

PROBLEMS AND ISSUES FACED BY TRAVELLERS IN GUJARAT DURING COVID 19: AN ANALYSIS OF IMPACT ON TRAVELLING PREFERENCES

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ABSTRACT

Covid -19 is affected economic and daily routine of everyone. Travelling and tourism people like to explore but this pandemic change everything. Tourism is an important economic activity and also a one of the stronger pillar of the economy. In India, travel and tourism has been a remarkable contribution to the country's GDP also will become a cause of changes in behavior and preferences of tourists. Due to this virus threat, tourists have cancelled their programs and this fear has drop down the tourist graph. With the large - scale travel restrictions, quarantines, social distancing and lockdown, Covid-19 has given a major impact on the economic development worldwide. Due to resulting travel restrictions and drop in demand, Covid-19 pandemic also impact tourism significantly. This study attempts to try to understand the tourism sector importance in an economy and examine the impact of Covid-19 outbreak on the Indian travel & tourism. Tourism creates a new channel for young people to provide a large number of employment opportunities.

Key words: COVID -19, Challenges, Tourism, Travelling

INTRODUCTION

Covid 19 is very impact full on travel and tourism. Due to covid their is so many losses occur to tourism industry. People are roaming for work, business, study, outing all are stop suddenly its creat very large impact on industry as well as normal people. Before covid 19 there is all are free to travel. On the study basis in 2018 we find that tourism industry has 10% contributed to GDP.

During covid 19 suddenly all things stops and very losses arise. In 2021 month of April suddenly travel and tourism industry is raise their market in one night. Now condition is normal and life is going smoothly because of freedom of travel. Tourism is a critical sector of the international economy. In 2019, the tourism sector accounted for 29 per cent of the world's services exports and about 300 million jobs globally.³ It is an important source of income and employment for developed and developing countries. The global contraction in tourism arrivals could have devastating economic consequences as some developing countries are highly dependent on tourism. In some countries, such as several small islands developing state (SIDS), tourism accounts for more than half of the GDP.

This paper focuses on the potential economic effects of the halt of tourism, in the short and medium term, in the major tourist destinations as well as in those countries highly dependent on tourism (as share of GDP). In this context, special attention is placed on developing countries where the prosperity of some communities can be seriously compromised by the fall of tourism revenues

LITERATURE REVIEW

This section focuses on the theoretical and empirical findings of the COVID-19 outbreak and the global tourism industry. The tourism industry has been identified as of key economic sector that faced more challenges due to the COVID-19. The study argues that the tourism sector plays a prominent role in the economic growth of a country, and further illustrated that the COVID-19 pandemic affected the tourism sector, ultimately leading to risks in the economic growth of a nation. The main argument of the present literature review has been developed in the following sections. Tourism is one of the most important sectors in the global economy, significantly contributing to the world's GDP (Gamage et al., 2017). The term tourism can be defined as a „social, cultural, and economic phenomenon that causes movement of people to the country, outside destination, or environment, for personal, business purposes. The tourism sector is a major source of employment globally, which is a labor-intensive industry.

The supporting industries of tourism are accommodation, transportation, food and beverages, retail and culture, hospitality, and sports. The tourism sector of a country provides benefits and opportunities for its people. The tourism industry belongs to the service sector of the economy, which has its unique characteristics. Main features of tourism fall within specific attributes of a service product. They are inseparability, heterogeneity, intangibility, and perish ability. In the global economy, tourism plays a prominent role in economic development, and the increase in the tourism industry may positively influence economic growth. A significant number of previous scholar's have considered the considerable task of the tourism industry in economic development (Gamage et al., 2020). According to the World Tourism Organization (WTO), tourism is considered one of the driving forces for economic development. The benefits of tourism to economic growth are creating the highest foreign exchange, employment opportunities, and revenue for a country (Steiner, 2006). Faiza et al. (2019) and Gamage et al., (2020) reveal that tourism is the fastest growing industry in developed and developing economies, and tourism is considered the largest source of employment opportunities with the highest revenue creator in an economy. The COVID-19 pandemic situation badly hit on the economic development of almost all countries in the world. It caused the largest downfall of the economy in history. More advanced economies like the USA, UK, Japan, and Europe are also experiencing the downfall of their economies due to the spread of COVID-19.

