

STUDY ON IMPACTS OF CORONA VIRUS PANDEMIC ON TOURISM

Submitted in partial fulfillment of the requirements for the award of

Master of Business Administration

by

AMEER ARSATH.M

Register No. 39410010



SCHOOL OF BUSINESS ADMINISTRATION

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE
Jeppiaar Nagar, RAJIV GANDHI SALAI, CHENNAI - 600 119**

April - 2021



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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of AMEER ARSATH.M 39410010 who have done the project work entitled **STUDY ON IMPACTS OF CORONA VIRUS PANDEMIC ON TOURISM** under my supervision from January 2021 to March 2021.

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Submitted for Viva voce Examination held on _____.

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External Examiner

DECLARATION

I **AMEER ARSATH.M 39410010** hereby declare that the Project Report entitled **STUDY ON IMPACTS OF CORONA VIRUS PANDEMIC ON TOURISM** done by me under the guidance of Dr. S.UMA MAHESWARI at Impacts of corona virus pandemic on tourism is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

DATE:

PLACE:

SIGNATURE OF THE CANDIDATE

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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.

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CHAPTER-1

INTRODUCTION

1.1 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.

As a service industry, tourism has numerous tangible and intangible elements. Major tangible elements include transportation, accommodation, and other components of a hospitality industry. Major intangible elements relate to the purpose or motivation for becoming a tourist, such as rest, relaxation, the opportunity to meet new people and experience other cultures, or simply to do something different and have an adventure.

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.

The terms tourism and travel are sometimes used interchangeably. In this context travel has a similar definition to tourism but implies a more purposeful journey. The terms tourism and tourist are sometimes used pejoratively to imply a shallow interest in the cultures or locations visited by tourists.

One of the earliest definitions of tourism was provided by the Austrian economist Hermann Von Schullard in 1910 who defined it as sum of total of operators, mainly of an economic nature, which directly relate to the entry, stay and movement of foreigners inside and outside a certain country, city or a region.

Hunziker and Krapf in 1941, defined tourism as "the sum of the phenomena and relationships arising from the travel and stay of non-residents, in so far as they do not lead to permanent residence and are not connected with any earning activity.

In 1976 Tourism Society of England defined it as "Tourism is the temporary, short-term movement of people to destination outside the places where they normally live and work and their activities during the stay at each destination. It includes movements for all purposes.

In 1981 International Association of Scientific Experts in Tourism defined Tourism in terms of particular activities selected by choice and undertaken outside the home environment.

1.2 INDUSTRY PROFILE

1.2.1 Introduction:

The Indian tourism and hospitality industry has emerged as one of the key drivers of growth among the services sector in India. Tourism in India has significant potential considering the rich cultural and historical heritage, variety in ecology, terrains and places of natural beauty spread across the country. Tourism is also a potentially large employment generator besides being a significant source of foreign exchange for the country. In FY20, 39 million jobs were created in the tourism sector in India; this

accounted for 8.0% of the total employment in the country. The number is expected to rise by two% annum to 52.3 million jobs by 2028.

According to WTTC, India ranked 10th among 185 countries in terms of travel & tourism's total contribution to GDP in 2019. During 2019, contribution of travel & tourism to GDP was 6.8% of the total economy, ~ Rs. 13,68,100 crore (US\$ 194.30 billion).

1.2.2 Market Size:

India is the most digitally advanced traveller nation in terms of digital tools being used for planning, booking, and experiencing a journey. India's rising middle class and increasing disposable income has supported the growth of domestic and outbound tourism.

During 2019, foreign tourist arrivals FTAs in India stood at 10.89 million, achieving a growth rate of 3.20% y-o-y. During 2019, FEEs from tourism increased 4.8% y-o-y to Rs. 1,94,881 crore US\$ 29.96 billion In 2019, arrivals through e-Tourist Visa increased by 23.6% y-o-y to 2.9 million.

International hotel chains are increasing their presence in the country, and it will account for around 47% share in the tourism and hospitality sector of India by 2020 and 50% by 2022.

1.2.3 Investments:

India was globally the third largest in terms of investment in travel and tourism with an inflow of US\$ 45.7 billion in 2018, accounting for 5.9% of the total investment in the country.

Hotel and Tourism sector received cumulative FDI inflow of US\$ 15.57 billion between April 2000 and September 2020.

Tourism is one of the world's fastest growing industries as well as the major source of foreign exchange earnings and employment for many developing countries.

Tourism is vital to the well-being of many countries, because of 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.

World tourism demand continues to exceed expectations, showing resilience against extraneous factors. According to the UNWTO World Tourism Barometer, released November 2006.

In the first eight months of 2006 international tourist arrivals totaled 578 million worldwide up from 553 million in the same period of 2005, a year which saw an all-time record of 806 million people traveling internationally Growth is expected to continue in 2007 at a pace of around 4% worldwide.

India's bounteous heritage includes not just breathtakingly beautiful architecture, rich traditions and diverse cultures but also mesmerizing and scenic landscapes. From the challenging snow-clad peaks of the Himalayas and the cool hill stations of the north, to the alluring beaches on the western and eastern coasts and the ornate temples of the south, India has the variety to satiate the interests of all those travelling through the country. In fact so popular is the country as a global tourist hot spot that the Conde Nast Traveler one of the ace travel magazines, profiled India as the most preferred tourist destination in recent times. It is true then, that tourism is an important and flourishing industry in the country. It accounts for one-third of the foreign exchange earnings of India and also gainfully employs the easily the highest number of people compared to other sectors. According to the World Tourism Organization, by the year 2020, it is expected that India will become the leader in the tourism industry in South Asia, with about 8.9 million arrivals.

1.3 STATEMENT OF THE PROBLEM

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

1.4 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.

1.5 SCOPE AND SIGNIFICANCE OF STUDY

The study is about finding the impact of tourist places and tourists. Where the tourist preferences and taste can be found during pandemic period. And, how the tourists are impacted and factors that affected the most can be studied.

1.6 OBJECTIVES OF THE STUDY

1.6.1 Primary Objective

- To find the impacts of corona virus pandemic on tourism

1.6.2 Secondary Objective

- To identify the factors of tourism
- To examine the impacts of tourism during COVID
- To analyze the problem of tourism in COVID

1.7 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.

CHAPTER - 2

REVIEW OF LITERATURE

2.1 REVIEW OF LITERATURE

Naciye guliz ugur and adam akbiyik (2020) The tourism industry was one of the world's greatest markets; until the world met a pandemic in the 21st century, COVID-19. This study aims to present the reactions of travelers during the pandemic trends outlined by adopting text mining techniques. Between December 30, 2019–March 15, 2020, approximately 75,000 comments are retrieved from the TripAdvisor forums, and 23,515 cases from the US, Europe, and Asia forums are employed for analyses. The results reveal that the tourism sector is easily affected by global crises. It is almost the same day that travelers decide to cancel or delay their trips, with the spread of the news. More in-depth analyses uncovered several topics consisted of comments on benefiting from travel insurance and refund due to the travel cancellations. Travel insurance has become a hot topic, which may be a way of reanimating the industry by offering travel packages, including travel insurance.

Kunal batra (2020) The Tourism industry has been one of the largest contributors to India's GDP in recent years increasing from a share of 6.70% in 2017 to 9.20% in 2018. The Government of India GOI over the past few years has taken various supportive measures and has focused on making India a global tourism destination by promoting schemes like 'Incredible India Atithi Devo Bhava Swadesh Darshan and Pilgrimage Rejuvenation and Spiritual Augmentation Drive PRASAD The World Travel and Tourism Council WTTC 2020 has reported that in the year 2019, tourism generated 39,821 million jobs in India, which is 8.0% of total employment in the year 2019. The Covid-19 pandemic has severely impacted the tourism industry across the globe covering sectors like hospitality, tour operators, travel agents, air, land and sea transportation industry and others. As per WTCC, the Covid-19 pandemic is expected to cost the tourism industry at least USD 22 billion resulting in a loss of 50 million jobs globally. India is no exception, tourism has witnessed a significant decline during 2020.

Sanjita Jaipuria (2020) The novel coronavirus (COVID-19), which is one of its kind of humanitarian disasters, has affected people and businesses worldwide, triggering a global economic crisis. In this aspect, the tourism sector is not being left behind. The pandemic has not only affected the foreign exchange earnings (FEE) but also affected various regional developments, job opportunities, thereby disrupting the local communities as a whole. As there has been a substantial decline in the arrivals of overseas tourists in India in 2020, the paper aims to predict foreign tourists' arrival in India and FEE using artificial neural networks (ANN). Furthermore, we analyse the impact of COVID-19 based on four scenarios considering with and without lockdown in terms of loss and gain in FEE. Lastly, the results obtained will help policymakers make necessary strategic and operational decisions, along with maximizing the FEE.

Twinkal Dogra (2020) The tourism industry as compared to the other important industries of a country is highly affected due to the internal and external shocks. In the past few months, the drastic outbreak of the novel coronavirus has caused great losses to the tourism industry. The Indian tourism industry accounted for 9.2% of India's GDP in 2018 and braced 42.673 million jobs, 8.1% of its total employment. The Indian tourism and hospitality industry is now gawking at a likely job loss of around 38 million. The governments across the world are trying to woo back visitors from domestic and international markets. Travel and tourism companies will have to recuperate the trust and confidence of people in the recovery period to travel again after the pandemic. The present study suggests that the travel and hospitality sector should restructure their approach by introducing measures like changing people's social behavior, wearing a mask when stepping out, social distancing, and hesitation to travel far distance.

Ruchika Kulshrestha kunal seth (2020) The current coronavirus, the "severe acute respiratory coronavirus-2 (SARS-CoV-2) syndrome," recently emerged, has contributed to a highly infectious disease called coronavirus disease in 2019 (COVID-19). The virus was first identified in December 2019 from Wuhan city in China and spread throughout the world in less than three months and was declared a global pandemic by the World Health Organization (WHO) on 11 March 2020. To date, the current pandemic has seriously affected the most industrialized countries of the world and has become a major threat to small and medium-sized countries. The pandemic has a major impact on India's tourism industry, especially on airlines and hotels. In addition, this study examines the implications for the sustainability and resetting of the tourism industry in India.

Colin Charles Williams (2020) The coronavirus pandemic has led to revenue loss for tourism enterprises and workers due to restrictions on movement. In response, governments have made available temporary financial support, but not to those tourist enterprises and workers in the undeclared economy. Reporting a 2019 Eurobarometer survey, this paper reveals that one in 165 European citizens engage in undeclared work in tourism and the groups involved. To bring these enterprises and workers onto the radar of the state, a voluntary disclosure initiative is advocated offering access to the temporary financial support for undeclared enterprises and workers disclosing their previous undeclared work.

sebastin zenker and florian knock (2020) Unquestionable, the coronavirus (Covid-19) pandemic is one of the most impactful events of the 21st century and has tremendous effects on tourism. While many tourism researchers worldwide are currently 'Covid-19 research gap spotting', we call for more deliberateness and rigor. While we agree that the coronavirus pandemic is unique and relevant to research, we argue that not all effects are worth researching or novel to us. Previous research on crises and disasters do show similar patterns and existing theories can often very well explain the current phenomena. Thus, six illustrative examples are shown how a research agenda could look like. This includes parts where theoretical explanations from tourism are missing, as well as where we think existing knowledge might be subject to a tourism paradigm-shift due to the coronavirus pandemic.

ROUT Himanshu B., MISHRA P. K., PRADHAN B. B. (2016) particularly in remote and backward areas, has been well recognized world over. It is the largest service industry globally in terms of gross revenues well as foreign exchange earnings. Tourism plays an effective role in achieving growth with equity objectives which we have set for ourselves. The extant tourism literature suggests that the expansion on tourism sector can contribute to long-run macroeconomic performance of developing countries. India having high potential for the expansion of tourism industry can beat catalyst for the long-run socio-economic growth. Thus, we have investigated the impact of tourism on India's economic growth over a period from 1990 to 2015. The results predict the possibility of long-run equilibrium relationship between tourism and economic growth. This justifies for the identification of the indicators which should be emphasized while formulating plans and policies for tourism sector expansion. The estimation of long-run regression model suggests that the indicators such as foreign exchange earnings, international tourists spending, domestic expenditure on tourism and capital investment by all industries related to travel and tourism are critical in making tourism industry an engine of economic growth.

Seyi saint Akadiri (2018) economic growth and carbon emissions in a multivariate framework that incorporates the newly introduced globalization index as an additional variable. To achieve the research objective, we employed panel Granger causality testing approach as suggested by Kónya [(2006). Exports and growth: Granger causality analysis on OECD countries with a panel data approach. *Economic Modelling*, 23(6), 978–992] built on the Seemingly Unrelated Regressions and Wald tests that account for heterogeneity, cross-sectional dependence, and also produces country-specific bootstrap critical values, for a panel of 16 small island developing countries over the periods 1995–2014. Regarding the direction of causality between the variables, empirical results provide evidence in support of demand-flowing and supply-leading hypotheses, and that factors that contribute to environment pollutions are more internal, particularly within the tourism island territories.

JiaWang^a XijiaHuang^b ZhiqiangGong^a KaiyingCao (2019) For urban areas, Tourism Carrying Capacity (TCC) can be defined as the abilities of a destination to absorb and manage increasing tourism activities without a degradation in the tourism sector of the urban economy. To optimize the concept and assessment of TCC, this paper develops a dynamic carrying capacity model including three subsystems and 47 variables by System Dynamic (SD) method from a macroscopic perspective. Taking the top nine urban tourism destinations in China as the objects of the study, we compare how government investments in tourism resource, environmental protection, economy and infrastructure impact tourism growth through four scenarios. The results indicate that environment scenario simulation contributes to both TCC and tourism economic growth; the economic scenario simulation can increase the overall TCC, but harms to tourism economic growth compared with other scenarios; the resource scenario simulation has no significant change in TCC compared with the current scenario. The results suggest that to promote sustainable tourism development, TCC management should focus on environmental and tourists management policies, such as external environment improvement, behaviour rules and ecological concept establishment in personal daily life.

MariannaSigala (2020) The paper aims to critically review past and emerging literature to help professionals and researchers alike to better understand, manage and valorize both the tourism impacts and transformational affordance of COVID-19. To achieve this, first, the paper discusses why and how the COVID-19 can be a transformational opportunity by discussing the circumstances and the questions raised by the pandemic. By doing this, the paper identifies the fundamental values, institutions and pre-assumptions that the tourism industry and academia should challenge and break through to advance and reset the research and practice frontiers. The paper continues by discussing the major impacts, behaviours and experiences that three major tourism stakeholders (namely tourism demand, supply and destination management organisations and policy makers) are experiencing during three COVID-19 stages (response, recovery and reset). This provides an overview of the type and scale of the COVID-19 tourism impacts and implications for tourism research.

Vineet Kumar (2020) Tourism is a backbone of economy for many countries of the world. Tourism is a big source and always helpful in generating revenue and a mean of foreign exchange. Scenario in our country is not much different and Tourism contributes to GDP of this country in a big proportion. However it's a deep matter of concern for all the stakeholders associated with tourism industry that tourism is the most affected sector in the world due to corona virus disease (COVID-19) in the beginning of 2020. COVID-19 is spreading rapidly at an unprecedented scale across continents and has emerged as the single biggest life threatening health risk in the world has faced in modern times. This paper focuses on the COVID-19 issue in India and its impact on the tourism and hotel industry, the paper has some significance, as the tourism and hotel industry greatly affected by the COVID-19 crisis worldwide. India is the 7th largest country of the world and rich with various tourism resources and millions of tourists arrive annually, which contributes to the country's GDP. The need of the hour is to take early steps to overcome the present slowdown in tourism industry by analyzing its long term impacts at the earliest.

VikrantKaushalSidharthSrivastava(2020) COVID-19 outbreak has presented unprecedented circumstances before the fragile tourism and hospitality industry. The highly infectious novel coronavirus continues to thwart the sector and raises serious questions about the present and future survival of the sector. The research addresses two important concerns, first, pertains to the major challenges that hospitality and tourism industry faces amid current conditions; and second relates to the vital learnings for the industry. The study draws on the interviews with 15 participants in senior positions in hospitality industry, and tourism and hospitality education services. Responses to the interviews were content analysed, which resulted in 27 sub-themes that were further condensed into 4 major themes. The dominant sub-themes that emerged out of the qualitative enquiry included need of multiskilling and professional development of the employees, increased sense of hygiene, sanitation and related SOPs, optimism toward revival of the industry, media roles, and need of better crisis preparedness. Subsequent overarching themes included “Human Resource Management”, “Health and Hygiene”, “Continuity” and “Concerns”. The study critically discusses prominent themes in the light of the existing arguments from the literature and reflects on implications for the decision makers. The major implications of the study are in the form of determined themes adding to the evolving theory on COVID-19 pandemic and tourism & hospitality industry; and managerial recommendations to address host of issues while taking essential learnings stemming from the current circumstances. Limitations and scope of future research are also discussed.

