

Restoring Tourism Industry in India after Covid-19: A Case Study

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ABSTRACT

Purpose: This research paper assesses the effect of Corona Virus or COVID-19 on Indian tourism industry and also focuses on restoring Indian tourism by suggesting/recommending tourism industries to change their approach towards tourists which brings back the departed glory. According to WTCC, the Covid-19 epidemic is depended upon to cost the movement business basically USD 22 billion achieving a lack of 50 million situations all throughout the world. India is no special case; the travel industry has seen a critical decay during 2020. In such a circumstance India is no exemption; the travel industry has seen a huge decrease during 2020. GOI has an urgent job to carry out in recovery and development of the travel industry. To avoid the spread of the covid-19 government of India imposed lockdown in all the states including union territories, travel restrictions, national international flight restrictions which made worst effect on Indian tourism by causing huge damage towards country's GDP and also many peoples lost their employments.

Objectives: we aim to present the restoration of Indian tourism industry which got worst affected by COVID-19 pandemic by providing recommendations to restore the same.

Design/Methodology/Approach: Data are collected from various scholarly articles, web articles, and this paper presents Strength, weakness, Opportunities, and Threat (SWOT analysis) as a way promoting approach for the Travel sector within the aspect of the Covid-19 Epidemic.

Findings/Result: Based on the SWOC analysis of the tourism industry, restoring the tourism industry in India have got many challenges, threats and opportunities are discussed.

Originality/Value: Built on secondary data available, this paper analyses the impact/Consequence of Corona Virus or Covid-19 on travel/tourism industry in India.

paper Type: Case Study Analysis.

Keywords: Tourism industry, Indian economy, GDP, epidemics, World Travel and Tourism Council (WTCC), COVID-19, SWOC analysis.

1. INTRODUCTION :

The primary portion of the year 2020 will be all around recalled and remembered by history specialists, scientists, researchers throughout the span of the years for the interference caused the world over by the Covid pandemic. The greatest economies of the world were on lockdown to contain the disease [1]. The Indian economy is viewed as perhaps the main division, and we have three particular regions: farming, industry, and administrations. The travel industry area and convenience regions (which incorporate inns and Cafes) have long been seen as a source of expansion and a driving force for financial development everywhere. The tourism sector and regions of friendliness bring prosperity and wealth to cities and countries. The tourism and hospitality industries have created millions of jobs for the local population [2].

In many spots, the travel industry has turned into an essential column industry, given its inexorably critical commitments to the nearby GDP (GDP) [2]. Coronavirus—the abbreviation for Covid sickness 2019—is an irresistible infection brought about by the SARS-CoV-2 infection. It was distinguished interestingly in Wuhan, Hubei area, China, toward the finish of 2019. Because of COVID – 19 the central government has proclaimed a total lockdown. This has affected each business [3]. The government's imposition of the lockdown has helped prevent the spread of the dangerous covid virus to a large extent, but it has basically affected the country's financial growth [4]. The new Corona infection initially hit international travelers and the outbreak was tourism-driven and therefore mainly confronting the affluent social class around the world [5]. In recent years, the Government of India ("GOI") has taken various aggressive measures and focused on the global goal of the tourism industry by promoting schemes such as "Incredible India", "Atithi Devo Bhava", "Swadesh Darshan" and "Pilgrimage rejuvenation and spiritual enhancement" (PRASAD) [6]. The World Travel and Tourism Council ("WTTC") 2020 announced that in 2019, the travel industry created 39,821 million jobs in India, accounting for 8.0% of the full workforce in 2019. The Covid19 epidemic has cruelly affected the travel industry internationally. fields like neighborliness, travel heads, travel organizers, the air, street and ocean transport industry and others. World Health Organization (WHO) expressed COVID-19 as a epidemic infection. Coronavirus have had adverse consequence across all financial areas that was rarely anticipated. In India, the principal COVID-19 case was affirmed on 30 January 2020. In India, from 3 January 2020 to 12:47pm CEST, 14 July 2021, there have been 30,946,074 affirmed instances of COVID-19 with 4,11,408 passings, the complete number of COVID-19 cases in India and everywhere the world till June 2021 is represented in table 1.