The World Trade Organization forecasts that trade activities may drop by 32% in 2020. The poor economic performance occurs due to the weak demand, supply chain disruptions, travel restrictions, and the Lockdown policy, which are preventive actions for further spread of the virus. Those restrictions may pose pressure on the economic growth of the world. The International Labor Organization (ILO) estimates the impact of the COVID-19 pandemic to increase global unemployment between 5.3 million to 24.7 million (ILO, 2020). This leads to the loss of economic activities with loss of jobs. The COVID19 outbreak impacts all sectors of the economy, such as manufacturing, tourism, financial, service, trade, transport, and people in every field in every country with more significant economic shocks. Due to the uncertainty and fear of the pandemic, most firms are more likely to have low profits as people are advised to stay at home, with travel bans and cancellation of events, and the prohibition of mass gatherings (Horowitz, 2020; Elliot, 2020). The COVID-19 outbreak causes sudden economic disruptions with demand and supply shocks in almost every sector of the economy (El-Erian, 2020). The travel and tourism sector is more likely to get influenced by the COVID-19 pandemic (Shretta, 2020). The global tourism sector accounts for more than 10% of the global GDP and 30% of the world's export services (World Bank, 2017). Among all segments in the economy, Tourism is one of the main sectors which impact the economy as many governments impose travel restrictions, travel bans, shutting down airports, and mass passenger cancellations.

Thus, the tourism industry cost with a loss of over US\$ 820 billion in revenue globally due to the COVID-19 pandemic (Ozili& Arun, 2020). Besides, the hospitality industry has been mainly affected due to the policies of stay at home and social distancing imposed by most governments and by cancellations of bookings, which may cost about US\$ 150 billion worldwide. Ahikul et al. (2020) revealed that corona virus significantly affects the Chinese tourism industry. The hospitality and tourism industry in China usually earns huge profits, but the COVID-19 pandemic resulted in postponing most tourist visits to China, heavily affecting the tourism industry in china. Furthermore, the positive impact on online traveling agencies, hotels, bars, restaurants, and other traveling agencies was revealed. Scholars have identified the impact of various previous epidemics on the economy and the tourism industry. The earlier studies have determined that such pandemics have relatively less impact than the COVID-19 outbreak in 2020. The notable epidemics and pandemics which influenced the world economy are H1N1 influenza, SARS, HIV AIDS pandemic, Ebola virus, Zika virus and now, COVID-19. Those pandemics and epidemics create huge economic losses globally.

The SARS epidemic was the most influential disease in the tourism industry, as it affected international air travel for six months (IATA, 2020). Nevertheless, the COVID-19 outbreak may cause relatively greater influences than other previous pandemics. As the COVID-19 epidemic spread globally, international tourist arrivals are forecasted to decline in 2020 by up to 30%, with a loss of worldwide tourism revenue of US\$ 450 billion (UNWTO, 2020a). This is ten times more than the global financial impact of the SARS epidemic (Shretta, 2020).

OBJECTIVES OF STUDY

- To find out problem facing by people's due to covid.
- To know about people thinking about Travelling during covid.
- To analyze individual's travelling behavior post covid

SIGNIFICANCE OF THE STUDY

Covid change people behavior and life style of people. Impact on study, business, trips,, tourism, and many more things has changed due to covid-19.

As in many other tourism-dependent nations, the pandemic brought the industry to a virtual standstill. After successfully halting local transmission of the virus, the authorities reopened their island countries for international tourists in July. Still, arrivals in August were down almost 90 percent relative to previous years, drying up a vital stream of government revenue.

It is too early to determine whether the crisis represents a permanent shock.

The crisis has crystallized the importance of tourism as a development pathway for many countries to decrease poverty and improve their economies.

As the immediate impact of lockdowns and containment measures eased during the second half of 2020, countries started looking for a balance.

RESEARCH METHODOLOGY

- **Research Design:** Descriptive research is chosen for this particular study in order to obtain complete and accurate information.
- **Sources of data:** The study is based on primary data that is collected using structured questionnaire.
- **Sampling Space:** Gujarat
- **Sample Size:** Sample size of this particular study is of 208 respondents.
- **Sampling Technique:** Convincing Sampling Technique is use in Research Paper. (Structured questionnaire was sent to investors by circulation of Google form of different cities of Gujarat.)

DATA ANALYSIS AND INTERPRETATION

NORAMNLITY TEST FOR GENDER:

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
GENDER	.432	208	.000	.589	208	.000

a. Lilliefors Significance Correction

INTERPRETATION:-

From the above normality table checking for perception of problems and issues faced by travelers in Gujarat during covid 19 : an analysis of impact on travelling preferences , it had been noticed that the p value for all the variables for the of problems and issues faced by travelers in Gujarat during covid 19 are less than 0.05 which indicates the rejection of null hypothesis due to which they are not normally distributed among each other and hence researcher needs to go with the non-parametric version of testing for further analysis as a part of providing inferential statistics.

