



**IMPACT OF PANDEMIC ON TOURISM AND HOSPITALITY SECTOR AND
THE METHODS ADOPTED TO REVIVE IT**



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Certificate

This is to certify that **Mr. NITESH RAGHWENDRA SINGH** has worked and duly completed her/his Project Work for the degree of Bachelor in Commerce(Accounting & Finance) under the Faculty of Commerce in the subject of **Research Project** and her/his project is entitled, "**Impact of Pandemic on Tourism and Hospitality sector and the methods adopted to revive it**" under my supervision. I further certify that the entire work has been done by the learner under my guidance and that no part of it has been submitted previously for any Degree or Diploma of any University.

It is her/ his own work and facts reported by her/his personal findings and Investigations.

Date of submission

 /03/2022

Seal of College

Name of Signature of Guiding Teacher

Declaration by Learner

I the undersigned **MR. NITESH RAGHWENDRA SINGH** hereby declare that the work embodies in this project work titled “**IMPACT OF PANDEMIC ON TOURISM AND HOSPITALITY SECTOR AND THE METHODS ADOPTED TO REVIVE IT**”. Forms my own contribution to the research work carried out under the guidance of **NIRAV GODA** a result of my own research work and has not been previously submitted to any other University for any other Degree/Diploma to this or any other university.

Wherever reference has been made to previous works of other, it has been clearly indicated as such and included in the bibliography.

I hereby further declare that all information of this document has been obtained & presented in accordance with academic rules & ethical conduct.

Name and signature of the learner

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Name & Signature of the guiding Teacher.

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Abstract

The focus of this study is the assessment of the impact of Covid-19 pandemic in the tourism and hospitality sector which has led global panic due to present situation. Scope of this work is to study the effects of Covid-19, current events, and assessment through the interpretation as it is essential to investigate how the industry will recover after Covid-19 and how it can be sustainable. Current work is to analyse the future with few measures and speedy recovery and regain of the tourism and hospitality sector for the Indian economy, employment and business. The study has some recommends of local impact of the outbreak, impacts and are critically evaluated in this review. This is the need of the hour to take measures before time to control the impacts.

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1. Introduction

1.1. About Covid-19 Pandemic

The COVID-19 pandemic, also known as the coronavirus pandemic, is an ongoing global pandemic of coronavirus disease 2019 (COVID-19) caused by severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2). The novel virus was first identified from an outbreak in the Chinese city of Wuhan in December 2019, and attempts to contain it there failed, allowing it to spread across the globe. The World Health Organization (WHO) declared a Public Health Emergency of International Concern on 30 January 2020 and a pandemic on 11 March 2020. As of 14 March 2022, the pandemic had caused more than 458 million cases and 6.04 million deaths, making it one of the deadliest in history.

COVID-19 symptoms range from undetectable to deadly, but most commonly include fever, dry cough, and fatigue. Severe illness is more likely in elderly patients and those with certain underlying medical conditions. COVID-19 transmits when people breathe in air contaminated by droplets and small airborne particles containing the virus. The risk of breathing these in is highest when people are in close proximity, but they can be inhaled over longer distances, particularly indoors. Transmission can also occur if contaminated fluids reach the eyes, nose or mouth, and, rarely, via contaminated surfaces. Infected persons are typically contagious for 10 days, and can spread the virus even if they do not develop symptoms. Mutations have produced many strains (variants) with varying degrees of infectivity and virulence.

COVID-19 vaccines have been approved and widely distributed in various countries since December 2020. Other recommended preventive measures include social distancing, masking, improving ventilation and air filtration, and quarantining those who have been exposed or are symptomatic. Treatments include monoclonal antibodies, novel antiviral drugs, and symptom control. Governmental interventions include travel restrictions, lockdowns, business restrictions and closures, workplace hazard controls, quarantines, testing systems, and tracing contacts of the infected.

The pandemic triggered severe social and economic disruption around the world, including the largest global recession since the Great Depression. Widespread supply shortages, including food shortages, were caused by supply chain disruption and panic

buying. The resultant near-global lockdowns saw an unprecedented pollution decrease. Educational institutions and public areas were partially or fully closed in many jurisdictions, and many events were cancelled or postponed. Misinformation circulated through social media and mass media, and political tensions intensified. The pandemic raised issues of racial and geographic discrimination, health equity, and the balance between public health imperatives and individual rights.

1.2. Impact of Pandemic over Tourism and Hospitality Sector

Indian Economy is considered one of the major components and to add these we have three different sectors like Agriculture, Industry and Service sectors the tourism & hospitality sectors (including hotels and restaurants) has been universally recognized as the growth of expansion and an engine for socioeconomic growth all over the world, tourism and hospitality sectors bring wealth and fortunes to cities and countries. Tourism and hospitality also employs the local residents. India has grasped the profits available from this sector. India's tourism and hospitality industry now brings billions of dollars into the economy every year. Hospitality and Tourism are one of the biggest and fastest-growing sectors has been considered as a vulnerable industry i.e. in the contrast to other manufacturing, the hospitality and tourism industry gets more contrived due to any external or internal blow or distress. Viewed this way, the latest outbreak of the Corona (covid-19) virus has caused havoc across the world. This paper will aim to gather the historical data post-pandemic and will compare with the current crisis and will predict the future status of impacts of the virus on Indian tourism and hospitality flows.