MaksimGodovykh JorgeRidderstaat (2020) This study investigates the influence of the number of tourism arrivals on the physical health of local people in one of the most-visited destinations in the world. Although the literature traditionally describes the economic, social, and cultural impacts of tourism, there is a gap related to the effects of tourism on residents' health. The methodology involves applying the limited-information maximum likelihood instrumental variable approach. The results demonstrate that tourism arrivals negatively influence residents' health in the short term, yet have positive impacts on long-term health outcomes. The study contributes to the theory and practice by offering a new approach to physical health outcomes of tourism, demonstrating the superiority of long-term positive impacts of tourism over short-term negative outcomes, and emphasizing the importance of evaluating the health impacts of tourism for destination marketing and management.

S.C. Bagri Devkant Kala (2016) Indian Himalaya is characterized by tourism potential which provides good opportunity for economic development in long run. Considering vast potential for tourism development, Koti Kanasar Indroli Pattur circuit of Uttarakhand has been identified as an area for rural tourism promotion by Indian Ministry of Tourism. Since the circuit is in involvement stage of development, it is important to ensure sustainable development of tourism for which understanding of residents' attitude is very essential. This study examined attitude of residents towards tourism impacts and influence of demographic attributes on their attitude. The study reveals that infrastructure facilities, design and package of rural tourism products, skill development programs for stakeholders and specific marketing campaigns are essential to tourism development. Findings indicate that residents understand the extent of tourism impacts in their mountainous region with respect to economic, social and environmental dimensions. Study also reveals that although locals want to increase tourism gains with corresponding effort to reduce consequences deprived, their perceived impacts of tourism vary across their demographic variables.

Vijay Shridhar (2018) Tourism in mountainous regions is a significant source of revenue generation. However, it has also been associated with many adverse environmental consequences. This study aims at assessing the negative impacts of the incessant upsurge in tourism development on the physical environment of Mussoorie, a well-known mountain tourist destination in India. The impact indicators for the region were identified and assessed by qualitative and quantitative analysis of field observations. The observations indicated the aggravation of traffic congestion, atmospheric pollution, undisposed solid waste, water scarcity and infrastructure unavailability as the prevalent issues, especially during the peak tourist months. The extent of the consequential damage to the environment was evaluated by conducting an assessment of tourism-induced human disturbance on the natural landscape of the town. Slope, slope aspect, vegetation cover, road network and drainage network were incorporated as the determining landscape attributes to prepare thematic maps of landscape quality (perceivable intrinsic properties) and landscape fragility (vulnerability to anthropogenic disturbances) using GIS technique. An absorption capacity map was finally prepared to characterize the study area into regions of different conservation needs. The results identified the need for planning appropriate preservation strategies for different tourist places in the town. The study can be used by the policy makers for implementing the regulatory measures against potential disturbances due to mass-tourism.

Wadim Strielkowski (2020) The coronavirus pandemic will deeply affect the tourism and travel sector. It is already clear now that its economic impact would be more severe than in the case of the Severe Acute Respiratory Syndrome (SARS) in 2002-2003. Although not as deadly as SARS, coronavirus infection has a longer incubation period and leaves about 85% of the infected without any (or with just mild) symptoms which makes it more difficult to track and to contain. Moreover, it appears to be much more contagious than its predecessor. The good news is that most people recover from the disease and develop antibodies that can protect them from getting infected again (natural vaccination). Those cured might become the key element for the post-virus recovery strategies of tourism organisations. People with the acquired immunity to the virus would be capable of travelling freely without spreading the disease. Airlines,

hotels and gastronomy should aim at this group offering them discounts and special offers. However, the problem is how to effectively ensure that everyone who claims to be cured from COVID-19 is telling the truth. Health tracking bracelets, apps, and other advanced technological solutions should be put in place. Recent best practices from Hong Kong, mainland China, or India might be applied.

Mahfuzuar Rahman Barbhuiya Devlina Chatterjee (2019) Tourism resilience studies often focus on a single shock event. In reality, the same destination may face different kinds of shocks. It is important to compare the relative effect and resilience to different shocks. Using a panel dataset for 22 Indian states, we build random effect models to understand the impact of natural disasters and political conflict on domestic and foreign tourist arrivals. Severe conflict events affect domestic tourist arrivals negatively, while natural disasters do not. In contrast, natural disasters affect international tourist arrivals negatively but conflicts do not. We study resilience by identifying breaks in tourist arrivals and noting corresponding recovery times. Breaks were observed in more states for the international segment compared to domestic segment. Recovery times was also greater for international rather than domestic tourists. Thus domestic tourists seem to be more resilient compared to international tourists. Our study provides useful insights that may have policy implications.

Raouf Ahmad Rather (2021) This research aims to explore the impact of perceived risk, fear and social media on tourist's attitude, engagement, and revisit intention in COVID-19 pandemic situation. The results of PLS-SEM indicate that fear of COVID-19 and perceived risk has a significant negative impact on attitude towards travelling. Similarly, findings show that perceived risk has a significant negative effect, and social media has a significant positive effect on customer brand engagement during COVID-

19 outbreak. Results also reveal that customer engagement and attitude have positive effects on both brand co-creation and revisit intention. The insights acquired from this research offers a mechanism behind fear/perceived risk and social media-based brand engagement, attitude, co-creation and revisit intention in pandemic situation and implications for tourism-reliant destinations to build recovery-strategies/tactics in coping with the impact of pandemics to re-store tourism.

Paul V.Mathew Sreejesh.S (2017) The primary objective of the study is to examine the impact of perceived responsible tourism on perceived quality of life of communities in tourist destinations and to analyze the mediating role of perceived destination sustainability. A questionnaire-based survey conducted to collect responses from a sample of 432 residents from 3 different tourism destinations in India. From the data analysis, it was found that as the residents of the local community, perceived responsible tourism plays a pivotal role in the formulation of perceived destination sustainability, which in turn impacts their perceived quality of life. Thus, the study findings offer implications for the successful management of tourism businesses as well as the community sustainability and their well-being.

RichardT.R.qiu JinahParkb Shinali HaiyanSong (2020) The severe acute respiratory syndrome coronavirus 2 is currently spreading across the world at an alarming rate, resulting in the coronavirus disease 2019 pandemic. Amidst this crisis, tourism scholars are directing their attention to communities at tourist destinations, looking at their safety and well-being and the costs that they will bear due to the cessation of tourism activity. This article describes residents' perceptions of the risks posed by tourism activity and estimates their willingness to pay to reduce public health risks based on hypothetical scenarios, using the triple-bounded dichotomous choice contingent valuation method. The social costs in three urban destinations are assessed and compared. Based on the findings, suggestions are made for appropriate post-pandemic recovery actions by local authorities and tourism organizations.

Tom Baum, Nguyen Thi Thanh Hai (2020) The purpose of this paper is to undertake a real-time assessment of the impact of the COVID-19 pandemic on the right to participate in hospitality and tourism and to illustrate where such rights are under threat. This discussion is based on a review of current events, assessed through interpretation of a human rights lens. Rights to participate in hospitality and tourism, particularly in parts of Asia, Europe and North America, were affected on a scale unprecedented in peacetime. The rights to participate in hospitality and tourism have been challenged as never before. The big questions that will need to be answered going forward are the extent to which such rights will be restored, post-COVID-19. This is a “real-time” assessment and will require re-visiting as events unfold over the coming months and years.

Stefan Gossling, Daniel Scott, C. Michael Hall (2020) The novel coronavirus COVID-19 is challenging the world. With no vaccine and limited medical capacity to treat the disease, nonpharmaceutical interventions (NPI) are the main strategy to contain the pandemic. Unprecedented global travel restrictions and stay-at-home orders are causing the most severe disruption of the global economy since World War II. With international travel bans affecting over 90% of the world population and wide-spread restrictions on public gatherings and community mobility, tourism largely ceased in March 2020. Early evidence on impacts on air travel, cruises, and accommodations have been devastating. While highly uncertain, early projections from UNWTO for 2020 suggest international arrivals could decline by 20 to 30% relative to 2019. Tourism is especially susceptible to measures to counteract pandemics because of restricted mobility and social distancing.

Pravin Kumar Patel, Dr. Jaya Sharma, Dr. Shivali Kharoliwal, Dr. Prashant Khemariya (2020) The purpose of this paper work is to examine the extent to which an epidemic of 2020 such as Covid-19 can affect the global tourism industry and perform estimates of the destruction to world tourism. The statistical data from the renowned and trustworthy data sources have been collected to realize the effect of the Corona Virus on the world Tourism industry. China where the epidemic started, but also India, where fresh cases are continuously being reported, both is no longer tourist destinations, till

May 14 2020. Potential tourists tend to reschedule or stop their plans for a terminus that is plagued by a pandemic. Because of pandemics, tourists cancel their travels avoiding suspicious places and individuals. Such categories of pandemics disturb straight industries such as tourism and retail service sector. In 2019, a total of 29,28,303 tourist arrived on e-Tourist Visa. The economic consequences of this outbreak will be serious and they will cause harms not only to the tourist destinations with an important concentration of cases but also at a world-wide level. A comparable case was the outbreak of SARS in 2002.

Dr.Amit Kumar (2020) The purpose of the current paper is to review the tourism industry has been badly affected by the Corona virus epidemic. The lockdown has broken the back of the tourism industry across the country. This has created employment crisis in front of 38 million people associated with the industry. Crores of people in India are directly or indirectly connected to the tourism industry. Even before the lockdown, many airlines and travel companies had sent more than 35 percent of their employees on leave without salary. Lockdown has been done in many cities not only in India but also all over the world. The tourism industry is suffering the most due to this. According to the World Travel and Tourism Council (WTTC), the employment of five crore people in the tourism industry could be lost. In 2020, 25 per cent of tourism-related bookings have been canceled. In such a situation, the tourism industry is suffering a lot. According to the WTTC study, it will take about 10 to 12 months to recover from the damage the tourism industry will suffer. Because fear has seethed in people's minds and they will avoid going abroad. Tourism has been affected in every state of the country including Himachal Pradesh, Kerala, Agra and West Bengal.

CHAPTER - 3

RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN

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

3.2 SAMPLING TECHNIQUE

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

3.3 SOURCES OF DATA

3.3.1 Primary Data

Primary data used for the survey is questionnaire method.

3.3.2 Secondary Data

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

3.4 STRUCTURE OF QUESTIONNAIRE

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

3.5 SAMPLE SIZE

Sample size of 120 tourists are taken for this study.

3.6 PERIOD OF STUDY

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

3.7 ANALYTICAL TOOLS

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

CHAPTER - 4

DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

Table 4.1.1: Showing Gender wise classification of respondents

Particulars	No. of Respondents	Percentage
Male	68	56.67%
Female	52	43.33%
Total	120	100.00%

Source: Primary Data

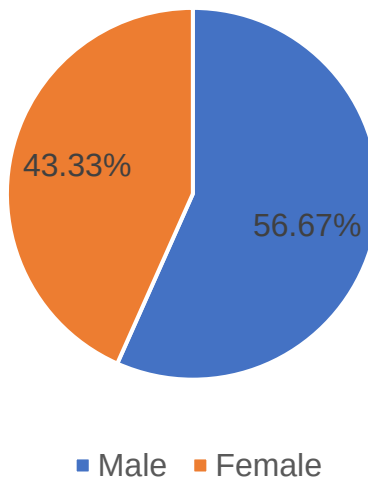


Chart 4.1.1: Showing Gender wise classification of respondents

Interpretation:

From the above table it is interpreted that 56.67% are Male respondents and 43.33% are Female respondents.

Table 4.1.2: Showing Age wise classification of respondents

Particulars	No. of Respondents	Percentage
Below 30 Years	105	87.50%
30-40 Years	14	11.67%
40-50 Years	1	0.83%
Above 50 Years	0	0.00%
Total	120	100.00%

Source: Primary Data

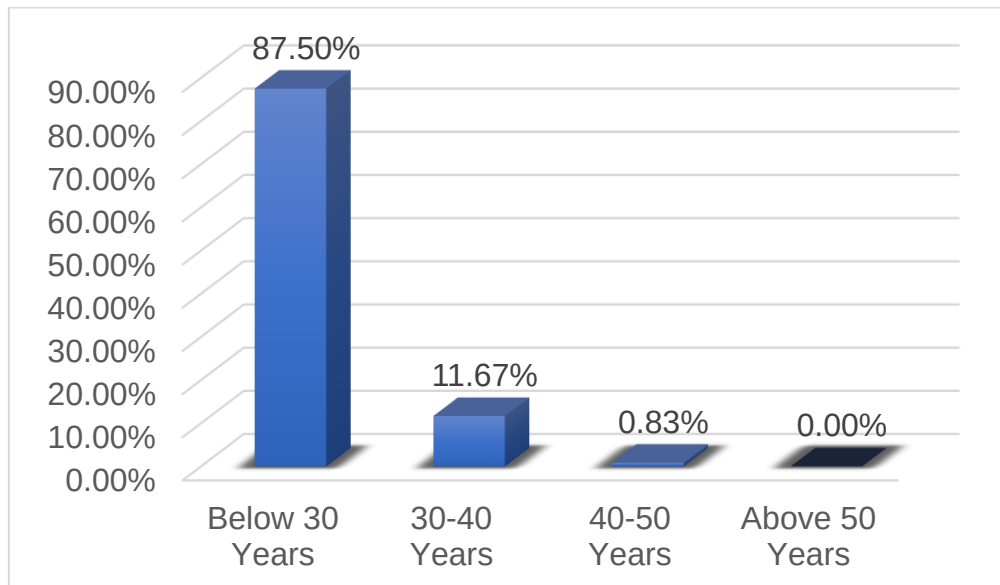


Chart 4.1.2: Showing Age wise classification of respondents

Interpretation:

From the above table it is interpreted that 87.50% are Below 30 Years respondents, 11.67% are between 30-40Years respondents, 0.83% are between 40-50 Years respondents and 0% are Above 50 Years respondents.

Table 4.1.3: Showing Marital Status wise classification of respondents

Particulars	No. of Respondents	Percentage
Married	31	25.83%
Unmarried	89	74.17%
Total	120	100.00%

Source: Primary Data

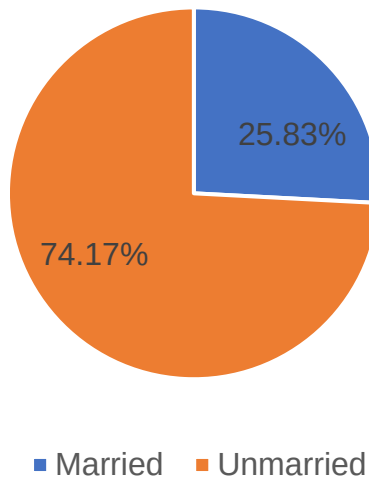


Chart 4.1.3: Showing Marital Status wise classification of respondents

Interpretation:

From the above table it is interpreted that 25.83% are Married respondents and 74.17% are Unmarried respondents.

Table 4.1.4: Showing Qualification wise classification of respondents

Particulars	No. of Respondents	Percentage
U.G	58	48.33%
P.G	49	40.83%
Diploma	5	4.17%
Others	8	6.67%
Total	120	100.00%

Source: Primary Data

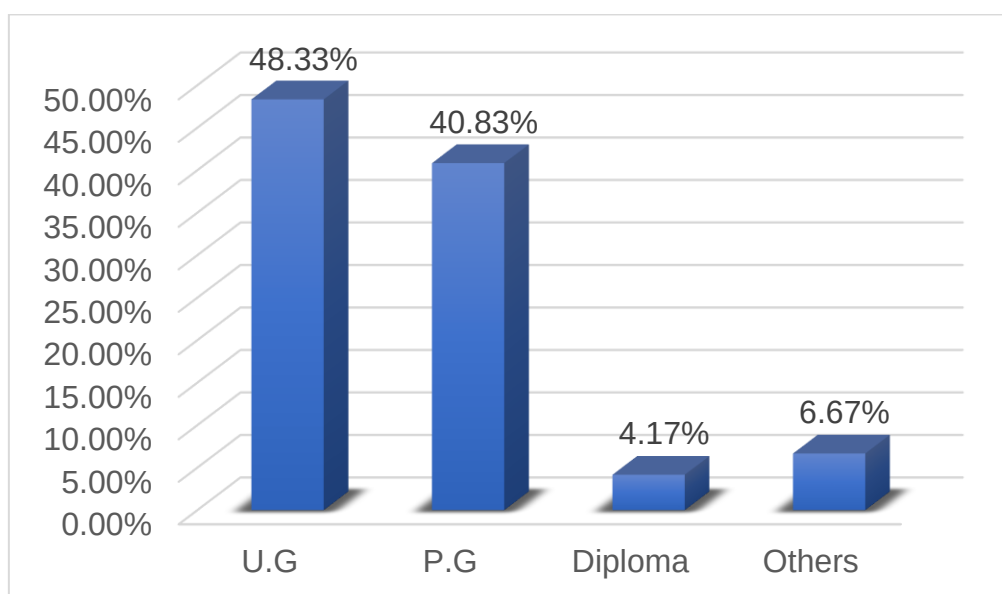


Chart 4.1.4: Showing Qualification wise classification of respondents

Interpretation:

From the above table it is interpreted that 48.33% are UG respondents, 40.83% are PG respondents, 4.17% are Diploma and 6.67% others respondents.

