



Impact of Covid-19 Pandemic on the Tourism Industry of Uttarakhand

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Abstract

(a)Introduction:-Second strain of covid 19 has affects the entire nation once again, tourism industry also suffering a huge loss due to new guideline of embargo on closure of all industry at 2 pm onwards daily and complete curfew from 7 evening to 5 morning, travellers also feel scarce to visit there and order online, so again big challenge arise in front of all industry to build good rapport with travellers once again

(b)Aim of Study:-researchers have established some aim in their mind while conducting investigation such as: - investigation of purview and prominence of tourism industry in state of Uttarakhand and providing expedient suggestions regarding how to enhance the present condition of tourism industry in state.

(c)Research Techniques used in investigation:- nature of research study is descriptive and both sources of data collection (Primary and Secondary) has been used by researcher in investigation, checklist has been implemented in study as an research instruments as well as phenomology method such as case of 4 tourism industry of Uttarakhand have been studied by researchers.

(d)Data analysis:-Table was formulated entitled:- :-Perception of travellers regarding proficiencies provided by tourism industry during this ongoing covid 19 pandemic in respect of infrastructural proficiencies, culinary services, menu card (physical, digital and mounted on walls),Social Distancing, Personal hygiene maintain by tourism industry.

(e)conclusion and Recommendations:-At the concluding part, paper observes the downfall of tourism industry who are affected by covid 19 pandemic as well as discussed about union budget and guidelines of unlock 4.0, hence provided 3 recommendations in order to improve scope and status of tourism industry of Uttarakhand state.

Keywords: - Covid 19 Pandemic, Tourism Industry, Purview, Prominence & Unlock 4.0

1-Introduction

Nowadays, our entire nation is going through a world famous endangered transmitted disease named: - "Covid 19" or Corona Virus, this virus was initially started from Wuhan city located in China, when one person had consumed a bat soup in a restaurant. Then due to this it spreads like a fire and as we can see it covers all the world includes:- Italy, India, Australia etc. but the most affected country was Italy where so many citizens were died every minute due to this transmitted disease , which bequeath in a community very

promptly, then in India its first case was registered on 30th January 2020. Tourism industry also gets affected ferociously from this pandemic.

2-Review of Literature

Kumar (2020). Paper entitled: -“Disastrous impact of Coronavirus (COVID 19) on Tourism and Hospitality Industry in India” examines the effect of covid 19 on working of tourism industry as well as tension over firing of their employee’s jobs. Study also discussed that how ICC generated funds for tourism industry in order to cover up financial loss and maintaining job security. Researcher has quoted two tables:- table 1 contains status of corona virus confirmed,active,recovered and deceased cases of 28 states where as table 2 shows data of covid 19 patients in the month of April. At the end, paper figure out some significant lessons which is beneficial from the perspective of societal, individual, economical, psychological etc.

Imraan and Naguyen(2018). Paper presented on a topic “A Community Response to Tourism, Focusing on the Home- stay Program in K village in Nainital, Uttarakhand, India”, emphasis on how the govt. is implementing stay home projects as well as gathering of localities and traveller’s perception towards these programmes, paper covers economic growth and development analysis, observation etc. Mostly remote localities personally beliefs that this programme generates an employment opportunities as well as proofs as a revenue multiplier.

3-Objectives

(1)To investigate the purview and prominence of Tourism Industry in the State of Uttarakhand Pre and Post Covid 19.

(2)To furnish recommendations in order to recuperating the contemporary state of tourism industry in Uttarakhand due to covid 19.

4-Research Methodology

This Research Study is descriptive in nature and researcher has used both sources of data: - Primary and Secondary. In respect of Primary data:- Check list and Case Study by phenomology method has been selected by researcher, on the other hand in secondary source of data ,diverse research papers, articles published in newspapers are used in research investigation.

Sample Size/Magnitude:- 200 respondents(**50 from each industry**), **280** (100:-**kmvn+40-Gmvm+92-Barbequention+48- Brew and Bite** and 4 Tourism Industries:-(2 Pure culinary service providing tourism industry+ 2 culinary cum accommodation and other services providing tourism industry).

Research Area:- Dehradun and Pauri District in Garhwal Division and Nainital and Udham Singh Nagar District in Kumaun Division.

5-Platforms which plays a significant role in enhancing the purview and prominence of tourism industry of Uttarakhand during these ongoing outbreak (Covid 19 Pandemic)

(a)**Social Media Platforms:-**Social Media or Communal Intelligence as a platform proves to be a cohort for Tourism Industry of Uttarakhand State. We all know that, due to covid 19 pandemic one sector which enervated is tourism industry whose overall performance and position gets brutally affected but social media handles all downfalls in a positive way and promotes as effective and efficient as they could. Social Media Platform is bifurcated into some categories such as:-

(i)Facebook:-Promotion through facebook Pages by uploading content, pictures, videos etc.

