

Impact of Covid-19 on Tourism Industry in Rajasthan

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Abstract

The study aims to explore the impact of covid-19 on tourism and consumers behavior. Covid-19 affected people's health, nation's wealth, cities tourism and social media. Before covid-19 tourism had become most important economic sector of world economy with 10 % of world GDP. The pandemic has caused a loss of more than \$4 trillion to global GDP. This pandemic had a negative impact on many industries, including tourism. Because tourism affects hotels, restaurants, handicrafts, purchases, airlines, and rail services, every aspect has been influenced. The influx of Tourists has decreased during COVID-19. For the government, revitalizing Rajasthan's tourism sector is a significant challenge. The paper compares the number of visitors before and after COVID-19 how the tourism industry affects the overall economic development of Rajasthan.

Keywords- *pandemic, covid-19, tourism, marketing, economy, Rajasthan,*

I. Introduction

It is irrefutable that the tourism industry is becoming a more significant economic force and has the potential to be used as a tool for development. The tourism industry not only drives growth, but it also raises people's standards of living thanks to its ability to generate significant amounts of diverse employment. It promotes environmental preservation, diverse cultural heritage, and increases global peace. The tourism and hospitality sectors (including hotels and restaurants) have been widely acknowledged as the growth of expansion and an engine for socio-economic growth all over the world, bringing wealth and fortunes to cities and countries. The Indian economy is considered to be one of the major components, and to add these, we have three different sectors like agriculture, industry, and service sectors. Locals are also employed by tourism and hospitality. India has seized the opportunities for profit in this industry. The tourism and hospitality sectors of India's economy now annually contribute billions of dollars.

Since its outbreak in late December 2019, Covid-19 has had an unprecedented impact across the world. As at present (22nd December 2022) there have been 650,879,143 confirmed cases of COVID-19, including 6,651,415 deaths, reported to WHO. Over 200 nations and territories have been afflicted by the virus from its initial breakout in Wuhan city, Hubei province, China (Sohrabi et al., 2020), with the West (Europe and the US), India, and Brazil emerging as the epicenters. Due to the virus's widespread distribution, lockdowns were required in numerous nations. The world economy was severely impacted by the corona virus both economically and practically. Financial markets suffered significant losses, and governments had to take a number of dramatic measures to lessen the damage.

Tourism is among the economic sectors most affected by covid-19 pandemic. The United Nations world tourism organization (UNWTO) estimated loss of \$1.1 trillion in export revenue and 120 million jobs. The pandemic has caused a loss of more than \$4 trillion to global GDP.

As countries work to ease restrictions imposed by the pandemic and get economies back on track with recovery measures and stimulus packages, the tourism sector is expected to gradually recover. Sustainable tourism is no longer an option; it is a requirement, with a large proportion of travelers preferring to vacation with organizations that practice greener, more environmentally friendly and socially responsible practices. Despite the fact that the pandemic has had a negative impact on economic activity, nature and the environment have thrived in the absence of human interference during lockdowns. Numerous reports have highlighted how nature has been healing - from a drastic decrease in air pollution to increased visibility of the Himalayan Ranges from cities such as Jalandhar and Saharanpur in the plains, to the reappearance of birds and animals in urban spaces, to minimal to zero waste and litter across popular tourist destinations.

II. Objectives-

The main objectives of the research include-

1. To explore how the COVID19 pandemic is affecting the travel and tourism sector.
2. To study and bring light on current crisis COVID-19 faced by tourism and hospitality sectors.
3. To research the pattern of tourism arrivals both before and after COVID 19.
4. To examine the impact of the pandemic on the economic development of Rajasthan.

III. Research methodology-

The current work is intended to examine secondary data produced by various organizations, including information from journals, textbooks, related literature, articles, and information from the Department of tourism Rajasthan, Rajasthan's economic survey, the Bureau of Tourism, newspapers, magazines, and the internet. It will also discuss the business's potential futures.