Table 4.1.5: Showing How often do you travel outstation respondents

Particulars	No. of Respondents	Percentage
Once in a Year	77	64.17%
Once in 6 Months	19	15.83%
Once in 3 Months	7	5.83%
Every Month	12	10.00%
Every Week	5	4.17%
Total	120	100.00%

Source: Primary Data

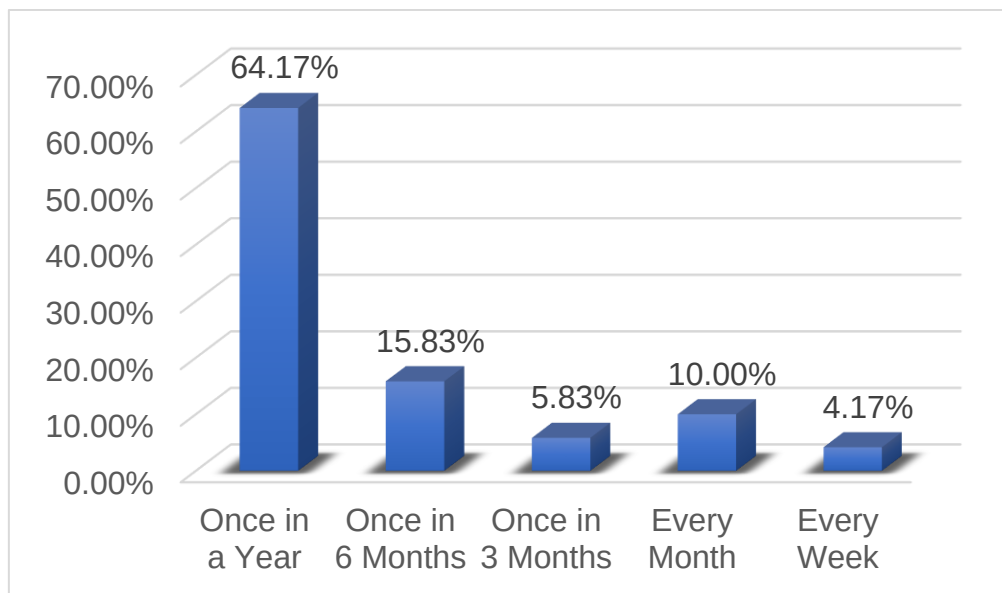


Table 4.1.5: Showing How often do you travel outstation respondents

Interpretation:

From the above table it is interpreted that 64.17% are Once in a year respondent, 15.83% are once in 6 months respondents 5.83% are Once in 3 months respondents, 10.00% are Every month respondents and 4.17% are Every week respondents.

Table 4.1.6: Showing you plan your trip to tourist place by yourself during covid-19 respondents.

Particulars	No. of Respondents	Percentage
Never	41	34.17%
Occasionally	14	11.67%
Sometimes	19	15.83%
Often	41	34.17%
Always	5	4.17%
Total	120	100.00%

Source: Primary Data

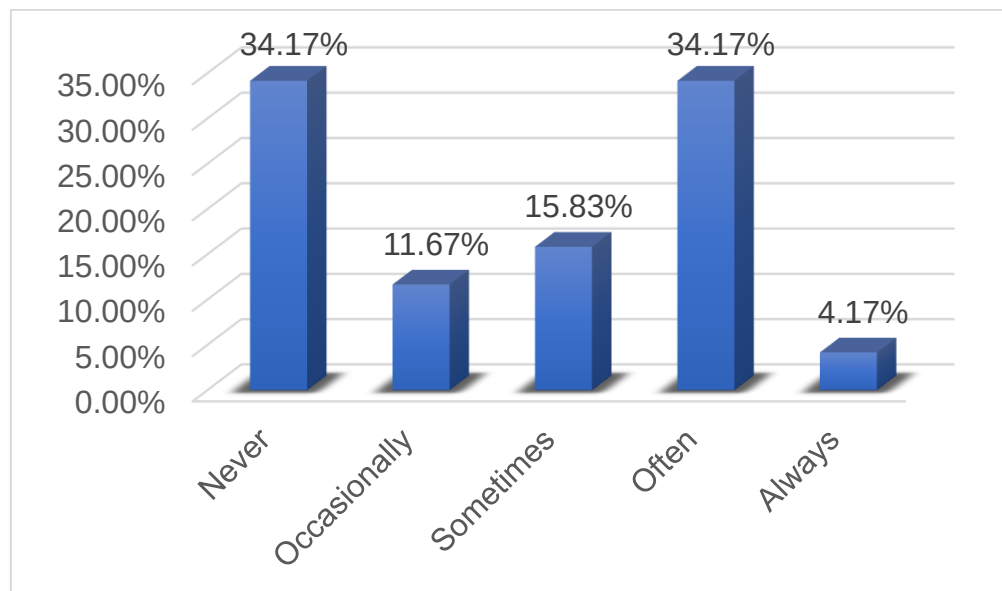


Table 4.1.6: Showing you plan your trip to tourist place by yourself during covid-19 respondents.

Interpretation:

From the above table it is interpreted that 34.17% are Never respondents, 11.67% are Occasionally respondents, 15.83% are Sometimes respondents 34.17% are Often respondents and 4.17% are Always respondents.

Table 4.1.7: Showing you plan your trip to tourist place through travel agent during covid-19 respondents

Particulars	No. of Respondents	Percentage
Never	47	39.17%
Occasionally	10	8.33%
Sometimes	20	16.67%
Often	39	32.50%
Always	4	3.33%
Total	120	100.00%

Source: Primary Data

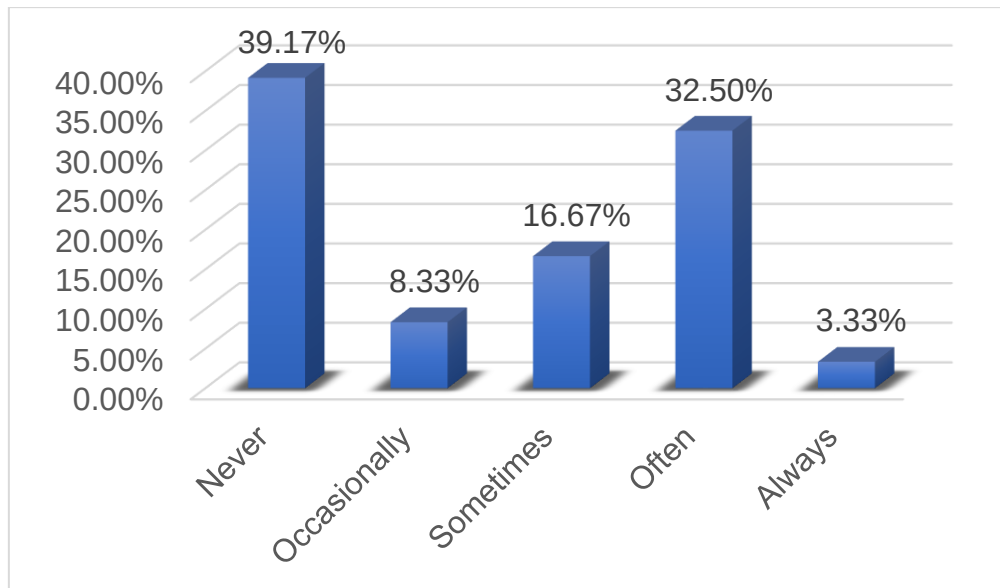


Table 4.1.7: Showing you plan your trip to tourist place through travel agent during covid-19 respondents

Interpretation:

From the above table it is interpreted that 39.17% are Never respondents, 8.33% are Occasionally respondents, 16.67% are Sometimes respondents 32.50% are Often respondents and 3.33% are Always.

Table 4.1.8: Showing most common type purpose of your travel during pandemic respondents

Particulars	No. of Respondents	Percentage
Family Vacation	46	38.33%
Adventures	20	16.67%
Business	12	10.00%
Spiritual	11	9.17%
Religious	10	8.33%
Others	21	17.50%
Total	120	100.00%

Source: Primary Data

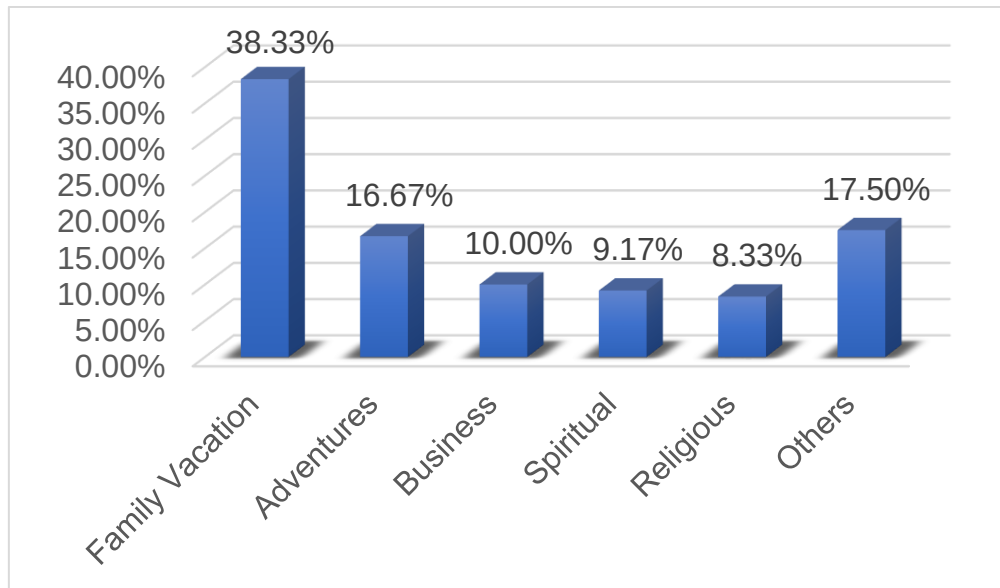


Table 4.1.8: Showing most common type purpose of your travel during pandemic respondents

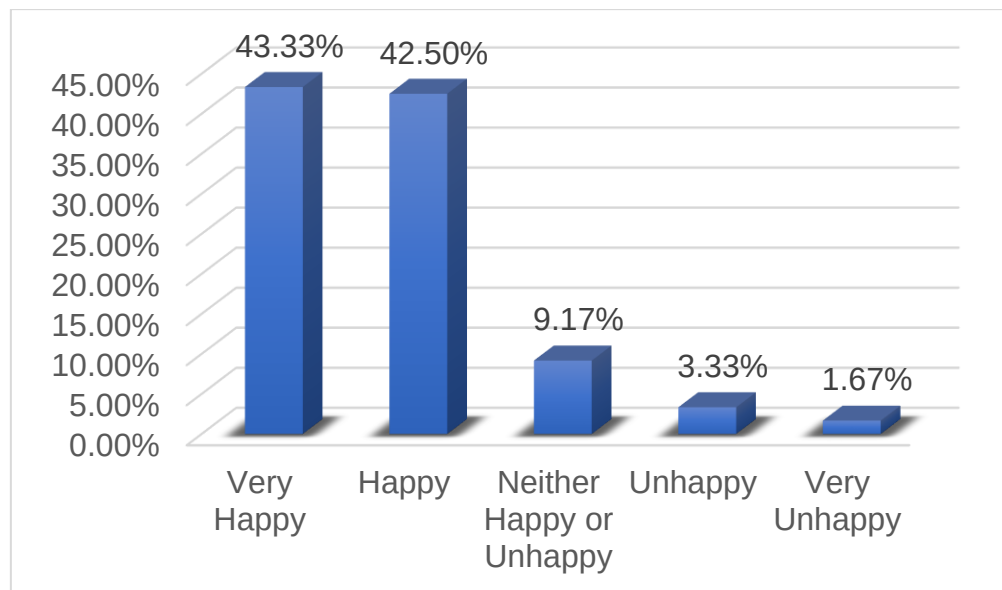
Interpretation:

From the above table it is interpreted that 38.33% are Family vacation respondents, 16.67% are Adventures respondents, 10.00% are Business respondents 9.17% are Spiritual respondents 8.33% are Religious respondents and 17.50% are Others respondents.

**Table 4.1.9: Showing you feel about the Time you spend at tourist places
respondents**

Particulars	No. of Respondents	Percentage
Very Happy	52	43.33%
Happy	51	42.50%
Neither Happy or Unhappy	11	9.17%
Unhappy	4	3.33%
Very Unhappy	2	1.67%
Total	120	100.00%

Source: Primary Data



**Table 4.1.9: Showing you feel about the Time you spend at tourist places
respondents**

Interpretation:

From the above table it is interpreted that 43.33% are Very happy respondents, 42.50% are Happy respondents, 9.17% are Neither happy or unhappy respondents 3.33% are Unhappy respondents 1.67% are Very unhappy respondents.

Table 4.1.10: Showing travel decision be based on the availability of the COVID-19 vaccine respondents

Particulars	No. of Respondents	Percentage
Strongly Agree	16	13.33%
Agree	58	48.33%
Neither Agree or Disagree	29	24.17%
Disagree	12	10.00%
Strongly Disagree	5	4.17%
Total	120	100.00%

Source: Primary Data

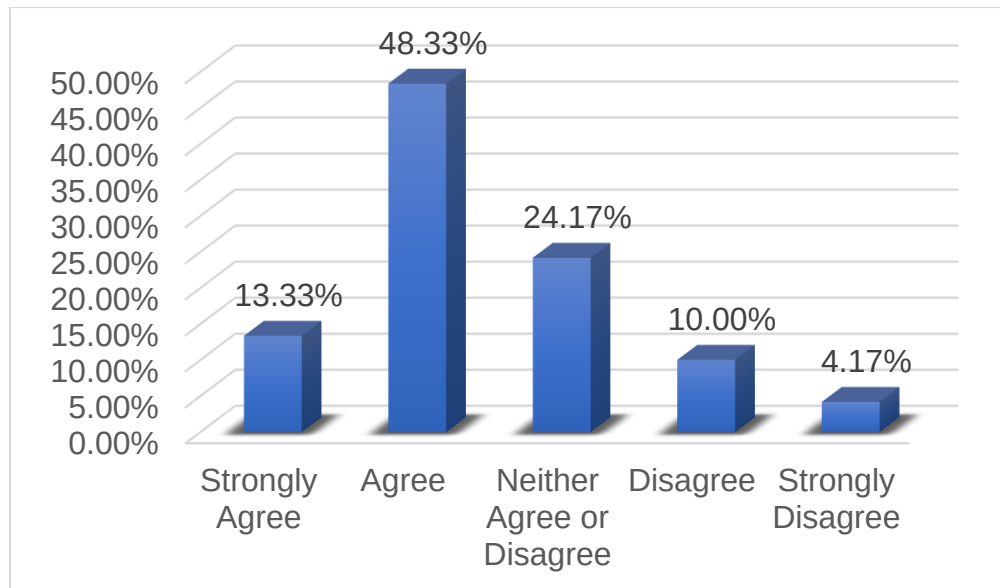


Table 4.1.10: Showing travel decision be based on the availability of the COVID-19 vaccine respondents

Interpretation:

From the above table it is interpreted that 13.33% are Strongly agree respondents, 48.33% are Agree respondents, 24.17% are Neither agree or disagree respondents, 10.00% are Disagree respondents and 4.17% are Strongly disagree respondents.