Table 1: Number Of COVID-19 cases across India including Union Territories till 14 July 2021 [7]

State/Ut	Confirmed Cases	Active Cases	Discharged	Deaths
Andaman and Nicobar Islands	7496	6	7358	129
Andhra Pradesh	1926988	26710	18887236	13042
Arunachala Pradesh	40814	26710	1887236	13042
Assam	538407	21631	511888	4888
Bihar	723457	789	713055	9619
Chandigarh	61844	77	60958	809
Chhattisgarh	998565	4150	980933	13482
Dadra and daman and Diu	10589	21	10564	4
Delhi	1435204	683	1409501	25020
Goa	168988	1732	164155	3101
Gujarat	824305	719	813512	10074
Haryana	769343	872	75908	9563
Himachal Pradesh	203869	1203	199170	3496
Jammu and Kashmir	318991	24335	312198	4358
Jharkhand	346411	347	340944	5120
Karnataka	2874597	34257	2804396	35944
Kerala	3087673	115622	2957201	14810
Ladakh	20227	113	19908	206
Lakshadweep	10031	109	9873	49
Madhya Pradesh	791583	279	780796	10508
Maharashtra	6172645	107691	5938734	126220
Manipur	79417	7706	70402	1309
Meghalaya	55218	3964	50336	918
Mizoram	25170	5063	19994	113
Nagaland	26140	962	24664	514
Odisha	943675	20904	918041	4730
Puducherry	119181	1384	116026	1771
Punjab	5978201	1427	580195	16199
Rajasthan	953187	613	943629	8945

Sikkim	22623	2281	20025	317
Tamil Nādu	2523943	31218	2459223	33502
Telangana	633146	10064	619344	3738
Tripura	71873	4384	66771	718
Uttar Pradesh	1707502	1479	1683319	22704
Uttarakhand	341274	819	333104	7351
West Bengal	1513877	14191	1481742	17944
Total	30946074	429946	30104720	411408

The tourism industry is the support of the economy for a numerous country around the world. The tourism industry is a major industry and still has the potential to generate an unknown source of income and a means of commerce. [8]. The tourism industry is an important source of income and employ in many countries. It is a generator for unspecified labor, wages, fees and business profits. The travel industry turned out to be exceptionally cutthroat; thus, exact the travel industry request estimating is critical to settle on a fitting key and functional choice. Vital choices are anticipating opening attractions, methods of transport, convenience, and the travel industry advancement for which goliath venture is required. Interestingly, functional choices are the quantity of leaving regions, orderlies, number of transport transports, long stretches of administration each day, and representatives' employing [9]. Coronavirus through and through influences the monetary improvement all throughout the planet. With the huge extension quarantines, travel restrictions, and social-isolating, measures drive a sharp fall in customers and business use [10]. To decrease the spread of the covid-19 government of India -imposed lockdown in all the states including union territories, travel restrictions, national international flight restrictions which made worst effect on Indian tourism industry. Coronavirus basically influenced the vehicle business since the travel industry, inn business, and transportation becomes to stop on account of lockdown. Individuals are trying not to head out to the jam-packed spots to be protected. Lockdown is bit by bit influencing the way of life of people and embracing to the basic lifestyle [11].

2. RELATED WORKS :

The below table reviews the findings done by different authors on impact of covid-19 or Coronavirus on Tourism industry in India and across world.

Table 2: Summarizes the findings by various authors

SL. NO	AUTHOR(S)	YEAR	FINDINGS/RESULT
1	Pavithra Shetty 2021[2].	2021	Inspects the effect of COVID-19 on the travel industry and travel industry and furthermore Recommends Government to a) engage in advancing the adaptability administrations b) control security conventions would be one more essential instrument to draw in likely individuals and offering limited rates, undoing strategy
2	Patel J., & Kulkarni, V 2020 [3].	2020	Recommends Tourism industry to use innovation to further develop visitor experience, reception of green practices, customized administration for explorers, development in last-minute booking, and expanded spotlight on wellbeing and health offering
3	Dogra T 2020.[4]	2020	Endorses the travel industry organizations to recapture the trust of voyagers is to guarantee sanitizing significant vacationer locations, including inns and eateries, to recover individuals' trust that traveler locations and facilities are on the whole protected from Covid-19.
4	Rajeev Ranjan Mishra 2020 [6].	2020	Recommends To restore the travel industry government should approach, without which it is hard to conquer the monetary crunch. Government should give certain unwinding on charges forced on the travel industry, or to