The Covid-19 pandemic has compact and prostrate storm to the tourism and hospitality sectors, especially with the sudden decisions authority administration is suspending all the entry permits, with the profit-making impact being guessed to roll and loss of over thousands of crores of rupees. meanwhile industry chamber CII, also notified that this is catastrophe and worst disaster ever to hit hard to Indian hospitality and tourism sector collision with all the world and district and compass-Inbound, outbound bound, state and national almost all the levels of the tourism and hospitality verticals – free time-leisure, entertainment, experience-adventure, legacy, meetings, incentives and conference, cruise ship, corporate, and niche products. The entire hospitality and tourism and all the world class chains hotel, travel booking agents, tour operators/ operations, high-end restaurants, entertainment venues, and air, land, and seas have completed hit with biggest disaster pandemic of this year 2020. In a sign of the corona virus pandemic, CII Tourism Committee said further on inbound foreign tourism of over USD 28 billion in value terms accounts for an average of 60-65 percent between October-19 to May-20 has major hit in the Indian economy and moreover it will be muted for few months. The Federation of Associations in Indian Tourism & Hospitality

(FAITH) said there must be strong support fund for twelve months to support basic wages with "direct transfer" to the affected tourism employees due to major impact and it could render the people jobless in coming few months. Reports and experts proposed possible job loss across tourism and allied industries due to stop by the Covid-19 outbreak across the world.

As per the reports of world tourism could decline by 60-80% in 2020 which caused 21 percent in international tourist coming during the first quarter of 2020. "The Indian tourism and hospitality industry is staring at a potential job loss of around 38 million, which is 70% of the total workforce," due to coronavirus, KPMG, a financial business advisory stated on 1st April 2020 that government will have a huge role to play in controlling the damages and hit across the globe with all kinds of business with such a heavy impact on the hospitality and tourism industries. Many of countries like France, Spain, Germany, and other European countries governments have taken some extreme steps and also agreed to millions of euros towards rescuing in all types of business and the same is been adapted in other countries also.

In this paper we will able to see the post-pandemic and the impact of COVID-19 on the Indian hospitality and tourism industry and will also the future of these sectors which will help to conclude this paper. I would like to highlight that our detail report is based on evidence available before the COVID-19 and 23rd March 2020, however, we would put some insight in this paper and see that our industry keeps working harmoniously in this present crisis by using the best practices and motivated workforce and seek to back into recovery mode, and this too shall pass soon.

1.3. About IRCTC

Indian Railway Catering and Tourism Corporation (IRCTC) is under the ownership of Indian Railways, Ministry of Railways, Government of India that provides ticketing, catering, and tourism services for the Indian Railways. It has been listed on the National Stock Exchange since 2019, with the Government continuing to hold majority ownership.

1.3.1. Establishment & Ownership

The IRCTC was established on 27 September 1999, as a public sector undertaking completely owned by the Government of India through the Indian Railways. It is the only entity that is authorised to provide certain services to the Indian Railways, including online ticketing, catering, and selling drinking water on trains and at railway stations. In May 2008, it was classed as a Miniratna public corporation, which allowed it a certain degree of financial autonomy.

The IRCTC was listed on the National Stock Exchange in 2019, following which the Government of India's holding was reduced to 87%, with the remaining shares being publicly traded. In December 2020, the Government of India divested another 20%, reducing its holding in the IRCTC to 67%.

1.3.2. Online Ticketing

It pioneered internet-based rail ticket booking through its website, as well as from the mobile phones via WIFI, GPRS or SMS. It also provides SMS facility to check PNR status and Live Train Status as well. In addition to e-tickets, Indian Railways Catering and Tourism Corporation also offers I-tickets that are basically like regular tickets except that they are booked online and delivered by post. The tickets PNR status is also made available. Commuters on the suburban rail can also book season tickets through the website. It has also launched a loyalty program called Shubh Yatra for frequent travellers. Through this program, passengers can avail discounts on all tickets booked round the year by paying an upfront annual fee.

Seeking to make it easier to book e-tickets, It launched a scheme called Rolling Deposit Scheme (RDS). RDS is an e-ticket booking scheme allowing passengers to reserve seats

against advance money kept with the corporation. It has also added flights and hotels booking facilities to their line of online reservation services.

In 11 August 2021, the organisation introduced a smart card system for passengers travelling through unreserved train tickets which can be bought in railway stations and can help them to avoid long queues and these cards can also be recharged online.

1.3.3. Tatkāl scheme

Under the Tatkāl scheme, passengers who plan their journey at short notice can book their tickets in almost all Mail/Express trains through the Indian railways internet portal. The booking starts at 10:00 AM daily for AC coach reservation and for Non-AC timing is residual to 11.00 AM, one day prior to the departure of the train from source station. Tatkāl E-ticket can be booked for selected trains one day in advance excluding date of journey from the train originating station. It can be booked on the opening day from 10:00 AM for AC coach and 11:00 AM for NON-AC. Passengers travelling on Tatkāl tickets should carry a photo ID proof along with them to be shown to the ticket checker. Earlier this year, the website has launched Lite version which doesn't include ads, pop ups, etc. and check PNR status.

1.3.4. Catering and Hospitality

IRCTC introduced *pantry cars* inside long or medium distance trains which catered to passengers by serving freshly cooked food. IRCTC has exclusive rights for onboard catering of food on all trains operated by the Indian Railways. It also operates food plazas, Jan Aahar cafeterias and *refreshment rooms* at various railway stations. In 2014, IRCTC launched e-catering services which allowed passengers to order food from partner restaurants online or through phone call and have it delivered to their seats.

At major railway stations, IRCTC also manages air-conditioned waiting lounges, retiring rooms and budget hotels in partnership with private entities.

IRCTC also owns the *bottled water* brand "Rail Neer" which is sold on trains and railway stations among other places.

