

# Role of Indian Government in the Resilience of Tourism Management

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## *Abstract*

This research is a study to investigate the direct and indirect impacts of tourism sector resilience. Economic Impact of the World Travel and Tourism Council as per the year 2020 reported that India's tourism sector contributed US \$ 121.9 billion to the country's total GDP. India is ranked 10th in the world for its remarkable contribution to the tourism sector to GDP. In 2020, the sector employed 31,785,200 people, accounting for 7.3% of total employment. This research underwrites to the literature on resilience, crisis management, marketing and management related to scientific turmoil and resilience in the tourism sector.

**Keywords:** Tourism, Hospitality, Resilience, Crisis Management

## **I. Introduction**

The tourism potential in India is immense. The Indian government realized it and they are making several schemes and best efforts to promote tourism and its resilience. This study is an extension of existing literature primarily investigating crises and dynamic conditions. The effect of Covid-19, on the tourism segment in 2020 undermined India's overall contribution to GDP. This is a 36.3 percent decrease compared to the previous year, 2019. The GOI launched several programs in 2020 to improve the hospitality and tourism sector and minimize the burden on individuals, tourism organizations in the tourism sector. They are as follows:

- New tourist products such as caravans and camping trailers.
- A new proposal to build an global infrastructure facility in Kargil- Ladakh to promote adventure tourism as well as winter sports.
- New program for tourist vehicle operators to obtain "All India Tourism License / Permit" based on All India Tourism Vehicle License and Permit Regulations, 2021
- “Loan Guarantee Scheme for Covid Affected Tourism Service Sector”- (LGSCATSS)
- Monetary aid for Tourism sector investors and registered Tourist Guides

## **II. Review of Literature**

Food & Beverage services which is a part of the tourism segment are very much vulnerable to natural disasters such as pandemics (Dube et al., 2020). Studies (eg Orchiston, 2013; Orchiston et al., 2016) have a positive impact on performance as they confirm the value of preparation, problem solving, external connectivity building, and decision making in resilience constructing (Avery and Bergsteiner, 2011).

Resilience is a "crisis management tool, strategy for business stability and adaptability to all types of risks" (Sharma, Thomas and Paul, 2021, p. 4), a function that recognizes and assesses crises is equipped with. In addition, coordination and optimal cooperation among local stakeholders is needed, including official and administrative competence in dealing with the crisis (Collins Kreiner and Ram, 2020; Sharma, Thomas and Paul., 2021; Škare, Soriano and Porada Rochon, 2021). The Psychological resilience and overwhelming travel, tour anxiety are also important factors in tourism recovery in post-pandemic situations (Zheng, Luo, and Ritchie, 2021). Business resilience is a tool that supports sustainable development and provides new insights into social and ecological adaptability to an ever-changing society (Lew, 2014).

The tourism segments resilience capacity after the Covid-19, according to Sharma, Thomas, and Paul (2021), will be determined by four primary factors: "government response, technological innovation, local belonging, and consumer and employee confidence". In the long run, maintaining social distance while assuring tourist recovery requires consideration of other factors such as technology and innovation. By utilizing robotics and automation technology, they would reduce employment and facility-related expenditures (Assaf and Scuderi, 2020).

## **III. Objectives**

- To discuss the importance of resilience in the tourism sector.
- To evaluate the various schemes and measures adopted by the Indian government in the tourism sector.

## **IV. Tourism Resilience**

Resilience surveys in the tourism sector are timely and necessary to address changing markets and turmoil. Anticipating and preplanning the preparedness to fight against any kind of disasters, pandemics, epidemics will ensure the tourism industry strengthen and will ensure uninterrupted service. Which will ensure employment for hospitality professionals and promote business people for more and more investments there by various new tourism centers.

The flow of international visitors to India has been drastically minimized majorly due to the outbreak of Covid-19 and the government's forceful decisions to close the international airline services. The services of robots in Tourism & Hospitality services can be used in crisis times for resilience. However, it may affect the employment of any country. During the year 2020-2024, the market for service robots in the healthcare and hospitality industries is expected to

increase by 942 million USD (Technavio, 2020). According to new research, the rise of automation and robots in the tourism sectors should be scrutinized from an principled and impartiality standpoint (Gretzel et al., 2020; Jamal, 2019).

