

---

## **REVIVAL STRATEGIES (REVIVAL STRATEGIES IN THE DEVELOPMENT OF TOURISM SECTOR POST COVID – 19)**

**Mr. B. Ganesh - Research Scholar & Assistant Professor**

**&**

**Dr. Uma Raman. M - Research Supervisor &**

**HOD, Department of Commerce & Management Studies**

**St. Peter's Institute of Higher Education and Research, Chennai - 600054**

---

### **ABSTRACT**

The paper is based on the Culmination of the strategies that needs to be taken towards resurrecting the Tourism Sector post Covid 19 . The Impact of the pandemic, Corona Virus has bought the tourism sector to a Complete halt , a sector to which our country generally looks into and carries it as an asset towards the generation of our country economy every year. It was observed by the expert committee like the CII who says that the losses has gone upto over 30 billion, with an average of around 70 – 75 % less travel in these period. Furthermore to complicate things , a loss of around 15 trillion is expected over the coming days making it an deluge

As a researcher, it is a scary thought for me to just think in the lines of the future to what might happen if a solution is not reached of putting an end to this.. From being in 26<sup>th</sup> position in the world with respect to tourism development in the world and improving in to being 22<sup>nd</sup> in the world in 2018 and just touching in upon the top 20 status last year Indian Tourism has gone back 8 years with regards to the development of the industry. Tourism sector which also has created a ripple of a domino effect in towards Aviation Sector, Hospitality Sector and Transportation sector has to be revived immediately for the welfare of Our country.

In this Window, presents the opportunity for a researcher for me to outline the sketch of the rough road ahead. This. The researcher plans to adopt a dynamic approach to focus on the same. A few things needs to be taken in the form of baby steps for the turnaround to happen immediately and to see the resurrection of the same. With the World remains in Lockdown, there is a need to resurrect our economy and have a proper vision and envisage our management practices that can be taken post Covid 19. This paper focuses entirely what and all can be done for the revival of the Tourism Sector which also can pay a way of Cushion for the other sectors.

---

## **INTRODUCTION**

Corona virus or Covid 19 originated in the place Wuhan in December 2019 and started its origination because of wet markets places. China declared in the severity of the diseases in the 3<sup>rd</sup> week of January declaring the diseases as disaster. Later on the Virus started spreading in the Wings towards other parts of the World like U.S, Iran, South Korea , Italy and Spain. This later also made its adventure around the World. World Health organization declared the Disease as Pandemic. the latest trends pointing out ot more than 70 lakhs people getting affected and more than death worldwide there is an urgent need to eradicate the virus and bring peace and prosperity to the World.

### **Corona virus in India :**

The Novel Coronavirus has its existence present in Our country from January 30<sup>th</sup> , 2020. The cases however started its steep rise in our country from the First week of April in spite of the lockdown imposed by our Honorable Prime Minister. Now as we have started in with Lockdown 5.0, the count stands to more than 2,46,000 to the persons affected and 7200 Deaths in India. The numbers are set to rise with health bulletin each and every day. The problem being here is 88 % of the cases are said to be Asymptomatic. Covid 19 pandemic have ensured a major slump in all the sectors from Agriculture Sector to Textile Industry to the tourism Industry thus causing a melt down in economy.

### **Indian Tourism Sector :**

Indian Tourism sector is divided into 5 segments. The no of Domestic travelers who visit places within and Outside India during the peak Season( April to September) the foreigners

who come to our country and visit during the peak period , foreigners who visit our country during off peak period( November – March), the Quick Getaways for a short family trip ( opted in the current generation) and finally the business travelers both domestic and foreigners travelling around the year. From the Indian Mirror it is aid that 5 million annual foreign tourist arrivals and 562 million domestic tourism Visits happen every year with the geographical distribution spreading to places like Goa, Shimla, Kerala, Chennai, Coorg, The Nilgris and much more. It enjoys a share on 6.5 % in World market. The cultural diversity is better understoodAs things stands in , the peak season period has noticed a falloff more than 85 % ( Counting from April

One might note that Indian Economy depends on the tourism Sector to a great deal. Indian Tourism has substantiated to the fact that it has generated Rs 16.91 Lakh Crore (US\$240 billion) or 9.2 % of India's GDP in 2018 – 2019 and has contributed to around 42,673 million Jobs thus framing 8.1 % of its total employment and the same has risen to 12.1 % in 2019 – 2020. Now just when one can see this further increasing there is a sudden collapse in the forefront. As per the federation of Associations in India Tourism and Hospitality( FAITH), around 70 % out of a total of 6 crores are to be unemployed.