Study area-

"Rajasthan is best described as land of Kings and Kingdoms, architectural wonders, cultural extravaganza, fabulous history and warm hospitality"

Rajasthan has always been an important part of India's tourism industry. It has one of the largest geographical areas in the country, covering 342239 square kilometers in total. Geographical state borders are linked to five states: Haryana, Gujarat, Punjab, Madhya Pradesh (MP), and Uttar Pradesh (UP), as well as a 1071-kilometer-long western international border with neighboring Pakistan. Rajasthan is already well-known and popular among both domestic and international tourists. Throughout the year, all of the destinations see a high volume of visitors.

The Golden Triangle is a tourist circuit that includes Delhi, Agra, and Jaipur. Rajasthan's most popular tourist destinations include, but are not limited to, Jaipur, Udaipur, Jaisalmer, Jodhpur, Ajmer, Pushkar, Bikaner, Neemrana, and Mount Abu. Apart from the well-known forts, palaces, havelis, desert, Aravalli (hill) Range, and so on, Rajasthan also has the world-famous Keoladeo National Park in Bharatpur, the Sariska Tiger Reserve in Alwar, the Ranthambore National Park in Sawai Madhopur, and the Desert National Park in Jaisalmer. Rajasthan's state government introduces numerous new tourism products, including eco-tourism, a canal cruise on the Chambler River, camel and horse safaris, camp tourism, new package tours at reasonable rates, and special tax rebates and exemptions for the tourism industry.

IV. Literature Review

1. (Shetty P.2021), Examines the impact of COVID-19 on the travel industry and travel industry, as well as Recommends the government to a) engage in advancing adaptability administrations b) control security conventions would be an additional important instrument to draw in likely individuals and offer limited rates, undoing strategy.
2. (Patel J., & Kulkarni, V 2020), Recommends that the tourism industry use innovation to improve visitor experience, acceptance of green practices, customized administration for visitors, development in last-minute booking, and increased emphasis on wellbeing and health offerings.
3. (Dogra T. 2020), Endorses the travel industry organizations to reestablish voyager trust is to ensure sanitizing significant vacationer areas, including inns and eateries, to reestablish individuals' trust that traveler areas and facilities are generally safe from Covid-19.
4. (Mishra Rajeev R. 2020), Recommends Government intervention is required to restore the travel industry, without which it will be difficult to overcome the monetary crisis. The government should provide certain relief from charges imposed on the travel industry, or provide certain delicate credits with low interest rates, and should provide additional assets for the advancement of the travel industry sooner rather than later.
5. (Kumar V. 2020), Prescribes government to give certain decrease on extracts forced on the travel industry.
6. (Jaipuria S., Parida, R., & Ray, P. 2020), Highlighted Foreign Exchange Earnings (FEE) has diminished due to unfamiliar sightseers' less appearances in this pandemic flare-up. In this way, rather than putting more in adding new assets, policymakers and partners can ponder making the current asset more productive and powerful
7. (Bakar N, & Rosbi, S. 2020), Proposed mathematical modeling to assist the government in managing the extraordinary behavior of the monetary region in the transportation business. At the same time, the government system must address a suitable course of action in preventing the spread of COVID-19 and improving the situation with economic development in the movement business.
8. (Kulshrestha R. & Seth k. 2020), Provides a brief background on the COVID-19 transmittable disease flare-up, examines the impact of the infection on India's travel industry, and proposes plans to recover the travel industry.

9. (Patel P.K., Sharma J., Kharoliwal S., & Khemariya P.2020), The extreme damage caused by the pandemic to the economy of the country and the world at the same time, and it also suggests that governments and financial institutions constantly re-survey the travel industry after the pandemic.

