

Impact and Challenges faced by the tourism industry in the time of COVID'19



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Abstract

Purpose

Never in history, the tourism industry was flourishing as much as it was until 2019. Never in the past, the world was hit so hard by any such pandemic. The impact of COVID-19 on the tourism industry is severe as compared to other contemporary industries. This research paper investigates the severity of COVID-19.

Design/methodology/approach- The survey questionnaire consisted of 15 questions and was structured to capture factors such as socio-economic impact, employment, tourism destination selection (Preference). Those factors affected the most due to COVID-19 lead worldwide lockdown. This survey used google as an online tool to record the responses. We have approached a total of 550 respondents using emails, social media tools, and telephone calls.

Findings- The socio-economic circumstances of potential tourists, their employment, and complexity in the selection of tourist destinations during COVID-19 carried the crisis in the tourism industry. A travesty which will linger on even after the lockdown is lifted and life returns back to normal.

Originality Value- The paper conducts a survey among the middle-class and upper-middle-class urban population of India having a past overseas tourism history. The investigation focuses on the reasons why or why not they will opt for leisure tourism in the coming months.

Key-words: COVID-19, Tourism Industry, Global Economic Meltdown, Travel Industry

Introduction

The spread of the coronavirus and unabated infestation throughout the world has stalled the economic engine worldwide. Everything has shaken in the tourism industry after this pandemic (Kandampully, Juwaheer and Hu, 2011). The influence of a hotel firm's quality of service and image and its effect on tourism customer loyalty. Customer Base, loyalty customers, pilgrimage, post-wedding trips have come standstill.

This paper examines the post-COVID-19 situation in the tourism industry with the following research objectives.

1. Find out the micro-economic impact of COVID-19 among frequent tourism customers.
2. Find out the effect on tourism after the unlock proceedings of COVID-19 Lockdown.
3. Obtain the top regions of reduced leisure traveling caused by the COVID-19 and its aftermaths.

“Current global forces influencing the world have never been more complex and challenging and are causing disruptive changes in all aspects of society” (Kim, Dimitrios and Alessandro, 2016). The fourth industrial revolution has bolstered development in every industry with tourism. “Tourism needed it more because of the very nature of how it deals with its consumer” (Lee P, Hunter WC, 2020). The consumers are new to the places, the people, the language of the tourism destination, and their cultures. The Lingua-Franka of the touring destination is often different from the tourists visiting their cities. Technology can significantly narrow down this gap. “The tourism industry has many cities that tap into the tourism competitiveness bank on smart city infrastructures and focus on enhancing the city competitiveness” (Lee et al., 2020).

Sadly, the challenges of improving the infrastructure have enhanced the possibilities of biological infestations. The remedies for safeguarding tourists from the dangers are not enough to win back the customers. The direct impact of the COVID-19 pandemic is visible in the reduction in the hourly wages of the workers. workers are confronting potentially devastating hardships as

Marriott International (approximately 174,000 employees) is noted to place tens of thousands of workers on furlough. (Anon., 2020). Another case related to the hospitality sector within the tourism industry is noticeable in how the Hilton Worldwide has notified lenders. They would be borrowing a precautionary \$1.75bn under a revolving loan to preserve money and to maintain flexibility “in light of the uncertainty in the global markets”. (Anon., 2020).

A very sustainable urban design & walkable places is the choice of Locals and tourists (Yael and Michael, 2018).Kanellopoulou states that, "The emergence and function of new forms of urban walking joggle between tourism, social exchange and act of citizenship"(Dimitra, 2018). Government intervention required to uplift these destinations post COVID-19 era. For example, a controlled planning and development of Chinese Red Tourism (Claudia, 2017). The Government has employed precautionary measures for social distancing, lockdown, cancellation of international flights, regulation of domestic flight and transport, which has affected the tourism industry (Bakar, N. A. and Rosbi, 2020).As per the duration of the pandemic, the tourism Industry will

decrease by 60-80% by 2020. A countermeasure, from the stakeholder participation of the government, improvising traveller confidence, unrestricted travel and rethinking tourism in future are essential steps.

