

The Impact of COVID-19 in the Indian Tourism and Hospitality Industry: Brief Report

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ABSTRACT

The focus of this study is the assessment of the impact of Covid-19 pandemic in the tourism and hospitality sector which has led global panic due to present situation. Scope of this work is to study the effects of Covid-19, current events, and assessment through the interpretation as it is essential to investigate how the industry will recover after Covid-19 and how it can be sustainable. Current work is to analyze the future with few measures and speedy recovery and regain of the tourism and hospitality sector for the Indian economy, employment and business. The study has some recommends of local impact of the outbreak, impacts and are critically evaluated in this review. This is the need of the hour to take measures before time to control the impacts.

Keywords: Covid-19 Pandemic; Tourism and Hospitality; Sustainable tourism

INTRODUCTION

Indian Economy is considered one of the major components and to add these we have three different sectors like Agriculture, Industry and Service sectors the tourism & hospitality sectors (including hotels and restaurants) has been universally recognized as the growth of expansion and an engine for socio-economic growth all over the world, tourism and hospitality sectors bring wealth and fortunes to cities and countries. Tourism and hospitality also employs the local residents. India has grasped the profits available from this sector. India's tourism and hospitality industry now brings billions of dollars into the economy every year. Hospitality and Tourism are one of the biggest and fastest-growing sectors has been considered as a vulnerable industry i.e. in the contrast to other manufacturing, the hospitality and tourism industry gets more contrived due to any external or internal blow or distress. Viewed this way, the latest outbreak of the Corona (covid-19) [1] virus has caused havoc across the world. This paper will aim to gather the historical data post-pandemic and will compare with the current crisis and will predict the future status of impacts of the virus on Indian tourism and hospitality flows.

The Covid-19 pandemic has compact and prostrate storm to the tourism and hospitality sectors, especially with the sudden decisions authority administration is suspending all the entry permits, with the profit-making impact being guessed to roll and

loss of over thousands of crores of rupees. meanwhile industry chamber CII, also notified that this is catastrophe and worst disaster ever to hit hard to Indian hospitality and tourism sector collision with all the world and district and compass-Inbound, outbound bound, state and national almost all the levels of the tourism and hospitality verticals - free time-leisure, entertainment, experience-adventure, legacy, meetings, incentives and conference, cruise ship, corporate, and niche products. The entire hospitality and tourism and all the world-class chains hotel, travel booking agents, tour operators/operations, high-end restaurants, entertainment venues, and air, land, and seas have completed hit with biggest disaster pandemic of this year 2020. In a sign of the corona virus pandemic, CII Tourism Committee said further on inbound foreign tourism of over USD 28 billion in value terms accounts for an average of 60-65 percent between October-19 to May-20 has major hit in the Indian economy and moreover it will be muted for few months. The Federation of Associations in Indian Tourism & Hospitality (FAITH) said there must be strong support fund for twelve months to support basic wages with "direct transfer" to the affected tourism employees due to major impact and it could render the people jobless in coming few months. Reports and experts proposed possible job loss across tourism and allied industries due to stop by the Covid-19 outbreak across the world.

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As per the reports of world tourism could decline by 60-80% in 2020 which caused 21 percent in international tourist coming during the first quarter of 2020. "The Indian tourism and hospitality industry is staring at a potential job loss of around 38 million, which is 70% of the total workforce," due to coronavirus, KPMG [2], a financial business advisory stated on 1st April 2020 that government will have a huge role to play in controlling the damages and hit across the globe with all kinds of business with such a heavy impact on the hospitality and tourism industries. Many of countries like France, Spain, Germany, and other European countries governments have taken some extreme steps and also agreed to millions of euros towards rescuing in all types of business and the same is been adapted in other countries also.

In this paper we will able to see the post-pandemic and the impact of COVID-19 on the Indian hospitality and tourism industry and will also the future of these sectors which will help to conclude this paper. I would like to highlight that our detail report is based on evidence available before the COVID-19 and 23rd March 2020, however, we would put some insight in this paper and see that our industry keeps working harmoniously in this present crisis by using the best practices and motivated workforce and seek to back into recovery mode, and this too shall pass soon.

