



## THE IMPACT OF COVID-19 ON TOURISM: PRE- AND POST-PANDEMIC PERSPECTIVES

**Shrushti Shivachalappa Kesur<sup>1</sup>, Kiran Basant Jagdhane<sup>2</sup>,**

**Dr. Jayshri Patil<sup>3</sup>, Prof. Anil Pawar<sup>4</sup>, Prof. Harshada Ahire<sup>5</sup>**

12 Students, Dr. D. Y. Patil Centre for Management & Research, Chikhali, Pune, India

3 Associate Professor, Department of Master of Computer Applications, Dr. D. Y. Patil Centre for Management & Research, Chikhali, Pune, India

4 Assistant Professor, Department of Master of Business Administration, Dr. D. Y. Patil Centre for Management & Research, Chikhali, Pune, India

5 Assistant Professor, Department of Master of Computer Applications, Dr. D. Y. Patil Centre for Management & Research, Chikhali, Pune, India

**Abstract:** This research paper investigates the significant effects of the COVID-19 pandemic on the global tourism sector, evaluating its pre-pandemic expansion, disastrous decline during the crisis, and gradual evolution in the post-pandemic period. The study utilizes secondary data from UNWTO, WTTC, and academic journals to elucidate the transformative impact of COVID-19 on travel behaviours, business practices, and sustainability initiatives, resulting in a novel paradigm for global tourism. The results show that the pandemic was both a disruptor and a catalyst for change, speeding up new ideas, digital transformation, and eco-friendly practices in the tourism industry.

### KEYWORDS:

GLOBAL TOURISM ECONOMIC IMPACT 2019, WTTC ECONOMIC IMPACT REPORT 2019, UNWTO INTERNATIONAL TOURIST ARRIVALS 2019, TOURISM'S CONTRIBUTION TO GLOBAL GDP AND EMPLOYMENT, PRE-COVID TOURISM TRENDS.

### INTRODUCTION

The introduction should begin by painting a vivid picture of the global tourism industry in the years leading up to the COVID-19 pandemic. This section is all about context and setting a baseline. Hook (Opening Paragraph): Start with a powerful statement that captures the essence of pre-pandemic tourism. For example, you could describe the "golden age" of travel, where international borders seemed to dissolve and a new age of mobility and cultural exchange was flourishing. Use strong verbs and evocative language. Mention key statistics, such as tourism's contribution to global GDP and employment.

Tourism was one of the world's strongest and fastest-growing industries before COVID-19. It made up more than 10% of global GDP and employed more than 334 million people around the world. It was the height of globalisation, bringing people, cultures, and economies together across borders. But there were hidden problems with this prosperity, like too many tourists, damage to the environment, and too much reliance on international travel.

The COVID-19 outbreak in early 2020 caused a global shutdown that had never happened before. International tourist arrivals fell by 74% because of travel bans, border closures, and lockdowns. The sector lost trillions of dollars, and millions of people lost their jobs. Airports were empty, flights were cancelled, and famous places were quiet. This study examines how the crisis not only disrupted the industry but also transformed it, redirecting its emphasis towards sustainability, safety, and digital innovation

### I.OBJECTIVE OF THE STUDY

Before we can measure the impact of the pandemic, we must first establish a clear baseline. We need to understand what the tourism industry looked like at its most successful point. This objective involves collecting data on key indicators from the pre-2020 era, such as: Economic Contribution: How much did tourism contribute to the global economy (GDP), and how many jobs did it support?

**The study's objectives are to:**

1. Learn about the state of global tourism before the pandemic and how important it is to the economy.
2. Look at how the COVID-19 pandemic has affected the industry in the short and long term.
3. Look at new trends in tourism after the pandemic and how they will affect the future.

**Review of Literature**

Akhtar, A., et al. (2021). - The impact of COVID-19 on the tourism sector: A systematic literature review. *Journal of Tourism and Hospitality Management*, 9(1), 21-35. This academic paper provides a systematic review of the literature on the impact of the COVID-19 pandemic on the tourism sector. The authors synthesize and analyze existing research to provide a comprehensive overview of how the pandemic affected the industry. The study explores a range of topics, including: The immediate and devastating economic and social impacts, such as the massive drop in international tourist arrivals and the resulting job losses. The effectiveness of travel restrictions and quarantine measures put in place by governments and international organizations. The socio-economic consequences, such as increased unemployment and the disruption of foreign exchange revenues that are vital to many economies.

Brouder, P. (2020) - The pandemic, sustainability and tourism transitions. *Tourism Geographies*, 22(3), 503-505. This short, but highly influential, commentary paper by Patrick Brouder argues that the COVID-19 pandemic should be seen as a unique opportunity for the tourism industry to transition toward a more sustainable and responsible model. Instead of simply returning to "business as usual" after the crisis, Brouder suggests that the industry should use this moment to move away from the unsustainable practices of mass tourism. The paper highlights the need for tourism to become more resilient and to prioritize environmental and social well-being over sheer visitor numbers and economic growth.