			give certain delicate credits least loan costs and should give extra assets for the advancement of the travel industry sooner rather than later.
5	Kumar V 2020 [8].	2020	Prescribes government to give certain decrease on extracts forced on the travel industry.
6	Jaipuria S, Parida, R., & Ray, P 2020 [9].	2020	Highlighted Foreign Exchange Earnings (FEE) has diminished due to unfamiliar sightseers' less appearances in this pandemic flare-up. In this way, rather than putting more in adding new assets, policymakers and partners can ponder making the current asset more productive and powerful
7	Bakar N, & Rosbi, S 2020 [10]	2020	Proposed the mathematical modelling which assists the Government with managing the amazing behavior of monetary region in the movement business. In a comparable time, government system needs to address a suitable course of action in preventing the spreading of COVID-19 and lifting the circumstance with economy development in the movement business.
8	Folinas, S., & Metaxas, T 2020 [14]	2020	Archived the travel industry phenomenal conversion of risks - contained an overall prosperity alert; the lack of plane due to the crisis of the Boeing 737 Max; the social belittling of development; distorted and shockingly sham media offensives; climate fiascoes; region charges; liquidations of directors and transporters; and the political uncertainty and money related respite in the colossal business areas.
9	Ruchika Kulshrestha. Kunal Seth 2020 [16].	2020	Provides a brief background. on the transmittable disease flare-up, named COVID-19, and checks out the effect of the infection in India's travel industry and proposes plans to recuperate the travel industry.
10	Pravin Kumar Patel Dr. Jaya Sharma, Dr. Shivali Kharoliwal, & Dr. Prashant Khemariya 2020 [19]	2020	Highlighted the extreme harm pandemic made on the economy of the nation and the globe too simultaneously and furthermore suggests governments and monetary establishments continually re-survey the travel industry after pandemic.

3. OBJECTIVES :

The travel business in India/Bharath is the most affected, as guests are not permitted to enter the nation. Hotels, planes, and cruise companies were all shut down. As a result of the virus's unabated spread, this is having a negative influence on India's GDP. The Covid-19 is sounding a worldwide health warning, indicating healthcare instability as well as economic consequences. The objective of this work is

- (1) To assess the effect of covid-19 or corona virus pandemic on global Tourism and hospitality Industry.
- (2) To study the influence of COVID-19 or corona virus on Hospitality and Tourism Industry in India.
- (3) Recommendations/Suggestions to restore Tourism amid COVID-19.

4. METHODOLOGY :

This paper comprises of complete examination of the tourism industry information Pre-COVID-19 and post-COVID-19 which is gathered from world travel and the travel industry board (WTTC). Distinctive diary articles, sites have been referred for investigation and impact of COVID-19 on the travel industry.

5. INDIAN TOURISM INDUSTRY :

India is the origination of the world's four significant religions: Hinduism, Buddhism, Jainism, and Sikhism. India has an aggregate of 38 world legacy destinations. India draws in guests from one side of the planet to the other. The quantity of unfamiliar guests to India is likewise expanding. (Administration of Tourism-2019). India is the origination of four world religions, particularly Hinduism, Buddhism, Jainism and Sikhism. India has 38 worldwide memorable objections. India draws in guests from everywhere the world. The obscure appearance of Indian vacationers is additionally broad. (The travel industry Services 2019) In India, in 2017, 10.04 million unidentified vacationers additionally showed up, in 2018, 10.56 million sightseers showed up with an expansion of 5.2%. (IBEF2019) Total responsibility by development and the travel industry area to India's GDP depends on an increment from Rs 15 24,000 (\$ 234.03 billion) in 2017 to Rs 32.05,000 (\$ 492.21 billion) by 2028 All local acquisitions in India stayed at \$ 28.6 billion out of 2018 and is relied upon to reach \$ 50 billion by 2022. The Ministry of Tourism has introduced 17 famous places of the country to be developed as part of the project to develop famous tourist sites and proposed to carry out the development of these sites in coordination with the Ministry of Tourism. a variety of central ministries, state governments, urban local agencies, local communities, and industry/private sector stakeholders.

1. Kaziranga (Assam)
2. Hampi (Karnataka)
3. Ajanta (Maharashtra)
4. Ellora (Maharashtra)
5. Somnath (Gujarat)
6. Dholavira (Gujarat)
7. Khajuraho (Madhya Pradesh)
8. Colva Beach (Goa)
9. Mahabodhi Temple (Bihar)
10. Red Fort (Delhi)
11. Kumara kom (Kerala)
12. Shimla (Himachal Pradesh)
13. Fatehpur Sikri (UP)
14. Humayun Tomb (Delhi)
15. Qutab Minar (Delhi)
16. Amer Fort (Rajasthan)
17. Taj Mahal (UP)

After more than 31 days of COVID-19 lockdown, India's joblessness rate around 14.9% to arrive at 23.6% in the long stretch of April, a lot higher than 8.71% announced in the earlier month, as per information delivered by Center for Monitoring Indian Economy (CMIE) April's joblessness pace of 23.51% is the most elevated ever. The joblessness rate in metropolitan India remained at 24.94%, while in rustic India it was 22.87%. State insightful joblessness rate contrasted generally. Most noteworthy joblessness pace of 75.9% was recorded in Puducherry followed by 49.7% in Tamil Nadu 47.2% in Jharkhand 46.7% in Bihar and 43.3% in Haryana.

