



# STUDY ON IMPACTS OF CORONA VIRUS PANDEMIC ON TOURISM

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## ABSTRACT

During Covid-19, Tourism industry has been a drastic fall. Where tourist visiting to tourist places were reduced in India due to the Covid-19 restrictions. Tourism industry in covid has been low and in tourist places. Tourist were less in visiting the tourist places. In this pandemic period, there is an advantage in tourist places, where pollution is less and tourist places were clean. This pandemic made most of the tourists and tourism business has been impacted high. Where tourists are more depressed because of low visit to tourist place. The aim of the study is to find the tourists impact and issues related to stress. Also studies about the tourist precautions and other measures taken in the tourist places. The sample size of this study is 120 respondents. In this study, SPSS tools are used for studying the demographic variables and its impact towards the customers. The result of this study, where more tourist was felt stressful during pandemic period.

**KEY WORDS:** Tourism, COVID-19, Lockdown, Tourist.

## INTRODUCTION

Tourism is travel for pleasure also the theory and practice of touring the business of attracting accommodating and entertaining tourists and the business of operating tours. Tourism may be international, or within the traveler's country. The World Tourism Organization defines tourism more generally in terms which go beyond the common perception of tourism as being limited to holiday activity only as people traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes Tourism is the act of travel for predominantly recreational or leisure purposes and also refers to the provision of services in support of this act. According to the World Tourism Organization, tourists are people who "travel and stay in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited.

Tourism, however long its incident duration, has become an extremely popular global activity. In 2004 there were over 763 million international tourist arrivals.

Tourism is vital for many countries, due to the income generated by the consumption of goods and services by tourists, the taxes levied on businesses in the tourism industry, and the opportunity for employment and economic advancement by working in the industry. For these reasons NGOs and government agencies may sometimes promote a specific region as a tourist destination and support the development of a tourism industry in that area. The contemporary phenomenon of mass tourism may sometimes result in overdevelopment, however alternative forms of tourism such as ecotourism seek to avoid such outcomes by pursuing tourism in a sustainable way.

### STATEMENT OF THE PROBLEM

- To find the impacts of tourism,
- To find the tourist preference and satisfaction at tourist place during COVID-19.

### NEED FOR THE STUDY

In India tourism industry and tourists who visit tourist places has been impacted during COVID-19. Most of the tourist felt depressed during lockdown. This study helps as to find the tourist preferences and negative impacts on the health issues. This study helps as to know how to manage the stress factors during COVID-19.

## OBJECTIVES OF THE STUDY

- To find the impacts of corona virus pandemic on tourism.
- To identify the factors of tourism.
- To examine the impacts of tourism during COVID.
- To analyze the problem of tourism in COVID.

## REVIEW OF LITERATURE

**Paul V.Mathew Sreejesh.S (2017)**, discussed on tourist impact on the perceived quality. It states that local tourists in tourists' places is the sustainability for tourism business. Overall, the study finds that the good management leads to the community sustainability.

**S.C. Bagri Devkant Kala (2016)**, focused on the tourism development and its impact on tourist. Where the study is analyzed through the demographic variables and its attitude towards tourists. Finally, the study states that the tourist's places in mountain regions is the important key aspect for the developments of tourism.

**Vijay Shridhar (2018)**, discussed on the negative impacts of tourism in Mussoorie, India. In this study, the analysis is done through qualitative and quantitative observation. It finds that the different strategies should be used to different tourists' places. So, that the development of the tourism may increase in the tourist's places.

**Vineet Kumar (2020)**, discussed on the Indian Tourism industry and its impact on GDP. The study is qualitative data and its used theoretical framework. Where the study states that tourism is the backbone for economy and for increasing the GDP in India.

**Colin Charles Williams (2020)**, studies about the tourism in covid-19 period. Where the study states that the pandemic has reduced the tourism business and more losses has impacted the tourism industry. It also finds that the tourism in covid has impacted the enterprise in the financial aspect.

## RESEARCH METHODOLOGY

### **RESEARCH DESIGN**

In this study, Descriptive Research Design is used in research topic.

