

# **A STUDY OF TOURISM CHOICES BY TOURISTS IN INDIA IN NEW NORMAL**

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## **Abstract**

*Even though it is predicted that the Tourism in India will account for 9.2% of total economy by 2029 with the contribution of Rs.35 trillion; it is one of the most vulnerable sectors of the service industry. Any disaster like natural, terrorism, economic, epidemic always affect tourism sector. With all other sectors in economy, the pandemic of COVID-19 has got the tourism to stand still as well; as this is one of the industries which thrive on people. Tourism Economic (2020) predicts that the effects of this pandemic will last for at least eight months with 39% decrease in global tourism. Even after the predicted time frame the future of tourism is still not yet clear. COVID-19 has stopped the normal life of people all together. This has directly affected tourism with fear in people's minds over health and safety issues when it comes to travelling. With grounding of most of the airlines, railways, road transport facilities, even the movement of people has been restricted. This research paper aims to find out the tourism trend post COVID-19. The findings will be helpful for the tourism industry as the study will reveal the travelers' choices post COVID-19 and denote the shift in trend if any.*

**Keywords:** COVID-19, Tourism, Travellers, Post Covid-19, Tourism Choices, New Normal

## **• Introduction**

Tourism industry is one of the major contributors of Gross Domestic Product (GDP) in India. Tourism industry does not only include travel sector but also allied sectors like hospitality, transport, entertainment, guides and escorts. Smaller businesses like souvenir shops, emporiums, hawkers, etc. also depend on tourism industry at tourist destinations. It can be said that local economies at various tourist destinations thrive on tourism industry. (Roday et al., 2009, pp.01-19) Even though it is predicted that the Tourism in India will account for 9.2% of total economy by 2029 with the contribution of Rs.35 trillion; it is one of the most vulnerable sectors of the service industry. Any disaster like natural, man-made, economic, epidemic always affect tourism sector. It was also predicted by UNWTO (2020) that there will be a fall around 60-80% in international tourist numbers with the ongoing pandemic and the industry will start healing only in middle of 2021. With all other sectors in economy, the pandemic of COVID-19 has got the tourism to stand still as well; as this is one of the industries which thrive on people. Tourism Economic (2020) predicts that the effects of this pandemic will last for at least eight months with 39% decrease in global tourism. Even after the predicted time frame the future of tourism is still not yet clear. COVID-19 has stopped the normal life of people all together. This has directly affected tourism with fear in people's minds over health and safety issues when it comes to travelling. With grounding of most of the airlines, railways, road transport facilities, even the movement of people has been restricted. (Foo et al. 2020) This will leave a long lasting effect on tourist while they make their choices for tourism products. The health and safety issues as well as the choices for transport facilities, accommodation have hampered as well.

This disease is an infection of the respiratory track by virus COVID-19. This virus is classified under SAR-CoV-2 virus type. The virus was first reported in Wuhan, China in December 19 and that is where it derives its name from. On 11<sup>th</sup> March 2020, the disease was declared as a pandemic as it reached most of the nations by then. It reached in almost every country by end of February 2020. In India the first case of the corona virus (COVID-19) was reported on 30<sup>th</sup> January 2020 in Thissur, Kerala. In India 60,41,638 cases were report till 27<sup>th</sup> September 2020 with 49,81,099 patients getting discharged while 94,971 patients succumbed to death. Though the mortality rate has been around 2%, the pace of the spread and unavailability of the vaccine still makes the lives of the people imposed with restrictions. Cough-cold, breathing problems, fever, headaches, diarrhea are some of the symptoms found in patients with this virus.

(worldometer, 2020) As a strategy to restrict the spread of the virus the travel restrictions were imposed all over the world. Most of the countries followed the lock down guidelines strictly to curve down the spread of the virus. All the land, water and Air transport facilities were stand still till late June at some places. Citizens of all those countries imposing the lockdown followed it with immediate effect. This unprecedented response also halted all the tourism activities even with cancellation of future trips in many a cases. (Holtham, 2020) The tourism transport has been hampered not only the companies but also movement of the travellers. Even after the reopening of these facilities, the decisions of choosing the facility due to the new normal rules to be adhered while travelling.

### • Objectives of the study

1. To understand the impact of COVID-19 on selected aspects of tourism industry.
2. To study effect of COVID-19 on tourism choices of a traveler.
3. To find out the immerging tourism trends post COVID-19.

### • Hypothesis

H<sub>1</sub> – COVID-19 has an impact on tourism choices of a traveler.