Table 4.1.11: Showing mode of transportation do you opt Rate them on the basis of your preference. [Car] respondents

Particulars	No. of Respondents	Percentage
Never	11	9.17%
Occasionally	16	13.33%
Sometimes	33	27.50%
Often	10	8.33%
Always	50	41.67%
Total	120	100.00%

Source: Primary Data

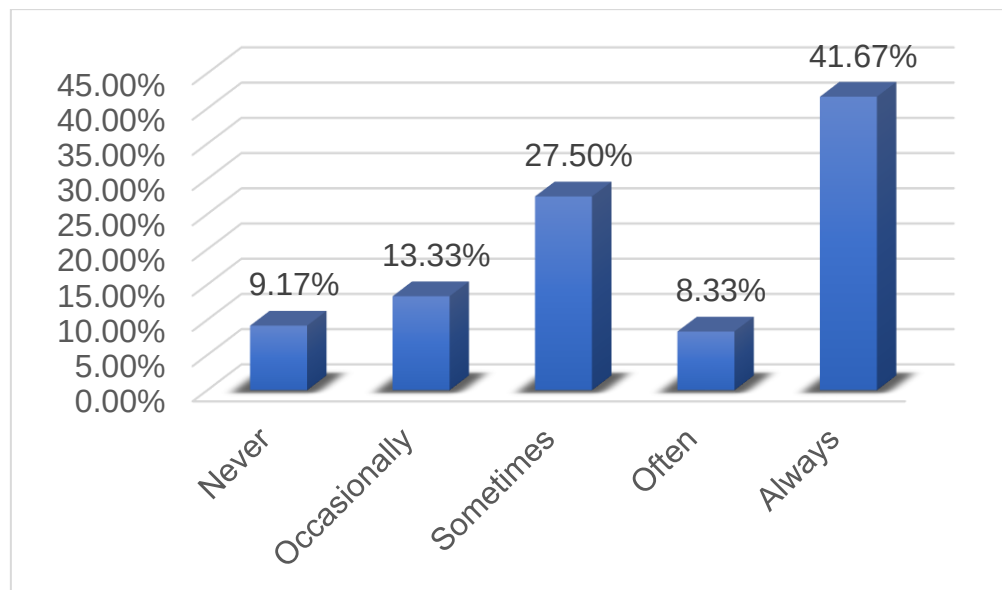


Table 4.1.11: Showing mode of transportation do you opt Rate them on the basis of your preference. [Car] respondents

Interpretation:

From the above table it is interpreted that 9.17% are Never car respondents, 13.33% are Occasionally car respondents, 27.50% are Sometimes car respondents 8.33% are Often car respondents and 41.67% are Always car respondents.

Table 4.1.12: Showing mode of transportation do you opt Rate them on the basis of your preference. [Bus] respondents

Particulars	No. of Respondents	Percentage
Never	15	12.50%
Occasionally	28	23.33%
Sometimes	52	43.33%
Often	11	9.17%
Always	14	11.67%
Total	120	100.00%

Source: Primary Data

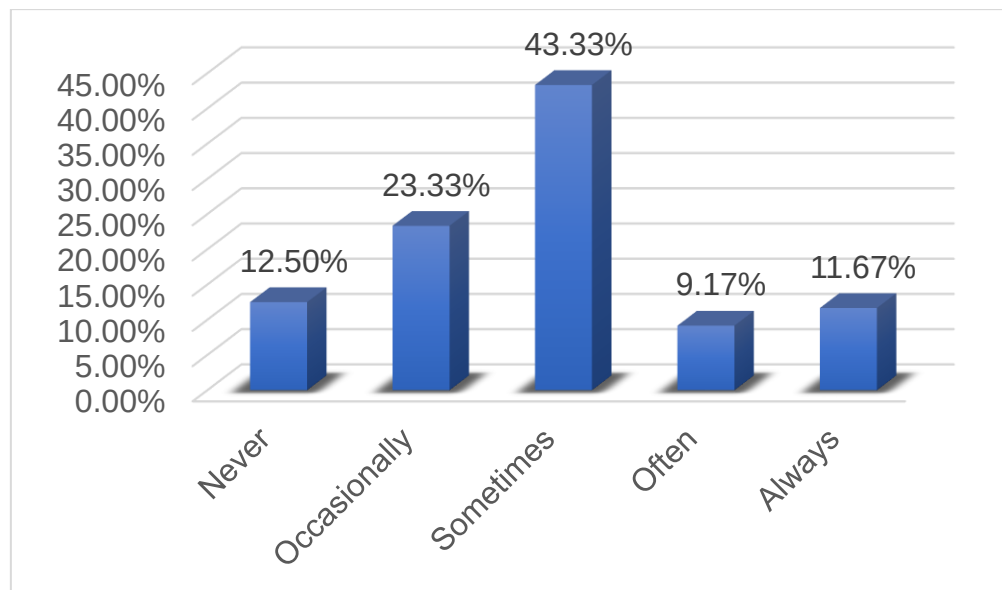


Table 4.1.12: Showing mode of transportation do you opt Rate them on the basis of your preference. [Bus] respondents

Interpretation:

From the above table it is interpreted that 12.50% are Never bus respondents, 23.33% are Occasionally bus respondents, 43.33% are Sometimes bus respondents 9.17% are Often bus respondents and 11.67% are Always bus respondents.

Table 4.1.13: Showing mode of transportation do you opt Rate them on the basis of your preference. [Train] respondents

Particulars	No. of Respondents	Percentage
Never	15	12.50%
Occasionally	16	13.33%
Sometimes	52	43.33%
Often	16	13.33%
Always	21	17.50%
Total	120	100.00%

Source: Primary Data

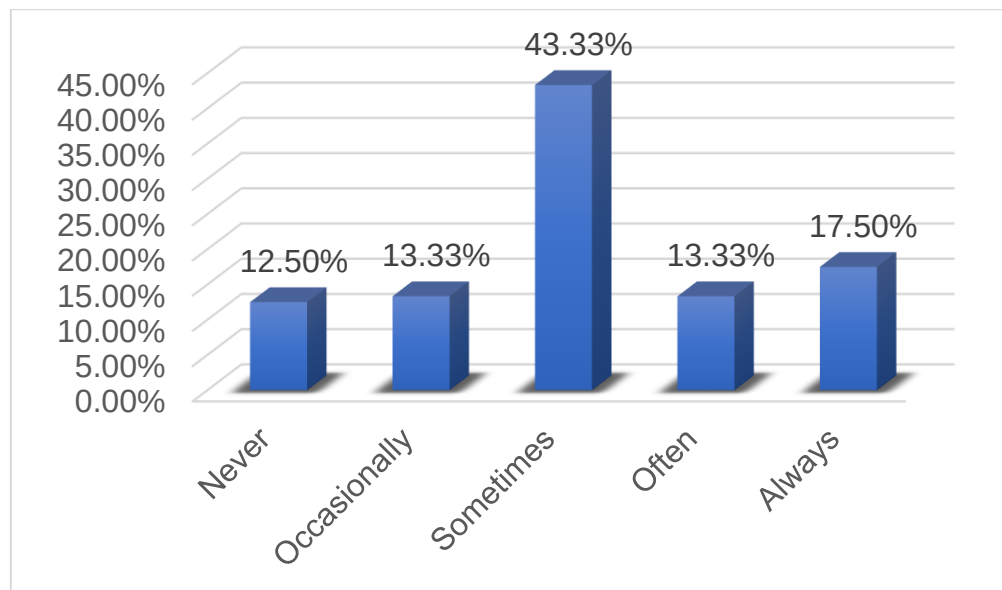


Table 4.1.13: Showing mode of transportation do you opt Rate them on the basis of your preference. [Train] respondents

Interpretation:

From the above table it is interpreted that 12.50% are Never train respondents, 13.33% are Occasionally train respondents, 43.33% are Sometimes train respondents 13.33% are Often train respondents and 17.50% are Always train respondents.

Table 4.1.14: Showing mode of transportation do you opt Rate them on the basis of your preference. [Airplane] respondents

Particulars	No. of Respondents	Percentage
Never	59	49.17%
Occasionally	27	22.50%
Sometimes	28	23.33%
Often	4	3.33%
Always	2	1.67%
Total	120	100.00%

Source: Primary Data

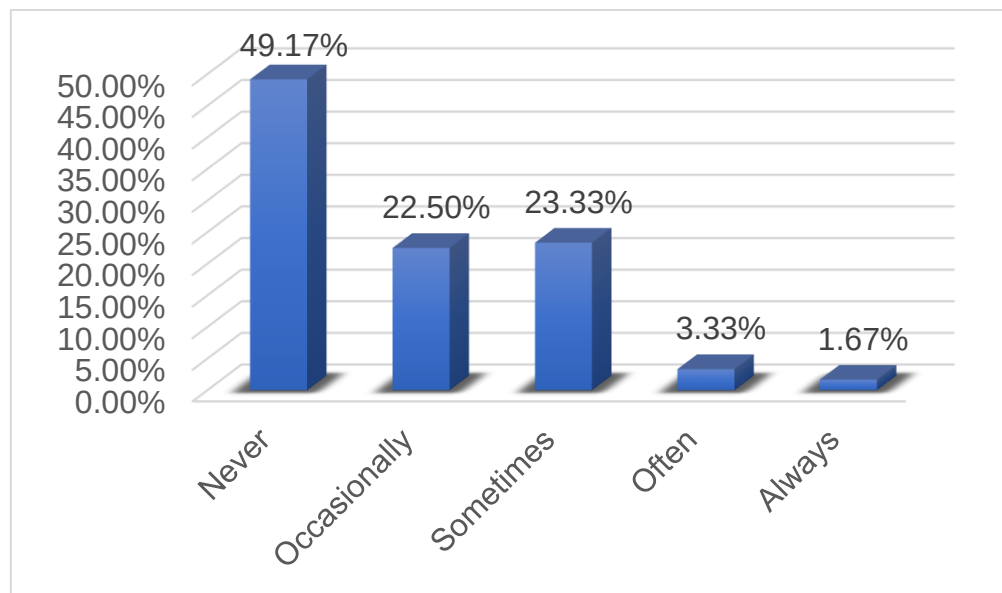


Table 4.1.14: Showing mode of transportation do you opt Rate them on the basis of your preference. [Airplane] respondents

Interpretation:

From the above table it is interpreted that 49.17% are Never Airplane respondents, 22.50% are Occasionally Airplane respondents, 23.33% are Sometimes Airplane respondents 3.33% are Often Airplane respondents and 1.67% are Always Airplane respondents.

Table 4.1.15: Showing do you go most often during covid-19 respondent

Particulars	No. of Respondents	Percentage
Hill Stations	44	36.67%
Beaches	25	20.83%
Historically Significant Places	21	17.50%
Others	30	25.00%
Total	120	100.00%

Source: Primary Data

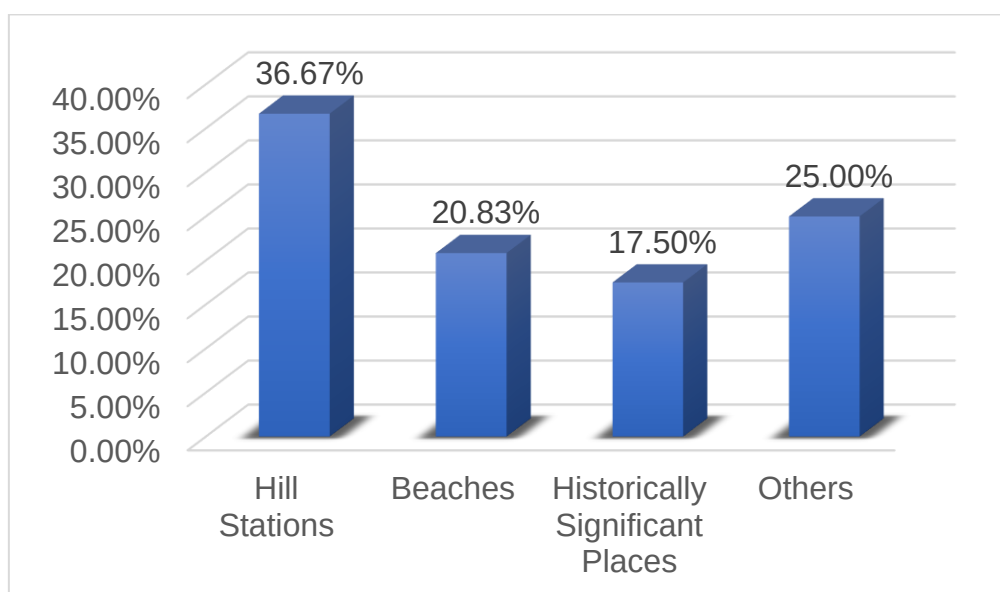


Table 4.1.15: Showing do you go most often during covid-19 respondent

Interpretation:

From the above table it is interpreted that 36.67% are Hill stations respondents, 20.83% are Beaches respondents, 17.50% are Historically significant places respondents 25.00% are Other places respondents.

Table 4.1.16: Showing precautions should tourist places put into place for your safety during covid-19 [First Aid Kit] respondents

Particulars	No. of Respondents	Percentage
Strongly Agree	18	15.00%
Agree	59	49.17%
Neither Agree or Disagree	16	13.33%
Disagree	5	4.17%
Strongly Disagree	22	18.33%
Total	120	100.00%

Source: Primary Data

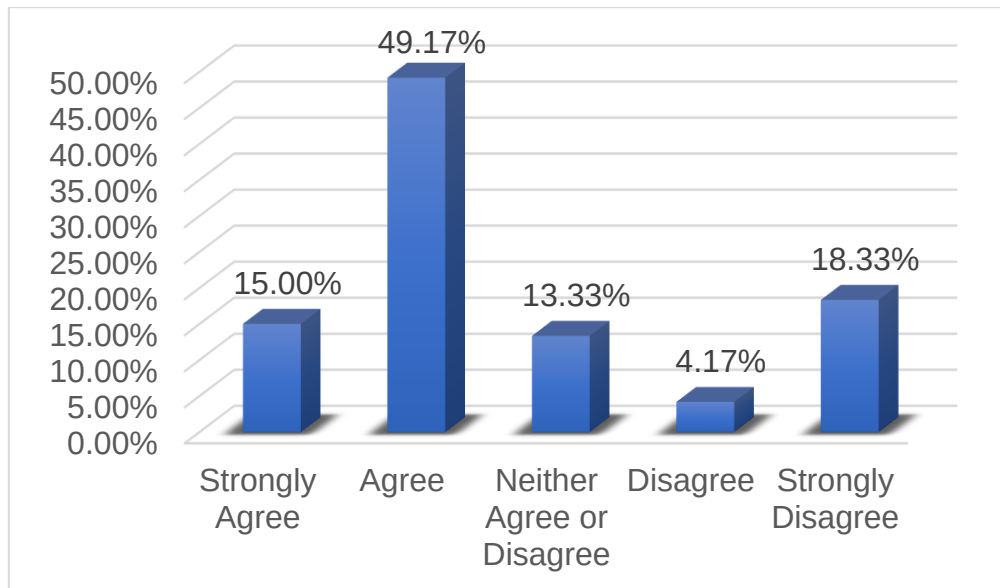


Table 4.1.16: Showing precautions should tourist places put into place for your safety during covid-19 [First Aid Kit] respondents

Interpretation:

From the above table it is interpreted that 15.00% are Strongly agree respondents, 49.17% are Agree respondents, 13.33% are Neither agree or disagree respondents, 4.17% are Disagree respondents and 18.33% are Strongly disagree respondents.

Table 4.1.17: Showing precautions should tourist places put into place for your safety during covid-19 [Mask] respondents

Particulars	No. of Respondents	Percentage
Strongly Agree	29	24.17%
Agree	55	45.83%
Neither Agree or Disagree	14	11.67%
Disagree	10	8.33%
Strongly Disagree	12	10.00%
Total	120	100.00%

Source: Primary Data

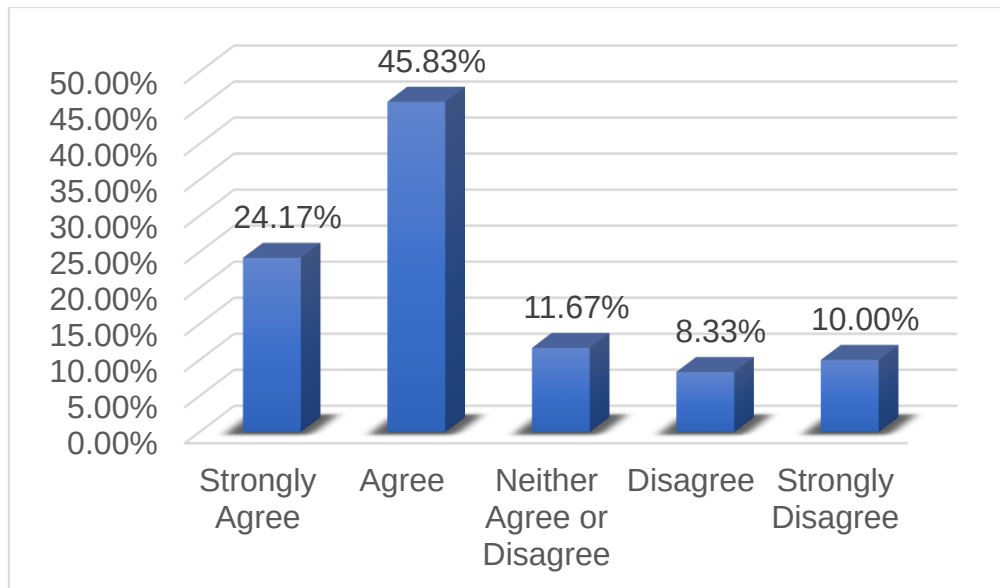


Table 4.1.17: Showing precautions should tourist places put into place for your safety during covid-19 [Mask] respondents

Interpretation:

From the above table it is interpreted that 24.17% are Strongly agree respondents, 45.83% are Agree respondents, 11.67% are Neither agree or disagree respondents, 8.33% are Disagree respondents and 10.00% are Strongly disagree respondents.