India has many states that are considered dynamic tourist destinations according to India's 2018 domestic tourist arrivals distribution of 1854 million (adjusted) compared to 1658 million in 2017, with a rate increased by 11.8%. According to available reports, the number of Indian nationalities departing from India in 2018 was 26.28 million compared to 23.95 million in 2017 and registered a growth rate of 9.7%. Before the epidemic hit India, the contribution of tourism to GDP is 6.8%, Total T&T GDP = INR13,681.2BN and braced 39,821.8 jobs in 2019. Figure 1 and Figure 2 shows inbound arrivals and outbound departures as on December- 2019.

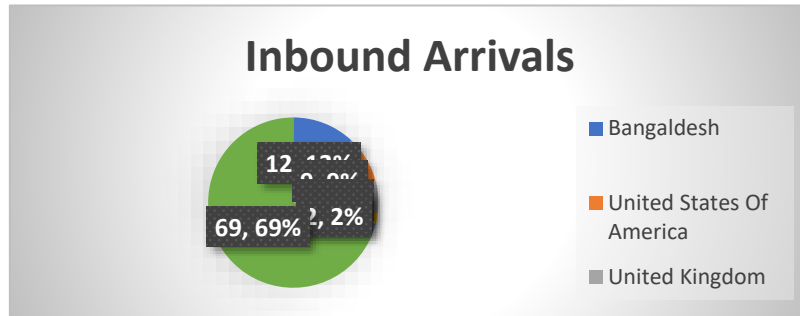


Fig. 1: Inbound Arrivals accounted on 2019 [12]

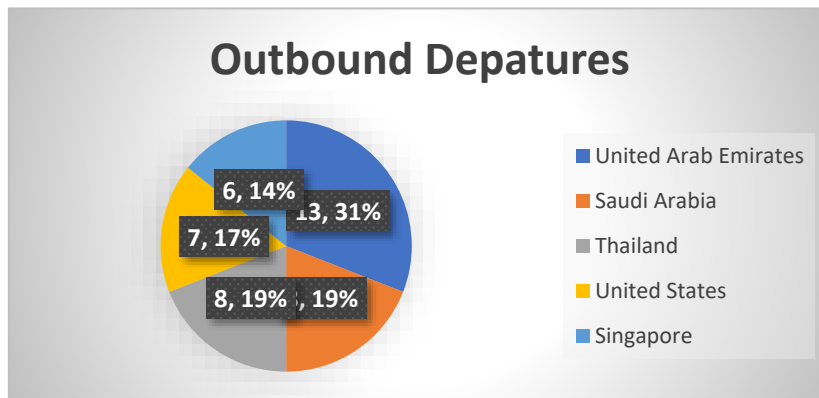


Fig. 2: Outbound departures accounted on 2019 [12]

In the Figure 3, it is enrolled as unfamiliar vacationer appearances in 2019, the best 5 states/UT are Tamil Nadu (6 crore), Maharashtra (5 crore), Uttar Pradesh (3.8 crore), Delhi (2.7 million) and Rajasthan (1 million), their separate proportion is 21.1%, 17.7%, 13.2%, 9.2% and 6.3% These 5 states/TUs address around 67.3% of all out outbound travel to the states/UTs of the region.

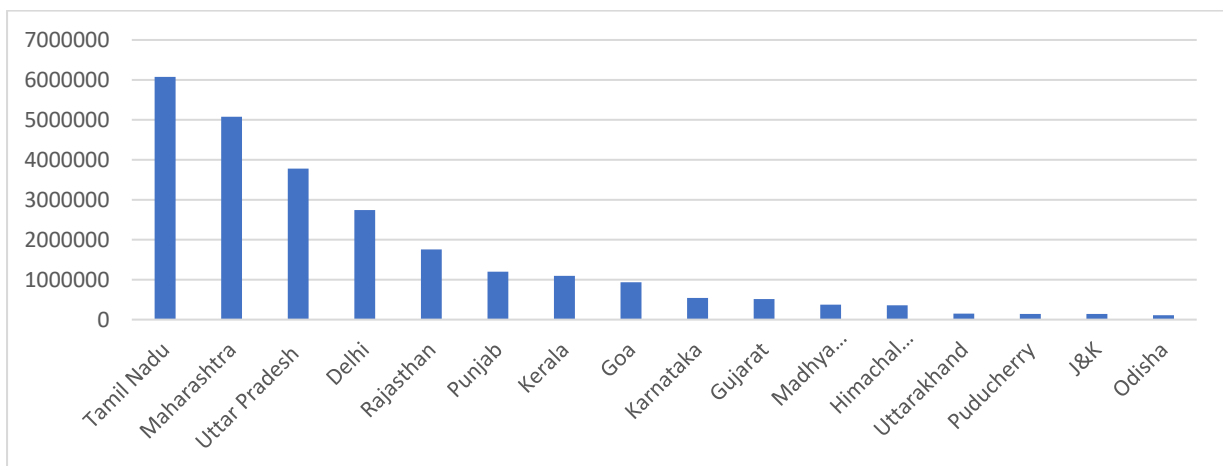


Fig. 3 : Top 15 states/UTs ratio in India when foreign tourists visit in 2019 [12]

In the Figure 4, it is recorded as Domestic travelers visits in 2019, the topmost five States/UTs is Uttar Pradesh (22 million), Puducherry (19 million), Himachal Pradesh (7 million), Maharashtra (8 million).