## **SAMPLING TECHNIQUE**

The method of sampling adopted to conduct survey is Convenience Sampling Method.

## **SOURCES OF DATA**

Primary data used for the survey is questionnaire method.

Secondary data is collected through websites, journals and research paper.

## **STRUCTURE OF QUESTIONNAIRE**

In this study, multiple choice questions and Likert's scale questions are used.

## **SAMPLE SIZE**

Sample size of 120 tourists are taken for this study.

## **PERIOD OF STUDY**

The period of study is carried out from January 2021 to March 2021.

## **ANALYTICAL TOOLS**

- Correlation.
- One Way ANOVA.
- Independent T-Test

## **RESULT ANALYSIS AND DISCUSSION**

### **CORRELATION**

**H0 (Null Hypothesis):** There is no significant difference between Gender and Trip tourist agent.

**H1 (Alternate Hypothesis):** There is a significant difference between Gender and Trip tourist agent.

### Table Showing Statistics of Gender and Trip tourist agent

Correlations			
		Gender	Trip Tourist Agent
Gender	Pearson Correlation	1	.224**
	Sig. (2-tailed)		.014
	N	120	120
Trip Tourist Agent	Pearson Correlation	.224**	1
	Sig. (2-tailed)	.014	
	N	120	120

\*\* . Correlation is significant at the 0.05 level (2-tailed).

#### Inference:

The p-value is 0.014 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a relationship between Gender and Trip tourist agent.

#### ANOVA

##### HYPOTHESIS:

**H0 (Null Hypothesis):** There is no significant difference between Plan your trip yourself and Age.

**H1 (Alternate Hypothesis):** There is a significant difference between Plan your trip yourself and Age.

#### Table Showing Statistics of Plan your trip yourself and Age.

ANOVA					
Trip Yourself					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	13.039	2	6.520	3.648	.029
Within Groups	209.086	117	1.787		
Total	222.125	119			

**Inference:**

The p-value is 0.029 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant different between plan your trip yourself and Age.

**T-TEST****HYPOTHESIS:**

**H0 (Null Hypothesis):** There is no significant difference between Time spend in tourist places and marital status.

**H1 (Alternate Hypothesis):** There is a significant difference between Time spend in tourist places and marital status.

**Table Showing Statistics of Time spend in tourist places and marital status**

Independent Samples Test							
		Levene's Test for Equality of Variances		t-test for Equality of Means			
		F	Sig.	t	df	Sig. (2-tailed)	Std. Error Difference
Time Spend In Tourist Places	Equal variances assumed	5.386	.022	3.101	118	.002	.291
	Equal variances not assumed			3.280	58.268	.002	.275

**Inference:**

The p-value is 0.002 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between Time spend in tourist places and Marital status.

## LIMITATIONS OF THE STUDY

- This study covers some tourist places in Tamil Nadu.
- Most of the tourist were not travelling to tourist places because of Covid.
- In this pandemic period, some of the tourists were not willing to fill because of social distancing.

## SUGGESTIONS

As a result of this certain suggestions are put forth in order to Impacts of tourism in Corona Virus Pandemic.

- Try to avoid outing during covid-19.
- The Covid -19 pandemic which is spreading day by day in our country has now become a part of our lives. So, we have to be prepared for it not be panic. Daily use of warm water, Garlic, Ginger, Turmeric powder will make our immunity strong and we can fight from this pandemic. As we all know sanitizer handwash mask have become part of our lives. So, we should not forget to use it.
- Better to avoid going for trips unless it's vital or emergency. prevention is better than cure.
- Make wearing a mask. Clean your hands before you put your mask. Keep the social distance.
- Go anywhere as you like but wear your mask and keep social distancing and enjoy your life.

## CONCLUSION

This study is about the tourism and its impact on the tourists and tourism industry. This study found that most of the tourists are affected due to the pandemic. Where the tourists felt more stressful in the pandemic because of low visit to the tourist places. In this result, the tourists don't visit the tourist place more often. And the covid-19 vaccine has impacted the tourist on the most often visit. Finally, I conclude the tourists need more precautions measures and cleanliness measures in the pandemic.

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