(ii)Whats App:-Boosting up of tourism industry by posting and sharing video, status, material through status and contacts.

(iii)Instagram:-By uploading tourism industry profile via insta to connect so many travellers virtually.

(b)Print Media:- Print media also suffers some criticism when these pandemic was at dangerous zone, people starts believing that print media is unsafe and can carry covid 19, but later on authorities assure that this is safe for everyone. Print media is also segmented into few categories:-

(i)Newspaper:-Newspaper also played a vital role in enhancing scope and status of tourism industry of Uttarakhand during this pandemic. Through advertisement information related to tourism industries famous or less famous disseminate to large number of traveller troops.

(ii)Magazine:-It is just like a newspaper but in a booklet form used to provide knowledge regarding facilities of tourism industry in Uttarakhand during Covid 19 Era.

(iii)Pamphlets:-Pamphlets also helps a lot in creating awareness among tourists related to destinations.

(iv)Posters:- Some tourism industry took help of posters to promote their product after lockdown to cover up the losses they suffered in initial stage of outbreak.

(c)Search Engines:-on 24 march 2020 when our Hon'ble Prime Minister Mr.Narendra Modi declared nationwide lockdown across country, to spend leisure time citizens starts searching their favourite destinations or industry so that they could visits their after lockdown.

(i)Google:-It is a most searched search engine by so many diverse travellers, where they could easily access websites of tourism industry.

(ii)Yahoo:-It is least searched engine so few travellers could fetch info. related to tourism from this site.

6-Data Analysis

Table 6.1:-Perception of travellers regarding proficiencies provided by tourism industry during this ongoing covid 19 pandemic

Services provided by Tourism Industry	Excellent	Very Good	Satisfactory	Poor	Worst
1.KMVN(Nainital)					
(a)Infrastructural Proficiencies	10	15	11	10	4
(b)Culinary Services	15	12	9	7	7
(c)Menu card(Physical)	14	10	13	8	5
(d)Menu card(Digital)	12	14	15	6	3
(e)Menu card(Mounted on walls)	8	13	5	18	6
(f)Social Distancing	02	17	10	14	7

(g)Personal hygiene of their staffs, including mask,gloves,face shield , shower caps etc.	03	16	12	11	8
2.GMVN(Srinagar Garhwal)					
(a)Infrastructural Proficiencies	5	11	8	16	10
(b)Culinary Services	9	19	13	3	6
(c)Menu card(Physical)	14	12	20	2	2
(d)Menu card(Digital)	13	10	15	7	5
(e)Menu card(Mounted on walls)	11	17	6	12	4
(f)Social Distancing	8	13	10	7	12
(g)Personal hygiene of their staffs, including mask, gloves, face shield, shower caps etc.	18	16	14	1	1
3.Barbequention					
(a)Infrastructural Proficiencies	14	7	9	14	6
(b)Culinary Services	16	1	8	11	14
(c)Menu card(Physical)	12	5	17	3	13
(d)Menu card(Digital)	15	10	14	5	6
(e)Menu card(Mounted on walls)	18	16	7	8	1
(f)Social Distancing	13	20	5	4	8
(g)Personal hygiene of their staffs, including mask,gloves,face shield , shower caps etc.	2	15	12	14	7
4-Brew and Bite					
(a)Infrastructural Proficiencies	1	19	13	9	8
(b)Culinary Services	14	3	11	16	6
	20	18	4	1	7

(c)Menu card(Physical)	17	8	15	6	4
(d)Menu card(Digital)	13	14	2	18	3
(e)Menu card(Mounted on walls)	10	4	12	17	7
(f)Social Distancing	19	11	5	7	8
(g)Personal hygiene of their staffs, including mask,gloves,face shield , shower caps etc.					

Source:-Survey Results

Data Interpretation:- Data in the table 6.1, reveals that 4 tourism industry facilities are divided into 7 categories such as:- Infrastructural proficiencies, culinary services, menu card in physical form, digital form, mounted on walls, social distancing and personal hygiene and was rated into 5 categories like:- Excellent, Very Good,Satisfactory,Poor and Worst. In category **1 Infrastructural Facilities:- Kmvn:-** approx 10 rated excellent, 15 goes with very good 11 with satisfactory 10 rated poor and 4 rated worst, **Gmvn:-** 5 rated excellent,11 goes with very good ,8 was with satisfactory,16 rated poor,10 rated worst.**Barbequention:-** 14 rated Excellent,7goes with very good,9 was with satisfactory,14 rated poor,6 rated worst. **Brew and Bite:-** 1 rated Excellent,19goes with very good ,13 was with satisfactory,9 rated poor,8 rated worst , **(In category 2) Culinary services :-Kmvn:-** approx 15 rated excellent, 12 goes with very good 9 was with satisfactory 7 rated poor 7 and rated worst, **Gmvn:-** 9 rated Excellent,19 goes with very good,13 was with satisfactory,3rated poor,6 rated worst **Barbequention:-**16 rated Excellent,1 goes with very good,8was with satisfactory,11 rated poor,14 rated worst . **Brew and Bite:-**14 rated Excellent, 3 goes with very good, 11 was with satisfactory,16 rated poor,6 rated worst.