Table 4.1.18: Showing precautions should tourist places put into place for your safety during covid-19 [Sanitizer] respondents

Particulars	No. of Respondents	Percentage
Strongly Agree	30	25.00%
Agree	54	45.00%
Neither Agree or Disagree	16	13.33%
Disagree	5	4.17%
Strongly Disagree	15	12.50%
Total	120	100.00%

Source: Primary Data

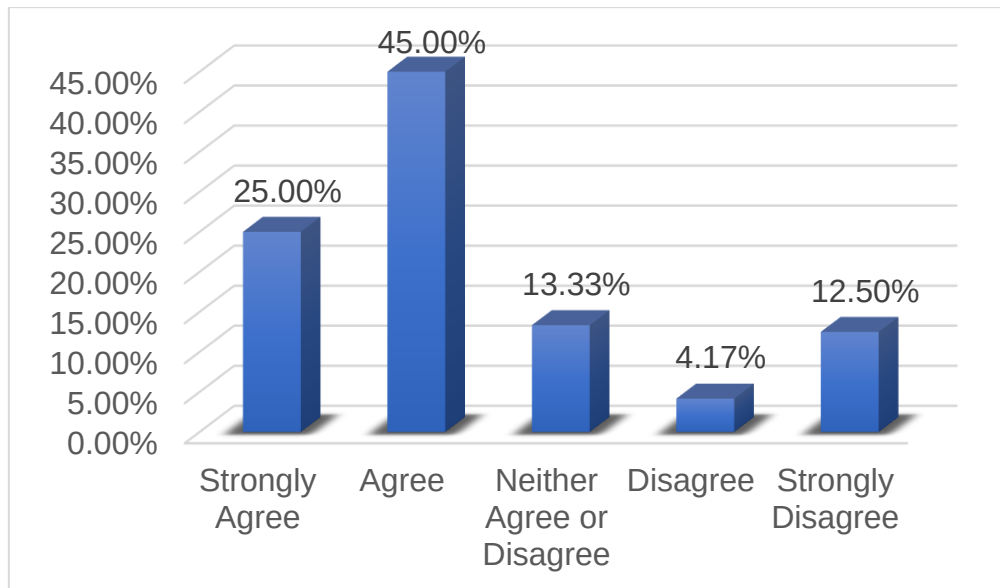


Table 4.1.18: Showing precautions should tourist places put into place for your safety during covid-19 [Sanitizer] respondents

Interpretation:

From the above table it is interpreted that 25.00% are Strongly agree respondents, 45.00% are Agree respondents, 13.33% are Neither agree or disagree respondents, 4.17% are Disagree respondents and 12.50% are Strongly disagree respondents.

Table 4.1.19: Showing precautions should tourist places put into place for your safety during covid-19 [Social distancing] respondents

Particulars	No. of Respondents	Percentage
Strongly Agree	27	22.50%
Agree	60	50.00%
Neither Agree or Disagree	13	10.83%
Disagree	9	7.50%
Strongly Disagree	11	9.17%
Total	120	100.00%

Source: Primary Data

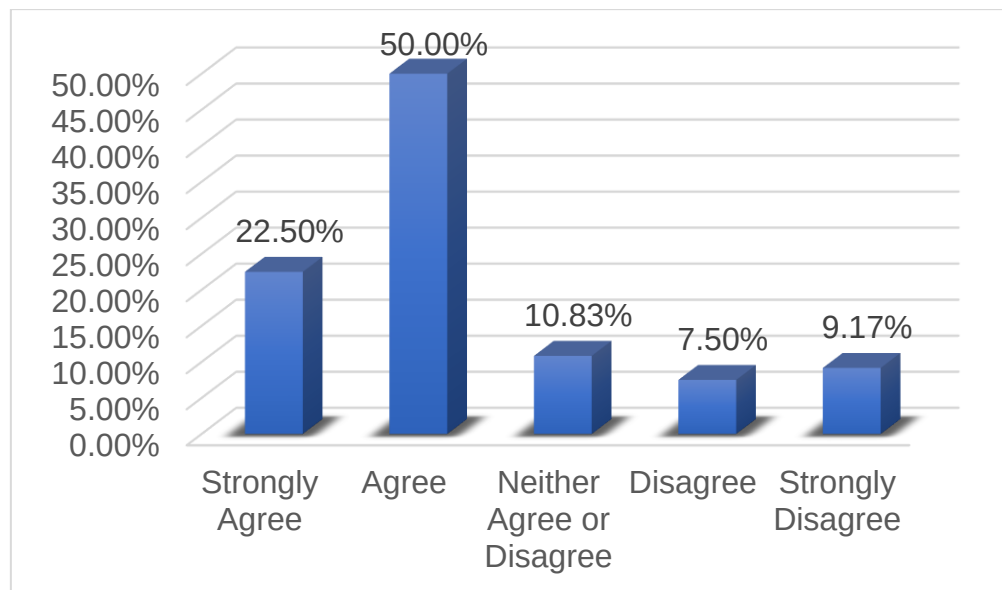


Table 4.1.19: Showing precautions should tourist places put into place for your safety during covid-19 [Social distancing] respondents

Interpretation:

From the above table it is interpreted that 22.50% are Strongly agree respondents, 50.00% are Agree respondents, 10.83% are Neither agree or disagree respondents, 7.50% are Disagree respondents and 9.17% are Strongly disagree respondents.

Table 4.1.20: Showing precautions should tourist places put into place for your safety during covid-19 [Temperature checking] respondents

Particulars	No. of Respondents	Percentage
Strongly Agree	20	16.67%
Agree	59	49.17%
Neither Agree or Disagree	19	15.83%
Disagree	8	6.67%
Strongly Disagree	14	11.67%
Total	120	100.00%

Source: Primary Data

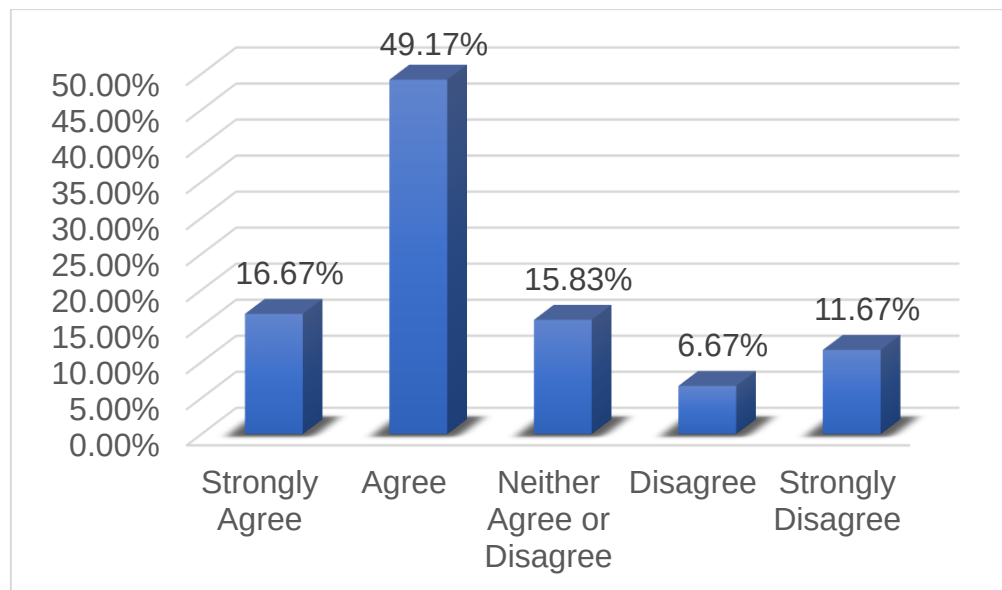


Table 4.1.20: Showing precautions should tourist places put into place for your safety during covid-19 [Temperature checking] respondents

Interpretation:

From the above table it is interpreted that 16.67% are Strongly agree respondents, 49.17% are Agree respondents, 15.83% are Neither agree or disagree respondents, 6.67% are Disagree respondents and 11.67% are Strongly disagree respondents.

Table 4.1.21: Showing did you stay at tourist place respondents

Particulars	No. of Respondents	Percentage
Star Hotels	16	13.33%
Tourists Resorts	62	51.67%
Institutional Hostels/Sanatorium	7	5.83%
Ordinary Hotels	35	29.17%
Total	120	100.00%

Source: Primary Data

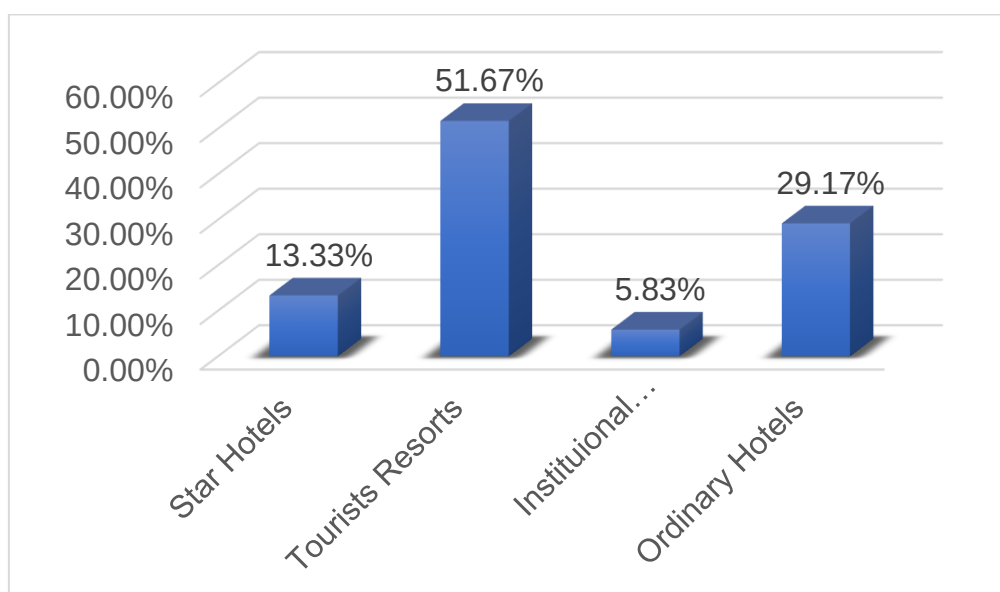


Table 4.1.21: Showing did you stay at tourist place respondents

Interpretation:

From the above table it is interpreted that 13.33% are Star hotels respondents, 51.67% are Tourists resorts respondents, 5.83% are Institutional hotels and sanatorium respondents 29.17% are Ordinary hotels respondents.

Table 4.1.22: Showing How long do you stay at tourist place respondents

Particulars	No. of Respondents	Percentage
Less than 1 Day	19	15.83%
1-2 Days	39	32.50%
3-5 Days	57	47.50%
More than 5 Days	5	4.17%
Total	120	100.00%

Source: Primary Data

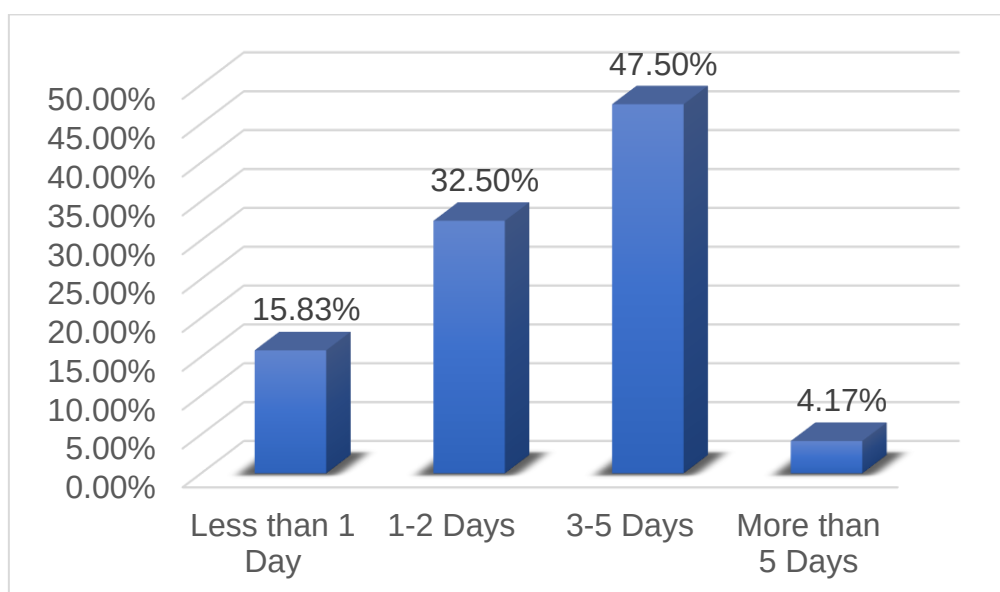


Table 4.1.22: Showing How long do you stay at tourist place respondents

Interpretation:

From the above table it is interpreted that 15.83% are Less than 1 day respondents, 32.50% are 1-2 Days respondents, 47.50% are 3-5 Days respondents 4.17% are More than 5 days respondents.

Table 4.1.23: Showing you feel that these facilities are up to your satisfaction respondents

Particulars	No. of Respondents	Percentage
Highly Satisfied	23	19.17%
Satisfied	66	55.00%
Neither Satisfied or Dissatisfied	27	22.50%
Dissatisfied	2	1.67%
Highly Dissatisfied	2	1.67%
Total	120	100.00%

Source: Primary Data

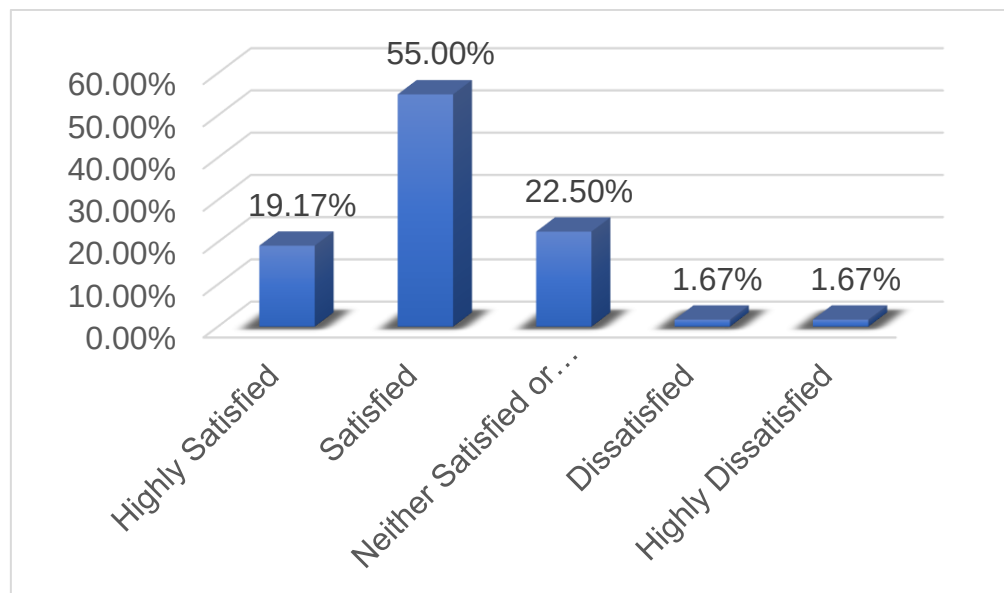


Table 4.1.23: Showing you feel that these facilities are up to your satisfaction respondents

Interpretation:

From the above table it is interpreted that 19.17% are Highly satisfied respondents, 55.00% are Satisfied respondents, 22.50% are Neither satisfied or dissatisfied respondents 1.67% are Dissatisfied respondents and 1.67% are Highly satisfied respondents.