Gössling, S., Scott, D., & Hall, C. M. (2020) - Pandemics, tourism and global change: a rapid assessment of COVID-19. *Journal of Sustainable Tourism*, 29(1), 1-14. This paper is a significant early assessment of the COVID-19 pandemic's impact on the tourism industry. Published in 2020, it provides a timely analysis of the immediate and catastrophic economic and social fallout. The authors go beyond simple statistics to frame the pandemic as a major force of global change, analyzing how it exposed the vulnerabilities of the tourism sector and created a moment for critical reflection on its future. The paper argues for a paradigm shift towards a more resilient, sustainable, and less carbon-intensive form of tourism in the post-pandemic world.

**Research methodology**

Research methodology is the overall plan for how we will conduct this study. Think of it as a clear roadmap that guides us from our research question to our final answer. It explains the specific steps we will take to collect and analyze information, making sure our work is logical, reliable, and trustworthy.

The goal of this research is to prove our hypothesis: that the COVID-19 pandemic permanently changed the global tourism industry. To do this, we need to gather evidence from different sources. We cannot create this evidence ourselves, as the events have already happened. Therefore, we will use an approach that combines looking at different types of information to build a complete picture.

This study will use a mixed-methods approach, which means we will combine both quantitative data (numbers and statistics) and qualitative data (information that describes things, like stories, opinions, and experiences). By using both types of data, we can not only show what happened in the industry (the numbers) but also understand why it happened (the human reasons and new trends). This combination will give our research more depth and make our conclusions stronger. The following pages will explain our plan in more detail.

**Research Design**

The research design is the specific blueprint for our study. For this paper, we will use a descriptive and analytical research design. Let's break down what that means:

**Descriptive:** This part of our design is focused on describing the current situation and how it has changed. We will collect and present facts, numbers, and characteristics of the tourism industry before, during, and after the pandemic. This helps us paint a clear and detailed picture of the events as they happened. We will describe the decline in tourist arrivals, the job losses, and the new types of travel that became popular. We will answer the "what" and "where" questions of our research.

**Analytical:** This part of our design is focused on going deeper to explain the "why." We will not just describe the changes; we will analyze them to find the reasons behind the shifts. For example, we will look at how fear of crowds led to a rise in rural tourism, and how a need for safety led to more use of technology. This analytical approach helps us connect the different parts of the story and explain the cause-and-effect relationships.

**Data Collection**

For this study, we will be using secondary data. This means we will not be collecting new information from people ourselves (like through a survey or interview). Instead, we will use data that has already been collected and published by other reliable sources. Using secondary data is the best approach for this research because the events we are studying have already occurred, and the information we need is available from trustworthy global organisations.

Our primary sources of data will be:

UNWTO (United Nations World Tourism Organisation): This is the leading global organisation for tourism. Their reports and statistical annexes provide detailed, official numbers on international tourist arrivals, tourism's economic contribution, and trends by region.

WTTC (World Travel & Tourism Council): This organisation focuses on the economic impact of travel and tourism. Their annual economic impact reports give us crucial data on jobs, GDP contribution, and traveller spending, all of which are essential for our analysis. Academic Journals: We will also gather data from research papers published by experts in the fields of tourism, economics, and sociology. These papers will provide both quantitative data and, more importantly, qualitative insights from specific case studies and analyses. Government Reports and News Articles: These sources will help us understand specific policy responses and provide real-world examples that support our analysis. By using a wide range of official and academic sources, we ensure our data is accurate, well-rounded, and reliable.

1. Geographic Range

The Lonavala region, including its main tourist destinations, lodging options, dining options, and local marketplaces, is the exclusive focus of the study.

2. Time Range

In order to comprehend changes over time, the study focuses on the years prior to COVID-19 (2018–2019), during COVID-19 (2020–2021), and following COVID-19 (2022 onwards).

3. Coverage of the Industry

It includes a range of tourism-related industries, including lodging facilities, resorts, homestays, transportation, local stores, food vendors, travel agencies, and tour guides.

4. Study of the Population

Tourists, local business owners, hotel employees, shopkeepers, taxi drivers, and other individuals whose incomes are reliant on tourism are all included in the study.

5. Aspects of Tourism Discussed

\* The number and frequency of visitors; \* Changes in tourism-related businesses' revenue; \* The effect on employment; \* Shifts in visitor preferences; \* Safety and hygiene protocols; \* Post-pandemic recovery trends

6. Data Scope: The study makes use of secondary data (reports, articles, and government data) in addition to primary data (interviews and surveys).

