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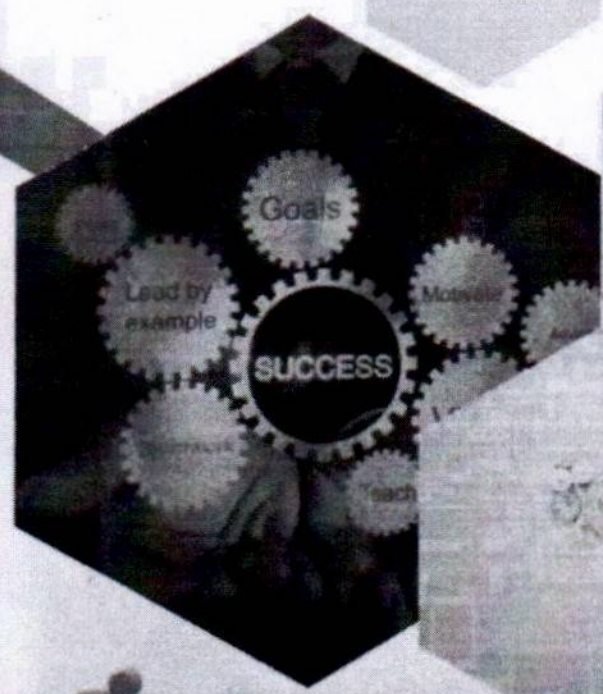


Peer Reviewed Refereed
and UGC Listed Journal
(Journal No. 40776)



ISSN 2277 - 5730
AN INTERNATIONAL MULTIDISCIPLINARY
QUARTERLY RESEARCH JOURNAL

AJANTA



Volume - X, Issue - II,
April - June - 2021
English Part - I

Impact Factor / Indexing
2019 - 6.399
www.sjifactor.com

Ajanta Prakashan

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ज्ञान-विज्ञान विमुक्तये

IMPACT FACTOR / INDEXING
2019 - 6.399
www.sjifactor.com

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❖ PUBLISHED BY ❖



Ajanta Prakashan
Aurangabad. (M.S.)

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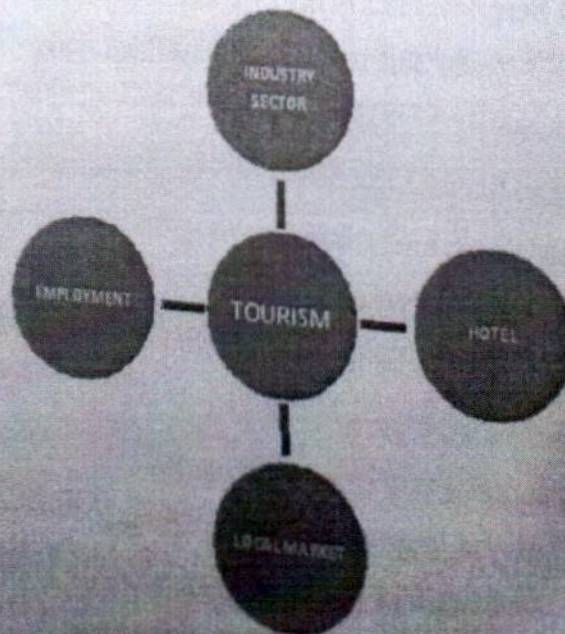
18. A Study of Impact of Covid-19 on Tourism Sector in India

Dr. Rani Somnath Shitole
Shri Shahu Mandir Mahavidyalaya, Pune -09.

Introduction

Tourism is play very vital role in development of any country. Tourism has enormous importance in the development of culture and economy of India. It promotes inter-regional relationship among the people of county. India's natural beauty, diversity and culture are the attraction of various visitors to India every year. It play very important role in generation of employment. Many people of India directly or indirectly engaged in tourism industry.

COVID-19's impact on tourism industry was very shocking. Tourism industry suffers from various problems in this COVID 19 pandemic. Tourism industry is correlated to hotel industry, employment, local market and industry sector so it automatically affect on all these in COVID 19 pandemic. Tourism industry extremely affected by COVID-19, tourism sector role in development of nation is very significant.



Major Airport wise arrival of foreign tourists availing e-tourist Visa during 1019 & Jan, March 2020 (Provisional)

S.No.	Name of Airport	2019	% share	Jan & March 2020	% Share
1	Delhi Airport	1230400	42.0	304599	36.4
2	Mumbai Airport	484644	16.6	130717	15.6
3	Bangalore Airport	217549	7.4	50499	6.0
4	Chennai Airport	208155	7.1	57102	6.8
5	Cochin Airport	171226	5.8	97533	11.6
6	Hyderabad Airport	105197	3.6	33831	4.0
7	Kolkata Airport	83207	2.8	19109	2.3
8	Tiruchirapalli Airport	55825	1.9	16960	2.0
9	Ahmadabad Airport	38930	1.3	13912	1.7
10	Others	251137	8.6	90702	10.8
11	Total	2928303	100.00	837721	100.00

(Source: India Tourism statistics of a Glance 2020 (Table No.9)

As compare to year 2019 statistical information which is given in above table, it shows that in Jan and March 2020 arrival of foreign tourists decline frequently. It not only affect on tourism sector but also on hotel, local market, employment and automatically on development of nation. Tourism is revenue generator of foreign exchange across the region. It is labor-intensive sector which creates employment for local, skill, semi-skilled and unskilled workers. In pandemic of COVID-19 most of the people lose their jobs.