Observation of the study

The purpose of the study is to investigate on the effect, efficiency, and effectiveness of Hospitality and encourage tourism and grow the tourism market in India.

- To discuss and examine the study of local domestic tourism and hospitality growth before the post-pandemic
- To study and bring light on current crisis COVID-19 faced by tourism and hospitality sectors
- To project and analyze the future with few measures that will assist and overcome the problems in tourism sectors.
- It is necessity to look what strategy the tourism, travel, and hospitality industry will retrieve after COVID-19 if a vaccine is detected and come across and how the tourism sectors can be made reliable in extremely changed world

Methodology

The current work is to designed to examine on subordinate data produced by various organization and research scholars and data includes by existing statistics like journals, textbooks, related literature, articles and information provided by the bureau of tourism, Department of Industrial Policy & Promotion (DIPP), newspapers, magazines and internet and discussed the future prospects of the business.

Limitations of learning

This is the study of effect of the tourism and hospitality sectors. The study is also bounded to go through tourism and hospitality which is playing a vast role in economy of India and data is the latest. One more limitation is that the collected data is related to selected key players of the tourism and hospitality industry.

Reach of the study

This paper focuses on data from last year to present and future models. Get sufficient results from the findings. The consequences and outcomes examine the contribution of the tourism and hospitality sectors in the economy of India. This paper will assist to new researchers/scholars/students of the tourism and hospitality management in India which will be helpful in the development of the economy of the country.

Review of Indian tourism and hospitality sectors

In India, the central government and state government have announced separate tourism plans and strategy seeks to amplify job potential and development within the tourism and hospitality sectors, foster economic integration and linkage with various sectors, some of the states like Andhra Pradesh, Maharashtra, Kerala, Gujarat and MP are the states where tourism has developed systems and enable the central government to legislate for tourism and hospitality development. As per the reports the proposal is to include in Concurrent list was circulated to the state governments and discussed at Chief Ministers' Conference. The majority of the states agreed to the proposal.

Facilitation and strengthening of Indian tourism and hospitality is the main objective of Ministry of tourism [3]. increase tourism infrastructure, easing of entry permits system, promise and pledge of quality aspects and standards in tourism service providers, forecast of the nation as a 365 days' of travellers destination, promotion of sustainable tourism etc. are some of the plans and policy which need to be constantly worked upon to increase and ease tourism in India.

The "Incredible India 2.0" initiatives and awareness by the Ministry marks a shift from the general promotions being undertaken across the world to market specific promotional plans and content creation. The awareness covers all the important source markets for Indian tourism and also takes into account emerging markets with significant potential. Limited creatives on different Niche products being produced are being used in the initiatives. Indian tourism plays an essential pillar and strength of the Make in India scheme. Tourism plays an important role in a significant economic multiplier and becomes critical since India has to grow at highly rapid rates and create many jobs. India offers geographical diversity with worlds heritage museum, and niche tourism products like cruise ships, food, sports, eco-tourism, cultural tours and wild life etc. Incredible India has spurred growth in tourism and even increased in the job employment [4].

India's class in the travel and Tourism Competitive Index (TTCI) [5] of world economic forum progress from 52nd position in 2015 to 40th position in 2017. Currently India has improved by another 6 positions and ranked at 34th position in 2019. the tourism and hospitality industry show to uplift the expansion of multiple-use infrastructure including hotels, resorts and restaurants, transport infrastructure (aviation, cruise, shipping and railways), and even in healthcare facilities some of the best initiatives are taken by the government of India to promote medical tourism as below.