1.3.5. Tourism

Indian Railways Catering and Tourism Corporation also organises budget and deluxe package tours for domestic and foreign tourists. A popular tourism package for budget tourists covering important tourist destinations across India is called "Bharat Darshan". Luxury tourism packages are also available, that involve special luxury trains such as Buddhist Circuit Train and Maharajas' Express operations.

1.3.6. Train Operations

IRCTC also operates several express trains as a "private player" in India. In 2020, the IRCTC began operating India's first private train, the *Tejas Express*, from Lucknow to New Delhi.

- Lucknow–New Delhi Tejas Express, first private train in India.
- Ahmedabad–Mumbai Central Tejas Express, second private train in India.
- Kashi Mahakal Humsafar Express, third private train in

1.4. About Indigo

InterGlobe Aviation Ltd., doing business as IndiGo, is an Indian low-cost airline headquartered in Gurgaon, Haryana, India. It is the largest airline in India by passengers carried and fleet size, with a 53.5% domestic market share as of October 2021. It is also the largest individual Asian low-cost carrier in terms of jet fleet size and passengers carried, and the sixth largest carrier in Asia with over 6.4 crore (64 million) passengers carried in financial year 2018–19. The airline operated 1,500 daily flights as of 2019 to 96 destinations – 71 domestic and 25 international. It has its primary hub at IGI Airport, Delhi.

The airline was founded as a private company by Rahul Bhatia of InterGlobe Enterprises and Rakesh Gangwal in 2006. It took delivery of its first aircraft in July 2006 and commenced operations a month later. The airline became the largest Indian carrier by passenger market share in 2012. The company went public in November 2015.

1.4.1. History of IndiGo

IndiGo was founded in 2006 as a *private company* by Rahul Bhatia of InterGlobe Enterprises and Rakesh Gangwal. InterGlobe had a 51.12% stake in IndiGo and 47.88% was held by Gangwal's Virginia-based company Caelum Investments. IndiGo placed a firm order for 100 Airbus A320-200 aircraft in June 2005 with plans to begin operations in mid-2006. IndiGo took delivery of its first aircraft on 28 July 2006, nearly a year after placing the order. It commenced operations on 4 August 2006 with a service from New Delhi to Imphal via Guwahati. By the end of 2006, the airline had six aircraft, and nine more were acquired in 2007. In December 2010, IndiGo replaced state-run carrier *Air India* as the third largest airline in India, behind Kingfisher Airlines and Jet Airways with a passenger market share of 17.3%.

In 2011, IndiGo placed an order for 180 Airbus A320 aircraft in a deal worth US\$15 billion. In January 2011, after completing five years of operations, the airline got permission to launch international flights. In December 2011, the *DGCA* expressed reservations that the rapid expansion could impact passenger safety.

In February 2012, IndiGo took delivery of its 50th aircraft, less than six years after it began operations. For the quarter ending March 2012, IndiGo was the most profitable airline in

India and became the second largest airline in India in terms of passenger market share. On 17 August 2012, IndiGo became the largest airline in India in terms of market share surpassing Jet Airways, six years after commencing operations.

In January 2013, IndiGo was the second-fastest-growing low-cost carrier in Asia behind Indonesian airline *Lion Air*. In February 2013, following the announcement of the Civil Aviation Ministry that it would allow IndiGo to take delivery of only five aircraft that year, the airline planned to introduce low-cost regional flights by setting up a subsidiary. Later, IndiGo announced that it planned to seek permission from the ministry to acquire four more aircraft, therefore taking delivery of nine aircraft in 2013. As of March 2014, IndiGo is the second-largest low-cost carrier in Asia in terms of seats flown.

In August 2015, IndiGo placed an order for 250 Airbus A320neo aircraft worth \$27 billion, making it the largest single order ever in Airbus history. IndiGo announced a ₹3,018 crore (US\$400 million) initial public offering on 19 October 2015 which opened on 27 October 2015.

In October 2019, IndiGo placed another order for 300 Airbus A320neo aircraft worth ₹2.3 lakh crore (US\$33 billion), surpassing its own record of the largest single order ever in Airbus history.

In December 2019, the airline became the first Indian airline to operate 1,500 daily flights. On 31 December 2019, it became India's first airline to have a fleet size of more than 250 aircraft.

1.5. About Lemon Tree Hotels

Lemon Tree Hotels is a hotel chain company, based in India. The company owns and operates 84 hotels, with 8300 rooms in 52 cities of India.[2] It is India's largest hotel chain in the mid-priced hotel sector, and the 3rd largest overall, in terms of controlling interest in owned and leased rooms, as of 30 June 2017, according to the Horwath Report.

1.5.1. History of Lemon Tree Hotel

Lemon Tree Hotels was founded in 2002 by PATU KESWANI It opened its first hotel with 49 rooms in May 2004.

In 2019, the company acquired Berggruen Hotels Private Limited for an enterprise value of ₹ 605 crores. At the time of acquisition, Berggruen Hotels owned 936 rooms and managed 975 rooms under the 'Keys' brand in 21 cities across India.

Lemon Tree Hotels went public in early 2018 and was listed on the National Stock Exchange of India on 9 April 2018.

1.5.2. Operations

The company operates under 7 brands: Aurika Hotels and Resorts (upscale), Lemon Tree Premier (upper midscale), Lemon Tree Hotels (midscale) & Red Fox by Lemon Tree Hotels (economy), Keys Prima (upper midscale), Keys Select (midscale) and Keys Lite (economy). In India, its hotels are located in major destinations such as Ahmedabad, Aligarh, Alwar, Amritsar, Aurangabad, Baddi, Bandhavgarh, Bengaluru, Bhiwadi, Bhubaneswar, Calcutta, Chandigarh, Chennai, Coimbatore, Corbett, Dehradun, Delhi, Gangtok, Ghaziabad, Goa, Gurgaon, Hyderabad, Indore, Jaipur, Jhansi, Jammu, Kerala, Kolkata, Lucknow, Ludhiana, Manali, Manesar, Noida, Patna, Pune, Siliguri, Srinagar, Tiruchirappalli, Udaipur, Vijayawada, Visakhapatnam and Vadodara.