H<sub>2</sub> – Tourist will prefer travelling to domestic destinations than international destination after the pandemic is over.

### • Review of Important Literature

The research paper titled “Effect of Corona Disease (COVID-19) to tourism industry” by Bakar&Rosbi (2020), shades the light on the effect of the disease in various countries. The study observes that the pandemic has disrupted life of millions who depend on tourism due to loss in income and jobs. Panic amongst tourist is the main reason of the dropped demand in tourism as per this paper. This paper also high-lights that the demand has impacted pricing of tourism products adversely. This paper does not focus on the choices made by tourists and neither takes a futuristic approach to study the effect of the pandemic. Jones & Comfort (2020) in their research paper titled “The COVID-19 crisis, tourism and sustainable development” studies the relationship between tourism and sustainability in development in reference with the on-going pandemic. It is an empirical study of the challenges faced by tourism industry in the pandemic time. The paper finds out that on one hand the pandemic has positively impacted environment by the means of improved air quality and reduction in greenhouse gas, on the other hand it has left with devastating effects on economy and society due to low or no tourist activities. The countries which depend on tourism have affected the most. It also states that the capital invested in tourism sector will also shrink due to the crisis. While studying the effects on sustainability and development the paper does not focus on tourist aspect at all. The research paper titled “The effect of corona virus (COVID-19) in the tourism industry in China” by Hoque et al. (2020) focuses on the secondary data to study the impact of the pandemic. The data has been collected through government publications and previous literature on similar studies. The data shows that the inbound tourist numbers in china have dramatically dropped due to COVID-19. It has also made the airlines to stand still all over the world. Both of these effects have left a significant effect on the economy of China since December 2019. Though the paper talks about the impacts, it has not focussed on collecting primary data and finding out the impact on tourist choices. It considers the impact of the pandemic in China only. A research paper by Gossling et al (2020) titled “Pandemics tourism and global change: a rapid assessment of covid-19”, considers only secondary data for this study. The research paper starts with how the COVID-19 started and from where it started. Further the researcher mentions about the corona virus affect national economies including tourism system i.e. international and domestic tourism. The researcher highlights that the international travel is becoming more difficult with closure of borders. The researchers aim is to study the covid-19 impact on tourism industry of the world. This paper mainly focus four interrelated goals to critically review the literature on the impact of previous pandemics on global tourism and compares thee events to other types of global crises ,then the paper provides a rapid assessment of the reported impacts of covid-19 on global tourism, then goal of the paper is to summarize early estimates of the damages to the tourism economy over 2020, finally the paper considers how the covid-19 pandemic may change society,the economy and tourism etc. The researchersdo not mention the impact of covid-19 on tourism industry of any specific country the researcher mentioned about the world tourism industry. The researchers do not study the future about how the tourism industry will get stable as before the pandemic or how the tourism industry will be after the on-going pandemic.

The research paper by Chinazzi et al (2020) titled “The effect of travel restrictions on the spread of the 2019 novel corona virus (covid-19) outbreak” finds that to prevent the spread of covid-19 in other areas of China, the travel quarantine around Wuhan was carried out. The travel ban in Wuhan was effective, but the number of cases outside China will continue to grow after 2-3 weeks. Even if there were restrictions on travel to and from mainland China since

23<sup>rd</sup> January 2020, many people exposed to covid-19 have been travelling internationally without being detected. The paper fails to inform about the safety measures carried out for essential travellers. Also this study is restricted till Wuhan only and not the other areas in China. The research paper by Wells et al (2020) titled “The impact of international travel and border control measures on the global spread of the novel 2019 corona virus outbreak” finds that on January 13, 2020 the daily risk of exporting at least a single covid-19 case from China through international travel exceeded 95%. By 15<sup>th</sup> February 2020, 779 cases would have been exported without any border or travel restrictions from China. Due to travel restrictions there was a decrease in the daily rate of exportation by 81.3%, during the first three and a half weeks of implementation. There could be a delay in importation of cases into the cities which are not affected by covid-19, because of the reduction in the rate of exportation. But the paper fails to inform about the travel restrictions for the travellers travelling through trains, buses. Also this study is restricted within China only.

## • **Research Methodology**

Primary data was collected through a structured questionnaire. Questionnaires were filled by 116 respondents. Some questions were asked to the same people verbally while filling out the questionnaire to seek the justification and reasoning's for their response choices which then has used as informal interview while writing the interpretation. Simple random sampling was adopted to get the questionnaires filled. Secondary data was gathered from the literature previously written through research papers, government reports, news articles etc.

