connected to the Travels and Tourism Industry has temporarily suspended their operations, transportation and aviation (Domestic as well International) has cancelled their advanced booking, people, who booked their tours with travel agencies or hotels they cancelled their advanced booking due to this lockdown and also not ready to booking in advance for future because future CORONA threat. The overall impact of this approximately 38 million of people lose their jobs (70% of total workforce employed in travels and tourism industry), currently, those who are working they lost 30-40% of salary, it means travels and tourism industry cut off the salary of workers or staff up to 30-40%. Foreign tourist also declines by 9%, due to lockdown, aviation industry also suspended their business or flights temporarily, due to this Indian economy loosed foreign exchange of Rs. 210981/- crores and facing loss of Rs. 27000 crores in first quarter of financial year 2020-21 (according to Report of Centre for Asia Pacific India). Total of 13.40 Lakhs peoples are employed in the aviation industry out of which 4 Lakh people employed in Air Transport Service and remaining 9.4 Lakhs peoples are engaged in allied and supply chain services, out of these most of the people also lose their jobs and those who are currently working they are getting 30-40% less salary. Aviation industry showed negative growth of 20-25% and it distinctly fell by 1.5% compared to the previous financial year. The overall impact of this pandemic situation Indian Travels and Tourism Industry leads to losing its GDP contribution as expected and losing their employment generation capacity and leads to expected loss of Rs. 1.25 trillion, which is not easy to recover.

Impact of COVI-19 on Travels and Tourism of Selected States of India

Maharashtra, Himachal Pradesh, Uttarakhand, Jammu and Kashmir, Goa, Delhi, Rajasthan, Tamilnadu, Kerala, Andhra Pradesh, Assam and its Seven Sisters (North Eastern State), etc. is the main and popular destination to visit for tours and travels purposes. Out of these, selected states are selected for this study on a sample basis and sample has been selected on the basis of most visited and popular destinations.

Maharashtra

Maharashtra has one of the leading and most visited states in India and one of the popular and favourite destinations of domestic as well as foreigner tourists. Maharashtra has One of the World Heritage declared by UNESCO i.e. Ajanta and Ellora Caves with this, Taj of Deccan (Bibi Ka Makabara), Aurangabad, most favorite destination of pilgrims Shirdi Sai Baba, Mahabaleshwar, Panchgani, Lonawala, Khandala, Mumbai, Konkan, Ganpatipule, Raigad, Astha Vinayaka, Jyotirlingas, etc. but due to this pandemic situation and countrywide lockdown, these destinations also remained closed and temporarily suspended the businesses like, hotels, resorts, dhabha's, temples, beaches, historical monuments, Forts, etc. and Maharashtra loosed crores of revenue and millions of people lose their jobs, thousands of retailers permanently loosed their business, as per the previous year data Maharashtra Tourism industry earned \$ 28 Billion, but due to COVID-19, 80% of total hotel advance booking have been cancelled up to March, 2020. So, this year, Maharashtra Tourism industry is losing this earning as well as 70% of the people associated with industry losing their jobs in the financial year 2020-21. But after the reduces the COVID-19 cases, the revenue from tourism in Maharashtra State have been hike in 2022 INR 17249.32 million with compared INR 12789.480 in 2021. The figure of Revenue INR 17249.324 million is the all-time in the last decade.

Himachal Pradesh



Himachal Pradesh is the most visited and most popular tourist destination in India as well as in the world, which is situated in the Himalayan Hills and also known as "Dev Bhoomi". Shimla, Kullu, Manali, Dharamshala, Dalhousie, Rohtang Pass, Lahaul Spiti, Leh, Kasouli, Kinnore, etc destinations are popular and favorite destinations for Indian as well as foreign tourists. Shimla was declared by the State Government as a Most Visited Place in April-May, 2020 and about 1.72 crores of tourists visited Shimla in 2019. As per data available, 8000 hotels and 4000 homes stay available in the state and contribute 7% to state the GDP. Hotels and Hospitality is the major source of revenue and the Travels and Tourism industry of the State is the most employment generation sector in this state. But, due to this pandemic situation and countrywide lockdown, travels and tourism industry of the state have been completely collapsed, most of the hotel bookings have been cancelled, 11 lakhs of people already loosed their jobs as well as indirectly dependents on tourism industry are taxi owners, cab drivers, guides, porters, dhaba owners, horse owners, etc. are also losing their jobs and income and it is very difficult to fulfilled their livelihood, and currently still people all over India afraid to go for tourism. Many places in this industry are just open for a few months in the year and only tourism is the source of income, in this situation; it has become very difficult to survive for these people without earning this year. Travel and Tourism Industry of "Devbhomi" Himachal Pradesh is contributing 7% in State GDP, In the year 2021, 80 Lakh domestic as well foreign tourist visited to Himachal Pradesh with compare to this 66.74 Lakh tourist visited Himachal Pradesh only in May, 2022. This figure broken down the all-previous records since 2010. Shimla was the favourite destination for this year and it was on top in the month of May, 2022 with 19.70 lakh tourist.