1.6. About Jindal Hotels Ltd.

The company was incorporated on 4th May, 1984 as a private limited Company. Pursuant to the resolution passed at the Extraordinary General Meeting of members held on 5.12.1985, it was converted into a public limited company and fresh certificate of incorporation deleting the word 'private' was obtained on 24.1.86 from Registrar of Companies, Ahmedabad, Gujarat. The main object of the company is to carry on the business of Hotel and Restaurants. The Company has entered into the capital market in August, 1986 by an issue of Equity Shares to the tune of Rs.104.98 lacs. since, It has been running as a 3 star Category Hotel under the name and style 'HOTEL SURYA PALACE', at Baroda. During the initial years of commercial operations, the company faced numerous problems viz. frequent communal riots in the City of Baroda, consecutive bad monsoon in the year 1987 & 1988, postponement of various public sector projects, resultant industrial depression, economic recession etc. These factors altogether resulted in lower sales and consequent losses for the Company. Due to effective management, company's losses remained under control in these difficult From the year 1991, the company turned the corner and started earning profits. The company's successful operations during last 4 years are reflected in the increase in its turnover from Rs. 176 lacs in the year 1990-91 to Rs. 320 lacs in the year 1993-94 and a rise in net worth from Rs.4.91 lacs to Rs.86.16 lacs. Considering the emerging market potential and its sound footing in the market as a leading hotel in Baroda company proposes to expand and upgrade the existing Hotel by raising the funds through Right Issue of Equity Shares

2004

- Jindal Hotels Ltd has informed that the equity shares of the company have been delisted from Ahmedabad Stock Exchange wef March 31, 2004.

2009

- Jindal Hotels Ltd has informed that the Board of Directors of the Company at its meeting held on January 20, 2009, inter alia, has accepted the resignation of Shri Piyush D Shah as Chairman and consequently to that Shri Ambalal C Patel was appointed as Chairperson

2. Aims & Objectives

Aims & objectives of the study

The purpose of the study is to investigate on the effect, efficiency, and effectiveness of Hospitality and encourage tourism and grow the tourism market in India.

- The focus of this study is the assessment of the impact of Covid-19 pandemic in the tourism and hospitality sector which has led global panic due to present situation.
- To discuss and examine the study of local domestic tourism and hospitality growth before the post-pandemic
- To study and bring light on current crisis COVID-19 faced by tourism and hospitality sectors
- To protect and analyse the future with few measures that will assist and overcome the problems in tourism sectors.
- It is necessity to look what strategy the tourism, travel, and hospitality industry will retrieve after COVID-19-if a vaccine is detected and come across-and how the tourism sectors can be made reliable in extremely changed world.

3. Literature Review

Various national and international research papers have been reviewed, and some of the relevant literature reviews have been presented.

1. **Agrawal (2020) India :**

Objective/Focus : A comparative analysis has been done in this study concerning the coronavirus situation during the lockdown and initial 68 days of unlocking phase in India.

Findings: Due to improper implementation of the testing protocol in India, the test positivity rate, and gradual increase in testing rate have multiplied in the unlock phase.

Discussion: The use of the rapid test as an alternative to the RT-PCR test brought under assessment of the actual cases. Therefore, necessary measures should be taken to amend this situation; otherwise, data wouldn't reflect the actual numbers.

2. **Dewan (2020) India :**

Objective/Focus: A comparative analysis has been done in this study concerning the coronavirus situation during the lockdown and initial 68 days of unlocking phase in India.

Findings: Due to improper implementation of the testing protocol in India, the test positivity rate, and gradual increase in testing rate have multiplied in the unlock phase.

Discussion: The use of the rapid test as an alternative to the RT-PCR test brought under assessment of the actual cases. Therefore, necessary measures should be taken to amend this situation; otherwise, data wouldn't reflect the actual numbers.

3. Ghosh (2020) India :

Objective/ Focus: The strategies to overcome the problems faced by the Indian travel industry due to COVID-19 have been addressed.

Findings: The study has highlighted the effect of this pandemic on the travel industry at the national and international levels. Additionally, it addressed the stakeholders' approach and recommended a tourism policy.

Discussion: The pandemic has created an emergency for the travel industry, which has put a global halt to economic activities as well as the movement of people.

4. Golechha (2020) India :

Objective/Focus: The goal of this research has been to develop community-based capacity to deal with local issues.

Findings: A systematic approach to rescue people from this situation of panic, fear, and depression has been followed in the country.

Discussion: The government should come forward to convert this situation of threat into a situation of opportunity for the industry of India

5. Kaushik (2020) India :

Objective/Focus: The global epidemiology, treatment, and control of COVID-19 have been the focus of this study.

Findings: A public health emergency has become a national and international concern as the virus has spread to more than 210 countries around the world.

Discussion: The health system, psychology of people, and economy has been influenced by the outbreak of the coronavirus in India.

6. Kumar et al. (2020) India :

Objective/Focus: The strategies have been suggested to control the transmission of severe acute respiratory syndrome coronavirus in India.

Findings: Control strategies such as quantitative analysis, computational modelling, and statistical tools have been suggested to control the spread of this virus.

Discussion: People are cautious about engaging in business in the affected area. Therefore, the pandemic has hindered the operations of industrial sectors in India.

