

IMPACT OF COVID-19 ON INDIAN FAMILY & EFFECT OF UNLOCK ON TOURISM IN INDIA

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Abstract: As the COVID-19 outbreak began in Wuhan on 19th of December 2019, for more than two years this pandemic has affected the life of the people rapidly escalated into a global pandemic and has since impacted every sphere of life. As on 4th July 2021, the pandemic has spread to 213 countries and already affected over 182 million people with over 4 million deaths worldwide. In India we have seen over 30 million cases with over 400,000 deaths in which half of the people have died in second wave. Due to this high numbers of cases and deaths, Indian economy has been hugely impacted by COVID-19. An attempt was made to find out the impact of Covid 19 on Indian family and generation and effect of unlock on tourism in India which therefore forms the questions and which further have been answered in the below article. For the purpose of the study a structured questionnaire was circulated through google form covering all the demographic variables. For the study, 126 respondent responses were taken into consideration and the data collected was analyzed by using IBM -SPSS software.

Keywords: Hospitality; COVID-19; Family interpretation; Hotels opening.

IMPACTO DA COVID-19 NA FAMÍLIA INDIANA E O EFEITO DO DESBLOQUEIO NO TURISMO NA ÍNDIA

Resumo: Como o surto da COVID-19 começou em Wuhan em 19 de dezembro de 2019, por mais de dois anos esta pandemia afetou a vida da população rapidamente se transformou em uma pandemia global e, desde então, afetou todas as esferas da vida. Como em 4 de julho de 2021, a pandemia se espalhou por 213 países e já afetou mais de 182 milhões de pessoas com mais de 4 milhões de mortes em todo o mundo. Na Índia, tivemos mais de 30 milhões de casos com mais de 400.000 mortes, nas quais metade das pessoas morreram na segunda onda. Devido a este elevado número de casos e mortes, a economia indiana foi enormemente afetada pela COVID-19. Uma tentativa foi feita para descobrir o impacto da COVID-19 na família e geração indiana e o efeito do desbloqueio no turismo na Índia. Para fins do estudo, um questionário estruturado foi distribuído através do formulário google cobrindo todas as variáveis demográficas. Para o estudo, 126 respostas dos respondentes foram levadas em consideração e os dados coletados foram analisados utilizando o software IBM -SPSS.

Palavras-chave: Hospitalidade; COVID-19; Interpretação familiar; Abertura de hotéis.

IMPACTO DEL COVID-19 EN LA FAMILIA INDIA Y EFECTO DEL DESBLOQUEO EN EL TURISMO EN LA INDIA

Resumen: Como el brote de COVID-19 comenzó en Wuhan el 19 de diciembre de 2019, durante más de dos años esta pandemia ha afectado a la vida de la gente, escalando rápidamente a una pandemia global y desde entonces ha impactado en todas las esferas de la vida. Al 4 de julio de 2021, la pandemia se ha extendido a 213 países y ya ha afectado a más de 182 millones de personas con más de 4 millones de muertes en todo el mundo. En la India se han registrado más de 30 millones de casos y más de 400.000 muertes, la mitad de las cuales se han producido en la segunda oleada. Debido a este elevado número de casos y muertes, la economía india se ha visto enormemente afectada por el COVID-19. Se ha intentado averiguar el impacto del Covid 19 en la familia y la generación indias y el efecto del desbloqueo en el turismo en India. Para el estudio se distribuyó un cuestionario estructurado a través de un formulario de Google que cubría todas las variables demográficas. Para el estudio, se tomaron en consideración 126 respuestas de los encuestados y los datos recogidos se analizaron utilizando el software IBM -SPSS.

Palabras clave: Hostelería; COVID-19; Interpretación familiar; Apertura de hoteles.

1 INTRODUCTION

The COVID-19 outbreak that began in Wuhan in December 2019 has rapidly escalated into a global pandemic, impacting every aspect of life. As of July 4, 2021, the virus has spread to 213 countries, affecting over 182 million people and causing over 4 million deaths worldwide. In India alone, there have been over 30 million cases and 400,000 deaths, with half of the fatalities occurring during the second wave. The high number of cases and deaths has had a significant impact on the Indian economy.