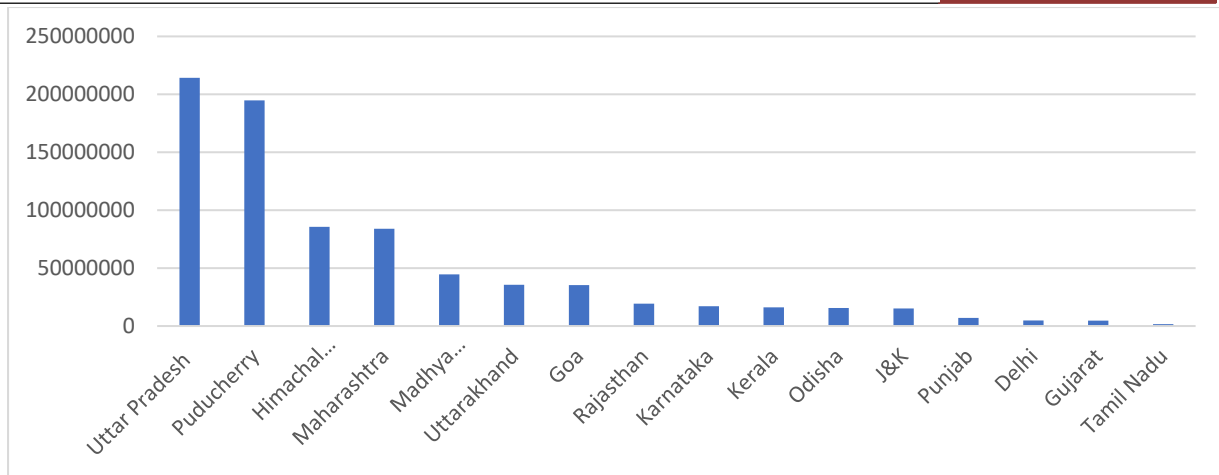


Fig. 4: Top 15 states/UTs ratio in India when Domestic tourists visit in 2019 [12]

In monetary year 2019, India's travel industry contributed almost 13% of the complete work in the country. In this way, the work rate has expanded fairly contrasted with earlier years. Contrasted with the 2014 monetary year, this portion of the overall industry has expanded by more than one percent.

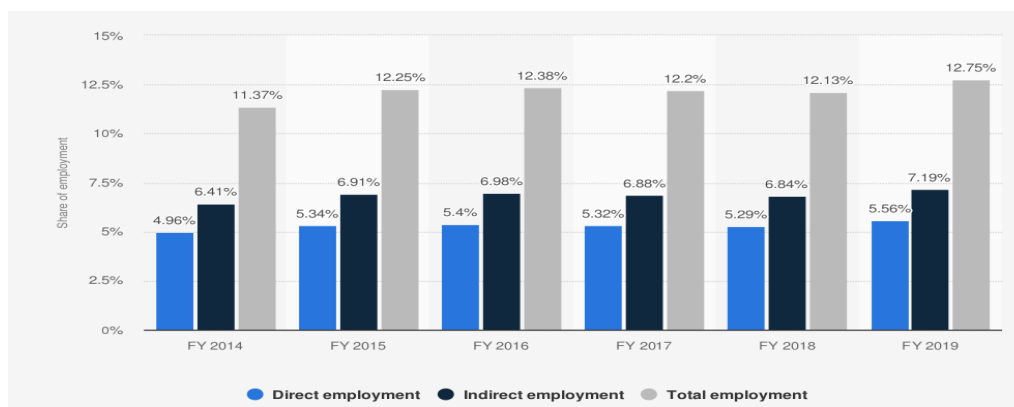


Fig. 5: Employment Distribution in the tourism sector throughout India from financial year 2014 to 2019 [12].

Altogether, almost 90 million individuals had been utilized in the travel industry in 2019. The portion of by implication utilized individuals in the business is higher than the portion of straightforwardly utilized individuals.