## • **Data Interpretation**

### **Data reporting of the questions framed for travel before pandemic:**

#### **1. When did you take your last trip?**

It was seen from the responses that majority of the travellers in sample size have travelled between 6 months (28.1%) to 1 year of the beginning of the pandemic (29.8%). There were 16.7% travellers travelled even before 1 year and did not travel later anywhere for any reason. Considerable numbers of travellers travelled within three months of beginning of the pandemic (25.4%). The question was focussed on finding out the pattern of the travellers and it was seen that most of the travel take travel at least once a year if not more.

#### **2. Where was the destination of your last trip?**

This is another question that tries to find out the preferences of the travellers whilst taking a travel. 42.2% of the travel travelled within India followed by 25.9% within their states. Only 18.1% travellers travelled out of India. There were some travellers who travelled within the district taking short day trips or short trips to nearby destinations which were just an hour's drive from their location and people aged between 18-30years took these trips mostly.

#### **3. What was the purpose of your last trip?**

Purpose of the trip a lot of times can lead to find out what kind of activities the travellers do when they travel. The study found out that 58.3% of respondents travelled because they wanted to take vacations out of their daily routine. 20% people travelled for cultural reasons like attending cultural festivals and fairs as it was a festive season just before the implementation of the lockdown to restrict the spread of the virus. Around 16% of travellers travelled for religious reasons. This was seen from the responses that most of the travellers who travelled for religious purposes were above 50 years of age. Only 6.1% people travelled for business purposes.

#### **4. Whom did you travel with in last trip?**

While answering to the question about the travel companion's 69% people responded that they travelled with their families when they took their last travel before the restrictions were imposed. Around 21% of people travelled with their friends whilst around 7% people travelled alone. Most of the travellers who travelled alone were travelling for business purposes. Only 3.4% of the respondents travelled with a tour group. Most of these took religious travel while travelling with a group.

#### **5. How did you book your last trip?**

Most of the respondents booked their trips by making direct bookings by means of websites or by direct calling the facility providers. 58.9% of the respondents chose self-direct booking option. 22.3% people made the bookings only

through online sources like travel apps like bookings.com, makemytrip.com, etc. Only 18.8% made their bookings through travel agents. These were mainly the people who preferred travelling with groups.

**6. What was your top priority while making a travel plan before COVID-19?**

This question was asked to find out what is the exact top priority of the people while they make the travel plan and take a trip. All the 'A's of tourism namely – Accessibility, Accomodation, Attractions, Activity, Amenities, Affordability; were the options to rank their priorities. The results who the following priority for the time of travel before the pandemic –

Rank 1 – Attraction & Accomodation

Rank 2 – Affordability

Rank 3 – Accessibility

Rank 4 – Activities

Rank 5 – Amenities

**Data reporting of the questions framed for travel post pandemic:**

**7. When will you take your next trip?**

It was one of the major components that lead to tourism is the time of travel. It can be seen from the responses gathered majority of the people (37.2%) will travel after a year once the COVID-19 vaccine is available. Even after taking all the necessary precautions by facility providers as well as the travellers themselves, most of these respondents are not confident to travel immediately after pandemic. Only 18.6% people are ready to travel immediately after the pandemic gets over. Most of these people travelling immediately aged between 18-30 years. 24.8% respondents will take travel within 6 months after the pandemic and 19.5% respondents said they will travel within a year.

**8. Where will be your destination of your next trip?**

It can be seen from the responses that majority of travellers (53%) responded that they would take a travel within India once the pandemic subsides. 20% each responded to international travel and travel within the state and only 7% people would prefer travelling within district.

**9. What will be the purpose of your next trip?**

This question was framed to know what would be different reasons because of which people will travel after the pandemic. 67.8% responded that the travellers will travel for leisure purposes. Religious purpose was ranked second with 13.9% while cultural was on third (9.6%) and business was least favoured option as only 8.7% respondents thought business would be the reason they would be travelling for.

**10. Who will be your travel companion for the trip after COVID-19?**

Travel companions play an vital role in tourism specially while choosing the destination or planning activities to be undertaken or even at the time of making bookings. When asked the respondents substantial number of respondents (73%) responded that they will prefer travelling with the family while 20% responded that they will travel with friends. While the percentage of people travelling with group has gone down to 0.9%, people travelling alone has not been changed much, it is still lingering near 6.1%.

