'Tourism' -A New Meaning Post COVID-19

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Abstract:

The outbreak of Novel Coronavirus 19 pandemic (COVID 19) has taken a toll over the lives and economy worldwide, India being no exception to this, has been severely impacted. Being renowned as an ideal destination, India has many states that depend extensively on tourism as a source of revenue and tourism is one of the largest sources of employment. The containment measures such as lockdown, social distancing, travel restrictions and stay at home orders posed a devastating impact on travel and tourism sectors along with airlines, accommodation and cruise. Although the impact and recovery from COVID 19 are unprecedented, India is coming up with various means to revive the tourism industry. The evolution of tourism 2.0 post lockdown stands on Innovations and alterations to the existing concept of tourism. Post-COVID 19, ones who will steadily innovate will be up in the game.

Our paper attempts to envision the promising trends of tourism, adopting the 'new normal' safety guidelines in India. It emphasizes a few innovative ideas capable of reviving the floundering economy – ways to ensure survival and revival.

This paper highlights on branding domestic tourist destinations to strengthen a self-reliant nation. The paper suggests that hoisting internal tourist areas helps to connect with the local communities to improve the welfare of localities and aids to empower the country. Affordability and value-added service trigger the demand, which could be a promising means to reboot the tourism sector and thus keep sailing in the business.

This paper has implemented a secondary research methodology using Journal articles, media articles, and research papers through Several renowned and authentic sources.

Key words: **Post COVID 19, Travel, Tourism, Innovation, Domestic tourism.**

I.INTRODUCTION

India, synonymous being an ideal tourist destination in all seasons for all reasons -sun, surf, or sand, has been going through a tough time along with the rest of the world with the invasion of the novel Coronavirus COVID 19 from the past six months. Economic activities were brought to a sudden halt to contain the rapid spread of the virus. Tourism among them can be considered the worst hit by this pandemic. Tourism, also known as the 'people industry,' has always been associated as a potential primary contributor to the country's economic growth in terms of GDP, earning foreign exchange, or generating employment. Traveling, which involves the movement of people from one place to another, is an indispensable component of a tourism product. This movement, which fuels the spread of the virus, had to be stopped invariably. With a steady spike in the number of infections and death toll all activities related to travel and tourism halted. Several containment measures such as lockdown, the closing of all international borders, and travel restrictions contributed to an immense strain on travel and tourism. It resulted in a significant revenue decline, upending the global economy. From travel to flying and hospitality, the industry incurred enormous damages globally. It was the first industry to get affected, and it may be the last to recover. "Once the situation settles, we predict travel to resume initially with weekend staycations, road trips, and domestic getaways. This will be later followed by international travel," says Riaz Munshi. [1]

Tourism is going through a dark tunnel of uncertainty- it confronts a decrease in demand and cash constraints. With the government suspending all visas and this is the "one of the worst crises ever to hit the Indian tourism industry impacting all its geographical segments" - inbound, outbound and domestic, almost all tourism verticals - leisure, adventure, heritage, MICE, cruise, corporate and niche

segments.[2] To keep the business operation alive during the lockdown, Work from home commenced as a new normal. The lockdown had an enormous impact on the economy in terms of unemployment and pay cuts; the government faced considerable pressure to reopen the marketplace and started to uplift the lockdown in a three-phase model. "Beyond a point, it's hard to sustain a lockdown that has gone on for so long - economically, socially and psychologically. The lockdown is simply unaffordable.[3]

Unlocking started phase by phase from 15th June 2020 onwards, continuing all the safety measures and lockdown in containment zones. The government officially permitted to restart the business operations. Various relaunching strategies came out as a measure to cope up with the loss across all industries and sectors.

Experts suggested promotion of domestic tourism as a developmental tool in the future. Along with domestic tourism, marketing, and associated development policy issues for this large excursion market needs to be encouraged. - Now, Indians are interested in their same-day visit or excursion program as never before.   Ministry of Health, Government of India, has divided all 739 districts into three zones and found 130 districts are as red zone, 284 as orange zone and 319 as green zone respectively. [4]

II.OBJECTIVE OF STUDY

Our paper attempts to understand the new meaning evolved for the concept of tourism post COVID 19.

III. RAY OF HOPE IN TOURISM

Although tele protracting increased employee's performance at work, their mental state has become restless due to dual roles played managing work and family. During COVID-19, employees are looking for a stress-free environment other than the usual habitat following the new norm of social distancing. The industry focuses on various approaches to domestic tourism to incorporate tourism into the 'New Normal' through the following few trends.

3.1   Workcation:

Workcation is a concept evolved that combines vacation with work and leisure. Workations isn't about taking a vacation from work. workations is about fully immersing yourself in your work while also building in ways to pamper yourself and unwind so you can be even more effective and productive [5] Workation is an innovative way to do a regular job and get ample time to travel around and bond with nature. Workcations utters a promising solution to a monotonous lifestyle delivering safety centric value to consumers. COVID 19 has urged the industry to be 'Responsible' pledged for a healthy environment. Tourism advances in reinforcing safety and sanitization measures that ensure customers' safety needs. The change in scenario calls the tourism and hospitality business to continually monitor the impact on the environment by the presence of a robust medical advisory board.

