



POSITIVE IMPACT OF COVID-19 VIRUS ON TOURISM IN TAMIL NADU

B.JAYA KIRUBA

Reg.No.22121271012003

Research scholar

St.John's colleges

Palayamkottai

Affiliated to Mononmaniam Sunderanar University ,

Abhishiekapatti ,

Tirunelveli.

Ph: 9080268452

Email : kirubabalan3@gmail.com

Dr. G. KOIL SAMUEL

Assistant professor of commerce

St. John's college

Palayamkottai

Ph:8870039445

Email : gkoilsamuel@gmail.com

ABSTRACT

Tourism is one of the most important and complex phenomena of human activity attested since ancient times. This paper addresses some favourable points of view about the new topic regarding the corona virus influence known until now and the objective is to reveal



some positive consequences of the virus for tourism. The research aims to present the impact of Post Corona Lockdown with respective Tourism in Tamil Nadu. In this study data has been collected from 120 respondents from the study area. Convenience sampling method is used while selecting the samples and the responses are fed into SPSS version 22 for analysis and validation of the statement.

Keywords: Tourism, Virus, Positive Consequences, Impact, Lock down

1.1 INTRODUCTION

The COVID-19 pandemic has impacted the tourism industry due to the resulting travel restrictions as well as slump in demand among travellers. The tourism industry has been massively affected by the spread of coronavirus, as many countries have introduced travel restrictions in an attempt to contain its spread. The United Nations World Tourism Organization estimated that global international tourist arrivals might decrease by 58% to 78% in 2020, leading to a potential loss of US \$0.9–1.2 trillion in international tourism receipts. In many of the world's cities, planned travel went down by 80–90%. Conflicting and unilateral travel restrictions occurred regionally and many tourist attractions around the world, such as museums, amusement parks, and sports venues closed down. UNWTO reported a 65% drop in international tourist arrivals in the first six months of 2020. Air passenger travel showed a similar decline. The United Nations Conference on Trade and Development released a report in June 2021 stating that the global economy could lose over US\$4 trillion as a result of the pandemic.^[1]

APPEARANCE OF CORONAVIRUS DISEASE

It's not the first time in human history that a Coronavirus "has taken the public health community by surprise. Most will remember the severe acute respiratory syndrome (SARS) coronavirus outbreak of the early 2000s, but many may not realize that another novel coronavirus Middle Eastern respiratory syndrome (MERS) is currently circulating in parts of the world"

As it is known to this date, Coronavirus 2019 (COVID-19) is "an infectious disease caused by severe acute respiratory syndrome Coronavirus 2 (SARS-CoV-2)" (Bakar and



Rosbi, 2020, p. 189). The new outbreak of Coronavirus (COVID-19) "was first reported in Wuhan, China and spread rapidly worldwide via human-to-human transmission"

The rate at which the COVID-19 virus was transmitted reached the globe, Europe soon became the epicenter of the pandemic, but afterwards has been overtaken by the United States (Johns Hopkins University, 2020). COVID-19 spreads "when a person touches a surface or object that has the virus on it, then touches their eyes, nose or mouth. COVID-19 virus can live up to 72 hours

As this virus reaches and gains almost all human-inhabited territories, specialists and scientists are working day and night to try to understand, control and annihilate it. "Areas of specialisation include anatomy, physiology, and pathology along with biochemistry, immunology, virology, microbiology, molecular biology, genetics, preventive medicine, and public health. As the world comes together to fight COVID-19, professionals in these sciences are facing great public pressure to research and develop vaccinations and medications to save lives"^[2]

1.2 STATEMENT OF THE PROBLEM

Tourism in Tamil Nadu has experienced continued growth and diversification, and finally, it has become one of the fastest growing economic sectors. Modern tourism is more connected with development and encompasses growing number of new destinations. These, in turn lead to socio-economic, cultural and environmental progress. The COVID-19 pandemic has hit the tourism industry in Tamil Nadu very hard and also got certain positive impact on this industry. This paper tires to study the positive impact of COVID-19 on tourism in Tamil Nadu.

1.3 REVIEW OF LITERATURE

- **Marina Y. Sheresheva (2020)¹** "Coronavirus and tourism" This study focuses on how market actors behave and what decisions will be made by the state. For market actors, it is important to understand that the successful development of business ecosystems involves not only competition but also mutual assistance, which is extremely important for the progressive development of any industry, especially in times of crisis. For the authorities, it is important to understand that tourism may turn



out to be not a burden, but one of the engines of economic recovery if taxation is changed and the focus is on supporting domestic and inbound tourism.