Uttarakhand

Uttarakhand is also known as "Dev Bhomi" and "Holy Place of Char Dham" like, Haridwar, Rushikesh, Badrinath, Kedarnath, with this it is also a very favorite destination for the domestic as well as foreign tourist. Annually 3.5 crore of Pilgrims visited these Uttarakhand and 18 Lakhs pilgrims took Holy dip at Ganga Ghat, as well as millions of people also visited Nainital, Musoorie, Deharadun, Ranikhet, etc. Tourism is the main source of income for the people of Uttarakhand and 80% of people have depended on Tourism. Uttarakhand Tourism industry contributed 1.5% in the National Economy and 51% in the State Economy. As per the previous year data, total turnover of the state tourism is Rs. 1398/- Crore and 345 Lakh domestic and 1.46 lakh foreign tourists visited every year to Uttarakhand. But, due to this CORONA Pandemic and countrywide lockdown, Uttarakhand Tourism incurred loss of Rs. 8000/- crore (approximately) and millions of people also losing their jobs, hundreds of local businesses shut down their businesses, people associated with allied services like taxi owners, drivers, guide, porters, boat owners, horse owners, etc. also losing their source of income therefore become very difficult to them for day-to-day livelihood. Almost 4 Crore tourist visited Uttarakhand every year out of which 1.5 lakhs are foreigners are visited Uttarakhand many tourists prefer to visit Char Dham in Uttarakhand.

Jammu and Kashmir

Jammu and Kashmir is one of the favorite destinations of the domestic as well as foreign tourist and it is situated in Himalayan Hills range and also known as "Heaven" or "Paradise" of the Earth. Jammu and Kashmir contributed 5% in the GDP of the state and generated 144500 jobs in tourism and handicraft sectors. But due to this pandemic situation and countrywide lockdown most of the business, hotels, hospitality and other allied services remained closed therefore thousands of people associated with tourism are losing their jobs and the state economy incurred loss of Rs. 1056/- crores, people associated with allied services like taxi owners, drivers, guide, porters, boat owners, horse owners, etc. also losing their source of income therefore become very difficult to them for day-to-day livelihood. After the pandemic the tourism of Jammu and Kashmir broken the records of tourism for last 10 years, 4th April 2022 was the busiest day of Kashmir Airport, on this day 15014 passengers travelling through 90 flights in a single day. Over crores (1.06 crore) of tourist are visited Jammu and Kashmir during first 6 months of 2022, with compared to this only 41267 tourists visited in the year, 2020.

Assam and its Seven Sisters (North Eastern State)

In the North Eastern State, Assam and its seven sister's also very favorite and popular destinations for tourism, Darjeeling, Guwahati, Sikkim, Tripura, Arunachal Pradesh, Manipur, Nagaland, Meghalaya, etc. attract the people. 4.25 lakh domestic and 4504 foreign tourists visited annually these places, but due to this pandemic and lockdown, many businesses have been stopped their operation, millions of people losing their jobs, with these other local businesses permanently shut down their business, other people associate with tourism also losing their job, the overall expected loss of Assam and NE tourism industry expected loss of Rs. 1200-1500 Crores. After the pandemic 14.09 lakhs of tourist visited Assam and north eastern state during the year 2021, in 2020 it has 12.66 lakh.

Kerala

Kerala is one most favorite tourism place in India situated in the southern part of India, which is known for long sea beaches, spa and Ayurveda. Most of the people visited Kerala in mostly winter session, there are boating, spa, hotels, spices, herbs, etc. are the product and services available in the Kerala, Kerala it second largest Hotel service provider in India after Maharashtra, there are 14165 hotel rooms available for the tourist, but due to this pandemic situation, all tourism business of the Kerala has been completely collapsed and most of the allied services has been temporarily suspended due to this pandemic Kerala tourism expects loss of Rs. 15000 crores and here also millions of people losing their job. Due to COVID-19 Pandemic, the number of tourists visited to Kerala are bounce back, only 3.8 million domestic tourists are visited Kerala in January-March 2022, but the growth rate has been increased up to 72.48% from 2.2 million footfalls.