Impact of covid-19 on tourist arrival in Rajasthan-

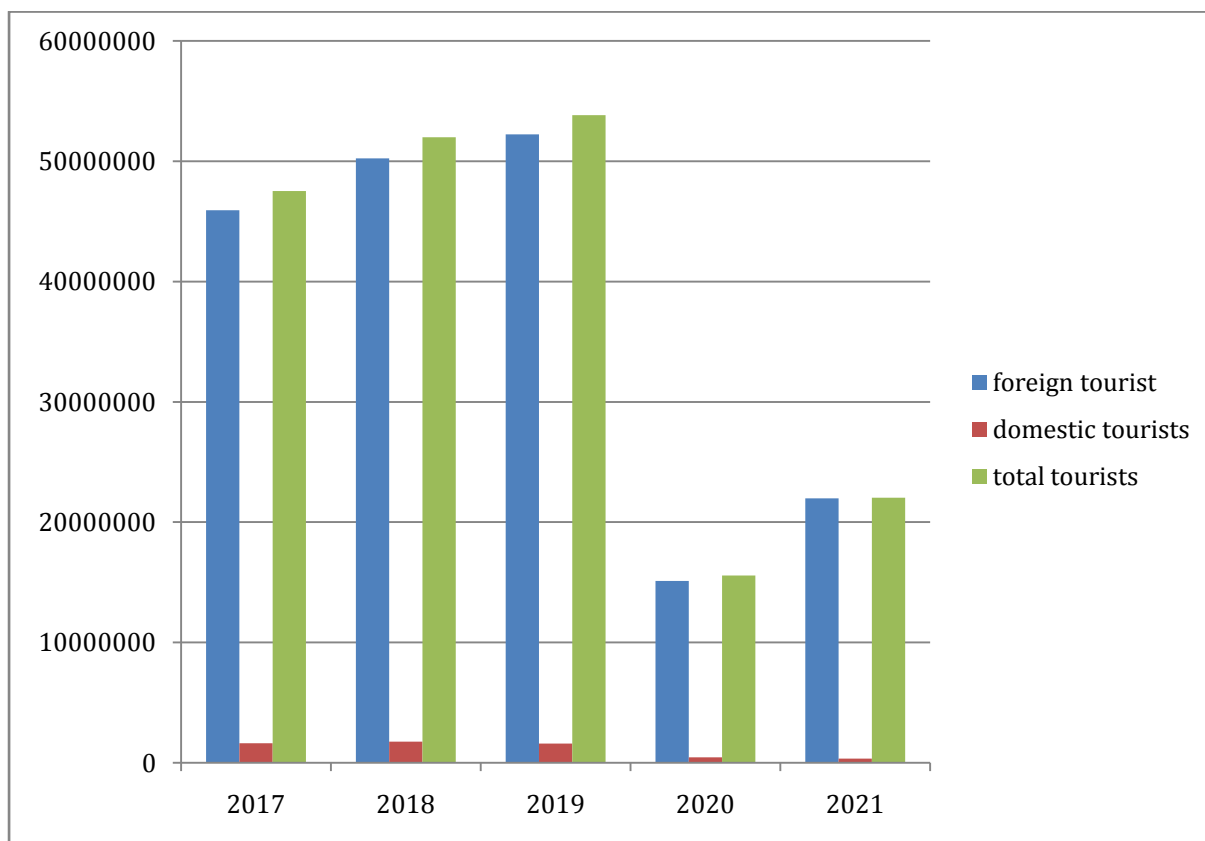
In Jaipur, the city of Rajasthan, the 1st case of corona virus was found on the 2nd of March 2020. In fact, on 19th March 2020, Rajasthan imposed a statewide lockdown. In Rajasthan context the tourism sector has been badly affected due to COVID-19. The state has imposed complete lockdown at all historical sites, including the Hawa Mahal, Jantar Mantar, Amber Fort, and other well-known locations. All 224 protected sites in the state were shut down by the Archaeological Survey of India (ASI), along with the well-known Chittorgarh Fort. As a result of the closure of all popular tourist attractions, both domestic and foreign tourists are now essentially "banned" from the state.