- The new way classification of entry permits visa "Medical Visa" has launched by the ministry of home affairs, GOI, which can be given for specific motive to foreign tourists' arrival to India for medical treatment,
- The ministry of tourism has incorporated the marketing promotion of medical tourism as new initiatives and awareness. The Marketing Development Assistance Scheme (MDAS), administered by the ministry of tourism, Government of India, provides financial support and assistance to tourism service providers.
- To lift and improve medical tourism, the government announced setting up of the National Medical and Wellness Tourism Board (NMWT), to provide help and support to those visiting the country for health care need. The boards and ministry officials, will include other stakeholders such as hospitals, hotels, medical experts, and tour agents/operators.

United Nations World Tourism Organization (UNWTO) [6] had selected India as the host country to honour World Tourism Day 2019 on the subject 'Tourism and employment: A bigger future for everyone'. The purpose of World Tourism Day (WTD) is to foster awareness among the international community on the importance of tourism and its social, political, cultural and economic value [7].

Newly launched the awareness initiatives by GOI "Swachhta" is declare as a pillar of tourism, as a clean and spotless tourist place which would be more reliable in the long run which will connect with tourist and will be considered for financing, considering the significance of clean and hygiene which started by the ministry of tourism [8], have administered the Swachhta Action Plan (SAP) activities through Indian Institute of Tourism and Travel Management (IITTM), Gwalior in many States/UTs to create acceptance among tourist travelers, college students and stake-holders at destination places. The recognition activity covered 1000 tourists, 500 students, and 60 stake-holders at each site involving activities of awareness on cleanliness, orderliness amongst tourists, travelers, school students and stakeholders of places, events centers and known archaeological memorial statue. As yet 383 buzz have been completed out of allocated 540 activities during 2019-20.

Ministry of tourism has discovered 17 iconic sites in the country for development under Iconic Tourist Sites Development Project and proposes to carry out the development of these sites in collaboration with various Central Ministries, State Governments, Urban Local Bodies, Local Community and Industry players/Private sector.

- Taj Mahal (UP)
- Fatehpur Sikri (UP)
- Ajanta (Maharashtra)
- Ellora (Maharashtra)
- Humayun Tomb (Delhi)
- Qutab Minar (Delhi)
- Red Fort (Delhi)
- Colva Beach (Goa)
- Amer Fort (Rajasthan)
- Somnath (Gujarat)
- Dholavira (Gujarat)
- Khajuraho (Madhya Pradesh)

- Hampi (Karnataka)
- Kaziranga (Assam)
- Kumarakom (Kerala)
- Mahabodhi Temple (Bihar)
- Shimla (Himachal Pradesh)

In India, we have many states which are observed as vital tourist destination as per the allocation of domestic tourist arrival in India during 2018 was 1854 million (revise) as compared to 1657 million in 2017, with an increasing rate of 11.9 %.

As per the reports available the number of Indian national departure from India during 2018 was 26.29 million as compared to 23.94 million in 2017, and register a growth rate of 9.8%

India place in the Asia pacific region as below:

- Share of India in tourist arrivals 5.01%
- India ranking in tourist arrival 7 place (As per RBI estimate)

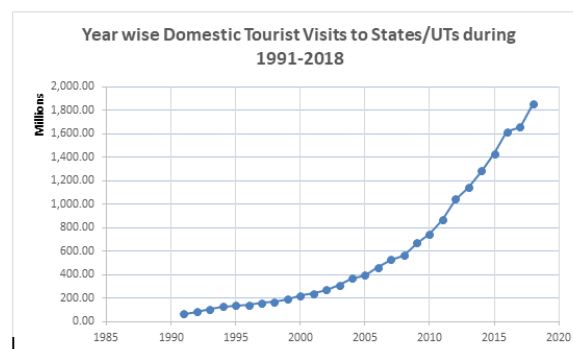


Figure 1: Year-wise domestic tourist visits to states/UT during 1991-2018.

From the Figure 1: table it presents the statistics on domestic/local tourist visit to diverse States and UTs during the years 1991 to 2018. It has been a stable increase in domestic tourist visits, with annual growth rate of domestic/local tourist visits to all States/UTs from 1991 to 2018 being 12.61%. The foreign tourist visits overtake to have been growing over the years, there was decreases in the years 1992, 1998, 2001, 2002, 2009, and 2012. The year 2018 observed a rise and widening of 11.9% in domestic tourist visits over the year 2017 whereas the visits by foreign tourists record a growth of 7.4% over 2017.during last 13 years have been registering a highly increasing and expand in the trend.