Cultural heritage tourism is the most popular tourist activity (Kang *et al.*, 2014) thus will be among the first where tourism will reboot and surge. The chances of recovery for the OECD countries are likely to be more in comparison to the other international conglomeration of location (Ranasinghe, Ruwan and Damunupola, Anupama and Wijesundara, Shamila and Karunarathna, Chandi and Nawarathna, Dhananjaya and Gamage, Sammani and Ranaweera, Amaya and Idroos, 2020). This higher chance of recovery is most likely to be within the domestic tourism sector in OECD countries. The recovery tends to be quicker for countries that are dependent on the tourism sector for the support of jobs and businesses.

The tourism industry is competitive at all levels (Moreno-Gil, S., & Coca-Stefaniak, 2020). From the sustainable tourism perspective, every tourist attraction should aim to sustain itself (Ghazali *et al.*, 2015). With the increase in disposable income, the number of tourists across the world is

increasing. Tourism is a luxury sector but the part of luxury is becoming the norm of industry demand. The luxury sectors tend to have high price elasticity. This suggests that people are likely to reject luxury activities in times of crisis. As Bakar & Rosbi, (2020) opines, thus the advent of the pandemic situation has caused a higher level of caution among people. There is a general tendency to avoid travel plans unless there is a complete assurance of the safety of the external situation. Yet, such an assurance is perceptive in nature and may take considerable time. With the application of the strict health policy in tourism and hospitality industry, not much changes are visible. There has been a considerable impact on the economy. High quarantine measures & travel restrictions have affected the disposable income of people which has affected the investment in travel and tourism.

Has the world reached the tipping point of over-tourism? (Andres, 2019). Asks J. Coca-Stefaniak. Does the halting of the world tourism engine trigger the new contract between tourists and touring destinations? From the paradoxical point, finding out workable strategies have also been volatile initiatives (Ranasinghe *et al.*, 2020) This paper aims to suggest, what measures are very important to rebuild our

resources and our capabilities to stimulate consumer buying behavior, post-COVID-19 infestation recedes.

Review Literature:

Tourism industry before COVID-19 time

The tourism industry is one of the developing industries that use a significant number of the workforce. The data from 2018 shows that the industry has grown by 6% compared to past years. During this time around 1407 million arrivals of international tourists occurred (Unctad.org, 2020). Around USD 1480 billion was the receipt from tourism in the year 2018 and it was an increase of 4.4% (Unctad.org, 2020). An important fact is "growth of global tourism receipts is higher than the last 8 years' GDP growth in the world." The passenger transport sector is worth USD 250 billion (Unctad.org, 2020). Omitting the export potential, tourism industry has contributed around USD 1.7 trillion for 70% of global GDP (Unctad.org, 2020). Destinations like the USA, France, China, and Spain are the most popular ones in the world. Thus, for economy, the tourism industry is one of the important segments of the global economy. "In Europe, the European Tourism Manifesto alliance, encompassing over 50 European public and private

organizations from the travel and tourism sector, have prioritized the need for implementing urgent measures. These include temporary aid for the tourism and travel sector from central governments as well as rapid and flexible access to short- and medium-term loans to overcome liquidity shortages, including funds made available by the EU through the Corona Response Investment Initiative, and fiscal relief." (Page *et al.*, 2017)

Another important aspect that contributed to this industry is the employment and social aspect. Around 54% of the total workforce in the industry are women (Qiu *et al.*, 2020). The tourism industry is an important contributor to the United Nation sustainable goals. In the least developed countries, this industry is contributing 9.5% to its GDP (Unctad.org, 2020). Of 47 least developed countries, around 42 of them are dependent on this sector for economic activity (Unctad.org, 2020).