The decision will be particularly hard on the tourism industry, which had been able to adapt since the virus's outbreak in February, 2020. Hospitality and related businesses in places like Jaipur, Udaipur, Jodhpur, Jaisalmer, and Ajmer will be severely impacted by the closure. The most popular historical sites in the state are Amber Fort and Hawa Mahal in Jaipur, which receive 8,000 to 10,000 visitors on an average day. The forts at Chittorgarh and Kumbhalgarh, which are also popular tourist destinations, 8,000 and 3,000 average daily visitors, respectively. Pushkar and A dhai Din ka Jhopra and Baradari, popular with pilgrims visiting the dargah, were once popular tourist destinations.

Rajasthan's tourism industry has been severely impacted by COVID 19 because visitors have completely stopped coming, according to a state official. According to the official, tourism contributes up to a quarter of the state's GDP; the lost Goods and Service Tax (GST) collections alone could amount to Rs 2000 crores.

Rajasthan ranks sixth in terms of foreign tourists and tenth in terms of domestic tourists. But it is home to 75% of India's heritage hotels. Traditionally, these have catered primarily to inbound tourists. In terms of high-end hotels and resorts, the majority of which are heritage properties, approximately 70% of the guests were from outside India.

In March 2020, there were 43.27 lakh domestic tourists and 86,573 foreign visitors. However, the number of domestic travelers dropped to zero in April, with only 86 in-bound tourists visiting the state.



Source- tourism department annual progress report 2020-21

YEAR	TOURIST ARRIVAL			PERCENTAGE CHANGE OVER PREVIOUS YEAR
	DOMESTIC	FOREIGN	TOTAL	
2011	27137323	1351974	28489297	6.21%
2012	28611831	1451370	30063201	5.52%
2013	30298150	1437162	31735312	5.56%
2014	33076491	1525574	34602065	9.03%
2015	35187573	1475311	36662884	5.96%
2016	41495115	1513729	43008844	17.31%
2017	45916573	1609963	47526536	10.50%
2018	50235643	1754348	51989991	9.39%
2019	52220431	1605560	53825991	3.53%
2020	15117239	446457	15563696	-71.09%
2021	21988734	34806	22023540	41.51

Source- tourism department annual progress report 2020-21

In the year 2020 showed a drop of more than 71% when compared to 2019. If the state received 5.22 million domestic tourists and 16 lakh foreign visitors in 2019, the number of visitors in 2020 fell to 1.51 million and 4.46 lakh, respectively. Because of the lockdown, the economy is slowed rapidly, resulting in the closure of many of the state's industries and establishments, which reduced the state's income by Rs 17,500 crores during 2019-2020, a 12.5 percent decrease from the previous year, according to a report submitted by DOIT Rajasthan.

As Rajasthan emerges from the pandemic's shadow and prepares for the upcoming tourist season, there is a shift in focus and a shift in strategy. When the pandemic recovery began in 2021, it was domestic tourists who kept the tourism industry afloat. In 2021, 2.19 crore domestic tourists visited Rajasthan, with 35,000 foreign visitors. In 2021, the number of domestic tourists increased by 44.45% when compared to 2020, while foreign visitors decreased by more than 92%.

Economic impact of tourism-

Rajasthan's tourism industry contributes significantly to the state's economy. The recent increase in visitors to Rajasthan, India, has demonstrated that the state depends heavily on the tourism industry for revenue. In Rajasthan, a large number of heritage hotels (old forts and palaces) are successfully operated for a good sum of money, and the significant amount of tax paid to the state government.

Tourism supports Rajasthan's local economy and population, which would not be possible without visitors from other countries. Tourism helps keep local businesses, hotels, monuments, museums, tour guides, and transportation services alive. If significant efforts are made, tourism could support 30% of Rajasthan's population. Rural tourism in Rajasthan has the potential to greatly benefit its residents. Particularly in rural areas and developing nations, tourism can have a positive impact on both the economy and society. However, mass tourism is also thought to have drawbacks. Only carefully managed tourism can ensure that potential negative effects on the host community and the environment do not outweigh the financial advantages. India's tourism industry has a range of effects on the country's economy and society, both positive and negative.

