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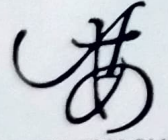
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15. A Study of Impact of COVID- 19 on Tourism in India

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Abstract

Tourism industry in recent years has become one of the largest contributors to India's GDP, increasing its share from 6.70% in 2017 to 9.20% in 2018. The novel corona virus (COVID-19), which is one of its kinds of humanitarian disasters, has affected people and businesses worldwide, triggering a global economic crisis. In this aspect, the tourism sector is not being left behind. The pandemic has not only affected the Foreign Exchange Earnings (FEE) but also affected various regional developments, job opportunities, thereby disrupting the local communities as a whole. This research paper aims at studying the changing trends of Foreign Tourists Arrivals (FTA) in India, Foreign Exchange Earnings and its impact on Indian tourism industry in the pre and post pandemic period.

Key words: Tourism industry, Foreign Tourists Arrivals (FTAs), Foreign Exchange Earnings (FEEs), the novel corona virus (COVID-19) pandemic, inbound tourism, etc

Introduction

Tourism industry in recent years has become one of the largest contributors to India's GDP, increasing its share from 6.70% in 2017 to 9.20% in 2018. The growing influence of the tourism sector as an economic powerhouse and its potential as a tool for economic development are indisputable. Not only does the tourism sector spearhead growth, it also improves the quality of people's lives with its capacity to create large scale employment of diverse kind. It supports environmental protection, champions' diverse cultural heritage and strengthens peace in the world. The World Travel and Tourism Council ("WTTC") 2020 has reported that in the year 2019, tourism generated 39,821 million jobs in India, which is 8.0% of total employment in the year 2019. Over the last few years, the Government of India has taken various supportive measures and has focused on making India a global tourism destination by promoting various schemes like 'Incredible India', 'Atithi Devo Bhava', 'Swadesh Darshan' and 'Pilgrimage Rejuvenation and Spiritual Augmentation Drive' (PRASAD).