- **Chiranjib, K. C. (2020)²** “Corona (COVID-19) and tourism: more opportunities in the aftermath of the lockdown”. This article discusses about the lockdown as an opportunity to improve and explore new horizon of tourism with more improved infrastructure and service.
- **Arabela Briciu (2020)³** “Initial Thoughts of Covid-19 Unexpected Consequences for Tourism” The research aims to present the impact that the virus had on travel blogs from Romania. Because the tourism sector has been and still is affected due to this virus we decided to analyse travel blogs from a comparative perspective, more precisely, the articles posted in 2019, in March-May, and those of this year. The novelty element that the paper brings is represented by the impact of the virus determined on the content generated by travel bloggers, and in Romanian research, there is a small number of such studies, focused on travel blogs.

1.4 OBJECTIVES OF THE STUDY

- To study the demographic profile of the respondents.
- To analyse the positive impact of Covid-19 virus on tourism.
- To identify the factors that influenced tourist in Covid-19 situation.
- To explore the benefits of tourism for the Locals Communities.

1.5 RESEARCH METHODOLOGY

COLLECTION OF DATA

In due to consideration of the above-mentioned objectives, the following methodology has been adopted for conducting the present study. In special science there are two outstanding research methods.

(i)Primary Data



The primary data was collected personally by approaching 120 customers directly with the help of questionnaire.

(ii) Secondary Data

The secondary data has been collected from the books or websites. Having collected enough primary and secondary data, efforts were made to process and tabulate them for analytical purpose.

SAMPLING TECHNIQUE

Convenience sampling method is used while selecting the samples.

1.6 FINDINGS

ANALYSIS OF DATA

DEMOGRAPHIC PROFILE OF THE CUSTOMERS

Demographic factors are personal characteristics which are used to evaluate the data on people in a given population. In social science research, personal characteristics of respondents have significant role to play in expressing and giving responses from the tourist. In this study, a set of personal characteristics namely age, gender, marital status, residential area and type of family of 120 respondents have been presented in this table.

TABLE 1

DEMOGRAPHIC PROFILE OF THE CUSTOMERS

Category	Options	No of Respondents	Percentage
Age	20-25	17	14
	26-30	22	18
	30-35	51	43
	35-40	20	17
	Above 40	10	8
	Total		120
Gender	Male	85	71



	Female	35	29
	Total	120	100
Marital status	Married	78	65
	Unmarried	42	35
	Total	120	100
Occupation	Private Employee	23	19
	Government Employee	32	27
	Businessman	27	23
	Professional	18	15
	Total	120	100
Monthly Income	Below 10000	13	11
	10000-30000	31	26
	30000-50000	59	49
	Above 50000	17	14
	Total	120	100
Residential area	Rural	34	28
	Urban	86	72
	Total	120	100

Source: Primary Data

From the above table, it shows that, 43 per cent respondents were from the age group 30-35 years. Most of the respondents in the group they get to have a pre-planned preparation they might be any sector. Secondly, 85 percent of the respondents were males. This is because male frequently make a tour. 65 percent of the respondents were married. 27 percent of the respondents were belonging to Government employees. As for as government sector is concerned they get to have allowance in order to avail those allowance most of the respondents drive into tourism so that they get to have an efficient package as for as financial are concerned. 49 percent of the respondents were monthly income is Rs30000-40000. Finally, 86 percent of the respondents were from urban areas.

ANALYSIS THE POSITIVE IMPACT OF COVID-19 ON TOURISM

There are many positive impact during the lock down period. The ranks assigned by the respondents for the given impacts are converted into scores using Garrett ranking techniques and presented in the below table.

TABLE 2



S.NO	POSITIVE IMPACT	GARRETT MEAN SCORE	RANK
1	Avoid crowd	51.62	IV
2	Tourism for the Locals	57.70	II
3	Time for renovation	49.62	V
4	Safety and Security	62.50	I
5	Cashless Transaction	53.48	III

Source: Primary Data

Garrett ranking is used to rank the factors for the positive impact of covid-19 on tourism are “Safety and security” which has the highest mean score of 62.50 gets first rank. Because Government recommended self-care guidelines for preventive health measures. “Tourism for the Locals” which has the highest mean score of 57.70 gets second rank. “Cashless Transactions” which has the highest score of 53.48 gets third rank. Because Online payments rule out the necessity to carry cash, and they also save time, no longer have to queue up for ATM services. Fourth rank is for “Avoid Crowd” with the mean score of 51.62. Last rank is for “Time for renovation” which has the highest mean score of 49.62 respectively.

FACTORS INFLUENCED ON TOURIST PEOPLE IN COVID-19

The Corona Virus crisis has bought more innovation and positive impact “through various untapped opportunities”. Thus, the tourism and the hotel industry could see more domestic tourists than international tourists. The below table indicates that the factors influenced on tourist people in Covid-19. Here some of the factors that influenced the tourist are given below the table using ‘t’ test.