In category 3 menu card (physical form) Kmvn:-14 approx rated excellent, 10 goes with very good ,13 with satisfactory 8 rated poor 5 and rated worst, **Gmvn:-**14 rated Excellent,12 goes with very good,20 was with satisfactory,2 rated poor,2rated worst. **Barbequention:-**12rated Excellent,5 goes with very good,17 was with satisfactory,3rated poor ,13 rated worst, **brew and bite:-** 20rated Excellent,18goes with very good,4 was with satisfactory,1 rated poor,7 rated worst.

In category 4 menu card(digital form)12 approx rated excellent, 14 goes with very good 15 with satisfactory 6 rated poor and 3 rated worst, **Gmvn:-**13rated Excellent,10goes with very good,15 was with satisfactory,7rated poor,5 rated worst. **Barbequention:-** 15rated Excellent,10 goes with very good,14was with satisfactory,5rated poor,6 rated worst , **Brew and Bite:-**17 rated Excellent,8 goes with very good,15 was with satisfactory,6rated poor,4 rated worst.

In category 5 menu card(mounted on walls) 8approx rated excellent, 13 goes with very good 5 with satisfactory 18 rated poor and 6 rated worst, **Gmvn:-**11rated Excellent,17 goes with very good,6waswith satisfactory,12 rated poor,4 rated worst. **Barbequention:-** 18rated Excellent,16goes with very good,7 as with satisfactory,8 rated poor,1 rated worst **Brew and Bite:-**13rated Excellent,14goes with very good,2was with satisfactory,18 rated poor,3 rated worst.

In category 6 social distancing approx 2 rated excellent, 17 goes with very good 10 with satisfactory 14 rated poor 7 and rated worst, **Gmvn:-**8 rated Excellent, 13 goes with very good, 10 was with satisfactory, 7 rated poor, 12 rated worst. **Barbequention:-** 13 rated Excellent,20 goes with very good,5 was with satisfactory,4rated poor,8 rated worst ,**Brew and Bite:-**10 rated Excellent,4 goes with very good,12 was with satisfactory,17 rated poor,7 rated worst.

In category 7 personal hygiene approx 3 rated excellent, 16 goes with very good 12 with satisfactory 11 rated poor 8 and rated worst, **Gmvn:-18** rated Excellent,16 goes with very good,14 was with satisfactory,1 rated poor,1 rated worst. **Barbequention:-** 2 rated Excellent,15goes with very good,12 was with satisfactory,14 rated poor,7 rated worst , **Brew and Bite:-19**rated Excellent,11 goes with very good,5 was with satisfactory,7rated poor,8 rated worst.

Table6. 2:-Data retrieved from Employees regarding reforming the condition of their industry in this ongoing covid 19 pandemic

Particulars	KMVN Frequency (Percentage)	GMVN Frequency(Percentage)	Barbequention Frequency(Percentage)	Brew and Bite Frequency(Percentage)
1.Improvement in Infrastructural Facilities	28(28%)	15(37.5%)	32(34.78)	18(37.5%)
2. Maintenance of Health and Hygiene.	36(36%)	10(25%)	24(26.08%)	5(10.41%)
3.Renovaton of catering system	13(13%)	8(20%)	16(17.39)	2(4.16%)
4.Implementation of Effective Marketing strategies, Tools & Tactics	15(15%)	6(15%)	3(3.26%)	14(29.16%)
5.Transportation proficiencies	8(8%)	1(2.5%)	17(18.47)	9(18.75%)
Total	100	40	92	48