India is developing country and it known for its hospitality, culture, and tradition. Most of the foreign tourist visit India to know India's culture, tradition and to visit historical places. But in the pandemic of COVID-19 rate of visit of foreign tourist is decline. It affect on GDP of India.

Tourism Organizations

World Tourism Organization (UNWTO)

It is the leading international organization in the field of tourism. It is United Nations agency which is accountable for promotion of universally accessible tourism. World Tourism Organization supports the implementation of Global Code of ethics for tourism sector. It also promotes market knowledge, tourism policies, education and training for effective development of tourism. It provides membership to 156 countries.

Pacific Asia Travel Association (PATA)

It is the main travel promotional organization in the world. Its main aim is to promote tourism within the pacific region. Pacific Asia Travel Association was established in 1951. It is

non profit and non political organization. Its main objective is to promote and develop tourism in the pacific region, to provide up to date information regarding tourism, to organize conference, training programs to develop tourism. To, develop international cooperation and international understanding among the nations. Its membership is open for all organizations which are directly or indirectly related to tourism. It also conducts research on tourism sector.

European Travel Commission (ETC)

It is the nonprofit organization, which is responsible for promotion of Europe as a tourist destination. European Travel Commission is the voice of the European tourism and travel sector. It has a strong strategy and expertise in the field of marketing. It has 33 full members and associate members from the tourism industry. European Travel Commission was established in 1948. It is the exceptional association in the travel sector which representing the National Tourism Organizations of the countries of Europe. Its main aim is to promote sustainable development of Europe as a tourist destination. It considers research a critical tool to develop marketing strategies and services. Its research activities are help to understand the requirement of new trends in the tourism sector, understand business environment.

International Air Transport Association (IATA)

It is the trade association of the world's international airline industry. It was established in 1945. It represents now 290 airlines and 120 countries. It carries fifty two million metric tons goods in a year. The main objectives of the International Air Transport Association are to promote regular, safe and economic air transport, to study problems which are related to the airline industry and promote collaboration between air transport companies and agencies. It creates regulation for environmental protection, aviation safety and security. It also regulates operating practices covering the technical field of aviation.

Indian Association for Tour Operators (IATO)

It represents the tourism industry in India, it accept the membership from tourism bodies in other nations, It also help in developing international linkage in India's travel industry. Its members monitor the highest standards of professional ethics and recommend personalized service to their clients. It provides suggestions to the government of India regarding critical issues which are affecting tourism industry in India.

India Tourism Development Corporation

It play vital role in development of tourism in India. It came into existence in 1966. Its main aim is promotion, progress development and expansion of tourism in India. This corporation is running various restaurants, hotels at various places for tourism. This corporation is also busy in production, distribution and sale of tourist publicity literature. India Tourism Development Corporation has a network of 8 Ashok groups of hotels, 6 Joint Venture hotels, 37 duty free shop at international as well as domestic Custom Airport.

Following steps must be taken to promote tourism sector to face challenges of COVID-19 pandemic.

1. Rapid antigen test should be taken of tourist.
2. Proper training should be given to hotel and restaurant personnel to face the challenges of COVID-19 pandemic.
3. Innovative marketing strategy should be followed by tourism sector for attracting tourists.
4. Hotel and restaurants follow the guideline which is published by government strictly.
5. To give priority to thermal screening, wearing of mask, social distancing and proper sanitization of hands.
6. Central and State government should declare package for tourism sector in COVID-19 pandemic.

Travel Agency Association of India

This association was established in the year 1951. This association main aim is to develop and manage the tourism industry. Its registered office is in Mumbai. It also published "Travel News" magazine every month. It is well known agent of travel and tourism in India. Travel Agency Association of India also print newsletter called as IATO which update development of tourism and achievements of its members. It supports the growth and development of tourism in India. It also protects the rights of tourists from exploitation and fake operators. It is known as voice of travel and tourism of India. It promotes ethical and professional tourism movement in the country. Its main aim is to improve the service quality and expertise in the tourism sector. Its role is very vital in development of tourism in India. It offers platform to its members for exchange their ideas and experience. Through seminars and

conference it creates awareness among the members regarding new trends and development in tourism industry. It also helps to students in research of tourism.

Maharashtra Tourism Development Corporation (MIDC)

Maharashtra Tourism Development Corporation is the body of the Government of Maharashtra. It is responsible for the development of tourism in the state of Maharashtra. Maharashtra Tourism Development Corporation has been founded by the Government of Maharashtra in 1975. The main objectives of this corporation are to set up serrate body for looking after the activities relating to the tourism, to implement the decisions which are taken by the government of Maharashtra, to maintain and make available all kinds of state tourism data as per requirement, to promote state tourism activities at national and international level, to provide important offers and recommendations to the state government to improve tourism industry.

Jammu & Kashmir Tourism Development Corporation

Jammu & Kashmir Tourism Development Corporation was established in 1970. The main objectives of this corporation are to promote tourism in the state of Jammu & Kashmir, to develop infrastructure and enhance the quality of service tourism sector, to promote adventure tourism and to promote pilgrimage tourism. It also helps in maintaining roads, railways and other transport facilities. It also provides proper attention on food quality and quantity, to promote cultural activities and providing special offers for attracting the tourists.

Kerala Tourist Development Corporation (KTDC)

The Kerala Tourist Development Corporation is government agency, which conduct and regulate tourist activities. It also operates hotels, resorts and tourists rest houses in the important places within the state of Kerala. It was established in 1966. The main objectives of this corporation are to promote clean and hygienic environments with solid waste management system, to maintain well restrooms, to provide quality food and drinking water to tourist and to promote professional tourism management.

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