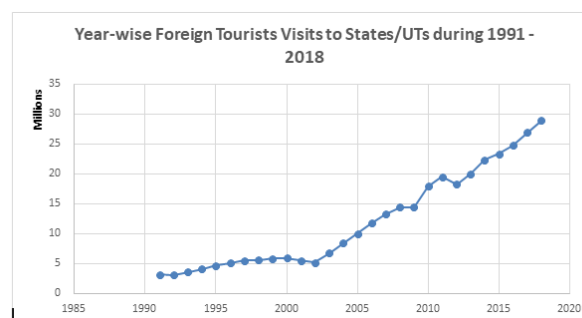


Figure 2: Year-wise foreign tourist visits to states/UT during 1991-2018.

From the Figure 2; table it appears the data on foreign tourist visit to diverse States and UTs throughout the years 1991 to 2018. There has been a steady increase in foreign tourist visits, with the mix annual growth rate of foreign tourist visits to all States/UTs from 1991 to 2018 being 12.61%. The foreign tourist visits to have been growing in large size over the years, there was a down fall in the years 1992, 1998, 2001, 2002, 2009, and 2012. The foreign tourist visits to all States/UTs during 1991 to 2018 observed a CAGR of 8.6%.

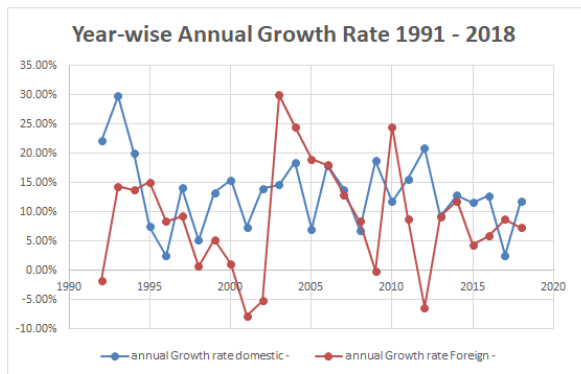


Figure 3: Year-wise yearly growth rate from 1991-2018.

From the following graph, it appears out that data of foreign tourist visit to States/UTs throughout last 13 years has recorded an increasing trend in overall, excluding for slight declines in foreign tourist visits in the years 2009 and 2012. The below chart shows the percentile share of the top 10 States/UTs in terms of domestic tourist visits and Foreign tourist visits in 2018.



Figure 4: Share of top 20 states/UT in India number of domestic visit in 2018.

As Figure 4; above chart of top 20 ranks of diverse States/UTs in domestic tourist visits throughout 2018. In which 5 States in domestic tourist visits in 2018 were Tamil Nadu (385.9 million), Uttar Pradesh (285.1 million), Karnataka (214.3 million), Andhra Pradesh (194.8 million) and Maharashtra (119.2 million) with their particular shares being 20.8%, 15.4%, 11.6%, 10.5% and 6.4%. These 5 States consider for about 64.7% of the total domestic tourist visits in the country.

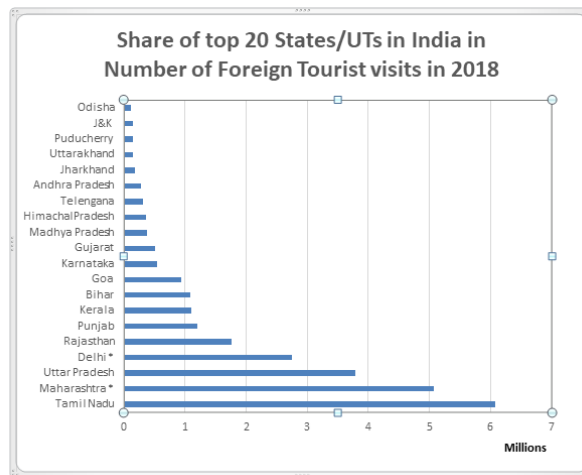


Figure 5: Share of top 20 states/UT in India during foreign visit in 2018.