**11. How would you book your next trip?**

It was seen that major chunk of respondents (56.5%) would like to make a self-direct booking after COVID-19. 26.1% respondents would prefer booking the travel through online sources. The percentage of travellers booking through travel agent was at 16.5% while people travelling through travel arrangements done through their employers were very negligible (0.9%).

**12. What will be your top priority while making a travel plan after COVID-19 after considering safety?**

This question was asked keeping in mind that the safety and security has been taken care. The responses collected show the following ranking by weighted percentage:

Rank 1 – Affordability

Rank 2 – Accomodation

Rank 3 – Attraction

Rank 4 – Accessibility

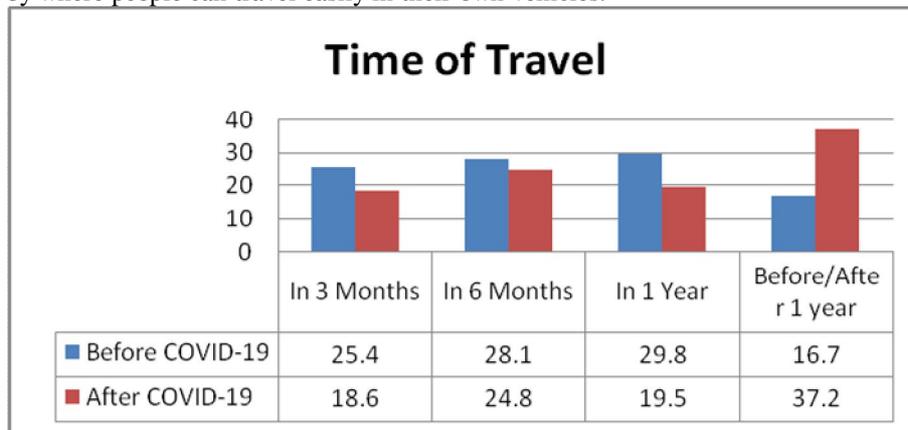
Rank 5 – Amenities

Rank 6 - Activities

• **Reporting of Findings & Observations**

**1. Time of Travel**

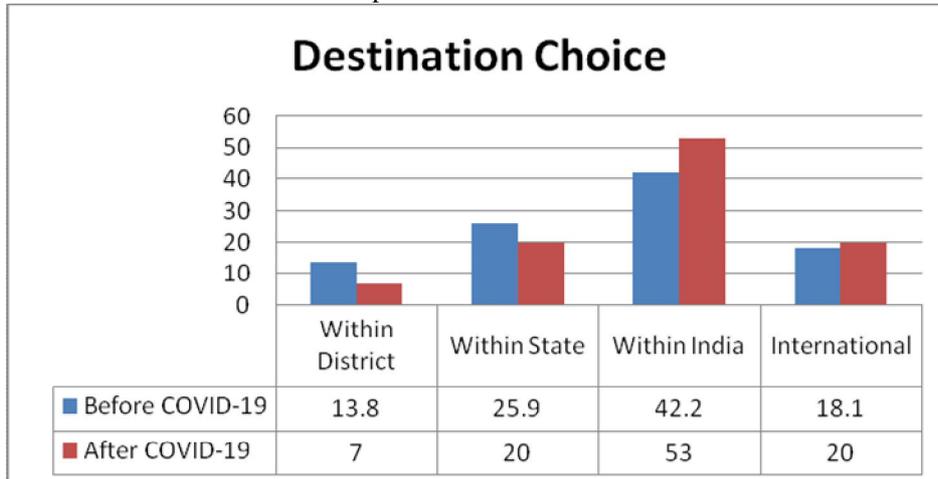
This can be seen from the data collected that the most of the people would undertake travel after at-least a year after the pandemic. It can be seen that this percentage has gone up by 122% and the most affected option related to time of travel. This fear about the safety and transportation are the main reasons tourists are not confident enough to undertake the travel soon after the pandemic. Majority of the people who are interested in making travel plan within first six months of the pandemic found to be going for destinations which are very near-by and easy to reach at, within the district. Even after the year it can be seen that domestic tourism will be the most preferred choice. This fear of the transport has come through the sudden decision of halting the transport. Hence it has led the tourist to look for the destinations near-by where people can travel easily in their own vehicles.



(Chart 1 – Time of travel)

**2. Destination Choice**

It has been seen that the choice of destination will change drastically after COVID-19. The choices have been impacted at all the levels but the most changed has been domestic tourism. The numbers of tourist travelling within district and state will be reduced and the choices that will be opted more will be within India and International travel.