6. OUTCOME/IMPACT OF COVID-19 PANDEMIC ON TOURISM SECTOR :

6.1 Global Tourism

Covid-19 erupt has presented unprecedented conditions before the sensitive the movement business and kind disposition industry. The significantly overpowering novel COVID-19 continues to disturb the region and raises critical issues about the present and future perseverance of the space [13]. All throughout the planet, in nations at all improvement levels, a large number of occupations and organizations are subject to a solid and flourishing the travel industry area. The travel industry has additionally been a main thrust in securing normal and social legacy, safeguarding them for people in the future to appreciate" Mr. Zurab Pololikashvili, Secretary General of the World Health Organization. One of the world's most significant monetary areas is travel. It is the third-biggest charge type (after empowers and engineered substances), representing 7% of worldwide trade in 2019. It can represent over 20% of a country's GDP sometimes, and it is the world economy's third biggest passage region over all. The World Tourism Organization (UNWTO) has assessed that 120 million direct the movement business occupations could be lost or in danger because of the COVID-19 pandemic, which

has impacted travel like no other occasion in the game plan of experiences and this could beg US \$ 1.2 trillion loss of pay in the worldwide the development business by temperance of 851 to 1.2 billion lesser explorer appearances in 2020 (UNWTO, 2020) [14]. COVID 19 pandemic has changed the views and thoughts of the entire world. It has affected everywhere, especially the growing economies like India [15]. The travel industry is one of the sectors often affected by the Covid19 pandemic, affecting economies, industries, public administrations and open bodies across the continent. Every part of its massive value chain is affected. Lavish travel will take as much time as is needed to again assume a significant part in a singular's life and homegrown market and self-propelled facilities at shop lodgings and home-stays will be the concentration till next summers as friendly separating and remaining at more modest properties diminish the danger of the virus [16].

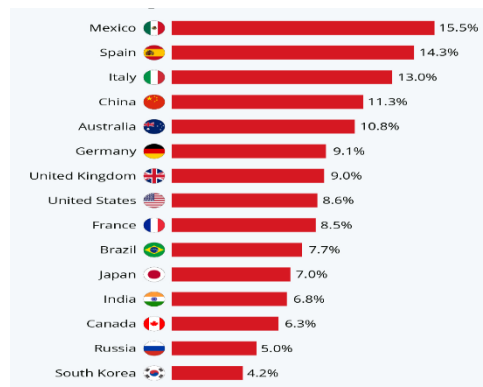


Fig 6: List of Countries which are most Susceptible to COVID-19's Effect on Tourism [17].

The travel industry area straightforwardly adds to the GDP by producing unfamiliar trade, making various positions and supporting various sorts of organizations and in this manner improvement of a locale. On a normal the travel industry contributes practically 4.4% of GDP in created countries and produces practically 7% direct positions. As shown in the above figure 6 the travel industry in Spain donates 14.3% of GDP while Mexico, Iceland, Portugal and France create 8.6%, 8.7%, 8.1% and 7.5% of GDP from the travel industry separately. the travel industry in Spain contributes 11.8% of GDP though Mexico, Iceland, Portugal and France produce 8.6%, 8.7%, 8.2% and 7.5% of GDP from the travel industry separately [17].

6.2 Indian Tourism

In the start of 2020 Indian, the travel industry was good to go to speed up its speed towards improvement. India was ignorant about the effect of natural fiasco called Corona infection illness (COVID-19) danger began from focal China's Hubei area in Wuhan city in the period of December 2019 and proceeds to antagonistically influence more than 150countries and asserted in excess of 50,000 lives internationally so far (WHO INDIA-2020. The first and foremost case of COVID-19 infection declared in Kerala, India. On January 27, 2020, a 20 yr. old female acquainted with the Emergency Department in General Hospital, Thrissur, Kerala, with a one-day history of dry hack and sore throat [18]. Because of its high danger and contamination, the focal legislature of India gave a wellbeing crisis by forcing total lockdown in every one of the states remembering association domains for walk 22 2020. The lockdown forced by the public authority helped in deflecting the spread of the horrendous COVID-19 to a significant level, yet it to a great extent influenced the country's financial development. The new Corona pollution initially hit travelers around the world and the pandemic was caused by the movement and therefore mainly hit the affluent social class around the world.