In above chart it is registered as foreign tourist visits in 2018, the top 5 States/UTs is Tamil Nadu (6.1 million), Maharashtra (5.1 million), (3.8 million), Delhi (2.7 million) and Rajasthan (1.8 million), with their respective shares being 21.0%, 17.6%, 13.1%, 9.5% and 6.1% These 5 States/UTs accounted for about 67.3% of the total foreign tourist visits to the States/UTs in the territory.

Disaster of covid-19 on tourism and hospitality industry

I would like to focus my study analysis is based on data available from March 2020. However, as it is an unprecedented impact on the global economy. tourism and hospitality is coming to the terms with the coronavirus epidemic [9] and these sectors are struggling with the effect of the economic slowdown and its big state of shock at present situation tourism and hospitality has come to halt with India under lockdown and imposition of section 144, also cancellation of flights, suspensions and cancellation of entry permits, visas and shut of tour operators and travel agents, with this situation anyone will barely do the future booking, the fresh hit affected in February where the Indian tourist and travellers total number declined and then latest hit crisis in tourism and hospitality sectors. Tourism is currently one of the most affected sectors and UNWTO has revised its 2020 and it's predicted for international tourist arrivals and receipts, though its importance that such prediction are likely to be further revised [10].

Considering the present situation and develop nature of the circumstances, it is too early to estimate the full jolt of the COVID-19 on Indian and international tourism and hospitality. For its initial evaluation, UNWTO takes the SARS scenario of 2003 as standard, component in the size and dynamics of global travel and present interruptions, the environmental spread of COVID-19 and its likely to have economic impact:

- At present, UNWTO approximate that in 2020 global international tourist arrivals could decline between 25-35%, down from an estimated growth of 2.8% to 3.9% forecast in early January 2020.

- This could translate into a loss of US\$ 31 to 51 billion in spending by international visitors (international tourism receipts).
- Estimates for other world regions are currently premature given the rapidly evolving situation.

It is stated as Federation of Association in Indian Tourism & Hospitality (FAITH), the federation represent the entities in the tourism, travel and hospitality industry, has appealed for an instant relief package from the government to stay afloat and avoid job losses. Close to 90% percent MSMEs of 52,000 travel agents, 115,000 tour operators, 15,000 adventure, 911,000 tourist and transporters, 53,000 hospitality and five lakh restaurants are facing the heat due to lack of cash flows, which said by federation. This industry recruits an estimated 3.8 crore jobs in this sector. In 2018-19, handled the business of over 10.5 million foreign tourists, more than five million visiting NRIs, nearly 1.8 billion national and state tourist visits, over 26 million outbound travellers.

The recommendation outlined below with Indian state and having with number of cases increased in this course of time.

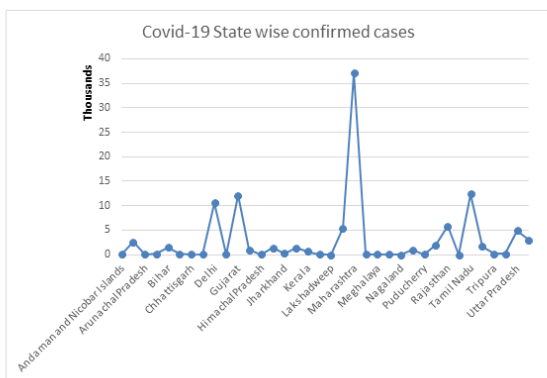


Figure 6: we can see in the map the affected states due Covid-19 badly.