With the virus shifting from China to other continents, the global economy experienced a massive shock, particularly affecting the tourism and hospitality sector. This resulted in substantial losses in GDP and international trade. As countries focused on distributing vaccines and reducing active cases through nationwide lockdowns and restrictions on movement, the tourism and hospitality sectors suffered tremendous financial losses. The government's emphasis on nationwide lockdowns aimed to break the chain of virus transmission, but the emergence of new variants and the fear of a third wave have instilled panic among the public, deterring their participation in tourism activities.

Since the implementation of lockdown measures, the Indian economy has faced adverse effects, particularly in the hospitality sector. Low occupancy rates have plagued the hospitality industry, while the tourism sector has suffered due to nationwide lockdowns and government-imposed restrictions. The pandemic has also diminished people's desire to travel, resulting in the closure of hotels and small businesses due to financial constraints and low occupancy rates. Many hotels were unable to pay their employees' salaries and had to downsize their workforce to cope with significant cash flow problems. Lockdown measures at both the national and state levels have further impacted hotel revenues.



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Several factors have contributed to the slowdown in the hospitality sector, including reduced tourist spending, declining occupancy rates, cancellations of events and ceremonies, and decreased customer trust due to the pandemic. The uncertainty surrounding the duration and resolution of the pandemic remains a major concern, leading to setbacks in the sector. To survive during this challenging time, many hotels in the country have converted their properties into quarantine centers, providing meals and medical facilities to patients. These efforts have helped build some level of trust among customers.

With the reopening of the tourism and hospitality sector, there is a critical need to adapt to changes, focusing on safety measures, health, and hygiene. As the pandemic subsides, the industry must embrace emerging trends to meet customer demands.

2 ABOUT SURVEY

We surveyed from the people who are mostly involved in tourism activities from the age ranging from 18-55 and with different income groups. We also targeted people from the top hotels, villas and resorts and many business hotels in India to take their viewpoint over the market situation and to also understand the challenges they are facing currently due to the pandemic.

Our survey focused on understanding the motivation behind travelling during the pandemic and post pandemic, understanding the market sentiment and the behavior of the customers. We engaged on understanding the current challenges for this sector, the current needs, focus areas and areas for improvement, technological adaptations and understanding the way forward for this sector in current as well as post pandemic times. The research was analyzed by using SPSS, IBM -21 software and descriptive in nature. (Table 1).

Table 1: Response Statistics.

	GENDER	AGE GROUP
VALID	126	126
MISSING	0	0

Source: own elaboration.

In this research, questionnaire were distributed and data analysis was performed on SPSS IBM-21. Further descriptive analysis with SPSS IBM has been used in which chi-square tests were performed to analyze the association between respondents. The research data was collected online questionnaire which was circulated through google, other social media such as WhatsApp as well as LinkedIn.

Since, the questionnaires were distributed online and most of population was residing at home the overall population in this research is unknown. 126 respondents were considered for the study. Table 1 illustrates the response statistics as well as demographic details that passed questionnaire validity and reliability tests before being distributed.

The survey form consisted of statements rated on a 5-point Likert scales ranging from strongly disagree to

strongly agree. Simple quantitative data analysis was used: frequency distribution, percentages and mean value (Table 2).

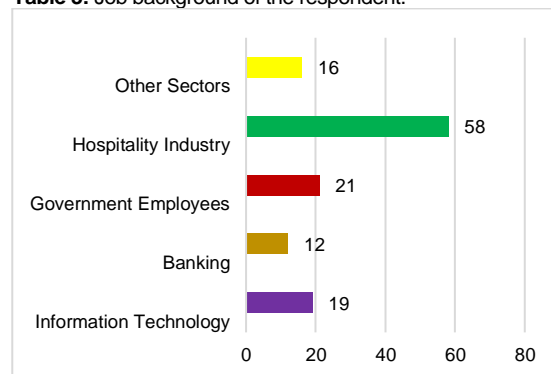
Table 2: Data for Gender & Age.

Feature	Frequency	Percent	Valid Percent	Cumulative Percent
Gender				
Female	27	21.42	21.42	21.42
Male	99	78.57	78.57	100
Total	126	100	100	
Age Group				
18-22	26	20.63	20.63	20.63
23-27	24	19.04	19.04	39.67
28-35	28	22.22	22.22	61.89
36-45	21	16.66	16.66	78.55
46-55	16	12.69	12.69	91.24
Above 55	21	8.76	8.76	100

Source: own elaboration.

To have the proper representation for the study the respondents were selected from the different sectors such as IT, Banking, Government Employees, Hospitality etc. (Table 3).