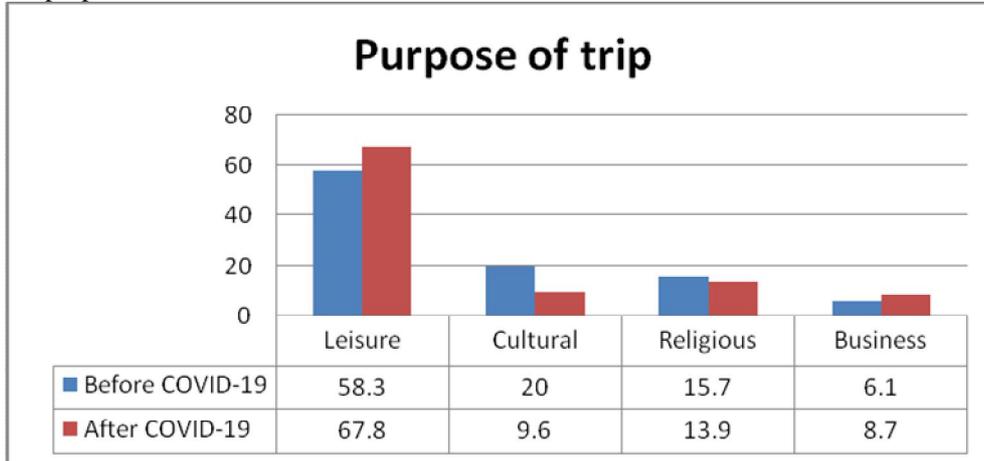


( Chart2 – Destination choice)

As per the comparison chart the international travel will increase by 10.49%. But the travel within India will rise considerably. The growth of the travel within India has been predicted up to 25.59% than current rates. But this data does not consider any in bound activity and considers Indian respondents only. This will help in development of new tourism destination product. It can be seen through collected data that the people preferring to travel within India are mostly the people who earn Rs.60,000 to Rs. 80,000 per month. It can be further seen than most of these samples fall between the ages of 30 to 40 years.

**3. Purpose of travel**

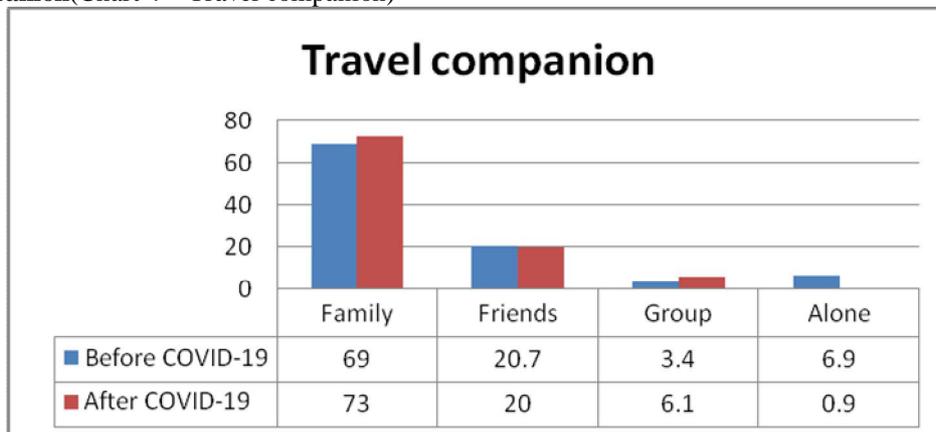
This can be seen from the comparative chart above that the leisure tourism will increase considerably after the pandemic situation is under control. The responses for leisure have gone up to 67.8% from 58.3%, which is a rise of 16.29%. Though this rise in number might not look a big number but in tourism case this is a considerable number. This will definitely have an impact on the tourism destinations as the number of tourist going to the holiday destination will increase considerably. This will also lead to increase in the activities usually preferred by tourist when on leisure trips. It was observed that most of the respondents aged between 18 to 40 years would take leisure travel as most preferred tourism purpose after COVID.



( Chart 3 - Purpose of travel)

It can also be seen that as social gatherings are still under scrutiny and no gatherings where more than 50 participants are allowed under any circumstances at current times, event based tourism product which include most of the cultural festivals and gatherings will drop by about 52% in near future. But on other hands this gives an opportunity to organisers to organise these events on-line where the reach will be far better. There will be a negative impact of around 11% on religious tourism as well. Most of these religious places have already started on-line telecast for some time now. It can also be seen from the chart that people might take business trips after COVID-19 pandemic.