**Table No.1 Frame Work for Resilience in the Tourism Sector**

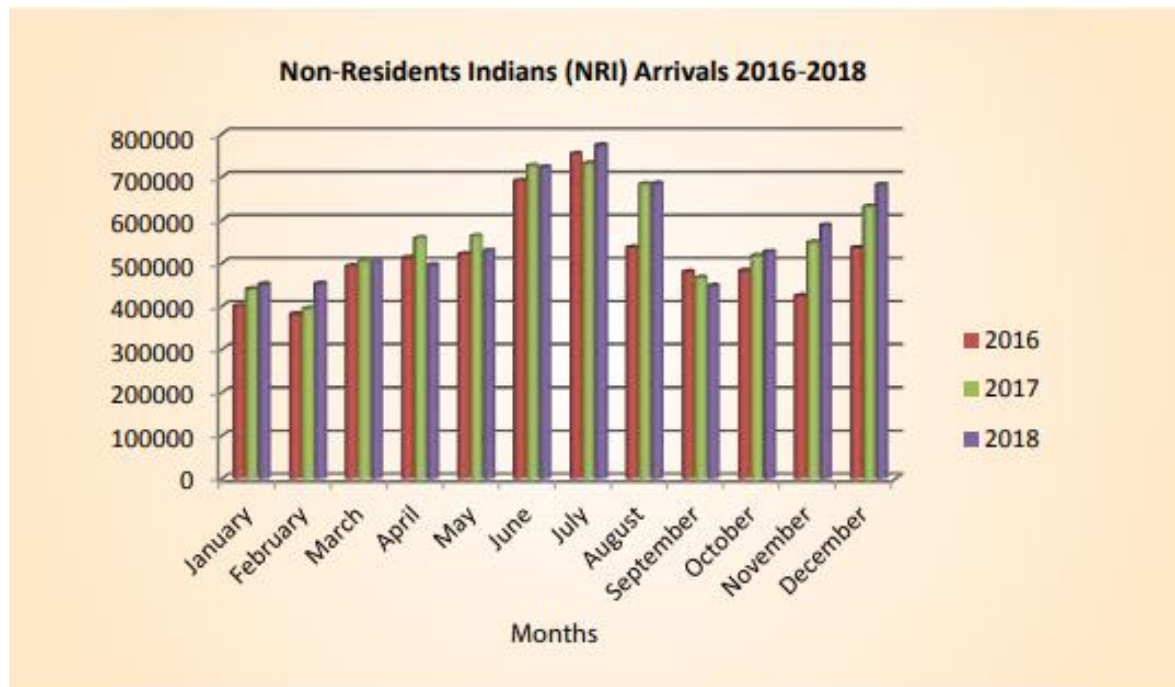


**V. Research Methodology**

Based on the literature review a new framework and resilience are proposed to sustain tourism & hospitality. The article adopts a thematic approach to synthesize prior research focus and identify gaps to suggest future research and methodological approaches that will aid in the advancement of Tourism & Hospitality Resilience and advancements. Innovative ideas to ensure the resilience safety and security concern on one’s life and confidence to utilize and render the hospitality services makes the tourism industry lively.

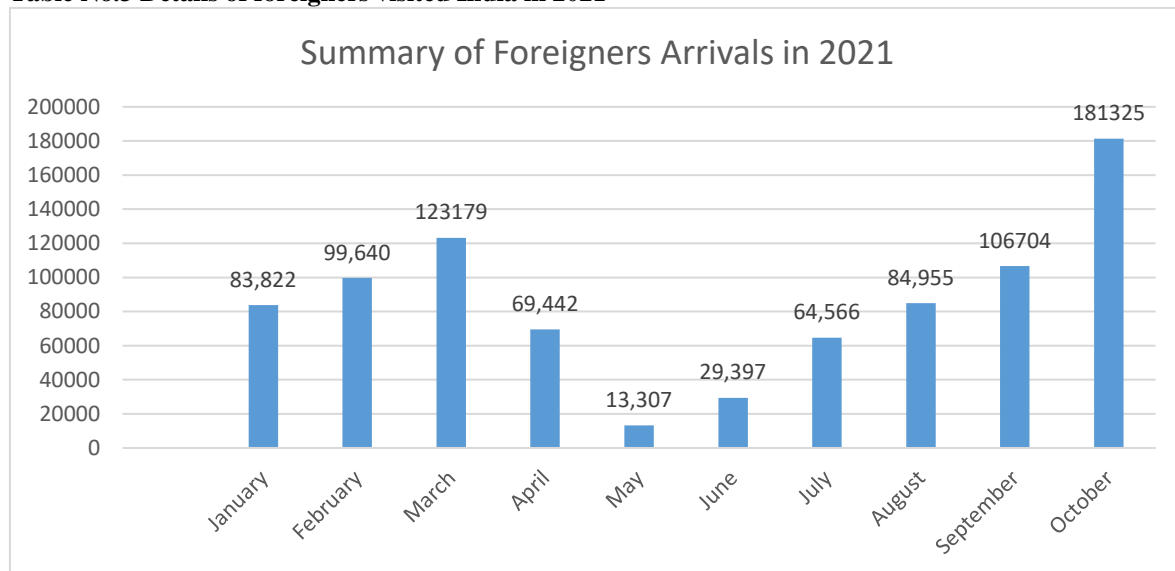
Research notes use secondary data to analyze the resilience of India's tourism sector. This paper relies on an exploratory research strategy, which works best when there are few or no previous studies to refer to or rely on to predict a conclusion. While addressing research agendas, the focus is on getting information and knowledge in preparation for future research or in the early stages of research. The Tourism has heavily affected due to the Covid 19 pandemic and the report of foreigners visited India before and during pandemic in India is listed below in tables.

**Table No.2 Details of foreigners visited India from 2016- 2018**



Source: <https://tourism.gov.in/sites/default/files/202004/India%20Tourism%20Statistics%202019.pdf>

**Table No.3 Details of foreigners visited India in 2021**



## VI. Conclusion and Discussion

Findings: The paper's themes reveal a variety of issues, including resilience, challenges and possibilities, sustainability solutions, and development planning. As a result, scholars, students, and practitioners interested in the hospitality

industry will find it useful. This article shows the relevance of tourism sector resilience in India for economic growth and development, as well as for a sustainable economy and natural capital.

The travel and tourism business is a major contributor to the Indian economy, and the government is taking aggressive steps to assist the industry in navigating COVID-related problems. The government of India and the Ministry of Finance have made steps that are anticipated to benefit shareholders in the sector significantly. These measures are aimed at providing the liquidity needed to support businesses in the near future. The promotional schemes supports the approved tourist guides that have suffered an ongoing slowdown in the tourism industry during the pandemic, helping the sector to achieve a GDP contribution of Rs. 12.68 trillion by 2028.

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