Table 3: Job background of the respondent.



Source: own elaboration.

2.1 Executive Summary

The current pandemic situation has created lot of financial constraints in the tourism and hospitality sector. Due to pandemic this sector has been hugely impacted resulting in loss of many jobs and businesses.

The most important impact we can see in the tourism and hospitality sector is the loss of livelihoods of the local peoples, loss of jobs in hotels as some of the hotels went to complete shut down due to low occupancy rate and due to not achieving breakeven point. Some of the hotel went from temporary to permanent closure due to lack of cash inflow.

Table 4: Is the respondent annual income group.

Income Group	Frequency	Percent	Valid Percent	Cumulative Percent
Upto 2 lakh	26	20.63	20.63	20.63
3 lakh-6 lakh	32	25.39	25.39	46.20
6 lakh- 8 lakh	25	19.84	19.85	66.04
above 8 lakh	43	34.10	34.10	100
Total	126	100	100	

Source: own elaboration.

The study focused on understanding whether people will be able to gain confidence in participation on various tourism activities, understanding the various financial constraints faced by people, their desire to travel depending upon the regions (International and domestic), on destinations and depending upon types of tourism (leisure, Weddings, religious etc.).

2.2 Key Outcome of the survey

Impact of Covid 19: In the survey, almost 74% of respondents said that safety concerns are the reason for not travelling to tourism destinations 68% said that their financial situation has been impacted due to Covid 85% respondents have said that their vaccination is important for their decision to participate in tourism activity 44% of the respondents preferred Budget segment for their destination 58% of the respondents preferred for domestic travel.

Recovery Measures: Hygiene and Safety measures, Clean Accommodation, 79% feel that Hygiene and safety is their priority for choosing the destination 11.90% of respondents feel that clean accommodation is also important and 45 % said they can spend up to 20k in tourism activity, 70% of people choose leisure activity for the purpose of their travelling ,55% of the respondents believe that hospitality sector will recover faster on normalization.

Re-opening: Top three key focus areas in short term are:

- Focus more on leisure-based tourism
- Technology up-gradation
- Prime emphasis on health and hygiene measures
- Key initiatives to be taken for the new normal in hospitality sector are:
- Planning operations with budget constraint budget with better service design and safety measures.
- Improving the overall quality of services and focusing on reviving their business.

3. THE DESCRIPTIVE ANALYSIS OF THE SAMPLE

3.1 Establishment of sample method

Definition and delimitation of statistical populations in time and place are key difficulties, the research sample for this study is made up of people who stayed at a hotel and have tourist experiences. We have used both statistical and non-statistical methods to determine the sample size depending on the nature of the research. We have employed statistical approaches to determine the sample size in our research article since we believe they can provide precision, rigor, and correctness when solving problems and they also provide a solid scientific foundation.

3.2. Sampling method

We can distinguish between two types of surveys based on the method used to select the sample: random or probabilistic surveys and non-random or non-probabilistic surveys, sometimes known as "rational choice" surveys. Quota sampling, itinerary sampling, sampling "on the spot," voluntary sampling, sampling based on investigators' rationale, and snowball

sampling are the most common non-random sample procedures. This method of sampling is based on the definition of particular structures at the population level in respect to certain attributes. As a result, we have defined a sample that will provide us a good representation of the reference population in terms of a variety of important criteria. The following factors are taken into account when forming our sample: age, gender, income, and hotel categorization.

3.3 Sample size

In the current research paper, where the sample size is 126 statistical units (Table 5). This sample size state that the research results are guaranteed with a probability of approximately 95 percent and a level of maximum error admitted of 5 percent.

Table 5: Statistics of sample size of gender, age& income group.

	Gender	Age Group	Income Group
Valid	126	126	126
Missing	0	0	0

Source: own elaboration.

4. DATA QUANTITATIVE ANALYSIS

We utilized the statistical programme SPSS to analyse the quantitative data for this research report. Cronbach's Alpha Coefficient, the "item-to-total" criterion, and exploratory factorial analysis can all be used to test trust and data validity. We can modify the analysis with their help, and, last but not least, we can delete elements (variables) from the study that don't satisfy a certain level of urgency. (Table 6).