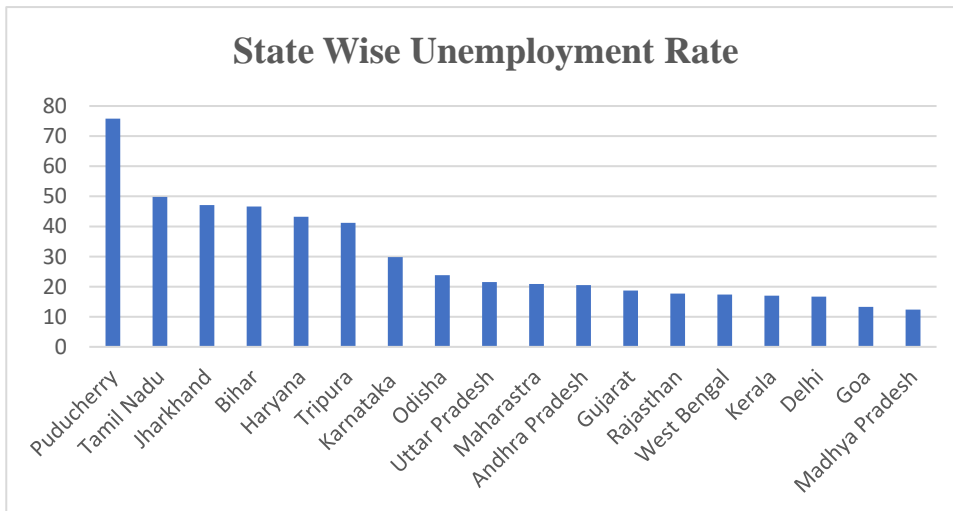


Fig. 7: Unemployment Rate in India state wise in 2020 [19].

After almost five weeks of COVID-19 lockdown, India's jobless rate around 14.9% to appear at 23.4% in the huge length of April, a lot higher than 8.6% revealed in the earlier month, as indicated by information passed on by Center for Monitoring Indian Economy (CMIE) April's joblessness speed of 23.4% is the most raised ever. The joblessness rate in metropolitan India remained at 24.96%, while in commonplace India it was 22.87%. State sharp joblessness rate separated all things considered. Most critical joblessness speed of 75.9% was noted in Pondicherry followed by 49.7% in Tamil Nadu 47.2% in Jharkhand 46.7% in Bihar and 43.5% in Haryana.

The Indian travel industry and friendliness industry have happened as one of the urgent drivers of improvement among the administrations area in India [19]. The Covid-19 erupt have in no time diminished the inbound and outbound movement business due to traveler's decision not to visit a few environmental regions or areas just as administration limitations to stop the spread of infection [19]. According to Business Today Magazine article, a massive amount of people groups has vanished their work in the travel industry area because of crown plague. The Central government of India is doing whatever it may take to guarantee that we are arranged well to confront the test and danger presented by the rising pandemic of COVID-19 the Novel Corona Virus. With the dynamic help of individuals of India, the people had the option to control the spread of the Novel Virus in our country [20].

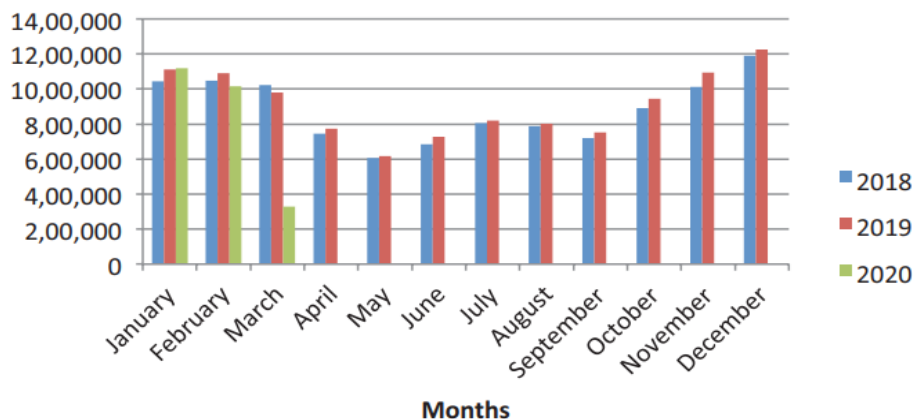


Fig. 8: Month wise foreign tourist arrivals in India January 2018-June 2020 [20]

Foreign visitor appearances in India, which fell by 9% in February 2020 (1.02 million) stood out from January 2020 (1.12 million) and by 7% in February 2019 (1.09 million), have fallen in March 2020.

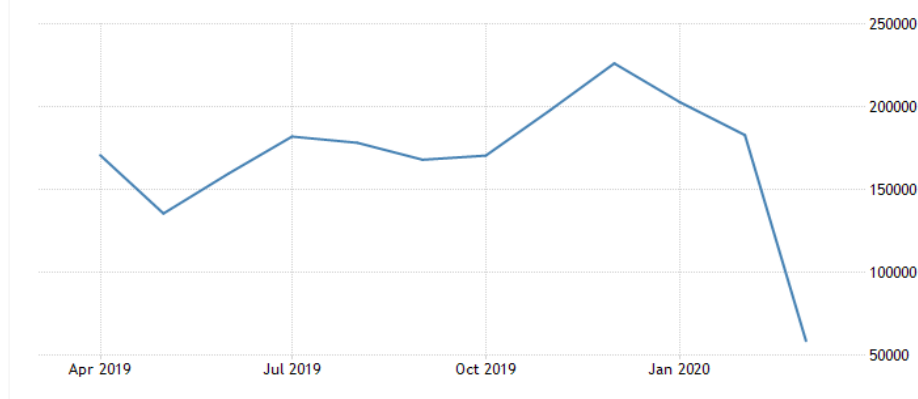


Fig. 9: Revenue Generation of the year 2019 Vs 2020 [21]

The travel business income in India decreased to 58330 INR Million in March 2020 from 182810 INR Million in February of 2019 [22].

