

Tourism after Corona: Impacts of Covid 19 Pandemic and Way

Forward For Tourism and Hotels in Madhya Pradesh

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ABSTRACT

The global pandemic of novel Corona has not only brought entire socio-economic structures in to a standstill but has challenged the globalization and global operations of enterprises. Paradoxically, potential repercussions and alternative way outs are yet volatile. However, for a speedy recovery and regain of the economy, employment and business functions a sustainable and fresh beginning is necessary in most of the worsened economic sectors. Conventionally, an infection used to attack the vulnerable groups with food, health care insecurity in their lifestyle and they normally used to be the poor of the society. Ironically, novel Corona infection first attacked the international travellers and the pandemic was caused through the travel and thus has confronted mainly the affluent social class globally. Since, tourism is one of the largest and fastest growing industries globally; it is expected to play a significant role in regaining the socio-economic stability after Covid 19 pandemic. It is a key contributor to the Island economies and one of the most important industries that generates much needed foreign currency in MADHYA PRADESH. Long suffered tourism industry of the Island was last hit tough by the Easter bomb blasts took place at several places including luxury hotels in the country. Tourism is at halt in the country with the threat of finding the first MADHYA PRADESH national tested positive for COVID-19 who was a local patient on 10th March, 2020. Consequently, travel has become one of the key contributors of carrying the virus around the globe causing tremendous pressure on international travel and tourism operations including airline industry. It was recently confirmed that Qantas admitted viral infection to a large group of its crew challenging airline operations globally.

INTRODUCTION

Travel, tourism, hotel and MICE industry as an umbrella industry operation is facing immense challenges at present. The global and local context of the outbreak, impacts of the outbreak and suggestions for speedy recovery (short and long term) are critically evaluated in this review. GLOBAL PANDEMIC OF NOVEL CORONA (COVID 19) Tourism is a reason for most of the human mobility in the modern world. According to the World Tourism Organization (2020), the international tourism has indicated continues growth for the tenth consecutive year reporting 1.5 billion international tourist arrivals in 2019 and estimated 1.8 billion of international tourist arrivals by 2030)people are forecasted to be (UN News, 2017). Reporting the COVID 19 or the Corona outbreak started from Hubei province, Wuhan City in China in November, 2019 and spread all over the world by March, 2020 has been remarkable in world history as the most challenging tragedy occurred in the world after decades may be the World War II. The major disruptions on the global economy from the transmission of this virus especially to the retail sector, food, consumer goods, healthcare delivery and a potential curtailing of travel and tourism as major drivers of the most of the countries in the world is in immeasurable and severe than expected by many. However, the decisions on limiting the movements of people and commodity mainly affected to the industries like tourism, because, tourism include air transportation, sea transportation, food handling, accommodation sector, entertainment and recreation etc. Considering the of Covid 19 pandemic on UP tourism, Tourism in the future even though it earns losses today. Being a country with very less experiences on global health epidemics during the last few decades, UP did not have a clear predetermined technical agenda for such a worse tragedy. The impact of this deadly virus is severe than estimated by specialists and the most exciting pandemic in the recent history which has already taken down 200 countries around the world with more than 1.9 million infections and over 120,000 deaths by 14th April, 2020. MADHYA PRADESH being a state with lack of resources, it is important to incorporate strategic approaches to minimize the economic recession. In this context, the travel and tourism as the one of the largest foreign exchange earner in the country, has totally collapsed with the fear of travelling and the need of maintaining the social distancing. Restriction on visa issuing and closing down the international airport, curfew and lock down of the countries and cities, and inviting the residents to back to