**4. Travel Companion(Chart 4 – Travel companion)**

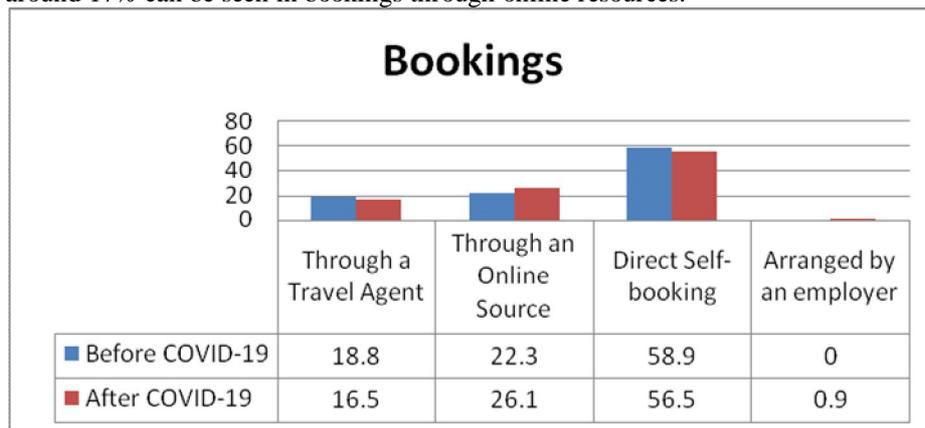


Travel partners or companions are the people who travel with the person taking travel for the duration of the trip. Things like choice of accommodation, activities at the destination, transport are dictated by the companion one travels with to a large extent. The travel companions depend very much on the purpose of visit. It has been observed that travellers travelled the most with their families until the starting of COVID-19 specially visiting the religious places as well as destinations of leisure times. The trend seems to be in tandem with the past scenario. It can be seen the number of people travelling with their families will still be much more than all other categories together. Rather travelling with families will be 5% more after COVID-19. Knowing the health status of the travel companions has been the deciding factor while choosing a travel companion. There are about 20% people who will travel with their friends after the pandemic. This group choosing to travel with friends have opted for easy to reach destinations within their district and state. The respondents responding with this option are the young adults. There are fewer people who still will prefer travelling with groups. Religious travel is the most preferred purpose of travel for the people travelling with group.

People travelling on their own have gone down by 87%. Most of the people travelling on their own will travel for business only.

**5. Travel bookings**

This is another factor considered by the researchers to analyse the effect of COVID-19 and how people will book their trips once the pandemic is over. Due to safety issues, people are predicted to be refraining from going to travel agents and meeting any new and unknown people. Most of the people who would still go to travel agents are the people in age group of 50 years and above. This is due to either because they find it difficult to make booking through online source or it's because of the assistance the travel agents provide with the services like guides and escorts, visa documentation, etc. A growth of around 17% can be seen in bookings through online resources.



(Chart 5 – Mode of booking)

Most of the people in age group of 18-50 find this source preferable. Ease of use for the said sample category and availability of different sources at one touch are the reasons for the same. Even after pandemic, direct self-booking will be the most preferred way for booking a trip or trip related facilities as per the study. This percentage of people opting for direct self-booking has gone down from 58.9% to 56.5% but still remains the most preferred choice of booking. Negligible percentage of people opted for making travel arrangements through employer. Everyone who opted for this option is looking forward to travel for business purposes.