7. Finding

1. The Indian Travel & Tourism Industry records US\$ 121.9 billion market and contribute 4.6% in India's Overall GDP in 2020.
2. During the period of pandemic, the number of foreign tourist arrivals in India in 2021 has been decrease with compare to 2020 from 2.74 million to 1.52 million and this number has been increased in March 2022 by 177%. It shows positive growth in the development of travel and tourism industry.
3. The Indian Travel and Tourism Industry it records loss of Rs.1.25 trillion (approx.) during the period of pandemic.
4. The Indian Travel and Tourism Industry or market surpasses the all the previous or pre pandemic records in 2022 by achieving growth of 20.7% in business.
5. The Indian Travel and Tourism Industry's GDP is expected to grow at an average of 7.8% annually compared to 6.7% of the India's overall GDP.
6. The revenue generated from travel and tourism industry of Maharashtra State have been hike in 2022 INR 17249.32 million with compared INR 12789.480 in 2021. The figure of Revenue INR 17249.324 million is the all-time in the last decade.



7. After the pandemic around 66.74 Lakh tourist visited Himachal Pradesh only in the month of May, 2022 with compare to 80 lakhs of previous year total visitors visited Himachal Pradesh.
8. 4 Crore (approx.) tourist visited Uttarakhand every year out of which 1.5 lakhs are foreigners are visited Uttarakhand many tourists prefer to visit Char Dham in Uttarakhand.
9. After the pandemic the travel and tourism business of Jammu and Kashmir state broken the all-previous records of travel and tourism business for last 10 years.
10. In the history of travel and tourism business of Jammu and Kashmir, 4th April 2022 was the busiest day of Srinagar Airport, on that day 15014 passengers travelling through 90 flights in a single day.
11. Over crores (1.06 crore) of tourist are visited Jammu and Kashmir during first 6 months of 2022, with compared to this only 41267 tourists visited in the year, 2020.
12. After the pandemic 14.09 lakhs of tourist visited Assam and north eastern state during the year 2021, it was 12.66 lakhs in the year 2020.
13. After the pandemic Travel and Tourism business of Kerala state are bounce back, and 3.8 million domestic tourists are visited Kerala in the quarter January-March 2022, and the growth rate has been increased up to 72.48% from 2.2 million footfalls.

Testing of Hypothesis

H0: There is no significant relationship between pandemic and post pandemic growth of travel and tourism industry of India.

H1: There is significant relationship between pandemic and post pandemic growth of travel and tourism industry of India.

From the above data analysis, the alternative hypothesis, have been accepted and null hypothesis have been rejected.

8. CONCLUSION :

Finally due to this pandemic situation and countrywide lockdown, almost all the business enterprises remained closed business operation including, hotels, hospitality, tour agencies, transportation, aviation, taxi owner, drivers, guides, local businessmen, guides, porters, etc. the impact of that, the impact of that, most of the business suffering from losses including hotels and hospitality, and crores of people associated with this industry losing their jobs and remaining employee associated with this business are getting low salary after 30-40% cut off. Tourism industry, currently suffering from huge losses, many small and local businesses terminated their business. Government of India supported by declaring stimulation of Rs. 50000 crores out of the package of 20 Lakh crore as per the recommendation of NITI Ayog. But after the pandemic the travel and tourism industry coming back in its previous situation and surpasses all the previous records. especially in first half year of 2022, almost all the state including Himachal Pradesh, Jammu & Kashmir, Uttarakhand, North Eastern State, Tamilnadu, Kerala, etc. have full of tourist and crores of people visited across the India, only Jammu and Kashmir recorded 1.06 Crores of tourist footfalls itself in first half of 2022. These all things represent travels and tourism industry flourish again and recorded its growth after pandemic.

Recommendation or Suggestions

The Indian Travel and Tourism Industry or Market is one the biggest industry, which contribute highest in GDP, therefore the Ministry of Travel and Tourism of Government of India as well as State, need to focus to improve services or activities related travel and tourism business in India as well as State. In a many States, road transport facility is not much suitable for travelling by road, road conjunction or traffic jam is one of the major problems in the state like Jammu & Kashmir, Himachal Pradesh, Maharashtra, etc. need to improve facilities to eliminate such type of problem. Even in many states road condition is not in much better condition, need to improve that. Safety, security and hygiene is one of the major issues, the industry or the department of travel and tourism need to focus on that, especially after pandemic for positive growth in the industry.

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