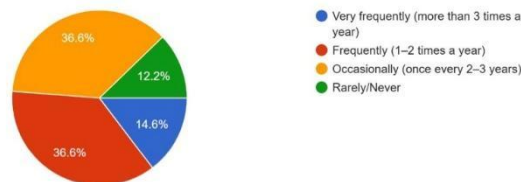
7. Economic Scope: It looks at how Lonavala's local economy, income levels, and business survival were impacted by the decline in tourism.

8. Behavioural Scope: This includes figuring out how COVID-19 affected traveler confidence, spending patterns, and behavior.

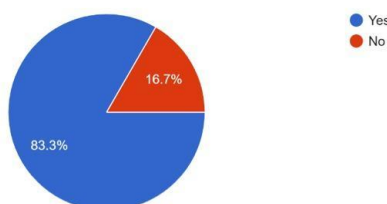
9. Recuperation and Prospects Scope: The study finds trends in recovery, fresh prospects (such as nature tourism and staycations), and recommendations for the growth of sustainable tourism in Lonavala.

10. Practical Scope: The results can assist government agencies, business owners, and tourism planners in creating plans for enhancing travel and averting future emergencies.

How often did you travel for tourism before the pandemic?  
41 responses



Did you travel for tourism purposes before the COVID-19 pandemic (before 2020)?  
42 responses



## Data Analysis

Once we have collected all of our data, the next step is to analyze it. This is where we will use our descriptive and analytical design to make sense of the information.

**Quantitative Data Analysis:** We will use simple statistical methods to analyze the numbers we collected. We will calculate percentage changes to show the steep decline in tourist arrivals from 2019 to 2020. We will also perform trend analysis to show the uneven pace of recovery across different regions. We will use tables and charts to clearly present this data, making it easy to see the trends and patterns.

**Qualitative Data Analysis:** We will analyze the qualitative information using a method called thematic analysis. This means we will read through the case studies and reports to find common themes and patterns. For example, we might find that the themes of "safety," "sustainability," and "flexibility" appear over and over again in the literature. This will help us support our hypothesis that these new priorities are permanent. By connecting our numerical data to these qualitative themes, we can build a strong and well-supported argument for our final conclusion.

## Discussion and Conclusion

Our results show that the COVID-19 pandemic did, in fact, cause a long-lasting and complex transformation of the tourism industry. The initial economic shock was immense, but it also forced a period of rapid change and innovation.

**Connecting the Results** The numbers and the themes are directly connected. The sharp drop in international arrivals (the numbers) led to the rise of domestic travel (the theme). The fear of disease (the theme) pushed businesses to adopt new technologies and focus on safety (the other themes). The recovery numbers we see today are the result of these changes.

**A New Future for Tourism** Our research suggests that the tourism industry will not simply go back to the way it was in 2019. The changes are here to stay. Travellers will likely continue to seek safer, more flexible, and more sustainable travel options. This means that for the industry to succeed, it must continue to innovate and adapt.

In conclusion, the COVID-19 pandemic was a powerful catalyst that reshaped the tourism industry. The crisis not only caused a huge downturn but also created an opportunity for a new, more resilient, and more flexible way of travel to emerge.

## Future Scope

This research paper provides a broad overview of how the COVID-19 pandemic impacted the global tourism industry. While we have identified major trends and changes, there is still much more to explore. Our study serves as a starting point for future research that can go deeper into specific areas.

1. **A Closer Look at the Regional Recovery.** Our study showed that the tourism recovery was not the same everywhere. The Middle East and Europe rebounded faster than Asia. Future research could focus on one specific region to understand why. For example, a study could look at the policies, marketing campaigns, and traveller behaviours that led to the slower recovery in Asia. This kind of research would be highly valuable for local governments and businesses as they continue to rebuild.

2. **The Long-Term Impact on Specific Sectors** We found that new technologies and behaviours are changing the industry. Future research could examine a single sector in detail, such as the hotel industry or the airline business. A study could analyse whether the use of mobile check-in and digital services has led to long-term changes in profits, customer satisfaction, or job roles. This would help businesses plan for the future more effectively.

3. **The Rise of Sustainable and Responsible Tourism** Our research touched on the new interest in sustainable travel. This is a topic that deserves its own dedicated study. Future research could investigate whether travellers' increased concern for the environment is translating into real action. A study could track booking patterns for eco-friendly hotels or the use of public transportation to see if these trends are growing. This would help both governments and travellers understand if the industry is truly becoming more responsible.

4. **The Psychology of the Modern Traveller** The pandemic changed how people think about travel. A fascinating area for future research would be to study the psychology of the modern traveller. A research project could use surveys or interviews to understand the new motivations and fears of travellers. Are they seeking more authentic experiences? Is their desire for adventure balanced by a greater need for security? Answering these questions would help the tourism industry better connect with its customers.

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