### **Revival Strategies for the Tourism Sector :**

There has been a recommendation by many of the states to the experts to what might be the blueprint to revive the Industry and how to move forward. Experts have claimed that motivation through encouragement and demand by means of Desire are things to be followed at the beginning of some of the staggered steps towards redemption. A multi stage plan of Action is being set up that actually sets off the Industry. The focus will be on hyper tourism that is encouragement of intra state travels like beaches, fancy malls, historic attractions or buildings, followed by inter state travels including a visit to a hill station like Coorg, Munnar and Mahabaleshwar and then encouragement to go for international trips like either visit by grandparents or group tours. The first stage of promotional activities are on the line already all around the world like places of Swizerland, Singapore and New York, started going via the intra district travels. Survival followed by revival is the best policy that needs to be followed in now in order to help the completely collapsed tourism sector to start running the economy and losses to state according to Mr Kumar pushkar, MD, Karnataka state Tourism development corporation. Also online meetings and virtual tour discussion with the stakeholders are happening, it is also considered accordingly. “Safety” and “ Hygiene” are the two magic words that is going to be the promotional tag line to be diffused to the tourist. Also by means of Social media like Facebook and instagram, one can go and tap up the

Target Audience. Also post Lockdown, promoting meetings, conferences, exhibitions and adventure sports in state are few of the opinions taken in.

Some of the other problems experienced in this lockdown is shortage of Money in the hands of the tourist. The stakeholders on their part have sought a moratorium on loan repayment for at least one year and a reduction in GST slabs for hotel and restaurants, entry waiver tax for tourist vehicles coming into the state and soft loans provisions. These are some of the things to be provided as the covid 19. K.S.Nagapati, a subject expert and author of tourism related books said stakeholders are genuine as the sector needs short, medium and long term measures for revival.

#### WAY FORWARD :

So, moving into the future, even if the next full fledged season revives after October of this year, we can start counting our losses from March to September 2020, a period of 6 months amounting to 25 % of losses to inbound and 40 % losses in outbound. With the summer season in our country being wiped out what is the next strategy,. One has to cope with fear from all angles in a tourist. One might take time to redeem themselves, others might postpone their trip at least until a vaccine is being found out. A few others will wait for the dust to settle itself, so his confidence level rises. Looking at this more opportunistic, die hard travelers will risk themselves for another trip at least at the end of October.

A survey was conducted by Livemint in the world with Asia pacific contributing 9 % of the 3695 members for the study. In that 75 % wish to travel with family, 50 % domestically or intra and 40 % to another sub continent. What is more encouraging is that 80 % wish to travel by Air, that is bringing the aviation Industry a boost .

Also the Government of India have announced from June 1<sup>st</sup>, around 200 trains will leave on a daily basis apart from the shamrik trains. They have also opened online booking. This will help people to travel domestically thus paving a way forward to resurrection. It is now upto them to bring this futile and flowing. Some might take religious trips, some might opt for health and hospitality refreshments and others a soothing way to enjoy scenic beauty after the past 3 months. One will look forward to reduce cost at this point of time . The Hotels involving boarding and lodging can ensure cheap affordable rates at this point of time. While the primary focus should be the health and safety of the tourist( Medical Tourism will play a part here), the secondary objective must be to balance economy parameters. Ecotourism plays a very important role here. There is also a protection needed towards our flora and fauna, our nature greenery and less pollution similar to how

things are during the COVID period. Also one should look forward to build culture at this point , bringing back the rich heritage of our country. The hospitality industry in particular can reduce taxation on people by reducing cost of visa fees, accommodation fees and other associated costs for any recovery over the next 5 years. Offering discounts upto the rate of 20 % for Foreign travelers in the places of visit, Hotels and restaurants, flights offering a combined modern package Offering Coupons and offers in a package for Domestic travelers for say 40 % Ensuring the comfortless of the Tourist by giving the last mile connectivity event to remote places for heritage and events tourists considering the old age people as well Creating a niche by promoting psychological tourism patterns by safety and hygiene concept.

### **Suggestions offered by BW Hotellier :**

Initially during the pandemic, we started giving work from home to our employees. We made it an effort to break the chain, we started giving service to all quarters and increase our productivity. We have planned a phase wise exit, with first being from September to December and Phase II at the Summer of 2021. Maintaining the brand Awareness is important. To plan ahead is important as budget of the people comes under restrictions we will play accordingly.

### **CONCLUSION**

It is important to note that though many of the theories discussed above are for now hypothetical, one must slowly start to plan out our tourism sector accordingly. Sure they might be a loss of our tourist, there might be a fall in the budget, or even shocks awaiting us in, but one must understand everyone have started building in from the base. Now also we treat this situation accordingly and see how it goes. The growth may be slow but as a researcher, I would say that Tourism Industry will surpass the other Industry and in a few years time will get its lost glory again.

### **REFERENCES**

- The Hindu “ Recovering strategies post Covid 19
- The Live Mint Newspaper column on Covid 19
- Suggestion on BW Hotellier – Post Covid 19

\*\*\*\*\*