NORMALITY TEST FOR AGE

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	Df	Sig.	Statistic	df	Sig.
AGE	.402	208	.000	.650	208	.000

a. Lilliefors Significance Correction

INTERPRETATION:-

From the above normality table checking for perception of problems and issues faced by travellers in Gujarat during covid 19 : an analysis of impact on travelling preferences , it had been noticed that the p value for all the variables for the of problems and issues faced by travellers in Gujarat during covid 19 are less than 0.05 which indicates the rejection of null hypothesis due to which they are not normally distributed among each other and hence researcher needs to go with the non-parametric version of testing for further analysis analysis as a part of providing inferential

statistics.

COMPARISON BETWEEN OCCUPATION AND ITS IMPACT:-

Ranks

	IMPACTS	N	Mean Rank	Sum of Ranks
OCCUPATION	Business	16	105.47	1687.50
	Study	114	59.89	6827.50
	Total	130		

Tests of Normality

	IMPACTS	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
		Statistic	df	Sig.	Statistic	df	Sig.
OCCUPATION	Business	.317	16	.000	.796	16	.002
	Study	.521	114	.000	.356	114	.000
	Job	.481	35	.000	.454	35	.000
	Tourism	.353	21	.000	.711	21	.000

a. Lilliefors Significance Correction

Test Statistics^a

	OCCUPATION
Mann-Whitney U	272.500
Wilcoxon W	6827.500
Z	-6.493
Asymp. Sig. (2-tailed)	.000

a. Grouping Variable: IMPACTS

INTERPRETATION:-

From the above normality table checking for perception of problems and issues faced by travellers in Gujarat during covid 19 : an analysis of impact on travelling preferences , it had been noticed that the p value for all the variables for the of problems and issues faced by travellers in Gujarat during covid 19 are less than 0.05 which indicates the rejection of null hypothesis due to which they are not normally distributed among each other and hence researcher needs to go with the non-parametric version of testing for further analysis analysis as a part of providing inferential statistics.

COMPARISON BETWEEN VACCINATION IS COMPULSORY OR NOT

Reliability Statistics

Cronbach's Alpha	N of Items
.087	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted

VACCINATION_COMPULSORY_OR_NOT	1.04	.042	.057	.
VACCINATION	1.22	.173	.057	.

Tests of Normality

	VACCINATION	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
		Statistic	df	Sig.	Statistic	df	Sig.
Yes		.484	199	.000	.507	199	.000
No		.414	9	.000	.617	9	.000

a. Lilliefors Significance Correction

Test Statistics^a

	VACCINATION_COMPULSORY_OR_NOT
Mann-Whitney U	790.500
Wilcoxon W	20690.500
Z	-.827
Asymp. Sig. (2-tailed)	.408

INTERPRETATION

From the above data first we need to check reliability of the data if your data is more than 0.7 than your data is reliable, and after that you need to check normality test of problems and issues faced by travelers in Gujarat during covid 19 : an analysis of impact on travelling preferences it had been noticed that the p value for all the variables for the of problems and issues faced by travelers in Gujarat during covid 19 are less than 0.05 which indicates the rejection of null hypothesis due to which they are not normally distributed among each other and hence researcher needs to go with the non-parametric version of testing for further analysis analysis as a part of providing inferential statistics.

FINDING

Age group 21-30 is more responding who affected by covid-19. 70.7% People want to travel again after covid outbreak. 44.4% People not sure about future trips is harmful or not. 63% People found opportunities after Covid-19 Outbreak. Health is more concern during Covid-19. People suffer with lots of problem due to Covid 19. Changing behavior of people during covid their vision about tourism and travelling. We found vaccination is compulsory. People found new opportunity Post covid.

CONCLUSION

Corona virus pandemic has drastically changed people's behavior and thinking, since it has literally permeated all aspects of life, indeed this pandemic is still threatening and putting humanity health and life on the line, particularly in the absence of any vaccines or remedy, additionally, its implications were not confined to humanity life and health ,but it has took its toll on humanity's livelihood as well, causing the loss of millions jobs and vigorously damaging all sectors of the global economy, tourism is among the most affected sectors.

The Government discourages people from visiting public places, restaurants, pubs & cinemas, social gathering and closing all school & colleges. Only precautions that may keep the virus away from spreading, holding hand clean and staying away from crowd are some doctors suggest by doctors in the absence of anti-Covid-19 medicine. When Covid-19 new cases reduced and the spread is controlled, people will start traveling, and the tourism industry will boost. Suppose the Indian Government adopts the right policies. In that case, it will undoubtedly doubt that the travel and tourism industry continues to grow towards a higher ranking in terms of the tourism economy and support millions of jobs again. So many issues faced by people change in their behavior and post covid make an opportunity and people are free to travel again.

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