A destination's economic structure is changed by tourism. No one can agree on how advantageous the change might be. Analysis of the economic effects of tourism is done on two different, more general levels. One is generally optimistic about the industry's future, while the other is pessimistic. The creation of employment and income, the improvement of economic structures, the promotion of entrepreneurial activity, and contribution to foreign exchange earnings and balance of payments are generally regarded as the main economic advantages of tourism. The economic costs of tourism are thought to include: rising land values and inflation, increased import pressure, seasonality in production, issues related to over-dependence on one product, negative effects on the balance of payments, high infrastructure costs, and growth-restraining effects from having a large portion of the workforce employed in a service sector with low productivity prospects.

- Tourism account approximately 15% of Rajasthan's economy.
- 15% of Rajasthan's economy is comprised of the tourism industry. Rajasthan contributes roughly 11.2% and 3.3% of all foreign and domestic tourist arrivals in India, respectively. To encourage tourism in Rajasthan, the state's government reduced the luxury tax from 10% to 8%.
- Tourism is third largest employer after agriculture and textile industry.

- Tourism is gender neutral industry; women account 65% of international tourism workforce.
The employment created directly in the tourism sector as well as in the economy overall as a result of the links between the tourism sector and the rest of the economy has been used to measure the economic benefit of tourism development projects.

Employment Potential of Tourism in Rajasthan

year	Incremental Tourist Expenditure (Rs. Mn)		Direct Incremental Employment	Total Incremental Employment
	Domestic	Foreign		
2010	144	82	14390	33795
2011	188	122	19831	46667
2012	147	99	15779	37159
2013	156	106	16659	39239
2014	161	113	17592	41447
2015	169	120	18583	43791
2016	177	128	19634	46280
2017	168	84	15914	37305
2018	175	88	16652	39038
2019	183	92	17426	40854
2020	191	96	18238	42759
2021	200	101	19089	44756
Cumulative Employment Potential			305628	718200

Source: MoTAC-Department of Tourism- Final Report on Perspective Plan for Tourism in Rajasthan

Tourism has always been a significant contributor to job growth and a significant source of foreign revenue for the country. This sector not only employs people in cities, but it also employs people from all social classes in rural areas. It acts as a liaison between the aviation, automobile, hospitality, and commercial sectors, among others. It is one of the primary revenue generators in Rajasthan. Tourism has been the most adversely affected sector as a result of COVID-19. It has been discovered that national and international arrival trends are heavily influenced on a large scale, which is bad for the tourism industry.

Initiative taken by Rajasthan government to boost tourism after pandemic-

- Mukhyamantri Puritan Udyog Sambal Yojana- The purpose of this scheme is to provide assistance and relief to entrepreneurs in the tourism and hospitality sectors, which have been heavily impacted by the pandemic COVID-19.
- Financial support will be offered to the entrepreneurs of the tourism and hospitality sector.
- 'Rajasthan Tourism Official' app is launched for the tourist who visits the state and they can plan their tour programs with the help of this app.
- Rajasthan rural tourism scheme- to boost rural tourism and employment.
- Refund of 75% State GST to hotel and tour operators from 1st April 2021 to 30 June, 2021.
- Invest Rajasthan Summit 2022- State government has taken this step to revive tourism industry and economic condition of state after the pandemic.

V. Conclusion

Tourism is an important industry for a state's economic growth. Tourism growth can be positive or negative, referring to either a positive or negative increase in tourist numbers. Findings of the study show an overall increasing trend for Domestic, Foreign and Total tourist arrivals in Rajasthan from 2010 to 2019. But in 2020, due to COVID 19 tourism industry pace get stopped and after Oct 2021, it started getting response with the restrictions getting off. Furthermore, domestic and total tourists increased year on year during the survey period.

There is an identification of both direct and indirect factors that lead to economic development. These elements are linked to the tourism industry. First, the study contribution is reflected, which is supported by a portion of the discussion. Second, the economic factors are thoroughly studied in order to comprehend how these factors relate to the tourism industry and how changes in these factors can result in significant changes in the economic development of Rajasthan. Government initiatives are showing results in increasing number of tourist and these numbers indicates the situation get normal and everything will be back to normal

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