The most sought-after conditions for taking workcations are presence of a strong Wi-Fi connectivity and it is within the state frontiers-hence no severe quarantine. "After the lockdown, people are looking to relax with their families- spend time by the pool and be away from household duties. Along with this food and housekeeping facilities are provided round the clock".[6] "For everyone who has been lamenting about how their travel plans have ruined, there's a new travel trend you can make most of – workcations!" [7]

The immediate sectors which are growing in the workcations segment are writers and creative professionals. It will aid them to focus more on their searches and rejuvenate their souls, which is essential for creative professionals.

3.2   Recreating vacation vibes through staycation:

"Staycation is a vacation spent close to home"[8] With the travel restrictions hampering the vacation plans, venturing out to a getaway close by can promise a good break through the humdrum of daily lives. Staycation is an economical option to unwind and still enjoy the benefits of a vacation. Staycation is more comfortable to schedule and comparatively more hassle-free.

3.3   Recreational Vehicle:

As a revival measure to boost tourism in Karnataka, caravan tourism promises to be independent and ensures the safety norms of COVID 19. It is a sustainable option to travel around with minimal impact on the environment. It is a complete product offering all the components of the tourism experience. The campervan has given a new meaning to the concept of travel incorporating the aspects of luxury yet within the norms of social distancing.

3.4 Touring Across Distances Through Virtual Tours:

Virtual Reality tours promise to be a solution to market the diverse cultural abundance of India. The 360-degree experience virtual tours feature the multidimensional aspects of culture and tradition at the comfort of homes and encourage prospective travellers to take up actual trips. India has taken this initiative of organizing webinars under the theme Dekho Apna Desh - showcasing the unique flavour of various states in terms of arts, dance form, culinary specialties, and festivals.[9] The virtual tour helps to get rid of the boredom of ongoing pandemics while also inspiring about places to explore. Global lockdown-imposed travel companies to apply creative marketing strategies to drive back on the track.

IV.DISCUSSION:

In recent times, tourism transformed itself from a luxury concept limited to the privilege of a few into a 'way of life' where people travel for the wanderlust to lead an inspirative life and live with nature. Now, under the changing times due to the fear instilled by the COVID19, the key factors driving people's minds in choosing a destination are private, uncrowded, rural spaces, and hygiene standards. Impact of COVID 19 pandemic has necessitated a 'self-reliant India' as addressed by our Honourable Prime Minister Narendra Modi. Suchlike calls for an initiative to shift the focus of ambitious travellers to domestic destinations.

4.1 Relaunching Domestic Tourism:
4.1.1 Encouraging Entrepreneurs in Tourism:
Post-COVID 19 phase paves a path to establish an interface between entrepreneur and domestic tourism development. It gives a large window for innovation and integration, building emotional safety and trust in the consumer world. The contribution of growing entrepreneurs assists in creating employment, thereby contributing to socio-economic growth. Tourism is a multifaceted industry comprised of significant contributions by hotels, transport, and accommodation sectors along with activities. With the ability to create employment at various levels, tourism alleviates the standard of living among people. It supports environmental conservation and promotes peace and collaboration among people. The service providers can utilize special economic and comprehensive packages released by the central ministry to build businesses integrating with remote homestay owners, guides, and tour agencies to promote domestic tourism services. It will lead to the utilization of long-time closed spaces and help organize an effective travel management system. An ideal destination is thus formed focusing on maintaining social distancing parameters. Integration benefits the companies and makes the stay more attractive to travellers, which inclines to heighten domestic tourism.

4.1.2 Divine Relationship with Nature-Based Tourism:

As the nation continues the new norm of social distancing blocking people's movement, there is a longingness to be in the lap of nature. The long wearying monotonous life of the city recommends an experience that is distinct and rejuvenating. Nature-based tourism, blended with activities such as nature walk, bird watching, focuses on motivating tourists to get away from routine work. With its best-known landscape of natural forests and reserve, India can tap its nature-based destinations to entice the visitors.

V. CONCLUSION

India needs to focus on various facets of domestic tourism to tap into the potential of many undiscovered internal areas prioritizing safety and affordability. The measures to reshape the tourism sector for future must consider to boost travellers' confidence. People could travel to destinations of their choices within the country, spend long days in these destinations, and engage their professional pursuits. At this moment, People, demand, and requirements turn essential on traveling standoff from the monotonous life. The hospitality sector commences with a revival strategy to encourage sparks of positivity by improving domestic holiday experience. It calls for an innovative approach to pool interest to redefine the industry prioritizing COVID 19 safety protocol.

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