TABLE 3

FACTORS INFLUENCED ON TOURIST PEOPLE IN COVID-19



S.NO	FACTORS	MEAN SCORE		T-SATISTICS	P-VALUE
		MALE	FEMALE		
1	Sudden increase in family outings to nature-based tourism.	4.80	3.29	13.970*	.000
2	Increasing rural tourism, agro tourism	4.91	3.00	11.187*	.000
3	Promoting organic products and changing the eating habits of tourists and visitors	4.89	3.41	16.809*	.000
4	Improved standards in health, travel, communication, shopping, and sanitation.	4.21	2.91	14.169*	.000
5	Increased rate of tourist flow to domestic destinations	3.20	2.73	11.104*	.000

Source: Primary Data

From the table, it is seen that among male factors influenced on tourist in covid-19 is high for the variables, “Increasing rural tourism, agro tourism” and “Promoting organic products and changing the eating habits of tourists and visitors”, since they have the highest mean scores of 4.91, 4.89 respectively. They have the lowest factors influenced for the variable, “Increased rate of tourist flow to domestic destinations”, since it has the lowest mean scores of 3.20 respectively.

It is observed that, Female have the highest for the variable, “Promoting organic products and changing the eating habits of tourists and visitors”, since they have the highest mean score of 3.41 respectively. They have the lowest factors in “Increased rate of tourist flow to domestic destinations” since they have the lowest mean score of 2.73 respectively.

Regarding, the factors influenced on tourist in covid-19 in gender there is a significant difference have been identified in the case of all the five variables they are “Sudden increase in family outings to nature-based tourism”, “Increasing rural tourism, agro tourism”, “Promoting organic products and changing the eating habits of tourists and



visitors”, “Improved standards in health, travel, communication, shopping, and sanitation”, “Increased rate of tourist flow to domestic destinations”, since their respective ‘t’ statistics are significant at 0.05 per cent.

BENEFITS OF TOURISM FOR THE LOCALS COMMUNITIES

Tourism offers great opportunities for emerging economies and developing countries. It creates jobs, strengthens the local economy, contributes to local infrastructure development and can help to conserve the natural environment and cultural assets and traditions, and to reduce poverty and inequality.

S. No	BENIFITS	MEAN SCORE						F-STATISTICS	Sig.
		20-25	26-30	30-35	35-40	Above 40	Total		
1	A better community for residents	4.96	4.06	2.91	2.00	1.00	4.08	1521.239*	.000
2	Lots of jobs	4.98	4.83	3.55	3.00	1.70	4.42	386.405*	.000
3	More creative and Entrepreneurial	4.99	4.17	3.00	2.78	1.10	4.20	349.002*	.000
4	Opportunities for all	4.47	3.17	2.64	1.56	1.00	3.60	209.653*	.000
5	More peaceful and more tolerant	3.40	2.17	2.00	2.00	1.10	2.79	34.946*	.000
6	Preserving heritage	4.12	4.00	3.97	3.76	4.04	4.17	342.001*	.000
7	Preserving the wildlife	3.98	4.18	4.38	3.56	3.98	3.90	217.650*	.000
8	Fuelling the adoption of sustainable tech	4.00	3.97	3.91	2.70	3.99	3.78	212.542*	.000

TABLE 4



Source: Primary Data

Regarding the benefits of tourism for the local communities with age level, the significant difference in the age level have been identified in all the eight cases they are “A better community for residents”, “Lots of Jobs”, “More creative and Entrepreneurial”, “Opportunities for all”, “More peaceful and more tolerant”, “Preserving heritage”, “Preserving the wildlife”, “Fuelling the adoption of sustainable tech”, since their respective ‘F’ statistics are significant a five percent level.

1.7 SUGGESTIONS

- To improve domestic tourism, this can be done in many ways including constant television programs, advertisements on tourism activities, posters reading tourism related messages, carrying out public barazas in the communities to enlighten and educate locals on the importance of tourism.
- Innovative start-ups should be encouraged. Support from the government for ideation and access to finance are required.
- The historical sites should be preserved. So, that our tourism will be increased.

1.8 CONCLUSION

The COVID-19 pandemic determined a positive and a negative impact on tourism, which, of course, varies from country to country. The Corona Virus Crisis has brought more innovation and positive impact “through various untapped opportunities”. Thus, the tourism industry could see more domestic tourists than international tourists. Another important thing in domestic tourism is money from domestic tourists can be used to conserve and improve the area and care for the environment. As well as generating employment and income, another positive impact of domestic tourism is improvements in infra structure.

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