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Impact of tourism in India due to Coronavirus

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ABSTRACT

India tourism affected to the extent due to COVID-19 (Corona virus disease-19). The news related to the virus's susceptibility is predominantly in the Asian region and official coronavirus reports cause fears and affect Indian tourism. The purpose of this study is to provide the impact of tourism in India due to corona virus. The method used in this conceptual work is based on literature reviews from articles, and online news related keywords and research.

Keywords— COVID-19, Travel, Tourism

1. INTRODUCTION

Tourism is getting affected in India and creating major impact due to corona virus. India is an important travel and tourism market. It offers a diverse portfolio of niche tourism products such as historical sites, cruises, adventure, sports, medical, wellness, MICE (Marketing, incentives, conference and events), film, rural, religious tourism and eco-tourism. India is recognized as a spiritual tourist destination for domestic and international tourists. Several branding and marketing initiatives launched by the Indian government, such as "Incredible India!" and "Athiti Devo Bhava" have given a targeted boost to tourism growth. The Indian government has also issued a new visa category - medical visa to promote medical tourism in the country. The incredible India 2.0 campaign was launched in September 2017 and the "Incredible Indian Mobile App" was launched in September 2018 to help a traveller to India and showcase their travel experiences, Manikanth Sharma (2017) [1].

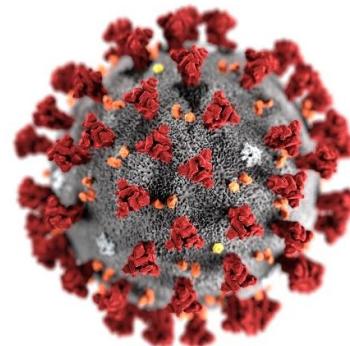
The world's tallest 182-meter statue of Sardar Vallabhbhai Patel, also known as the Unity Statue, was inaugurated in October 2018 as a tourist attraction, expected to increase national tourism and add India to the world tourism map. In February 2019, the visiting time is increased by two more hours and bicycle tours are enabled. Since its opening, the statue has been visited by more than 29 lakh tourists, resulting in revenue of Rs 82.51 crore (USD 11.81 million) [2].

The Indian government has set a target of reaching 20 million foreign tourists (FTAs) by 2020 and also doubling foreign exchange earnings [3]. At this juncture tourism business is getting affected and creating major impact due to corona virus.

The (WHO) World Health Organization reports that an unknown cause of pneumonia discovered in Wuhan, China, was first reported to the WHO National Bureau in China on December 31, 2019. The outbreak was declared a Public Health Emergency of International Concern on January 30, 2020 by WHO. Coronaviruses (CoV) are a large family of viruses that cause diseases ranging from colds to more serious illnesses.

2. COVID-19 (CORONAVIRUS DISEASE-19)

The most serious threat to global health is the current outbreak of respiratory disease, the WHO Chinese National Bureau has been informed of cases of pneumonia of unknown cause, recently named COVID-19 (Coronavirus Disease 2019), which was recognized in December 2019 [4].



Source: CDC (Center for Disease Control and Prevention)

The WHO (World Health Organization) draws public attention to COVID-19. It is a contagious disease caused by a new corona virus introduced into humans for the first time. It spreads among people mainly through droplets that occur when a person speaks, coughs or sneezes, these droplets can land in the mouths or noses of nearby people, these droplets are too heavy to fly far in the air - they travel only about a meter and settle on surfaces. This is the reason human to human spread is happening mainly between close contacts, and the exact time of survival of the virus on the surface is not yet known.

WHO mention the most common symptoms of COVID-19 are fever, tiredness, dry cough, shortness of breath and difficulty breathing. In more severe cases, the infection can lead to pneumonia, severe acute respiratory syndrome, renal failure and even death.

Standard recommendations by WHO to prevent the spread of infection include washing hands regularly, either with alcohol-based rub or soap and water. Covering mouth and nose with coughing and sneezing, and thoroughly cooking meat and eggs. Avoid close contact with anyone who has symptoms of respiratory disease such as cough and sneezing. And when you cough or sneeze, cover your mouth and nose with a tissue or your elbow [5].

2.1 Impact of Coronavirus on tourism

Tourist attractions are forbidden, and the Mughal Garden in the President palace is closed to the public to prevent crowds. The peaceful state of Sikkim has banned foreigners from entering China's Nathula pass as coronavirus spreads its harmful symptoms across Europe, China and India. This ban is also insured from the country from Bhutan. [6].



Iconic tourist spots in India see decline in footfall

Source: *eTurboNews*

The rise of coronavirus positive cases in the country and the increasing number of cases worldwide, the Indian tourism industry has begun to be affected - last week's footprint in some iconic locations and hotel cancellation. The ASI (Indian Archaeological Survey), which handles entry to Taj Mahal said they had seen a decrease in visitors this week. It is clear that the number of visitors to the Taj Mahal is lower than last week. [7].

After the emergence of the corona virus, tourism is recognized as one of the most affected industries in the world and the Indian tourism industry is no exception. Tour operators in India have been hit by an outbreak that has been affecting mass cancellations of incoming and outgoing bookings. Tour operators estimate that long-term losses could exceed billions [8].

India has announced the suspension of e-visa for Chinese travellers and foreigners residing in neighbouring countries, and has issued a new recommendation from January 15 that it can isolate anyone with a history of travel to China. This will almost completely stop travel between the two countries. Everyone in the travel industry is trying to assess the gravity of the situation and be more cautious. This could lead to lower tourist traffic domestically and internationally [9].

Goa, the most popular beach and nightlife tourist destination in the country, attracted more than seven million tourists in the year

2019. Almost half a million of them were foreigners. According to the Goa ministry of ports, Goa is safe from coronavirus because heat and humidity can damage the spread of corona virus. Tourist numbers have increased after the outbreak of coronavirus in Goa, they are doing better now in tourism than ever because people cannot travel to Thailand, China, Italy and other destinations, this is increasing the number of domestic tourists [10].

3. CONCLUSION

The coronavirus outbreak will lose tourist traffic from other countries to India, affecting tourism and related industries, this has a major impact on the tourism industry. This study is about the impact of Indian tourism on coronavirus and delivers helpful information on COVID-19 and preventive measures. The government should take immediate steps to overcome this outbreak and give tourism its original shape.

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