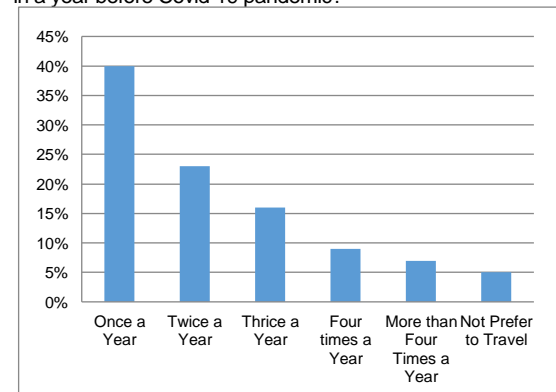
Table 6: Reliability Statistics.

Reliability Statistics	
Cronbach's Alpha	N of Items
.825	6

Source: Author calculations based on results obtained using the SPSS software programme.

The internal consistency of the scales employed for each variable is confirmed in the table above, with Cronbach's Alpha Coefficients more than 0.7 for all latent variables, indicating that the coefficient has a significant influence on these variables

Table 7 Question 1- How many times do the respondent travel in a year before Covid 19 pandemic?



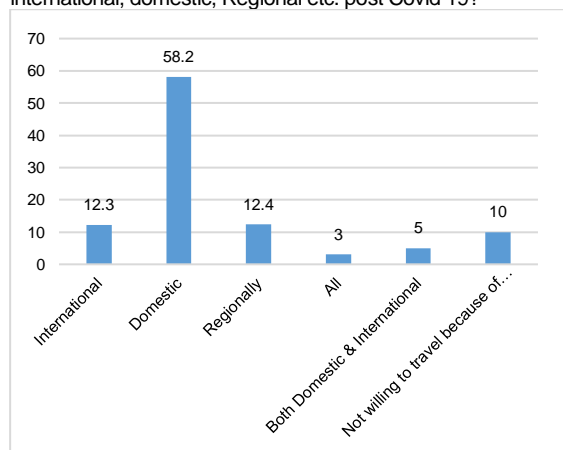
Source: own elaboration.

In the first question of the survey we attempted to find out the travel frequency of the respondent before the covid pandemic on the following parameters that is Usually once a year, twice a year, thrice a year, four times or more than four times in a year, do not prefer to travel at all.

The survey reveals (Table 7) that more than 40 % of the respondent use to travel once in a year where as 23% and 16% of the respondent uses to travel twice and thrice in a year respectively before pandemic. 5% of the respondents do not prefer to travel at all. To sum up, the data reveals that 95% of the respondent use to travel post pandemic which is a very good sign of relief for the hospitality Industry.

After knowing the travel intention of the respondent, our next question of the survey was to identify from the respondent their willingness to travel regionally, domestically, internationally or all, post covid 19 when the situation become normal.

Table: 8 Question 2- Are the respondent willing to travel international, domestic, Regional etc. post Covid 19?



Source: own elaboration.

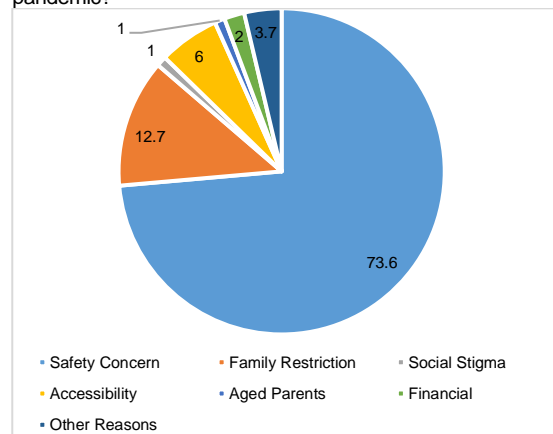
During the year 2020 the corona virus pandemic has made travel more difficult. However, with India seemingly at the tail end of the third wave of the pandemic, it seems that domestic tourism will pick up as 58% of the respondent are willing to travel domestically to explore the unexplored tourist destination in the country, where as 12.4% of the respondent feels that that they can participate in the regional tourism activity, if activities are communicated well in advance. 12.3 % of the respondents also intend to explore international tourist destination as the situation gets normal. Whereas the 10% of not willing to travel post covid due to safety issues. (Table 8)

An attempt was also made to find out the reason from the respondent for not travelling during the pandemic such as safety concern, family restriction, social stigma, accessibility, aged parent, financial issues etc. (Table 9).