7. SWOT ANALYSIS :

SWOC analysis is an essential arranging technique used to investigate outer and inward factors which influence organization achievement and development. Organizations use SWOC analysis to decide the qualities, shortcomings, openings, and difficulties of their firm, items, and rivalry. Here we present the Strengths, Weakness, Opportunities and Threats (SWOT investigation) [23-29] unambiguously for the Tourism area in the midst of the of Covid-19 Pandemic.

Strengths:

- More mindful traveler behavior: uncommonly keeping the social separation rules, wellbeing insurances, and self- sanitation [30].
- Thriving the homegrown the travel industry inside the objections with promoting programs oblige homegrown voyages.
- Encouraging small distance travels and tourism niche-markets [30].

Weakness:

- Unqualified guesthouses can lead to accommodation problems for tourists.
- Infrastructure is lacking.
- Lack of Hygiene and proper sanitation in rural parts of the country.
- There is no proper marketing of Indian tourism abroad. Foreigners still consider India as the land of snakes [31].

Opportunity

- Investing more in health and wellness tourism, Ayurvedic Tourism, Tea tourism.
- Advancement of venture exercises, commencement of significant worldwide congresses, celebrations also, different occasions, specifically to support the travel industry.
- Small Island destinations: innovative focus and promotion of niche-markets [32].

Threats

- Advancement of worldwide crisis, pandemics and other calamitous circumstances that forestall development among nations and joint financial exercises [33]
- Employment loss in both direct and indirect like tour guides, Homestays, Hotels, Event Management organizations.
- Key destinations lockdown, travel restrictions and social distancing
- Visitors are irritated by widespread poverty, the appearance of beggars, and theft.

8. RECOMMENDATIONS/SUGGESTIONS TO RESTORE TOURISM AMID COVID-19 :

Undoubtedly, this epidemic has brought tourism activities across India to a halt, leaving people out of work. Since The tourism industry has turned into a significant and necessary piece of the financial, social, and physical development [33]. Several proposals/ Suggestions have been made to overcome the negative effects of the covid19 epidemic.

- Cleaning and sanitizing should be stressed and promoted as part of the supply at the appropriate time. Cleaning procedures will almost certainly change, and most tourism facilities will require personal protective equipment.
- New health and safety standards may force companies to renovate part of their facilities. Up front, hard floors, air handling systems, etc. may become the norm in new building designs. For example, the hotel reception may be equipped with a counter guard.
- Automation, robotics and artificial Intelligence technologies can help facilities reduce static costs, advance liquidity and resilience, and maintain social distancing.
- Confident broadcasting on news channels and social media platforms is essential to raising awareness among potential tourists.
- Due to the terrible circumstance, people groups are in fear of making a trip as far as possible convenience communities along these lines, advancing remote housing habitats is one more primary procedure to draw in sightseers.
- The travel industry should build on its methodology by presenting measures like changing individuals' social conduct, wearing a face mask when going out, social separating and being hesitant to go significant distances. Protected and clean mining will cause clients to have a sense of safety in utilizing their administrations. All movement and the travel industry businesses should attempt to go credit only and attempt to reduce individual contact
- Hotels and restaurants should make and enhance their own endurance plans and activities and investigate cut down the expense, precision, virtualization, combination that can help to tap nearby market with norms that are appropriate and noticing cleanliness in observing guests through checking and offering isolate administrations in a joint effort with clinical officials.
- Proceeded with government backing to this area as the evacuation of tourism warnings and restrictions on insignificant worldwide travel, where controls on movement protection inclusion ought to be presented. The public authority ought to consider collaborating with the lodging and café industry by financing them. fixed cost. Likewise, permit expense applications and recharges Thought to be dropped for something like one year and kept up with at the very least for the following two years for every single such organization.

9. CONCLUSIONS :

This article provides the background of the infectious disease called COVID19 and its impact on Indian tourism. Our research found that the COVID19 outbreak has had an extremely damaging impact on India's tourism industry, as tourists from all over the world canceled reservations and postponed their travel plans to India out of fear of the virus. Tourism companies must increase people's confidence during the recovery period before they can travel again after the epidemic. Also, we recommend following a few key things, such as providing people with truthful and positive information to keep them attentive to the use of masks, hand sanitizing and social distancing, so that they are brave.

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