Source:-Survey Results

Data Interpretation:-Table 6.2- epitomises the statistics of employees positive feedback towards reforming in the services of tourism industry during this outbreak, if we talk about **first category that is infrastructural facilities**, approx. 28 employees of **Kmvn**,15 employees of **Gmvn**, 32 employees of **Barbequention** and 18 employees of **Brew & Bite** rated good, **In second category:-Maintenance of health & hygiene** –around around 36 employees of **Kmvn**,10 employees of **Gmvn**, **24** employees of **Barbequention** and**5** employees of **Brew& Bite** rated good. **In third category :-Renovation of catering system-** around **13** employees of **Kmvn**, **8** employees of **Gmvn**, **16** employees of **Barbequention** and 2 employees of **Brew& Bite** rated good. **In fourth category :-Implementation of Effective marketing strategies, tools & tactics-**around 15 employees of **Kmvn**, 6 employees of **Gmvn**, 3 employees of **Barbequention** and 14 employees of **Brew& Bite** rated good. **In fifth category:-Transportation proficiencies-** around 8 employees of **Kmvn**, 1employees of **Gmvn**, 17 employees of **Barbequention** and 9 employees of **Brew& Bite** rated good.

7-Life Story of Four Tourism Industry affected by ongoing outbreak in the State of Uttarakhand

Researchers has visited this tourism industry when the covid 19 comes to customary situation, and conducted an interrogate session with staff as well as travellers in order to analyse their marketing strategies, financial performance(ROI, Operating ratios), job security of their staff, Sanitation and personal hygiene.

(a)KMVN (Kumaun Mandal Vikas Nigam)

This tourism industry is run by government, having branches all over kumaun region of Uttarakhand, by taking contemporary situation of covid 19 pandemic into consideration, researcher has visited to only its headquarter . A small survey was conducted by putting up some questions from staff first, after carefully examination and analysing responses of staff, researcher observes and figure out that foremost challenge in front of them is to managing proper sanitized infrastructural proficiencies and avoiding physical touching with travellers. the second one challenge was to cover up losses occurred due to lockdown, on the other hand from traveller's perspective main hurdle which they faces is building confidence towards the facilities of tourism industry in respect of personal health and hygiene . After conducting of interview from both parties (Marketers+Travellers), researcher beliefs that the only remedies of this challenges is that Kmvn needs to do more homework on how to furnish well sanitize infrastructure basics like: - furniture, kitchen utensils etc.secondly, to grasp attention of travellers back towards your industry, Kmvn have to come up with latest, fascinating and effective marketing strategies, tools and tactics.

(b)GMVN (Garhwal Mandal Vikas Nigam)

Researcher did a survey of GMVN Rest house, Srinagar Garhwal only due to time constraints, but if we compare the working of Kmvn and Gmvn, Kmvn is much better than Gmvn in respect of providing fascinating assortment to its travellers. Researchers observe that the facilities provided by their staff are not quite good.

(c)Barbeque nation

Barbeque nation is one of the top most culinary industry in Dehradun, researcher wants to know that how brutally it get affected by covid 19 pandemic and what steps are taking by this industry to revive as well as change in taste, preference and perception of travellers after lockdown. This industry also faces deterioration of travellers and to rebuild a good rapport is also a big challenge for BN.

(d)Brew and Bite

This tourism industry is situated at Thandi Sadak,Haldwani, Researcher personally observes that brew and bite are opens at alternate days not daily which off course create a lit bit financial crisis in order to cover-up this loss brew and bite have to implement some spice in their planning and execution.

8-Conclusion&Recommendations

Entire investigation as well as examination reflects that tourism industry faces so downfalls from the period when the corona virus entered into our nation and affects the lives of so many citizens, no options were left in front of tourism industry except recovering and reviving themselves from this unexpected shock. Union budget introduced by finance minister nirmala on February also curtails the funding provided by central government to tourism sector from 2499.83 cr. to 2023 .04 and launched two new scheme in this sector:- (a) PRASAD and (b)Swadesh Darshan.Paper explores the perceptions of travellers regarding proficiencies provided by tourism industry after lockdown like: -Infrastructural facilities and their proper sanitization, cuisine services, chef's hygiene while they are performing their duties in kitchen, waiter's hygiene, Menu card system (Physical, Digital and mounted on walls). Tourism industry needs to pay more attention on health and hygiene of their staff, surroundings and most important factor travellers. After unlock 4.0, travellers become more aware while accessing or visiting their favourite tourism destination by following proper covid 19 guidelines of govt. according to this tourism industry are also performing their duty by maintaining social distancing. Researcher has provided some recommendations in order to improve purview and prominence of Tourism Industry of Uttarakhand such as: - **(a)** Artificial Intelligence or automatic machinery should be installed in each and every tourism industry like other state to create hygiene of location as well as travellers.

(b) Proper PPE kit comprises of hand gloves, shower cap, mask, and face shield should be provided to each and every tourism industry of Uttarakhand state to deal with dangerous covid 19 pandemic.

(c) It is the duty of every industry to sanitize the seat immediately after traveller vacates it to make fresh for another upcoming traveller.

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