The survey revealed that more than 73.6 % of the respondent are not willing to travel during the pandemic is the safety concern. Henceforth Sanitization, hygiene and safety will be the key to promote tourism industry post COVID 19. Hotels have to play a major role instilling the confidence in the guest that hygiene and

sanitization are the top priority of the hotel. New race would not be of lesser rates with better service but of lesser rates with the highest safety standards. Hence, hotels need to re-evaluate and update their SOPs to adapt to this change.

Table 9: Question 3- What are the reason which does not motivate respondent for travel to the tourist destination in the pandemic?



Source: own elaboration.

After getting a very encouraging response that maximum respondent are willing to travel domestically once the situation gets normal, through the next question an attempt was made to know how much money the respondents are keen to spend on the tourism activities over the next 6 months (Table 10).

Table: 10 Question 4- How much money respondent are willing to spend on tourism activities over the next 6 month post pandemic?

Amount	Frequency	Percent	Valid Percent	Cumulative Percent
more than 1 lakh	1	0.7	0.7	0.7
50k-1 lakh	14	11.11	11.11	11.81
49k-31K	23	18.2	18.2	30.01
30k-21k	25	19.8	19.8	49.81
10k-20k	26	20.63	20.63	70.44
Up to 10k	31	24.6	24.6	95.04
Depend	6	4.7	4.7	100
Total	126	100	100	

Source: own elaboration.

The above data (Table 10) reveals that 24.6 % and 20.63% of the respondent believe that they can spend up to Rs 10k and 20k respectively in the tourism activity; whereas 18.2% of the respondent feels that they can spend 31k to 49 k on the tourism activity. 11% respondents are ready to spend between 50k-1 lakh on the tourism activity. The data also reveals that approximately 45 % of the total respondents are willing to spend up to 20 k. Hence a conclusion can be drawn from the above data that respondent will travel post pandemic but with a limited budget. Seeing the budget constraint, a next question was asked from the respondent that which segment of hotel they will prefer at their destination (Table 11).

Table 11: Question 5- Age Group: Which hotel segment the respondents prefer at their destination post pandemic?
Which hotel segment would prefer for destination: Cross tabulation

Age Group	Budget	Luxury	Resorts	Upper scale	Total	%
18-22	23	0	1	2	26	20.63
23-27	21	0	3	0	24	19.07
28-35	10	1	4	3	18	14.48
36-45	6	4	6	5	21	16.66
46-55	3	5	6	2	16	12.69
Above 55	1	0	1	19	21	16.27
Total	64	10	21	31	126	100

Source: own elaboration.

The survey reveals that the age group between 18-35 years would prefer to stay at budget hotels over luxury, resorts and upper scale hotels. The survey responses demonstrate that hotels should try to bring new budget packages at their various hotels' chains. All the responses have proven that some tourist also actively interested in luxurious hotel segment during the destination visit.

We also took into consideration the respondent priority of choosing the hotel as a destination for their stay in respect to hygienic and safe environment, clean accommodation & easily accessible or approachable. Gender (Table 12), Age group (Table 13), Income group (Table 14) cross tabulation are as below.

Table 12: Gender priority for choosing the destination.

Gender	Hygienic & Safe environment	Clean Accommodation	Easily Accessible
Female	21	4	3
Male	79	11	8

Source: own elaboration.

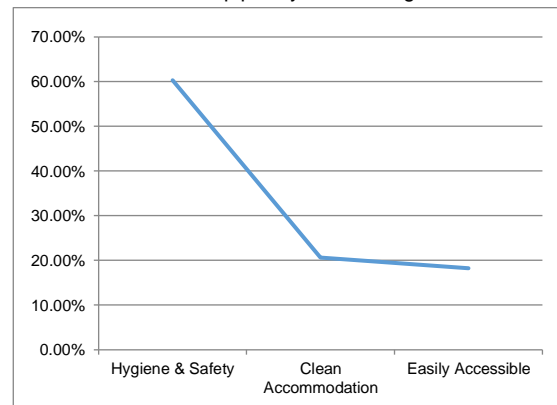
Table 13: Age Group priority for choosing the destination.

Age Group	Hygiene Safety	Clean Accommodation	Easily Accessible	Total
18-22	16	7	3	26
23-27	15	3	6	24
28-35	13	4	1	18
36-45	13	4	4	21
46-55	8	6	2	16
Above 55	12	2	7	21
Total	76	26	23	126
%	60.31%	20.63%	18.25%	100%

Source: own elaboration.