7. Kumar, V. (2020) India :

Objective/Focus: The objective of this study has been to focus on the issues of COVID-19 and its impact on the tourism and hotel industry in India.

Findings: Hotel and airline bookings have been extremely affected and reduced due to COVID-19. Furthermore, it has resulted in event cancellations and the loss of a job as a cost-cutting measure.

Discussion: For the upliftment of the travel industry, the government has to intervene to beat the current circumstances by providing financial aid to this industry.

8. **Jiang & Wen (2020) :**

Objective /Focus: The impact of COVID-19 on hotel marketing and management practices has been discussed.

Findings: A three-dimensional research agenda viz, artificial intelligence (AI) & robotics, hygiene & cleanliness, and health & health care has been presented.

Discussion: An in-depth analysis of the association between the healthcare and hotel sector has been done. Second, the antecedents of hotel hygiene and cleanliness are presented to investigate tourists' perceptions of the cleanliness of specific hotel surfaces.

9. **Higgins-Desbiolles (2020) :**

Objective/Focus: The critical impact of COVID-19 on the tourism industry has been analysed.

Findings: This worldwide emergency has led the travel industry to shut down in various parts of the world, which made the concern authorities uncover the probable results.

Discussion: The COVID-19 pandemic crisis has offered a critical opportunity to re-examine the travel industry toward an unrivalled pathway.

10. **Ozili & Arun (2020) :**

Objective/Focus: The objective of this study has been to address the reasons behind the breakdown of the economy due to the coronavirus and, secondly, to investigate the impact of social distancing approaches on monetary policy.

Findings: It has been found that social distancing that incited the shutdown of corporate workplaces, monetary markets, and many organizations.

Discussion: The study has revealed that expanding lockdowns, travel restrictions, and monetary policy decisions have truly affected the financial activities in the country.

11. Prideaux et al. (2020) :

Objective/Focus: The strategies for the tourism industry have been explored to return to the pre-COVID-19 normal to thrive in the future.

Findings: The travel industry has got various possibilities to change from the present model that favours asset utilization to the ecologically beneficial model.

Discussion: There has been a need to adopt new strategies and to see how it ought to react to the developing change of the worldwide economy.

12. Niewiadomski (2020) :

Objective/Focus: The procedures of globalization and time-space pressure have been studied as a solution to the problems caused by COVID-19 in the travel industry.

Findings: It has been observed that the procedures were driven by the neoliberal plan, which has re-moulded the world in the last 75 years.

Discussion: Deglobalization has provided a unique opportunity for the travel industry to re-create as per the statutes of acceptability and to dispose of different dark sides of the travel industry's development.

13. **Gossling et al.(2020)** :

Objective/Focus: The focus of this study has been to explore the change that the pandemic has brought to tourism and the economy.

Findings: A comparison of other forms of the global crisis has been made with the COVID-19 to see its devastating impact.

Discussion: Global travel restrictions have caused severe disruption to tourism.

Research Gaps based on the Review of Literature

Following a critical review of the literature, it has been discovered that the majority of studies had been conducted to investigate the socioeconomic impact of the coronavirus on the tourism and hospitality industry (Nicola, 2020, Dewan, 2020, Kaushik, 2020, Ghosh, 2020, Nepal, 2020). These studies had been focused on examining the probable changes on this industry that could arise due to this pandemic (Dewan, 2020). Many authors have worked to discuss anti-pandemic strategies and principles to reorient this industry (Hao et al., 2020, Prideaux et al., 2020, Karim, 2020, Kaushik, 2020 and Kumar et al., 2020). Globally, it has targeted every industry, particularly the tourism and hospitality industry, which has suffered the most as a result of this crisis. The major reasons have been the travel restrictions and the imposition of lockdowns around the world. The cancellation of events and decrease in the rates of hotel bookings has put a halt to this industry (Agarwal, 2020). Consequently, this industry has lost millions of dollars in just a couple of months. In India, the tourism and hospitality industry contribute a good amount to the GDP, but this pandemic has eventually affected the growth rate of the country (Agarwal, 2020). To overcome this loss, several steps have been taken by the Indian tourism and hospitality marketers. Such as to cut the fixed cost, many tourism and hospitality employees have been laid off in India (Nepal, 2020). Therefore, the Indian economy has been hit badly in terms of growth and employment. There has been a fear of economic crisis and recession in the country (Nepal, 2020 and Nicola, 2020). Some authors have done perspective studies to address the fundamental changes that would occur in this industry (Gossling et al., 2020). Additionally, their studies have proposed reclassification strategies to revive this industry (Kumar et al., 2020, Kumar, V., 2020, Higgins-Desbiolles, 2020, Prideaux et al., 2020). The authors (Golechha, 2020, Gossling et al., 2020, Ozili & Arun, 2020, Prideaux et al., 2020) have suggested that government intervention has been critical to bringing a systematic approach to this industry by converting this situation of threat into an opportunity. It has been proposed to reclassify this industry by converting the existing asset utilization model into an ecologically beneficial model in order to respond to the global change (Prideaux et al., 2020). However, these prior studies have not considered a holistic approach concerning practical issues and challenges faced by the tourism and hospitality employees in different areas of this industry, such as travel and tourism, hospitality, and airlines. Hence, this present study has filled this gap through the interview method, where interview sessions were done with tourism operators, hotel managers, hotel staff, and airline employees to explore critical information in the form of issues, challenges, and suggestions

faced by them while dealing with and serving their customers. Therefore, this present study has considered the feedback provided by the tourism and hospitality industry employees (tourism operators, hotel managers, and airline employees) and presented a crisis management plan in the form of the COVID model.