**6. A's of Tourism**

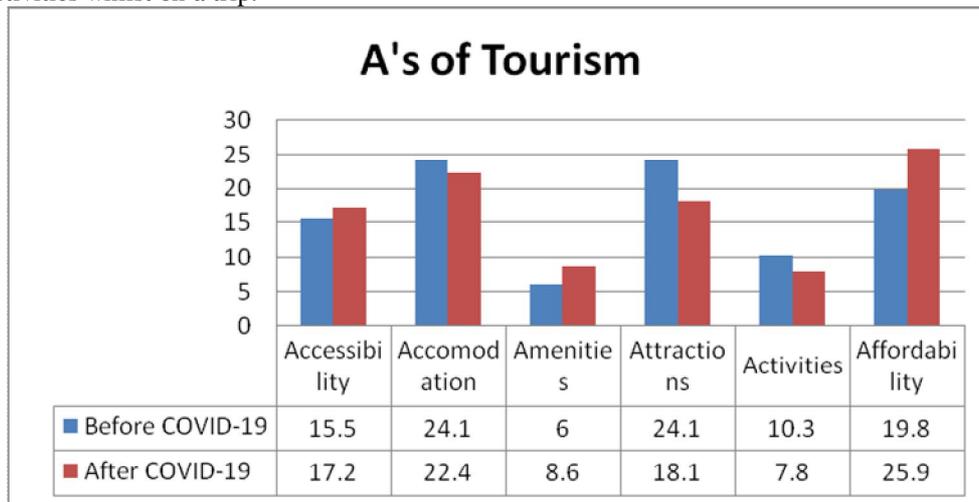
There are some components for any tourism activity when it takes place. These components because they all start with 'A' are called as As' of tourism. These As' traditionally include Accessibility, Accommodation, Amenities, Attractions and Activities. Recently one of the more important A has been added to this component which is Affordability. (Roday et al., 2009)

Researchers have considered these As' to study the effects of COVID-19 on these components which will be helpful for making future clearer.

It can be seen from the comparative chart above that the people who chose accessibility as their top priority has gone up by 11%. It can be seen that people would like to go to the places which can be reached easily in their own vehicles and without relying on a service provider for transport. Feeling safe in own vehicle and sanitising the vehicle after the travel are the main reasons for it. Accessibility mainly focuses on tourism transport and transport infrastructure. High cost of transport facilities due to less travellers intake is another reason people are refraining from taking a community travel facilities. It was observed from the data collected that people considering accommodation after COVID-19 as top priority has gone down from 24.1% to 22.4%. Though variance might not look a big number, it will hamper the specially those people who provide accommodation facilities like home stays or smaller hotels. Fear for sanitisation at the smaller lesser known accommodation facilities is the main reason found for drop in this percentage. Accommodation is one of the main pillars of tourism infrastructure. Though all the hotels and accommodation providers are taking the care to sanitise the facility and maintain the hygiene it has left the long lasting fear in the minds of travellers. Amenities were ranked as top priority only by 6% of people when they travelled before COVID-19 pandemic which has not got much of the consideration even after the pandemic; it has increased to 8.6% only. These amenities include the facilities at the destination which help in the tourism activities indirectly like communication network, ATM machines, etc. The biggest downfall in percentage can be seen when people have prioritised attraction as their priority. The drop of 24.89% has been predicted in this case. It was ranked first by the respondents when they

travelled before the pandemic with 24.1% people prioritising at the top. When asked about after COVID-19 situation only 18.1% people from sample size prioritised it at the top making it third ranking priority. Restriction of number of people gathering at one particular place set by the government has impacted it dramatically. It was also found while interviewing the respondent that majority of the drop is due to the fear of people mingling with unknown people visiting the attraction at the same time.

It also becomes harder to maintain the hygiene at the attractions especially when the attractions are visited by people continuously. (Holtham, 2020) Another A that might get negatively hampered is Activities. It can be seen on the above priority chart that there is a drop of 24.27% when it comes to prioritising activities while travelling. This drop is again due to the similar reasons as for the drop in Attractions. Thought the time spent on activities whilst on a leisure travel is much more and the trend of leisure travel can be seen going up, the difficulty in maintaining sanitation of the place and equipment utilised at the activities which then will lead to increase in prices which in turn will refrain the tourist from taking such activities whilst on a trip.



( Chart 6 – As of tourism)

So places which thrive solely on activities might have to think about alternatives through which the cost can be controlled as well as hygiene can be maintained. A surge of 30.8% makes Affordability the most prioritised A whilst taking a trip post COVID-19. When asked about travel before the pandemic set in only 19.8% respondent chose it as their top priority. But when asked about post COVID-19 scenario 25.9% people chose it as their top priority. This shows that people will be more price cautious while choosing a destination. Since the unlock phase 1 it can be seen that prices of travel related products, facilities and infrastructure has gone up.