The survey responses demonstrate that 60.31% of the respondent in gender and age group would give priority to hygienic & safe environment while choosing the destination. Thus, tourist destination should focus more on hygiene and safety to attract a greater number of tourists, whereas 20.63% and 18.25% respondents will give the importance to clean accommodation and easily assessable respectively. Hence sanitization and safety will be the key to promote tourism industry post COVID 19.

Table 14: Income Group priority for choosing the destination.



Source: own elaboration.

Table 15: Income Group priority for choosing the destination.

Income Group	Hygienic & Safe environment	Clean Accommodation	Easily Accessible	Total
Upto 2 lakh	21	4	1	26
3 lakh-6 lakh	21	5	1	27
6 lakh- 8 lakh	18	2	2	22
above 8 lakh	42	5	4	51
Total	102	16	8	126
%	80.95%	12.69%	6.34%	100%

Source: own elaboration.

The survey responses demonstrate that 80.95% (102 number) respondents from all the income group would like give priority to hygienic and safe environment as their first choice in choosing the destination, where 12.69% and 6.34% respondents will give the preference to clean accommodation respectively while choosing the destination.

An attempt was also made to know from the respondent which, sectors is the most affected sector and will recover faster post pandemic (Table 15) , when the situation will become normal from the following sectors like, banking, fashion film, hospitality & tourism industry, education etc. More than 55% of the respondents are agreed that hospitality industries which are most affected industries due to pandemic and will recover faster post pandemic when the situation will become normal. The survey reflects the good sign for hospitality industries as most of the respondent believed that it will recover at faster rate whenever the situation gets normal Where as 22% of the respondent will that education sectors will also revive post pandemic.

In addition to this, some respondents are opting that medium affected industries film, fashion & banking. More over medical as well as FMCG sector was not hit harder as compared to hospitality industries which reflected through the responses. Thus we suggest that

hospitality should try to implementation of a new branding strategy to promote hotels as a COVID -free destination and all the hotel staff should inoculated and try to promote these through templates.

Table 16: Cross –tab between age, gender and industry recovery.

	Gender						
	Hospitality & Tourism	Fashion	Banking	Film	Education	FMCG & Medical	
Female	9	2	4	3	7	2	
Male	61	5	3	6	21	3	
Total	70	7	7	9	28	5	
	Age Group						
	18-22	18	1	0	2	4	1
	23-27	22	0	0	0	2	0
	28-35	9	1	2	1	4	1
	36-45	8	3	4	2	3	1
	46-55	7	1	1	2	4	1
	Above 55	6	1	0	2	11	1
	Total	70	7	7	9	28	5

Source: own elaboration.

4.1 Tourist Perception

Following that, we advise identifying the components that influence consumer perception. These perceptions were categorized into three groups:

- Attitudes about the usual travel frequencies of the tourist;
- Attitudes toward the hotel or guest house booking based on income;
- Opinions gender about choosing the destinations.

4.2 Regression analysis

In regression analysis our dependent variable is income which categorize under Income Group (1= up to 2lakh, 2= 3-6 lakh, 3=6-8 lakh, 4= above 8 lakh) and we can inferred that the significant outcome is strong enough to know the optimum perception of tourist. Thus we can conclude that if the income of consumer segment increases then definitely the spending capacity would increase as liner relationship exist.

Table 17: Regression analysis and scatter plot diagram.

Model Summary ^a										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.119 ^b	.014	.001	1.214	.014	1.083	2	152	.341	

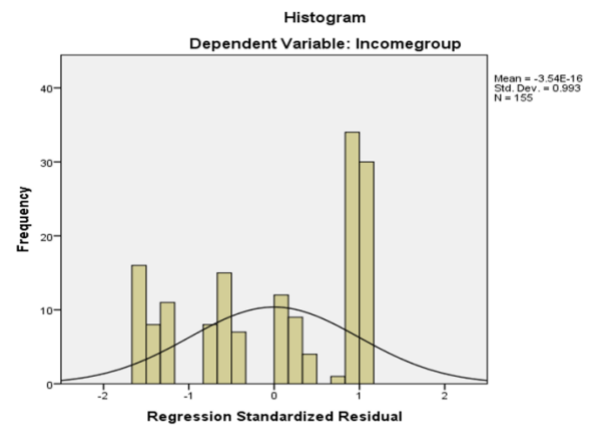
a. Predictors: (Constant), How many times did you usually travel before the covid-19 pandemic?, What will be your purpose to choose the destination?