Table 4.1.24: Showing you satisfied with the following services provided by tourist hotels [Food Quality] respondents

Particulars	No. of Respondents	Percentage
Highly Satisfied	15	12.50%
Satisfied	73	60.83%
Neither Satisfied or Dissatisfied	15	12.50%
Dissatisfied	6	5.00%
Highly Dissatisfied	11	9.17%
Total	120	100.00%

Source: Primary Data

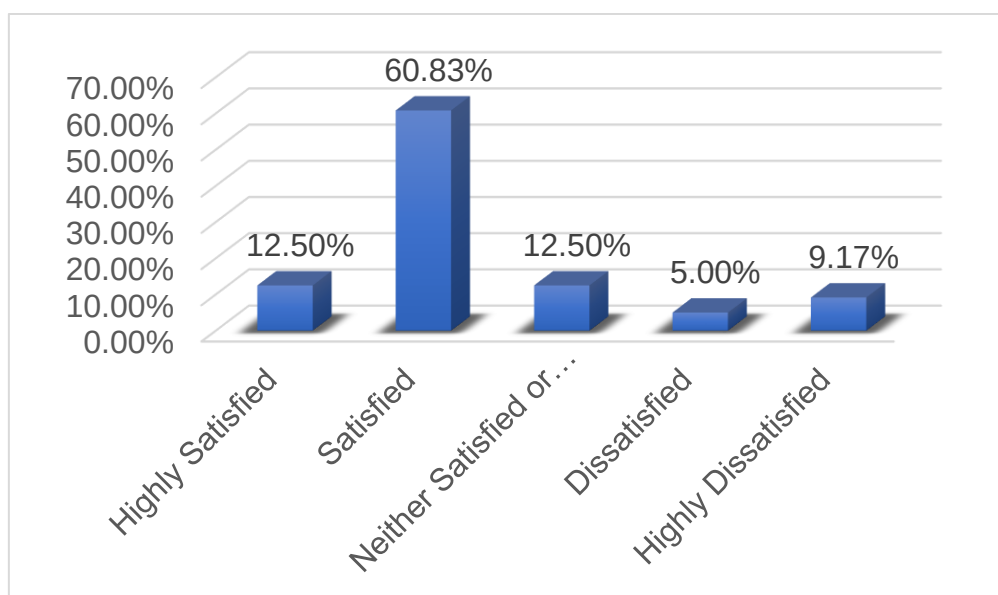


Table 4.1.24: Showing you satisfied with the following services provided by tourist hotels [Food Quality] respondents

Interpretation:

From the above table it is interpreted that 12.50% are Highly satisfied respondents, 60.83% are Satisfied respondents, 12.50% are Neither satisfied or dissatisfied respondents 5.00% are Dissatisfied respondents and 9.17% are Highly satisfied respondents.

Table 4.1.25: Showing you satisfied with the following services provided by tourist hotels [Accommodation] respondents

Particulars	No. of Respondents	Percentage
Highly Satisfied	13	10.83%
Satisfied	77	64.17%
Neither Satisfied or Dissatisfied	15	12.50%
Dissatisfied	7	5.83%
Highly Dissatisfied	8	6.67%
Total	120	100.00%

Source: Primary Data

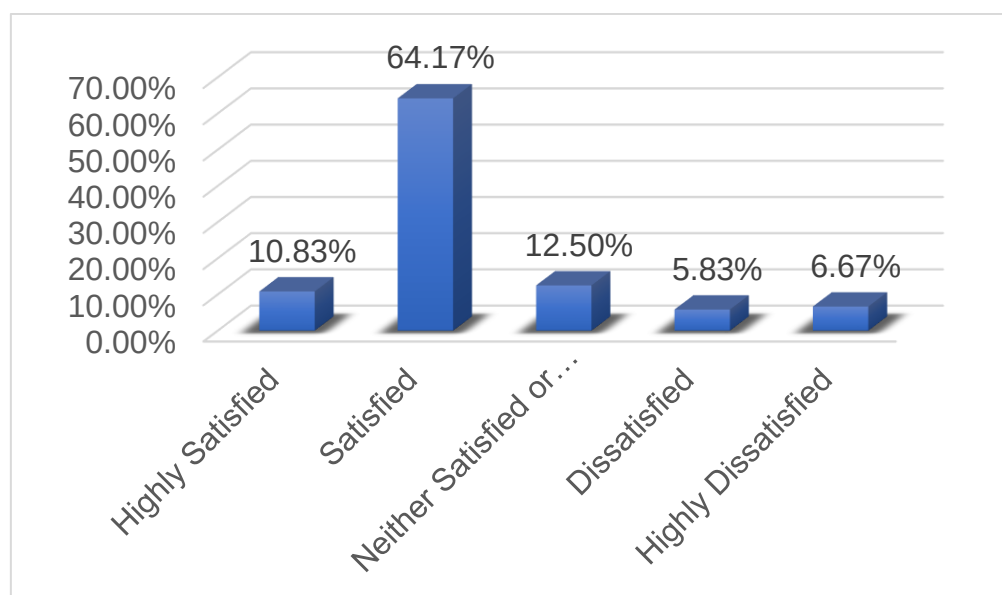


Table 4.1.25: Showing you satisfied with the following services provided by tourist hotels [Accommodation] respondents

Interpretation:

From the above table it is interpreted that 10.83% are Highly satisfied respondents, 64.17% are Satisfied respondents, 12.50% are Neither satisfied or dissatisfied respondents 5.83% are Dissatisfied respondents and 6.67% are Highly satisfied respondents.

Table 4.1.26: Showing you satisfied with the following services provided by tourist hotels [Transportation] respondents

Particulars	No. of Respondents	Percentage
Highly Satisfied	7	5.83%
Satisfied	75	62.50%
Neither Satisfied or Dissatisfied	16	13.33%
Dissatisfied	8	6.67%
Highly Dissatisfied	14	11.67%
Total	120	100.00%

Source: Primary Data

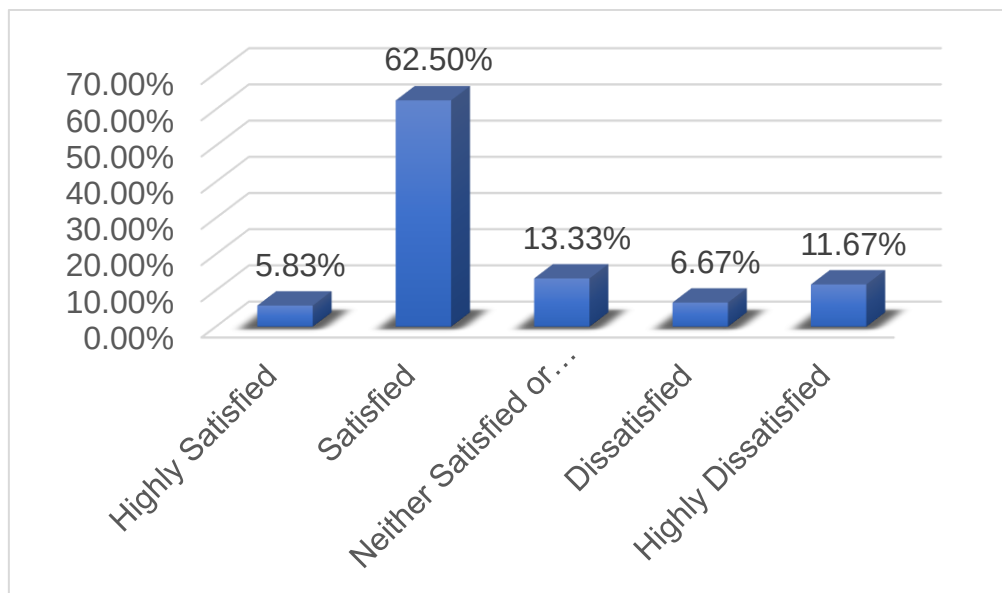


Table 4.1.26: Showing you satisfied with the following services provided by tourist hotels [Transportation] respondents

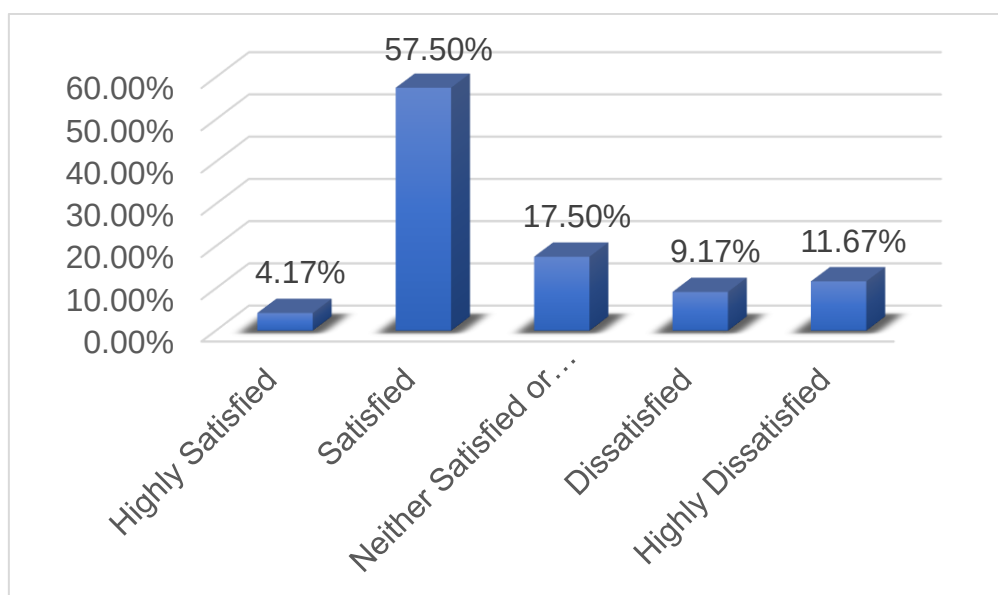
Interpretation:

From the above table it is interpreted that 5.83% are Highly satisfied respondents, 62.50% are Satisfied respondents, 13.33% are Neither satisfied or dissatisfied respondents 6.67% are Dissatisfied respondents and 11.67% are Highly satisfied respondents.

**Table 4.1.27: Showing you satisfied with the following public utility services
[Transport] respondents**

Particulars	No. of Respondents	Percentage
Highly Satisfied	5	4.17%
Satisfied	69	57.50%
Neither Satisfied or Dissatisfied	21	17.50%
Dissatisfied	11	9.17%
Highly Dissatisfied	14	11.67%
Total	120	100.00%

Source: Primary Data



**Table 4.1.27: Showing you satisfied with the following public utility services
[Transport] respondents**

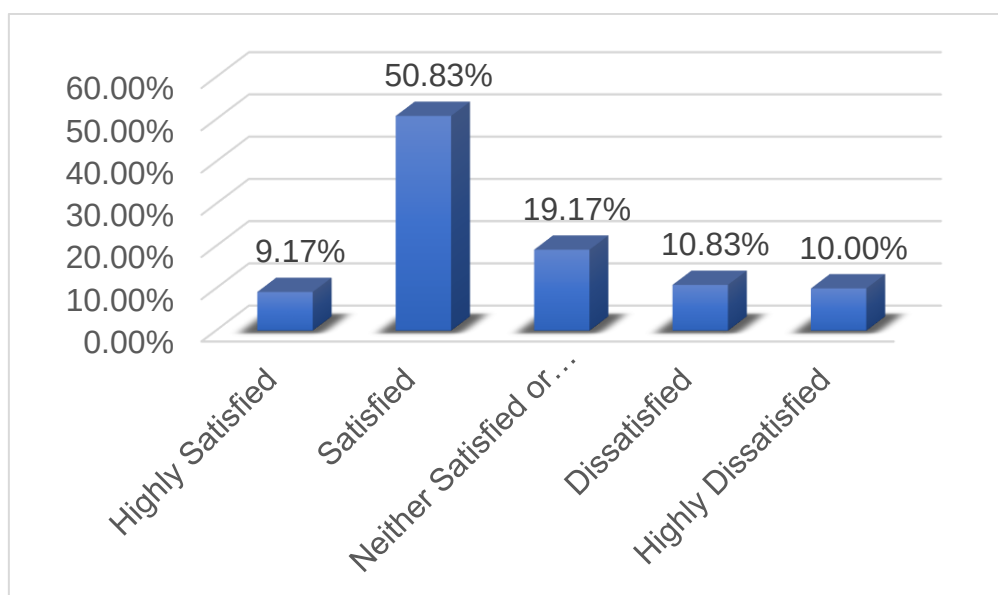
Interpretation:

From the above table it is interpreted that 4.17% are Highly satisfied respondents, 57.50% are Satisfied respondents, 17.50% are Neither satisfied or dissatisfied respondents 9.17% are Dissatisfied respondents and 11.67% are Highly satisfied respondents.

**Table 4.1.28: Showing you satisfied with the following public utility services
[Drinking water] respondents**

Particulars	No. of Respondents	Percentage
Highly Satisfied	11	9.17%
Satisfied	61	50.83%
Neither Satisfied or Dissatisfied	23	19.17%
Dissatisfied	13	10.83%
Highly Dissatisfied	12	10.00%
Total	120	100.00%

Source: Primary Data



**Table 4.1.28: Showing you satisfied with the following public utility services
[Drinking water] respondents**

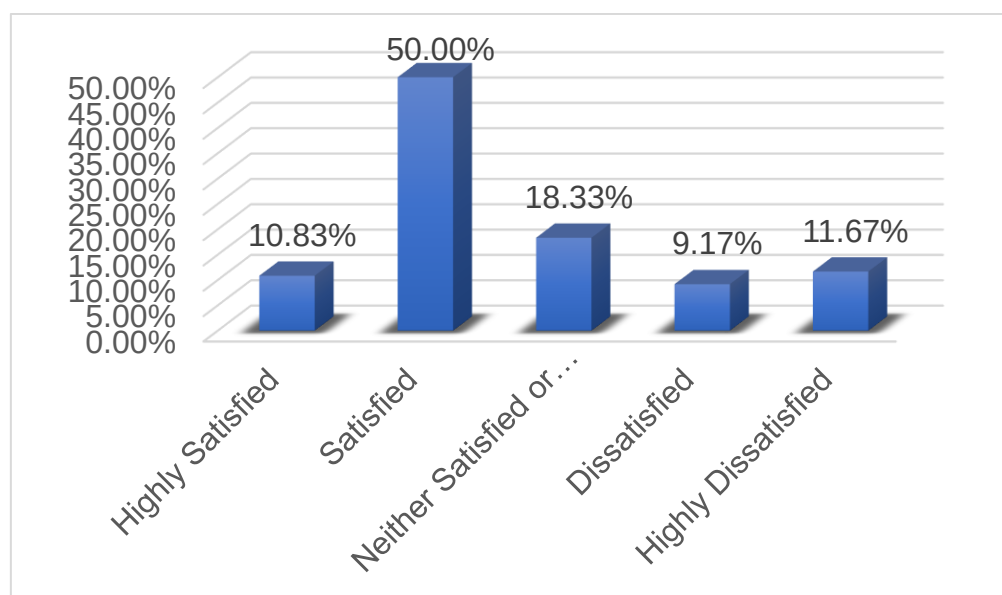
Interpretation:

From the above table it is interpreted that 9.17% are Highly satisfied respondents, 57.83% are Satisfied respondents, 19.17% are Neither satisfied or dissatisfied respondents 10.83% are Dissatisfied respondents and 10.00% are Highly satisfied respondents.

**Table 4.1.29: Showing you satisfied with the following public utility services
[cleanliness & hygiene] respondents**

Particulars	No. of Respondents	Percentage
Highly Satisfied	13	10.83%
Satisfied	60	50.00%
Neither Satisfied or Dissatisfied	22	18.33%
Dissatisfied	11	9.17%
Highly Dissatisfied	14	11.67%
Total	120	100.00%

Source: Primary Data



**Table 4.1.29: Showing you satisfied with the following public utility services
[cleanliness & hygiene] respondents**

Interpretation:

From the above table it is interpreted that 10.83% are Highly satisfied respondents, 50.00% are Satisfied respondents, 18.33% are Neither satisfied or dissatisfied respondents 9.17% are Dissatisfied respondents and 11.67% are Highly satisfied respondents.