From the figure 6, we can see in the map the affected states due Covid-19 badly, As of May 20, 2020, at least six states-Rajasthan, Maharashtra, Tamil Nadu, Gujarat, Uttar Pradesh and Delhi had extended nationwide lockdown till 31st May 2020. NITI Aayog Mr. Amitabh Kant has recognized 15 locations including Mumbai, Delhi and Gujarat as "highest caseload" and said Out of these 15 places, seven districts show extremely high cases in size, like Pune (Maharashtra), Tamil Nadu, Jaipur (Rajasthan), Indore (Madhya Pradesh), Ahmedabad (Gujarat), Mumbai (Maharashtra) and Delhi. Highly increased in caseload places that are "critical" in the battle against coronavirus pandemic include Vadodra (Gujarat), Kurnool (Andhra Pradesh), Bhopal (Madhya Pradesh), Jodhpur (Rajasthan), Agra (Uttar Pradesh), Thane (Maharashtra), Chennai (Tamil Nadu) and Ahmedabad (Gujarat).

During the coronavirus pandemic lockdown in India and worldwide, tourism and hospitality has come to a standstill. The shutting down of the iconic places in India which includes Taj Mahal, Qutub Minar, Red Fort, entertainment industries, events, temples, mosques and churches which attracted over seven million

tourist and visitors. The lockdown has also led to the closure of pilgrimage sites and affecting local small businesses and employment thriving around them and the slowdown is expected to last for a period stretching from March to till July 2020, its state that toughest part of the state's coincides with off seasons, moreover the tourism and hospitality sectors and will see the cash flows only beginning to improve in September 2020 and will get standard level by end of 2020. The hospitality industry is facing strain that are currently having not more than 5-10% these customers are stranded due to lockdown but on the positive note we have seen many small, medium hotels extended helping hand to those effected to coronavirus positive cases in people offering paid quarantine facilities [11].

The impact on the domestic tourism and hospitality industry is expected to be severe in the coming days and months, it will jump to next quarters with the major hit states like Maharashtra, Gujarat, Tamil Nadu, Uttar Pradesh, Delhi where the travel is restricted and have suspended major operations the Indian domestic / foreign traveler is expected to witness a sharp negative impact by 2020. The problems are witnessed through lockdown and to maintained social distance and maintaining distance and other protocol announced by GOI. According to medical teams and experts the coronavirus pandemic will be there for minimum 02 years moreover, the fear of travelling and maintaining social distance and taking the precautions is very essential by wearing face masks, hotels also have to start with operational business by looking at the safest zone and other states. Hotels and restaurants must also take come up with the survival strategies and plans and look into cut down the cost, virtualization, orderliness, integration which we can able to tap domestic market with proper standards and looking the cleanliness and hygiene in monitoring the guest by checking and offering quarantine facilities in coordination with medical officers [12].

Project and analyze the future model of the hospitality and tourism sectors

With the coronavirus pandemic has not only brought whole socio-economic structures into a halt but has challenged the globalization and global operations of small and medium business. However, for a rapid and quick recovery and retrieve of the Indian tourism economy, employment, and business implementation task, a sustainable and fresh start is necessary in most of the worsened economic sectors. Normally, an infection used to attack the unsafe groups with food, health care insecurity in their lifestyle and they normally used to be the poor of the society. Ironically, corona infection first attacked the international travelers and the pandemic was given rise through the travel and thus has challenged mainly the societies of social class globally seeing that tourism and hospitality is one of the largest and fastest-growing industry is affected after coronavirus (Covid-19) pandemic it is the key donor to the most industries and flow to the Indian economy. Tourism and hospitality are muted and halt in the country due to the threat of spreading Covid-19. It is likely to see that at the peak in cases and possibilities to mark above 75000 in ending May 2020. The situation should be strategically addressed and reach to every person with all the possibilities measures looking at the current

situations and to overcome the future threats and ensuring the wellbeing health of all humans. Therefore, some of the positive recommendation has to make to overcome this damage occurred by Covid-19 pandemic:

- Despite all the challenges it is important to tell positive communication and news and social media platforms like WhatsApp, Facebook, Twitter for the awareness of potential tourists and guests by maintaining international advertising through the campaign which is a crucial point in promoting Indian tourism and hospitality industry by making them alert, making them understand of good practices, using sanitizers, washing hands for 30 seconds and maintain social distance etc.
- Allowing guests to book hotels in modified dates with flexibility with flexible-rates and can change dates with key strategy to get hotel bookings and even allow modification of cancellation in emergencies.
- It is always useful to endorse the word Flexibility as the best promotions for tourism and hospitality which will able to pull up a lot of guests and help in increasing room revenue by ensuring strict hygiene policy and making ease availability of hand sanitizers for guest who checks in hotels and restaurants or take away.
- Due to the present situation of Covid-19, it shows fear of traveling in city limits needs to attract people with remote places and accommodation centers which will be a good strategy to attract tourists like resorts or eco-hotels.
- Some of the initiatives from the government could do the reduction of taxes for certain months for micro and macro-level business owners and also could think to provide interest-free capital loan schemes under legal documentation.
- As advised by WHO and medical experts admire the Indian government for successful measures and precautions was taken to control the situation on the accurate and timely decisions with the support of state government, the country is not in a stage to proceed forward for the tourism industry as it still need perfect planning enhancement to reach the earlier stage of tourism and hospitality industry.
- Government is deciding to run some operational industries in the green zone where positive coronavirus case is less and also permitting few states to run food processing sectors depends upon the number of covid-19 cases less in particular zone.

The recommendation outlined by United Nation World Tourism Organization (UNWTO) have already created several practices and responded quickly to save the key of the tourism and also hospitality sectors at present. The special awareness named "Travel Tomorrow" has become the most regular thread that runs through the World Tourism Organization's "if we stay at home. We can travel tomorrow. The hashtag #Travel Tomorrow one of this is the best message of solidarity and hope through which United Nation World Tourism Organization (UNWTO) calls for shared responsibility among travelers and the tourism sectors around the world to deal with current issues of Covid-19 virus it also further adds the campaign to specify core values of tourism that constitute the main pillars of the #Travel Tomorrow campaign as, discovering different cultures, practicing solidarity and respect, caring for the environment, Countries like Oman, Germany, Morocco, Mongolia, and

Uruguay and as well as cities as Bogota and Vienna have already executed and endorsed #Travel Tomorrow thus amplifying the voice of tourism which is united and to face this unprecedented worldwide challenge and also ensured after the committee meeting tourism and hospitality will start with action plan and safety guidelines and will focus on restarting the tourism and hospitality with all essential plans in the coming months with safety protocols and discuss further for the permission to start aviation and hospitality sectors in coming days [13].

Results and Discussion

Long term measures on the covid-19 crisis

Long term measures are something that heals the sector from within and builds an inherent resilience to combat any future crisis of this sort and build the ability to recover in the shortest possible time [14].

- The impacts and effects of the Coronavirus pandemic across countries have standstill in many ways, the primary aim of all the stakeholders locally and state, nation and worldwide would be to bring back the confidence of the tourists to visit India. In fact, in the long run, the nation will have a competitive edge in this respect, at present it has been least affected by the pandemic compared to other countries affected by the Coronavirus. The government authorities and private stakeholders should very subtly publicize this newly acquired credibility for promoting our tourism and hospitality sector. The government should allocate sufficient funds for organizing and promoting various activities in prospective markets through print and non-print media based on the facts which we receive from the authority to reach the public sources.
- Overall, different destination needs rebranding is very much needed in this difficult time of crisis also look into the most affected states with economic support by the government authorities, looking into the positive elements during this COVID-19 with information on news and strong widespread policy for use of social media [15].
- As travel and tourism is in intensive sector, some of the advice from global institutional structures such as UNWTO and WTTC clearly stated that measures to protect tourism and hospitality employee's retention to swiftly avoid and focus on strengthening the employee's skills and development through reskilling and digitalization skills.
- The government authorities is working on the crisis management action plan and also building trust factors with the tour operators, we also aim to focus highly on all types of safety protocols and safety and security measures for the tourists visiting various places of the country with having proper guidelines, Since the global tourism fraternity will take some time to get settled after the pandemic, the Indian tourism and hospitality sectors should focus more on domestic travelers by marketing and promotion campaign in coordination with tourism partners. Travelers and tourist must feel more comfortable to travel within the country rather than going abroad alternate tourist spot with all social safety of individual entering in safe zone.