b. Dependent Variable: Incomegroup

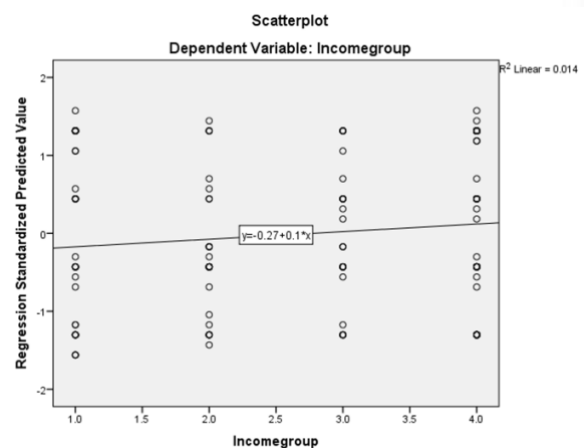
Source: own elaboration.

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1. (Constant)	2,405	0,428			5,62	0
What will be your purpose to choose the destination?	0,019	0,117	0,013		0,158	0,874
How Many times did you usually travel before the covid-19 pandemic?	0,126	0,086	0,118		1,466	0,145

Source: own elaboration.



Source: own elaboration.



Source: own elaboration.

5 CONCLUSION

The survey indicates a positive outlook for the hospitality industry, with respondents believing in a swift recovery once the situation normalizes. Film and banking sectors also show promising signs of recovery based on our survey data. To gain tourists' confidence, the survey reveals that over 85% of respondents would start traveling once over 50% of the population is vaccinated. Inoculation is seen as a crucial factor in

protecting against infectious diseases. As researchers, we remain optimistic about the resurgence of tourism, but we ponder whether the industry will remain the same as we once knew it. For now, this remains a challenging question with no easy answers.

5.1 Recommendation for immediate recovery:

- 1) Hotel should try to focus more on budget segment as the tourist initial spending will be service oriented.
- 2) Hotel should offer more services at reasonable price then it might be possible to get more bookings.
- 3) Hotel should focus more on the hygiene and safety.
- 4) Special measures should be taken for the families who are travelling with children.
- 5) Implement touch free check-in and checkout in the hotels.
- 6) Implementation of a new branding strategy to promote hotels as a COVID-free destination.
- 7) All the hotel staff should inoculated and try to promote these through templates.
- 8) Wellness meal segment could be added into the menu.

Travel and hospitality will have to redefine and reimagining itself in more ways than ever. But whilst we get so process driven, we must never forget the warmth and the caring that Indian hospitality is so known for. New hospitality Mantra is "Minimum Contact with Maximum Care".

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CRedit author statement

Term	Definition	Author
Conceptualization	Ideas; formulation or evolution of overarching research goals and aims	x
Methodology	Development or design of methodology; creation of models	x
Software	Programming, software development; designing computer programs; implementation of the computer code and supporting algorithms; testing of existing code components	x
Validation	Verification, whether as a part of the activity or separate, of the overall replication/ reproducibility of results/experiments and other research outputs	x
Formal analysis	Application of statistical, mathematical, computational, or other formal techniques to analyze or synthesize study data	x
Investigation	Conducting a research and investigation process, specifically performing the experiments, or data/evidence collection	x
Resources	Provision of study materials, reagents, materials, patients, laboratory samples, animals, instrumentation, computing resources, or other analysis tools	x
Data Curation	Management activities to annotate (produce metadata), scrub data and maintain research data (including software code, where it is necessary for interpreting the data itself) for initial use and later reuse	x
Writing - Original Draft	Preparation, creation and/or presentation of the published work, specifically writing the initial draft (including substantive translation)	x
Writing - Review & Editing	Preparation, creation and/or presentation of the published work by those from the original research group, specifically critical review, commentary or revision – including pre-or post-publication stages	x
Visualization	Preparation, creation and/or presentation of the published work, specifically visualization/ data presentation	x
Supervision	Oversight and leadership responsibility for the research activity planning and execution, including mentorship external to the core team	x
Project administration	Management and coordination responsibility for the research activity planning and execution	x
Funding acquisition	Acquisition of the financial support for the project leading to this publication	x

Source: reproduced from Elsevier (2022, s/p), based upon Brand et al. (2015).

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