• **Hypothesis Testing**

**H<sub>0</sub> – COVID-19 has no impact on tourism choices of a traveler.**

**H<sub>1</sub> – COVID-19 has an impact on tourism choices of a traveler.**

To test this hypothesis One Way ANOVA has been used. Analysis of variance will let us know whether the impact is significant or not. The result is as follow -

Summary of Data			
	Treatments		
	Before Pandemic	After Unlock	Total
N	116	116	232
ΣX	405	483	888

Mean	3.4914	4.1638	3.828	
$\sum X^2$	1769	2545	4314	
Std.Dev.	1.757	2.1546	1.9903	
<b>Source</b>	<b>SS</b>	<b>df</b>	<b>MS</b>	
Between-treatments	26.2241	1	26.2241	$F = 6.78557$
Within-treatments	888.8793	230	3.8647	
Total	915.1034	231		

The f-ratio value is 6.78557. The p-value is .009789. The result is significant at  $p < .05$  i.e.  $0.009789 < 0.05$ . Thus null hypothesis ( $H_0$ ) is rejected and alternative hypothesis ( $H_1$ ) is accepted. So it can be further concluded that **COVID-19 has an impact on tourism choices of a traveler.**

**$H_0$  – Tourist will not prefer travelling to domestic destinations than international destination after the pandemic is over.**

**$H_2$  – Tourist will prefer travelling to domestic destinations than international destination after the pandemic is over.**

T-test has been used to test this hypothesis. This test will help in checking whether tourist will prefer travelling to domestic destinations than international destination after the pandemic. The test results are as below -

Difference Scores Calculations

Treatment 1

$N_1: 116$

$df_1 = N - 1 = 116 - 1 = 115$

$M_1: 2.92$

$SS_1: 148.3$

$s_1^2 = SS_1 / (N - 1) = 148.3 / (116 - 1) = 1.29$

Treatment 2

$N_2: 116$

$df_2 = N - 1 = 116 - 1 = 115$

$M_2: 3.6$

$SS_2: 305.76$

$s_2^2 = SS_2 / (N - 1) = 305.76 / (116 - 1) = 2.66$

T-value Calculation

$s_2p = ((df_1 / (df_1 + df_2)) * s_1^2) + ((df_2 / (df_1 + df_2)) * s_2^2) = ((115 / 230) * 1.29) + ((115 / 230) * 2.66) = 1.97$

$s_2M_1 = s_2p / N_1 = 1.97 / 116 = 0.02$

$s_2M_2 = s_2p / N_2 = 1.97 / 116 = 0.02$

$t = (M_1 - M_2) / \sqrt{(s_2M_1 + s_2M_2)} = -0.68 / \sqrt{0.03} = -3.69$

The t-value is -3.69139. The p-value is .000279. The result is significant at  $p < .05$  that is  $0.000279 < 0.05$ . Thus null hypothesis ( $H_0$ ) is rejected and alternative hypothesis ( $H_2$ ) is accepted. So it can be further concluded that **tourist will prefer travelling to domestic destinations than international destination after the pandemic is over.**

#### **Suggestions & Limitations**

It can be seen that domestic tourism will be in high post COVID-19. Offering more domestic destinations will help to sell the tourism products with ease. Lesser known and lesser visited destinations can be included in itineraries as USPs. As it can be seen from the analysis that most of the people would take up travel after a year of the pandemic, there will be considerable number of people who will travel within first 6 months to destinations nearby. So it gives an

opportunity to develop destinations near to cities which can be easily reached by tourists by their own vehicles. Tourism types like Agri tourism, Rural tourism can become focal points at such a destinations. Day trips or short trips would be another good option for nearby destinations. Leisure tourism is predicted to be on rise after the pandemic ends. More families will be opting for this type of tourism. So creating special packages for families with shorter duration will be helpful. Affordability of the tourism products should be the top priority whilst introducing any new tourism products in the market post COVID-19. Tour Agents and operators should take advantage of digital marketing, mobile applications, online platforms and e-commerce for marketing and selling of tourism products. A well designed mobile application and websites can be developed which can be easily accessed by people and online tourism product sales should be encouraged.

Following are the limitations of this research paper

1. The research paper does not consider the psychological effect of COVID-19 on travellers.
2. The study has been carried out in Pune.
3. No financial data has been study for this research.

### • Conclusion

COVID-19 pandemic was never though obstacle for the tourism industry. Since the beginning and announcement of this pandemic, hospitality and tourism are the worst hit industry. Hospitality and Tourism is the first to hit and last to reopen industry as it includes movement of people and mingling of people which are one of the major causes of the spread of the virus. Though the things look a bit darker a ray of hope can be seen post pandemic. It is predicted that this pandemic will help in increasing domestic tourism. This can act as a blessing in disguise for the industry. People will take travel soon once the pandemic is over and the current times can be used by industry to introspect and develop new tourism products instead of relying on the old ones.

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