their countries providing special flight arrangements in many countries were taken place during the last 40 days. Situation is severe at the moment as the whole world is on lock-down or under social distancing, people are scared to book anything until the distress of this infection subsides and the virus is brought under control in the world. The tourism industry is an umbrella industry networked with many other sectors in the economy including hotel, community level operations, education, financial, agriculture, medical, travel and transportation, construction, real estate, retail, and vice versa. Due to the heavy toll of tourism in the country's economy, it is important to study how the reliance of the industry might shape the recovery of its main sub sectors once the pandemic subsides. The indirect impact in this context on travel and tourism industry cannot measure easily and definitely is a significant loss in short term as well as long term. Hence it is clear that the tourism industry is helping the countries development massively. Therefore protecting this industry would be a huge investment on the countries future development prospects. Therefore we need to protect all the service providers of the tourism sector if we need to focus on the future development of MADHYA PRADESH through tourism sector. There are number of service providers such as Accommodation Suppliers, Travel Agencies, Event Coordinators, and Transportation Suppliers etc. At the current situation they don't receive any income from their tourism products. Therefore it is important protect this sectors and remain them for cater the future tourism demand to the country. Otherwise this may lead to reallocating the resources to other industry where Tourism industry would face the challenge of finding the service providers in the future. To overcome this situation it is good release them from their business loans temporarily, help to retain the employees in their organization, using the tourism resources like hotels as quarantine centres with a monthly rental to the organizations. With the available technologies and medial advancements it is expected to overcome from this emergency within a short period of time. Hence, safeguarding the tourism industry would be a good investment in the future development of the country. Global tourism and hospitality sector is one of the strong pillars of modern economy as well as social system. Equally, hotel industry is significant income generating sector for many countries in the world similar to Indian context. However, during a global crisis usually tourism and hospitality industry is the first industry to take a severe hit. According to the March 2020 data published by the global hospitality data firm STR, it is indicating a sharp drop of occupancy rates nearly between 96% in the entire global hospitality industry due to the ongoing COVID-19 coronavirus pandemic. While recognizing the current and postnegative impacts of this pandemic several measures have been undertaken by the Government of India (GoI) to enable the country to respond to the COVID19 pandemic. Indefinite curfew across the country, travel restrictions, aggressive social distancing measures are some of the key measures that government has imposed currently to slowdown the spread of covid-19 outbreak.

SUGGESTIONS FOR RECOVERY Immediate Response There is no doubt, that this pandemic situation has brought lot of negative impacts to the Indian Tourism, hotel and MICE sector. Thus, it is critical to improve the state's preparedness for public safety as well as to take necessary precautions to face these types of unexpected risks/challenges. Therefore, some of the key recommendations have been made to overcome the negative impacts of corona-19 outbreak. Firstly, it is important to spread the positive news through news channels and social media platforms to aware the potential tourists. Maintaining international advertising campaigns are also a crucial point in marketing and promoting local tourism and hospitality industry. Additionally, since pre-paid rates are unlikely to be booked with the present levels of market uncertainty it is highly recommended to remove the non-cancellable fees. Further, promoting flexi-rates and allowing guests to move a booking to a new date is another key strategy to promote hotel business in compensation for emergency cancellations. Further, making some timely-modifications to existing hotel policies are also vital, such as flexi-cancellation policies, flexi-rates for all services, ensuring strict hygiene policies should be some of the key areas of concerns. It is highly recommended to use flexibility'as one of the primary marketing message as it will help to attract lot of businesses. Due to the prevailing situation it shows people are in fear of travelling to city limit accommodation centres therefore, promoting remote accommodation centres is another main strategy to attract tourists. Especially resort