4. Research

Methodology

RESEARCH METHODOLOGY

Methodology is an essential part of research to find answers to the research objectives that initiate the same. Therefore it figures as the important part of any study. This chapter focuses on the design and research method utilized in the study. In addition, the procedure followed to collect, capture, process and analyse data is presented. The research approach used in the study is presented below.

Types of Research

There are various classifications of research used. However, these are not sharply distinguished from one another. The present study is exploratory in nature to provide a clear guidance for empirical search. A study of related and pertinent books and articles along with clues for further investigation lead to formulation of workable hypotheses.

The researcher also presents it as descriptive research where focus is on fact- finding investigation with adequate interpretations. It is designed to gather descriptive information for formulating studies that are more sophisticated. Data is collected through survey method. For testing hypotheses and interpreting relationships, analytical study is used. Thus the study makes use of a quantitative research approach. It was chosen because quantitative research allows the researcher to examine relationships and differences among variables.

Source of Data

The present study is based on secondary data. The secondary data was collected through various websites and the balance sheet of the companies were picked either from their respective websites or NSE Website.

5. Data Analysis,

Presentation &

Interpretation

Data Presentation of IRCTC

Price Fall



Chart no. 1.

The chart above shows the fall in the share price of the company named **IRCTC (Indian Railway Catering and Tourism Corporation)** which started from the last week of February and goes on till the last week of March. When the fall is started with in the 1st week company share price opening value was Rs.340 and closing value was Rs.320. In 2nd week of the price fall the opening value was Rs.330 and the closing value was Rs.250. In 3rd week of the price fall the opening value was Rs.290 and the closing value was Rs.210. In 4th week of price fall the opening value was Rs.250 and the closing value was Rs.170. In 5th week of price fall the opening value was Rs.210 and the closing value was Rs.195.

Price Recovery



Chart no. 2

Talking about **IRCTC** it fell down to as low as 150 rupees and after the ease in lockdown and when people started travelling it went up to as high as 1250 rupees, which is almost 10x times the price it was during the pandemic. During pandemic IRCTC was fully shut down because of the lockdown and restrictions in travelling but as soon as there are some eases in rules and regulations people started travelling and within some months' time the company was back on track.

Data Presentation of INDIGO

AIRLINES

Price Fall

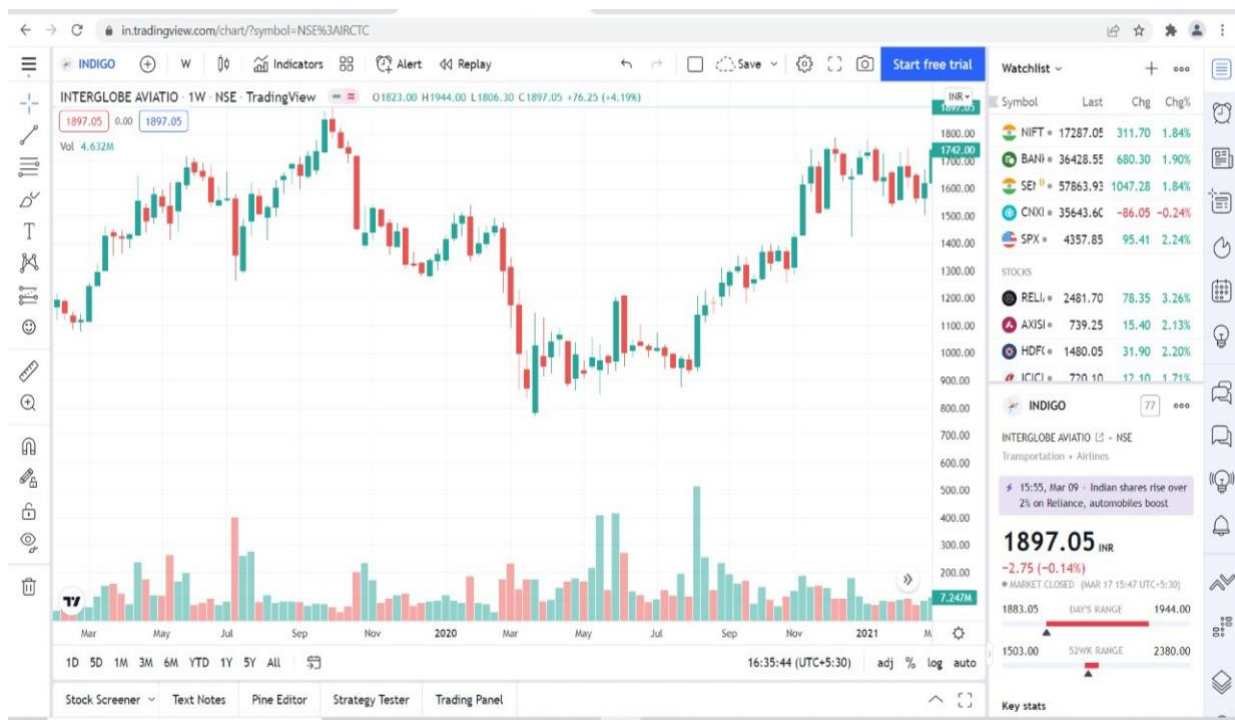


Chart no. 3

The chart above shows the fall in the share price of the company named **INDIGO AIRLINES (Interglobe Aviation Limited)** which started falling from the last week February and it goes till 3rd last week of March. When the fall is started with in the 1st week company share price opening value was Rs.1460 and closing value was Rs.1300. In 2nd week of the price fall the opening value was Rs.1320 and closing value was Rs.1270. In 3rd week of the price fall the opening value was Rs.1270 and the closing value was Rs.1000. In 4th week of price fall the opening value was Rs.950 and the closing value was Rs.860.