Table 4.1.30: Showing Booked tickets has been cancelled due to COVID-19 respondents

Particulars	No. of Respondents	Percentage
Strongly Agree	18	15.00%
Agree	79	65.83%
Neither Agree or Disagree	11	9.17%
Disagree	12	10.00%
Strongly Disagree	0	0.00%
Total	120	100.00%

Source: Primary Data

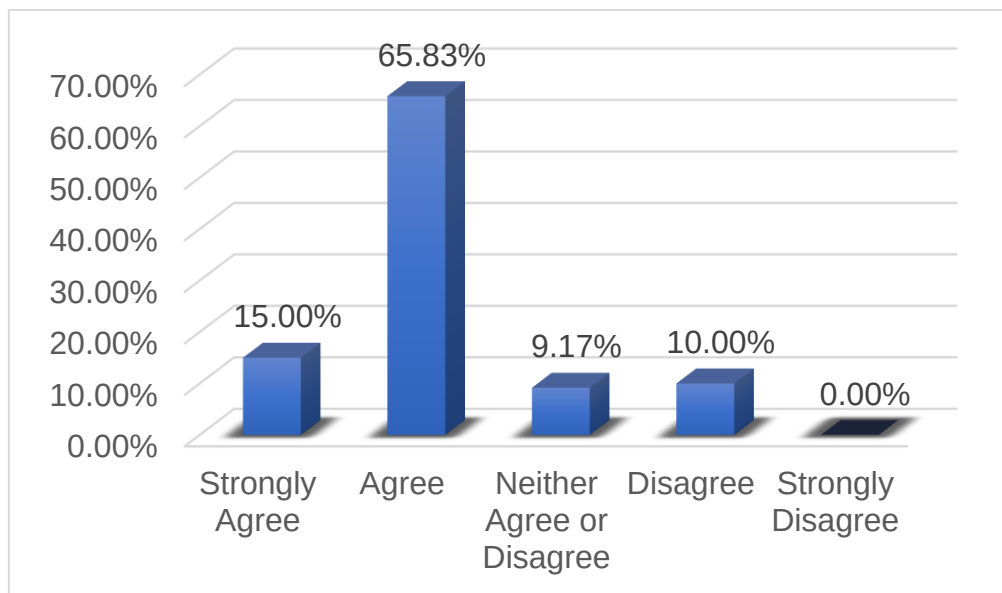


Table 4.1.30: Showing Booked tickets has been cancelled due to COVID-19 respondents

Interpretation:

From the above table it is interpreted that 15.00% are Strongly agree respondents, 65.83% are Agree respondents, 9.17% are Neither agree or disagree respondents 10.00% are Disagree respondents and 0.00% are Strongly disagree respondents.

Table 4.1.31: Showing you ever felt stressful while travelling to tourist place during pandemic respondents

Particulars	No. of Respondents	Percentage
Strongly Agree	19	15.83%
Agree	80	66.67%
Neither Agree or Disagree	18	15.00%
Disagree	3	2.50%
Strongly Disagree	0	0.00%
Total	120	100.00%

Source: Primary Data

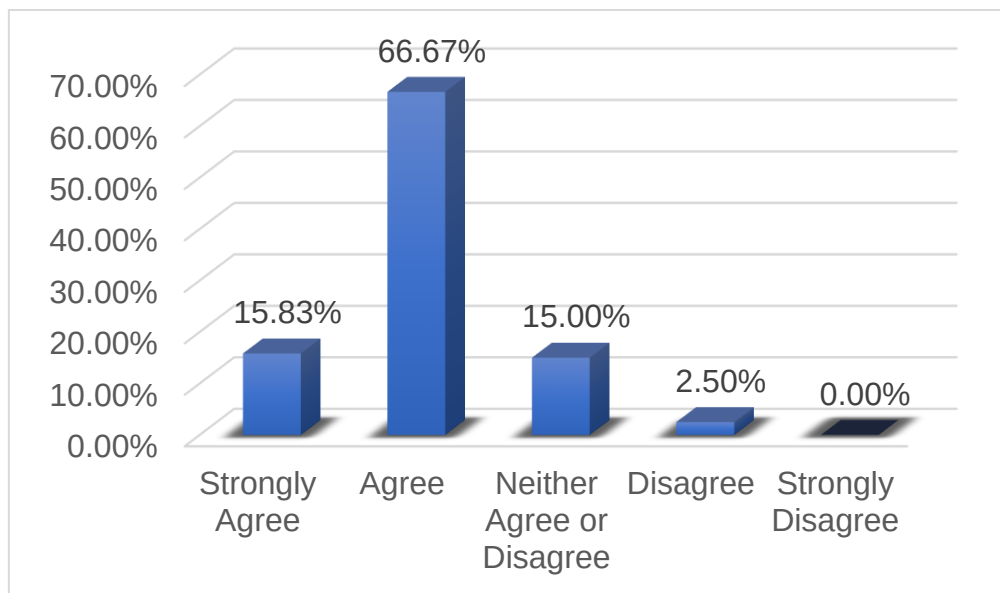


Table 4.1.31: Showing you ever felt stressful while travelling to tourist place during pandemic respondents

Interpretation:

From the above table it is interpreted that 15.83% are Strongly agree respondents, 66.67% are Agree respondents, 15.00% are Neither agree or disagree respondents 2.50% are Disagree respondents and 0.00% are Strongly disagree respondents.

Table 4.1.32: Showing Tourist place has not followed the safety measures during COVID-19 respondents

Particulars	No. of Respondents	Percentage
Strongly Agree	18	15.00%
Agree	76	63.33%
Neither Agree or Disagree	17	14.17%
Disagree	8	6.67%
Strongly Disagree	1	0.83%
Total	120	100.00%

Source: Primary Data

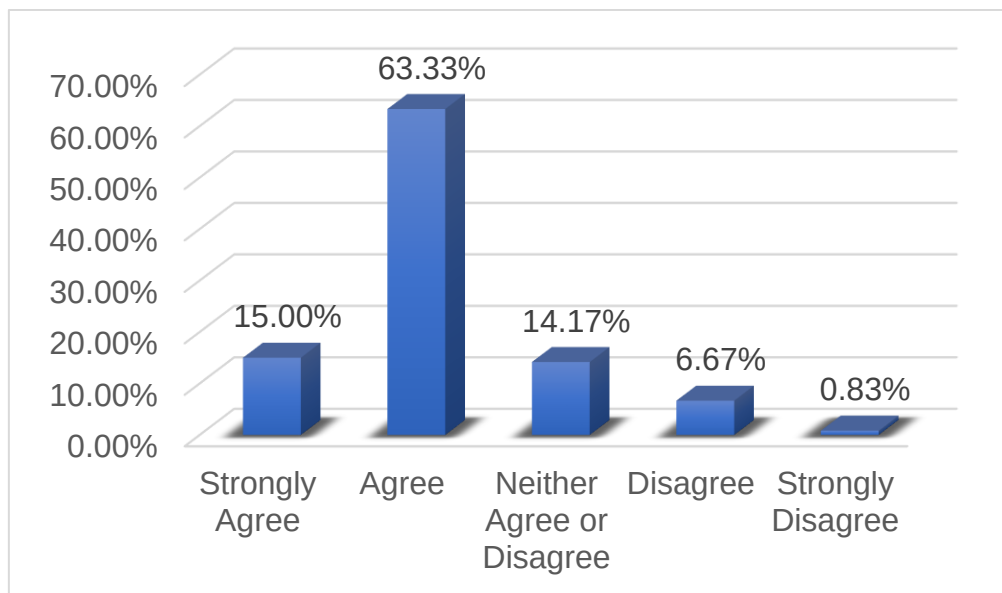


Table 4.1.32: Showing Tourist place has not followed the safety measures during COVID-19 respondents

Interpretation:

From the above table it is interpreted that 15.00% are Strongly agree respondents, 63.33% are Agree respondents, 14.17% are Neither agree or disagree respondents 6.67% are Disagree respondents and 0.83% are Strongly disagree respondents.

Table 4.1.33: Showing Sanitizer is sprayed on hands before going to tourist place respondents

Particulars	No. of Respondents	Percentage
Strongly Agree	23	19.17%
Agree	77	64.17%
Neither Agree or Disagree	12	10.00%
Disagree	6	5.00%
Strongly Disagree	2	1.67%
Total	120	100.00%

Source: Primary Data

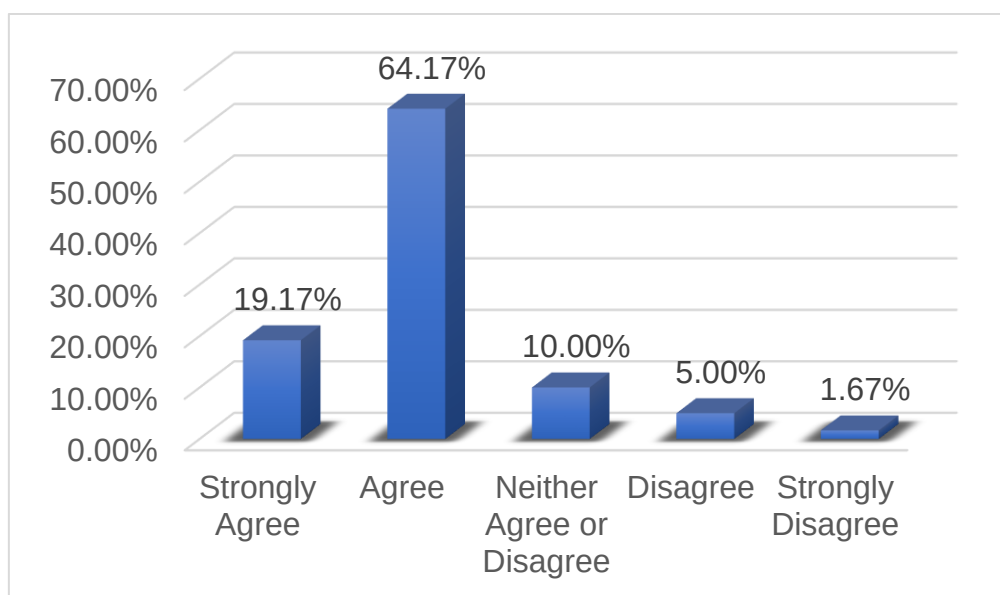


Table 4.1.33: Showing Sanitizer is sprayed on hands before going to tourist place respondents

Interpretation:

From the above table it is interpreted that 19.17% are Strongly agree respondents, 64.17% are Agree respondents, 10.00% are Neither agree or disagree respondents 5.00% are Disagree respondents and 1.67% are Strongly disagree respondents.

Table 4.1.34: Showing Social distancing is followed on tourist place respondents

Particulars	No. of Respondents	Percentage
Strongly Agree	19	15.83%
Agree	81	67.50%
Neither Agree or Disagree	10	8.33%
Disagree	8	6.67%
Strongly Disagree	2	1.67%
Total	120	100.00%

Source: Primary Data

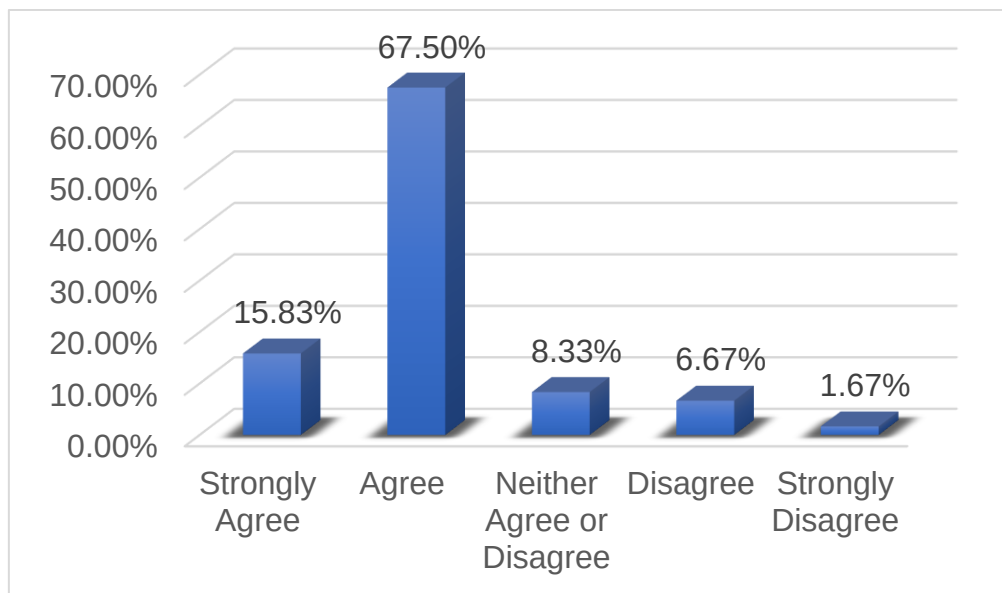


Table 4.1.34: Showing Social distancing is followed on tourist place respondents

Interpretation:

From the above table it is interpreted that 15.83% are Strongly agree respondents, 67.50% are Agree respondents, 8.33% are Neither agree or disagree respondents, 6.67% are Disagree respondents and 1.67% are Strongly disagree respondents.

Table 4.1.35: Showing Tourist places closed because of COVID-19 which are the factors mostly influenced you at home respondents

Particulars	No. of Respondents	Percentage
Health Issues	30	25.00%
Stress	49	40.83%
Depression	28	23.33%
Anxiety	8	6.67%
Improper Balance in Work and Life	5	4.17%
Total	120	100.00%

Source: Primary Data

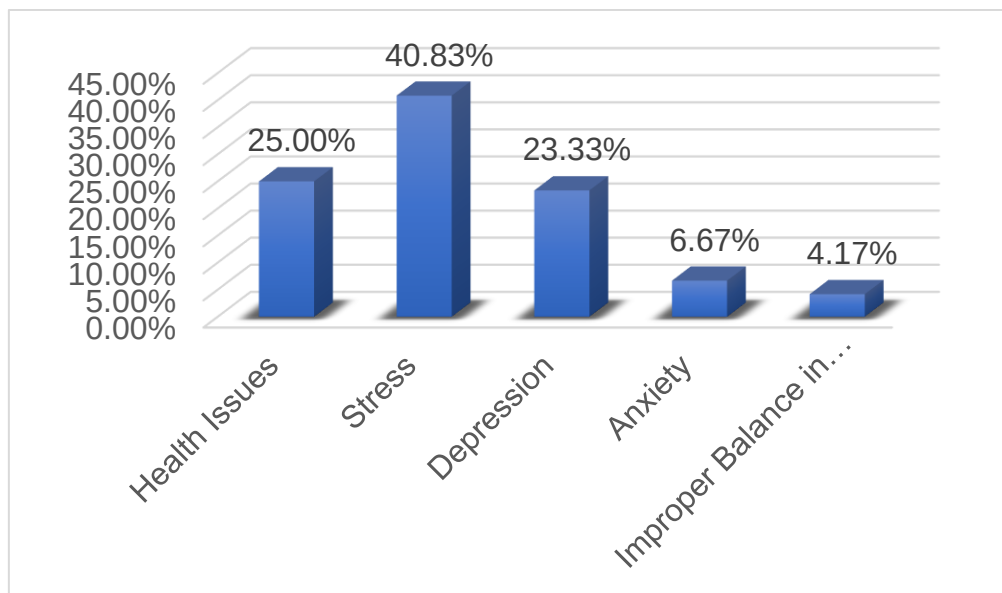


Table 4.1.35: Showing Tourist places closed because of COVID-19 which are the factors mostly influenced you at home respondents

Interpretation:

From the above table it is interpreted that 25.00% are Health issues respondents, 40.83% are Stress respondents, 23.33% are Depression respondents 6.67% are Anxiety respondents and 4.17% are Improper balance in work and life respondents.