type hotels, eco-friendly hotels and nature and culture based remote attractions/ locations may have a great potential to promote themselves. These strategies would also helpful to attract MICE tourists and to uplift the revenue from F&B sector. Since these type of crisis impact on global hospitality sector it is important to recognize the value of Page 7 of 19 promoting domestic tourism. Particularly, almost all the hotels would lower the prices on such situations as to reduce the service perishability. Hence, it would be a great opportunity for savvy tourists to visit a hotel or to consume services in a hotel with much lower prices. At the same time, it is also recommended to promote flexi-services instead of promoting value-added services. Because of the pandemic situation people are very much concern about their health and safety. Thus, taking some additional time for cleaning the entire hotel is essential. These strategies will positively impact on ensuring hygienically clean safety and secure environment for guest stay. Finally, it is recommended to initiate collaborative strategies among the public and private sector. Specially, government could initiate tax reduction schemes (for certain period of time) for both micro and macro level business owners, could think of introducing interest-free capital loan schemes and job guarantees for permanent carder employees. A digital resource platforms with social media profiles, electronic signatures, has been created to provide different options for any individual, business or institutional user to join this initiative. Also, they have formed a Global Tourism Crisis Committee to guide the sector as it responds to the COVID-19 crisis and to build the foundations for future resilience and sustainable growth. MADHYA PRADESH, still moving with the arrangements and it is applicable to move forward with the current campaign hashtag #Travel Tomorrow cooperate to the world, to make aware the people of the importance of facing this unprecedented charge at first, to make a safe travel tomorrow. Also, while adhering to the on-going progress at the world, the country itself should identify its paths that can be utilized as advantages areas to be linked in tourism, in the future established plans to rise again. Accordingly, my point of view reflect the fact that, The Corona Virus outbreak itself created and emphasized several key bases that UP than the other regions, that we could gain more advantage at present and also, in the future. The focus that lead toward the Ayurveda healing properties and authentic medical foods in the country that create through the natural ingredient collections, significantly created a debatable topic in the world. This illustration on the value of traditional medicine, as Local core step to develop tourism, propose the attention toward Ayrvedic treatments that can be viewed in another aspect that links towards future tourism initiatives as, a focus towards creating a weight to the international authenticity for Ayrvedic tourism in India. Also, the traditional authentic foods can be utilized to create more wealth to MADHYA PRADESHn tourism in the future. More marketing on theses niche product that has been already emphasized in the world at current situation, would be taken as a future advantage to develop and include in Indian tourism industry. Since there is no much market for the Ayrvedic tourism, at present, it is essential to create a proper progress towards developing Ayrvedic tourism that will be demanded in near future exceeding the number of visitors travelling for pleasure. This prediction arise as the utmost results of this influential virus outbreak in the world, since it is applicable that the people will move more towards health and wellbeing maintenance than pleasure in the future world as a response to the current crisis occurred in attempting to be more healthy and strong who expects a long life and a simple life style.

- Establishing the quarantine camps for passengers from identified high risked destinations
- Placing thermo scanners in international airport
- Identify the network of patients and lead the recognized potential individuals for quarantine process
- Curfew and lock down around the country identifying as high danger zones, low danger zones, etc.
- Distribution of essentials for residents around the country
- Empowering local health care industry

What will be the Future of Travel and Tourism when the Danger is over? As an industry, we need to have a resilient strategic plan to reconstruct the country's economy. The impact of this infortune will lower the business investment due to increased uncertainty and risk. Consequently, the demand for the travelling and consumer confidence also may very lower due to uncertainty and fear. This will ultimately leads to reduce the spending of people as lowering the disposable income with limited economic activities and homebound life to reduce the probability of infection. Moreover, the face to face contact may generate the lower confidence

for both service provider and consumer in the related services and supplies in tourism, transportation and retail spending. The problems will also occur in the utilization of full capacity of human resources. The employees should be ready to come to work and engage in consumer related activities in the service supply process without any uncertainty. This confidence should be implemented within the workplace with proper mechanism to enhance the employees' confidence as well as sufficient internal and external motivational strategies. The biggest challenge is to strengthening the community based economic activities. The day to day income of the grass root level suppliers in the value chain was vanished with the spread of deadly virus. Therefore, the community engagement should be carefully mapped in the process exerting a psychological boom that make a positive impact on attitudes to risk. There is an urgent need to encourage tourism operators to engage with crisis preparedness and disaster-management strategies and it is important to gain a better understanding of the consumer response to disastrous event by all components of the value chain. This is one of the key element which currently not in the corporate plans of many business organizations. National tourism bodies should employ a globally driven destination marketing and branding that systematically evaluates and reviews the state of tourism in the country with properly highlighting the best practices applied in the crisis situations from the past, future forecasts to encourage private sector. Most importantly, the PPP approach is much more appropriate for this effort. Research and development activities should be encouraged in collaboration with academia to open up the hidden cornerstones. Further, local-global collaboration is essential in the recovery process. There should be a strong linkage between hospitality and tourism businesses, supportive services, destination management organizations as well as a strong reliance with public health authorities in terms of monitoring and reconciliation of the infections. As a summary, all stakeholders should pay attention on following necessities.