Price Recovery



Chart no. 4

INDIGO Airlines fell down to 900 rupees and after the ease in lockdown and when people started travelling it went up to as high as 1800+, which is almost 2x times the price it was during the pandemic. During pandemic INDIGO was fully shut down because of the lockdown and restrictions in travelling but as soon as there are some eases in rules and regulations people started travelling and within some months' time the company was back on track.

Balance Sheet of INDIGO AIRLINES :

(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
S. No.	CSR project or activity identified	Sector in which the project is covered	Projects or Programs Local area or other (Specify the state and district where projects or programs are undertaken)	Amount outlay (budget) project or program wise	Amount spent on the projects or programs during the year Sub heads: (1) Direct expenditure on projects or programs (2) Overheads	Cumulative expenditure during the FY 2016-17	Amount Spent: Direct or through implementation agency
1	Bondhan Education Program	Promotion of Education	Kolkata (West Bengal)	115,317,707	(1)29,033,251	29,033,251	Bondhan Konnagar
2	The Hard Core Poor Program	Women Empowerment	Kolkata (West Bengal)	13,429,840	(1)4,650,418	4,650,418	Bondhan Konnagar
3	Facilitating education for visually disabled person	Promotion of Education and Vocational Skill	Delhi	2,380,775	(1)2,380,775	2,380,775	Foster & Forge Foundation
4	FitToFly	Promotion of Health Care and Preventive Health Care	PNW India	12,631,500	(1)13,316,094 (2)1,523,073	14,839,167	Direct
5	Iroor Upliftment of Dhela Village	Promotion of Education	Dhela Village (Uttaranchal)	5,024,886	(1)5,024,886	5,024,886	Direct
6	Manas Primary School	Promotion of Education	Gurgaon (Haryana)	2,304,000	(1)1,684,124 (2)14,438	1,698,562	All India Human Development Council
7	6E Scholars - Menso India	Promotion of Education	Delhi NCR	13,242,385	(1)242,385	242,385	Menso India
8	6E Scholars - Vidya	Promotion of Education	Delhi NCR	7,082,500	(1)6,662,500	6,662,500	Vidya Integrated Development for Youth & Adults
9	6E Scholars - Menso India	Promotion of Education	Varanasi (UP)	14,571,700	(1)9,567,700	9,567,700	Menso India
10	Maintenance of 2km Green Patch - Road 99A	Protection of Flora & Environmental sustainability	Gurgaon (Haryana)	5,000,000	(1)6,769,652	6,769,652	Direct, Uththon
11	Disaster Relief	Disaster Relief	Srinagar (J&K)	376,373	(1)376,373	376,373	Direct
12	Supporting a child (adopting a child with SOS Children Village by employees of IndiGo, expenses shared by Company and employee)	Promotion of Education and eradicating Poverty, Hunger and Providing Health Care	Faridabad (Haryana), Shimla (Uttarakhand), Latur (Maharashtra), Chennai (Tamil Nadu), Cochin (Kerala), Hyderabad (Telangana), Guwahati (Assam), Raipur (Chhattisgarh), Varanasi (UP)	As per the agreed terms, employees of the Company can sponsor children @ Rs. 9,800 per child in which case half of the sponsorship fee is paid by the Company. There is no limit to the number of children the Company may sponsor.	(1)2,450,600	2,450,600	SOS Children's Village
13	School of Hope- Children with Special needs	Promotion of Education	Delhi	2,655,804	(1)2,655,804	2,655,804	Tomona
14	Food distribution, stationary and volunteering initiatives by our employees across the network	Eradication of Hunger	PNW India	1,544,106	(1)1,544,106	1,544,106	Direct
15	Donation of old computers for refurbishing and use for education of children by NGOs	Promoting of Education	Delhi	15,257	(1)15,257	15,257	Yes We can
16	IndiGoReach Donation Boxes Collection drives across the network all around the year	Eradication of Hunger, Promotion of Education	PNW India	300,000	(1)290,912	290,912	Direct
17	Donation of old uniform overcoats	Preventive Health Care-Protection from Cold	Delhi NCR	45,150	(1)45,150	45,150	Direct
18	Divyans- Hostel for special children	Promotion of Education	Delhi	1,981,600	(1)1,981,600	1,981,600	Tomona
19	SOS- RLNH - Family home	Promotion of Education	Faridabad (Haryana)	880,000	(1)880,000	880,000	SOS Children's Village
20	Nai Disha School	Promotion of Education	Delhi	6,442,404	(1)2,023,752	2,023,752	Smile Foundation
21	Pranopaya - Hearing aid for 100 people	Promoting Health care	Delhi	500,000	(1)500,000	500,000	Pranopaya Foundation Charitable Society
22	Recycle old seat covers to create employment	Women Empowerment	Delhi	2,100,000	(1)2,100,000	2,100,000	Swedho
23	Unsettled waters- Coffee table book to generate funds for PMNRF	Disaster Relief	Srinagar (J&K)	10,553	(1)10,553	10,553	Direct
24	Administrative overheads for CSR	Promotion of Education, Preventive Health Care & Women Empowerment	Agartala (Tripura), Delhi, Jammu (J&K), Udaipur (Rajasthan), Bengaluru (Karnataka), Hyderabad (Telangana), Cochin	1,976,378	1,976,378	1,976,378	Direct