- Whole government approach that states are comparatively in a better stronger position in terms of the spread of the Coronavirus, both Central and State governments (regional and local) of this region should highlight on promoting and developing tourism attractions of this region also need to check the guidelines and measures particularly with the safest zone to travel in the country with providing proper awareness and facts to deal with coronavirus pandemic.
- Central government authorities and state and local authorities have to forecast the significance and grow initially the local tourism homebound of the community as an immediate effect, mostly the tourism products related to health, healing, well-being, ayurvedic and cultural and medicine with the market segments to the travelers, however, domestic tourism bound towards attractions, events and festivals will be stable after the Covid-19 pandemic digital media have to play a major role in terms of promoting domestic tourism in collaboration with the local hotels, restaurants and tour operators to support the local business and help in increasing the Indian economy.
- Tourism and hospitality sectors stakeholders should reinforced and stimulated to rethink the process and systems to perform in a better way with innovative ideas and cutting down unnecessary cost, skill training and should lift the new start-ups with doing right things at right time and more of technology-based innovations with low-cost production and delivery and making the process convenient to the people by promoting and offering discounts on entry fees in museum or visa entry permits fees.
- Financial implications can be in the form of allocating extra budget to foster tie-ups for mutual publicity with domestic and foreign tourist associations", airlines and hotels. For involvement of state tourism departments in the hospitality scheme, a list of destinations with status reports on destination development as per parameters of destination development scheme of the ministry; should be invited and destinations selected for international exposure.
- Indian chambers committee of representatives has proposed a complete GST holiday or offering destination vouchers for tourism, travel, and hospitality industry for the next 12 months till the time of the recovery healing happens and urge to ministry to provide funds from the MGNREGA scheme to support the salaries of employees and other workers.
- Hashtag #India welcomes you back-Develop suitable messaging and advertising campaigns for tourism and hospitality during the crisis. Once the crisis weakens, promote India aggressively. The Incredible India and make in India campaign henceforth must be driven with planning assistance from industry associations, as they will be able to give real-time pulse and need of the market and ready to support recovery.

CONCLUSION

At present Covid-19 pandemic is the disease of 2020, which is affecting public health, the present disaster has become a downside economic crisis to the entire world and therefore the tourism and hospitality sectors. The improvement has to be moderate and equal to the other sectors tackling with this

pandemic outbreak and recovering and economic performances. Thus this study and brief report has gone with past, present and future of tourism and hospitality industries with all the measures proposed to be implemented with this situation and ensuring the safety of people and the employees have become top concerns of the government and stakeholder, at the same time, to recover and manage the business loss and again to rebuild the positive image in the mindset of the people it is necessary and very essential to indicate all the hashtag for the smart marketing and promotional campaign to improve domestic tourism by cooperating closely with WHO and many health measures are implemented which can tackle unnecessary impact on national trade and travel.

By promoting the flexibility services and safety protocols would be another strategic tool to attract potential people and offering discounted rates, cancellation policy, and a better working environment would be the best opportunity for long term sustainability of the tourism and hospitality industry. In the same way, promoting and foresee the importance and grow the local tourism as an immediate effect, mostly the tourism products related to health healing, well-being, Ayurveda and cultural and medicine with the market segments to the travelers, however, domestic tourism bound towards attractions, events and festivals, etc. discovering different cultures and caring the environment and generating new opportunities to all of us and we can conclude by this paper as it stands as the main pillar of the Hashtag# By staying at home, we can travel tomorrow, therefore if a proper strategy and action is chalked out and both Public and Private sectors work in togetherness in sync with this effective planning, the tourism and hospitality Sector would jump back and provide much-needed respite to the entire economy.

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