Table 4.1.36: Showing Have you felt secured in tourist places respondents

Particulars	No. of Respondents	Percentage
Strongly Agree	12	10.00%
Agree	86	71.67%
Neither Agree or Disagree	12	10.00%
Disagree	8	6.67%
Strongly Disagree	2	1.67%
Total	120	100.00%

Source: Primary Data

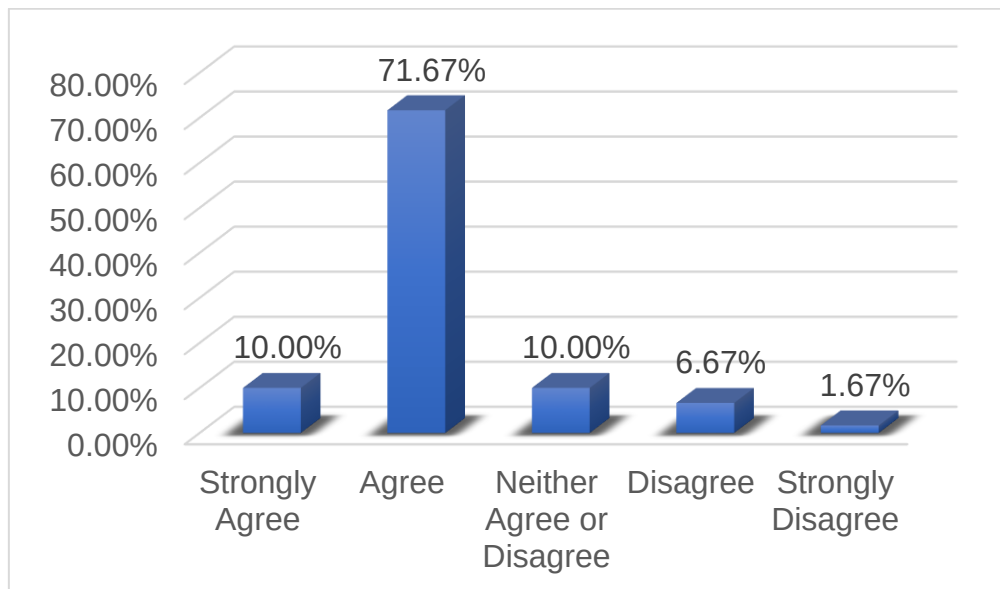


Table 4.1.36: Showing Have you felt secured in tourist places respondents

Interpretation:

From the above table it is interpreted that 10.00% are Strongly agree respondents, 71.67% are Agree respondents, 10.00% are Neither agree or disagree respondents, 6.67% are Disagree respondents and 1.67% are Strongly disagree respondents.

Table 4.1.37: Showing tourist places are polluted during COVID-19 respondents

Particulars	No. of Respondents	Percentage
Strongly Agree	18	15.00%
Agree	76	63.33%
Neither Agree or Disagree	18	15.00%
Disagree	6	5.00%
Strongly Disagree	2	1.67%
Total	120	100.00%

Source: Primary Data

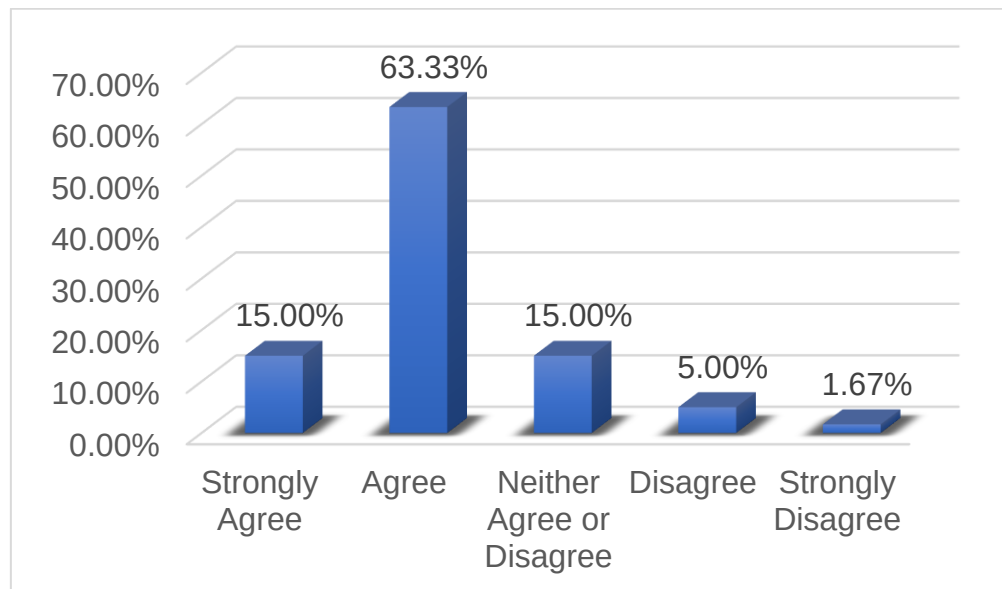


Table 4.1.37: Showing tourist places are polluted during COVID-19 respondents

Interpretation:

From the above table it is interpreted that 15.00% are Strongly agree respondents, 63.33% are Agree respondents, 15.00% are Neither agree or disagree respondents 5.00% are Disagree respondents and 1.67% are Strongly disagree respondents.

4.2 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 4.2.1: 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.

H0 (Null Hypothesis): There is no significant difference between Most often Covid and Travel availability of vaccine.

H1 (Alternate Hypothesis): There is a significant difference between Most often Covid and Travel availability of vaccine.

Table 4.2.2: Showing Statistics of Most often Covid and Travel availability of vaccine

Correlations			
		Most Often Covid	Travel Availability of Covid Vaccine
Most often Covid	Pearson Correlation	1	.186**
	Sig. (2-tailed)		.042
	N	120	120
Travel Availability of Covid Vaccine	Pearson Correlation	.186**	1
	Sig. (2-tailed)	.042	
	N	120	120

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

Inference:

The p-value is 0.042 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a relationship between Most often Covid and Travel availability of vaccine.

H0 (Null Hypothesis): There is no significant difference between Public utility service Transport and Public utility service cleanliness and hygiene.

H1 (Alternate Hypothesis): There is a significant difference between Public utility service Transport and Public utility service cleanliness and hygiene.

Table 4.2.3: Showing Statistics of Public utility service Transport and Public utility service cleanliness and hygiene

Correlations			
		Public Utility Service Transport	Public Utility Service Cleanliness& Hygiene
Public Utility Service Transport	Pearson Correlation	1	.687**
	Sig. (2-tailed)		.001
	N	120	120
Public Utility Service Cleanliness&Hygiene	Pearson Correlation	.687**	1
	Sig. (2-tailed)	.001	
	N	120	120

** . Correlation is significant at the 0.01 level (2-tailed).

Inference:

The p-value is 0.001 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a relationship between Public utility service transport and Public utility service cleanliness and hygiene.

4.3 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 4.3.1: 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 difference between plan your trip yourself and Age.

4.4 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 4.4.1: 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.

HYPOTHESIS:

H0 (Null Hypothesis): There is no significant difference between Felt secured in tourist places and Gender.

H1 (Alternate Hypothesis): There is a significant difference between Felt secured in tourist places and Gender.

Table 4.4.2: Showing Statistics of Felt secured in tourist places and Gender

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
Felt Secured In Tourist Places	Equal variances assumed	4.171	0.043	-1.484	118	.141	.204
	Equal variances not assumed			-1.512	116.051	.133	.201

Inference:

The p-value is 0.141 which is lesser than the alpha value (0.05), hence Null hypothesis (H0) is accepted. Therefore, there is a significant difference between Time spend in tourist places and Marital status.

CHAPTER - 5

5.1 FINDINGS

- It is found that 56.67% of the majority respondents are males.
- It is found that 87.50% of the majority respondents are below 30 years.
- It is found that 74.17% of the majority respondents are Unmarried.
- It is found that 48.33% of the majority respondents are U.G
- It is found that 64.17% of the majority respondents are Once in a year Travel outstation.
- It is found that 34.17% of the majority respondents are Never and Often planning trip during Covid-19.
- It is found that 39.17% of the majority respondents are Never planning trip through agent during Covid-19.
- It is found that 38.33% of the majority respondents are Family vacation is the common purpose for travel.
- It is found that 43.33% of the majority respondents are Very happy how feels time spend in tourist places.
- It is found that 48.33% of the majority respondents are Agree that Travel decision based on availability of Vaccine.
- It is found that 41.67% of the majority respondents are Always using car.
- It is found that 43.33% of the majority respondents are Sometimes using Bus.
- It is found that 43.33% of the majority respondents are Sometimes using Train.
- It is found that 49.17% of the majority respondents are Never using Airplane.
- It is found that 36.67% of the majority respondents are Going most often Hills station.
- It is found that 49.17% of the majority respondents are Agree precautions in tourist places using First aid kit.
- It is found that 45.83% of the majority respondents are Agree precautions in tourist places using Mask.
- It is found that 45.00% of the majority respondents are Agree precautions in tourist places using Sanitizer.

- It is found that 50.00% of the majority respondents are Agree precautions in tourist places follow Social distancing.
- It is found that 49.17% of the majority respondents are Agree precautions in tourist places using Temperature checking.
- It is found that 51.67% of the majority respondents are told Tourist resorts to stay in tourist places.
- It is found that 47.50% of the majority respondents are 3-5 Days stay in tourist place.
- It is found that 55.00% of the majority respondents are Satisfied with facilities in tourist places.
- It is found that 60.83% of the majority respondents are Satisfied with service provided in tourist places Food quality.
- It is found that 64.17% of the majority respondents are Satisfied with services provided in tourist places Accommodation.
- It is found that 62.50% of the majority respondents are Satisfied with services provided in tourist places Transportation.
- It is found that 57.50% of the majority respondents are Satisfied with Public utility service Transport.
- It is found that 50.83% of the majority respondents are Satisfied with Public utility service Drinking water.
- It is found that 50.00% of the majority respondents are Satisfied with Public utility service Cleanliness and hygiene.
- It is found that 65.83% of the majority respondents are Agree that booked tickets are cancelled due to Covid-19
- It is found that 66.67% of the majority respondents are Agree that they felt stressful while travelling to tourist place during pandemic.
- It is found that 63.33% of the majority respondents are Agree that tourist places not following safety measures during Covid-19.
- It is found that 64.17% of the majority respondents are Agree that Sanitizer sprayed before going to tourist places.

- It is found that 67.50% of the majority respondents are Agree that social distancing is followed in tourist places.
- It is found that 40.83% of the majority respondents are Told Stress Tourist places closed because of Covid-19. Factors Influenced in home.
- It is found that 71.67% of the majority respondents are Agree they felt secured in tourist place.
- It is found that 63.33% of the majority respondents are Agree that tourist places are polluted during Covid-19.

Correlation Findings:

- 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.
- The p-value is 0.042 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a relationship between Most often Covid and Travel availability of vaccine.
- The p-value is 0.001 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a relationship between Public utility service transport and Public utility service cleanliness and hygiene.

ANOVA Findings:

- 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 Findings:

- 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.
- The p-value is 0.141 which is lesser than the alpha value (0.05), hence Null hypothesis (H0) is accepted. Therefore, there is a significant difference between Time spend in tourist places and Marital status.

5.2 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.
- Keep your surroundings clean and organized always wear the mask and clean your hands properly.
- Wash your hands frequently, wear a mask and maintain a physical distance. Stay at home if you are feeling unwell.
- Keep social distance in everywhere Wear mask be properly and avoid group meeting in public places.
- We should take care of ourselves by wearing proper mask and sanitizing regularly. Its better to avoid trips during this particular situation until and unless it's very much needed.
- Always wear a mask keep sanitizer with you stay safe. Keeping the safety measures at proper time. Keep social distancing and Avoid traveling and stay in home.

5.3 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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APPENDIX - I (Questionnaire)

STUDY ON IMPACTS OF CORONA VIRUS PANDEMIC ON TOURISM

1. Name:_____

2. Gender:
(a) Male (b) Female

3. Age:
(a) Below 30 (b) 30-40 (c) 40-50
(d) Above 50

4. Marital Status:
(a) Married (b) Unmarried

5. Qualification:
(a) U.G (b) P.G (c) Diploma (d) Others

6. Which location you are residing:

7. How often do you travel outstation?
(a) Once in a year
(b) Once in 6 months
(c) Once in 3 months
(d) Every month
(e) Every week

8. Do you plan your trip to tourist place by yourself during covid-19.

	1	2	3	4	5	
Never	☐	☐	☐	☐	☐	Always

9. Do you plan your trip to tourist place through travel agent during covid-19.

	1	2	3	4	5	
Never	☐	☐	☐	☐	☐	Always

10. What is most common type purpose of your travel during pandemic?

- (a) Family Vacation
- (b) Adventures
- (c) Business
- (d) Spiritual
- (e) Religious
- (f) Others

11. How do you feel about the Time you spend at tourist place

- (a) Very happy
- (b) Happy
- (c) Neither happy or Unhappy
- (d) Unhappy
- (e) Very unhappy

12. Will your travel decision be based on the availability of the COVID-19 vaccine?

- (a) Strongly agree
- (b) Agree
- (c) Neither agree or Disagree
- (d) Disagree
- (e) Strongly Disagree

13. What mode of transportation do you opt? Rate them on the basis of your preference

(1-Never, 2-Occasionally, 3-Sometimes, 4-Often, 5-Always)

	1	2	3	4	5
car	☐	☐	☐	☐	☐
Bus	☐	☐	☐	☐	☐
Train	☐	☐	☐	☐	☐
Airplan	☐	☐	☐	☐	☐

14. Where do you go most often during covid-19?

- (a) Hills station
- (b) Beaches
- (c) Historically significant places
- (d) Others

15. What precautions should tourist places put into place for your safety during covid-19?

(1-Strongly Disagree, 2-Disagree, 3-Neither Agree or Disagree, 4-Agree, 5-Strongly Agree)

	1	2	3	4	5
First aid kit	☐	☐	☐	☐	☐

	1	2	3	4	5
Mask	☐	☐	☐	☐	☐
Sanitizer	☐	☐	☐	☐	☐
Social distancing	☐	☐	☐	☐	☐
Temperature check	☐	☐	☐	☐	☐

16. Where did you stay at tourist place?

- (a) Star hotels
- (b) Tourist resorts
- (c) Institutional hotels / sanatorium
- (d) Ordinary hotels

17. How long do you stay at tourist place?

- (a) Less than 1 Day
- (b) 1-2 Days
- (c) 3-5 Days
- (d) More than 5 Days

18. What type of facilities being provided by the hotel you stayed in.

- (a) Comfortable Living
- (b) Delicious Food
- (c) Recreation Club
- (d) Swimming Pool

- (e) Medication Center
- (f) Tourist Guide
- (g) Massage Center
- (h) Health club
- (i) Tourist information center
- (j) Others

19. Do you feel that these facilities are up to your satisfaction?

(1-Highly Dissatisfied, 2-Dissatisfied, 3-Neither Satisfied or Dissatisfied, 4-Satisfied, 5-Highly Satisfied)

	1	2	3	4	5
Highly Dissatisfied	☐	☐	☐	☐	☐ Highly Satisfied

20. Are you satisfied with the following services provided by tourist hotels?

(1-Highly Dissatisfied, 2-Dissatisfied, 3-Neither Satisfied or Dissatisfied, 4-Satisfied, 5-Highly Satisfied)

	1	2	3	4	5
Food quality	☐	☐	☐	☐	☐

	1	2	3	4	5
Accommodation	☐	☐	☐	☐	☐

	1	2	3	4	5
Transportation	☐	☐	☐	☐	☐

21. Are you satisfied with the following public utility services?

(1-Highly Dissatisfied, 2-Dissatisfied, 3-Neither Satisfied or Dissatisfied, 4-Satisfied, 5-Highly Satisfied)

	1	2	3	4	5
Transport	☐	☐	☐	☐	☐

	1	2	3	4	5
Drinking water	☐	☐	☐	☐	☐

	1	2	3	4	5
Cleanliness hygiene	☐	☐	☐	☐	☐

22. Booked tickets has been cancelled due to COVID-19

- (a) Strongly agree
- (b) Agree
- (c) Neither agree or Disagree
- (d) Disagree
- (e) Strongly Disagree

23. Have you ever felt stressful while travelling to tourist place during pandemic?

- (a) Strongly agree
- (b) Agree
- (c) Neither agree or Disagree
- (d) Disagree
- (e) Strongly Disagree

24. Tourist place has not followed the safety measures during COVID-19

- (a) Strongly agree
- (b) Agree
- (c) Neither agree or Disagree
- (d) Disagree
- (e) Strongly Disagree

25. Sanitizer is sprayed on hands before going to tourist place.
- (a) Strongly agree
 - (b) Agree
 - (c) Neither agree or Disagree
 - (d) Disagree
 - (e) Strongly Disagree
26. Social distancing is followed on tourist place?
- (a) Strongly agree
 - (b) Agree
 - (c) Neither agree or Disagree
 - (d) Disagree
 - (e) Strongly Disagree
27. Tourist places closed because of COVID-19 which are the factors mostly influenced you at home?
- (a) Health issues
 - (b) Stress
 - (c) Depression
 - (d) Anxiety
 - (e) Improper balance in work and life
28. Have you felt secured in tourist places?
- (a) Strongly agree
 - (b) Agree
 - (c) Neither agree or Disagree
 - (d) Disagree
 - (e) Strongly Disagree
29. Does tourist places are polluted during COVID-19?
- (a) Strongly agree
 - (b) Agree
 - (c) Neither agree or Disagree
 - (d) Disagree
 - (e) Strongly Disagree

30. Give any suggestion for health and safety measures during covid-19.

APPENDIX - II (ARTICLE)

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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