- Knowledge sharing and collaboration with necessary stakeholders locally and globally
- Understand the consumer response after the pandemic, because the demand patterns and consumer behavior in all market segments may show significant changes.
- Destination rebranding is very much essential after the situation highlighting the positive elements during the outbreak
- Show the readiness and response of MADHYA PRADESH government for the COVID 19 transmission compared to the competitive destinations
- Highlight the key incidents of MADHYA PRADESH related to the tourists and international visitors during the past tragedies
- Hoteliers, travel agents and other service providers should be continuously keep in touch with key customer base during the outbreak (check their safety maintaining a strong linkage) · Community Based Tourism should be properly encouraged with adequate resources to mitigate and recover from outbreaks.
- Service providers and human resource within the tourism and hospitality industry must be sufficiently educated and prepared for the recovery to retain and collaborate with guests/ potential guests appropriately to avoid uncertainties and risks
- Responsible and ethical use of social media and mass media
- All possible communication channels should efficiently remain opened between key tourism and hospitality stakeholders and the local and regional public health authorities as part of a proactive strategic response plan
- Announcements and advices from global institutional structures such as UNWTO and WTTC in order to recover the industry level globally
- National tourism bodies should continuously collaborate with the global level tourism bodies to help the tourism industry prepare and respond to global health emergencies
- More researches should be carried out with the support of academia to see the indirect effects of the outbreak

The domestic travel market will significantly grow compared to the international tourism market to release the home bound stress of the community as an immediate effect. Mostly, the tourism products related to the healing, well- being, heritage, culture, ayurvedic and medicine,

and freedom will be more vigorous market segments among the travellers. However, the attraction towards events and festivals will be dramatically curtailed after the COVID pandemic because consumers are driven upon the value factors such as safety, friendships and price as more rigorous elements of consumer choice. Price levels may drastically fall down in many products to encourage visitation and demand from the potential market segments. Another blooming market after such pandemic is the Visiting Friends and Relatives (VFR), hence, travel agencies should make a special attention on the modified packages such as no frills packages, seat only packages, etc. where travellers might switch towards more reputed, and trust worthy and low- cost alternatives. According to the IATA, the governments need to provide financial assistance to airlines. Each airline job saved would keep 24 more jobs, which could give airlines a fighting chance to recover from a viable business. IATA has suggested a range of relief measures that needs to be considered by governments, including direct financial assistance to passengers and freight carriers to compensate for decreased revenues and liquidity due to travel restrictions imposed due to COVID-19. In addition, loans, loan guarantees and funding for the corporate bond market by governments or central banks, since the corporate bond market is a critical source of financing for airlines, but the eligibility of corporate bonds for central bank funding needs to be expanded and guaranteed by governments to provide access for a wider range of companies. The government would be able to concern on tax exemption on payroll taxes charged in 2020 and/or an extension of payment terms for the remainder of 2020 along with a partial waiver of ticket taxes and other levies levied by the government.

CONCLUSION

Presently, this unprecedented public health crisis has become a catastrophic economic crisis to the entire globe and consequently the tourism hotel and event sector. The recovery has to be gradual parallel to the recovery of other sectors, combatting the outbreak and regaining economic performances. Thus the measures proposed are to be implemented incrementally in response to the evolving conditions. Therefore, ensuring the safety of the guests and the staff have become a top concern of the hospitality industry stakeholders. At the same time, to recover business losses and to rebuild the positive image in the mind-set of the guests it is essential to initiate strong marketing and promotional campaigns both locally and internationally. Further, promoting flexi-services' would be another strategic tool to attract potential customers. Hence, offering flexible prices, cancellation policies, flexi-work environment etc; would be beneficial in achieving long term sustainability of the hospitality business industry. One of the first to feel its impact and one of the hardest hit has been the MICE industry. Since the onset of the epidemic, hundreds of events have been cancelled all over the world. Therefore, virtual and hybrid events emerge as two additional options to consider in the face of disruption and we can get the number of benefits as increased the financial benefits, increased attendance, measurability and ease of transition.

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