25	Capacity Building of CSR Personnel	Capacity Building	Not applicable	151,471	(1)151,471	151,471	Direct
26	Facilitating travel for various projects towards promotion of education, women empowerment and promotion of health care for underprivileged	Promotion of Education and Health Care	Mumbai (Maharashtra), Kolkata (West Bengal), Srinagar (J&K), Imphal (Manipur), Guwahati (Assam)	2,000,000	(1)461,512	461,512	Direct
27	Women collectives led Action Towards Environment Rejuvenation (WATER)	Women Empowerment	Ranchi (Jharkhand)	99,984,252	(1)99,984,252	99,984,252	PPDFW
28	Facilitating school transport for children coming to Tamana for education- Special needs children & children from Underprivileged sections	Promotion of Education	Delhi	5,360,000	(1)5,360,000	5,360,000	Tamana
29	Kiddy Kingdom School	Promotion of Education	Lucknow (UP)	900,000	(1)300,000	300,000	K. K. Academy
30	Laksh Foundation School	Promotion of Education	Faridabad (Haryana)	120,000	(1)120,000	120,000	Laksh Foundation
31	Prevention & Awareness from Cancer amongst children	Promotion of Education and Preventive Health Care	Delhi	7,215,000	(1)7,215,000	7,215,000	Indraprastha Cancer Society & Research Center
32	Supporting education of girls in Seemandhara	Promotion of Education	Seemandhara (Telangana)	235,200	(1)235,200	235,200	Smile Foundation
33	Promotion of Ayurvedic treatment and providing treatment at subsidised rates	Preventive Health Care	Coimbatore (Tamil Nadu)	4,260,000	(1)4,260,000	4,260,000	Ayurvedic Trust
			Total		215,807,216	215,807,216	

Data Presentation of Lemon Tree

Hotels

Price Fall



Chart no. 5

The chart above shows the fall in the share price of the company named **LEMON TREE HOTELS** which started falling from the 2nd week of March, 2020 goes till 3rd week of May, 2020. When the fall is started with in the 1st week company's share price opening value was Rs.57 and the closing value was Rs.48. In 2nd week company's share price opening value was Rs.55 and the closing value was Rs.40. In 3rd week company's share price opening value was Rs.47 and the closing value was Rs.34. In 4th week company's share price opening value was Rs.40 and the closing value was Rs.25. In 6th week company's share price opening value was Rs.47 and the closing value was Rs.17.50.

Price Recovery



Chart no. 6

Talking about **Lemontree** its share price went down to just 15 rupees. Due to Covid pandemic the hospitality sector was totally shut down as there was no travelling allowed. Tourism and hospitality are one of the most affected sectors. Post pandemic the stock rose to 50+ rupees which is 3x to the price it was during pandemic.

BALANCE SHEET

Annual	FY 2021	FY 2020
Total Assets	3,814.82	3,762.75
Total Assets Growth (%)	↑1.38	↑35.75
Total Liabilities	2,279.86	2,217.99
Total Liabilities Growth (%)	↑2.79	↑51.44
Total Equity	1,534.97	1,544.76
Total Equity Growth (%)	↓-0.63	↑18.17
Current Ratio (x)	0.78	0.53
Total Debt to Equity (x)	1.71	1.84
Contingent Liabilities	108.17	51.16

Data Presentation of Jindal Hotels

Ltd

Price Fall



Chart no. 7

The chart above shows the fall in the share price of the company named **JINDAL HOTEL LTD.** which started falling from the 2nd week of January, 2020 goes till last week of May, 2020. When the fall is started with in the 1st week company's share price opening value was Rs.37 and the closing value was Rs.35. In the 4th week company's share price opening value Rs.36 the closing value was Rs.33.5. In the 10th week company's share price opening value was Rs.31.5 and the closing value was Rs.27.5. In the 16th week company's share price opening value was Rs.23.5 and the closing value was Rs.18.45.

Price Recovery



Chart no. 8

Jindal Hotel's share price went down to just 15 rupees. Due to Covid pandemic the hospitality sector was totally shut down as there was no travelling allowed. Tourism and hospitality are one of the most affected sectors. Post pandemic the stock rose to 40+ rupees which is almost 3x to the price it was during pandemic.

6. Conclusion

In this study, the author presented the impact of COVID-19 on the Indian hospitality and tourism sector and its current situation. It was confirmed that this pandemic has significantly affected the Indian tourism sector, especially the aviation sector, the hotel sector, pilgrimage tourism, and daily-based workers in the local community. Moreover, due to lockdown and travel restriction measures, the tourism sector's employers as well as an employee, are in jeopardy. Furthermore, this unprecedented situation is prevailing not only in India but also around the world.

In India, revenues in the aviation sector have temporarily stopped and now resumed. Although we confirmed the airline sectors' loss estimates, The author could not obtain detailed loss estimates for the hotel sector. However, it can also be said that it will be difficult to revive the hospitality sector for a while. The Indian government, the tourism sector stakeholders also have challenges toward the economic revival after the pandemic. It is thought that a plan that can adequately respond to those issues will be necessary. Finally, the author's proposal, along with the FICCI report to India's Government, could be critical for reviving the hospitality and tourism industry. This strategy could be equally applicable to countries with shared economies and social values.

Lastly, financial and economic losses can be recovered in a couple of years, but people's lives are very precious, which can't be recovered. The safety of the people is of the foremost importance in this COVID-19 phase. As a result, India's people should follow the government's safety measures and support social distancing to avoid health hazards such as those seen in the aftermath of this pandemic.

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9. PLAGIARISM

REPORT

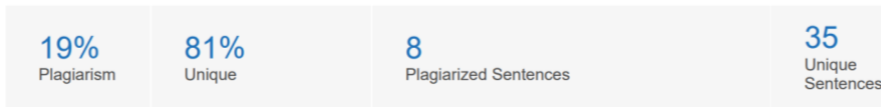
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