(Ref Figure- 1)

Coronavirus and Impact of COVID-19 in the tourism industry

Covid-19 epicentres from Wuhan China. Researchers reveal that this virus is airborne and spreads through cough, sneeze, and through people affected by COVID 19. Thus, major precaution as

suggested by CDC (CDC, 2020), is, to exercise social distancing and follow guidelines (Bakar, N. A. and Rosbi, 2020). As reported by WHO, the highest struck countries are USA, Russia, India, parts of Europe, which are also the largest attractors of tourist.

(Nicola *et al.*, 2020) describes COVID-19 as the most realistic shock for the Tourism Industry, which has caused a collapse of the entire Industry. The COVID-19 situation could impact the tourism industry at many levels.

A four-month scenario for the global tourism industry has projected a stagnant view. Explaining that industry has faced 80% restriction leading to socioeconomic loss. According to Unctad organization report, tourism industry lost 66% of credibility, hence, standstill. This depicts another axis of impact on tourism industry, leading to productivity shock.

The moderate scenario as stated has a loss of USD1.2 Trillion for the global GDP (Baum & Hai, 2020). When compared to above, the intermediate and dramatic outlook would be around \$2.2 and \$3.3 Trillion (Tom and Thanh, 2020). Thus, inferred that COVID-19 pandemic will have positive and critical impact on GDP. (Tom and Thanh, 2020) (Ref Figure- 2)

Tourism destination around the globe has suffered from COVID-19 pandemic. Countries for instance Jamaica and Thailand has seen depreciation of 11% and 9% in their GDP. Jamaican tourism has 20% contribution to its GDP. Other popular tourism places viz. Portugal, Croatia, and Dominic Republic observed 8%, 9%, and 6% decline in their GDP (Gössling, Scott and Hall, 2020). Destination other than popular ones have reported a decline of 3% in their GDP. Gössling, Scott and others report that US and Chinese would lose \$104 billion and \$187 billion in GDP. Report from Unctad suggests that Germany and France lost \$47 billion due to COVID-19. Hence, global tourism needs strong policies to revive from COVID-19 impact. Governments, globally suggest the use of private transportation for emergency travel eg: Medical tourism. and etc. although being expensive. From the aspect of customers, their loyalty and demand has decreased. The reason for such shift, is plain fear of getting infected. The survival of the customer during pandemic, restricted their demand for tourism and entertainment, but the supply remained constant. This, disturbed the supply-demand curve forcing the industry to drop prices for tourism. As the companies followed left skewed curve

in the demand due to financial breakdown. Thus, the probability to devise new strategy for demand generation faced huge setback. (Nicola *et al.*, 2020)

The demand and supply curve can evaluate the impact of the corona. The aspect of demand can be studied on factors like Leisure travelling, the Household income, Employment. Secondly by studying demand function. The demand function is used to study the quality of goods and services a person is willing to pay within a fixed period (Bakar, N. A. and Rosbi, 2020). The demand function study different factors that contribute to the creation of the demand for a particular commodity. The other aspect studied in this case is the supply factor. The components that together form the supply function involve the price of the resources, how the production is done, the price of the goods that are required for the production, the supply stock, and the total number of people who are selling. This function studies the amount that is demanded with a consideration of the price at which the product is placed. As stated, before the spread of corona has more or less affected most of the countries across the globe. In general, in such a situation the level of economic activity tends to slow down (Bakar, N. A. and Rosbi,

2020). The inability to properly deal with such a standstill situation can eventually lead to a significant destruction of the economy.

The market equilibrium has changed after the demand function and decremented because of the coronavirus situation. From (Ref Figure 3), we observe how the overall price of conducting a tour has increased due to reduced demand, compared to a pre-COVID-19 situation.(Bakar, N. A. and Rosbi, 2020)

This is one aspect of the negative impact of corona pandemic. Apart from this, there have been other aspects that have been affected by it as well. Job growth can be considered as one of the points that are significantly contributed to by the tourism sector. The majority of employment in the tourism sector are young females(Ranasinghe, et al, 2020). This is the particular demographic segment that has been impacted by the lack of function of this sector. This sector has grown and governments have considered it as an industry that is contributing to the growth of the economy. Thus, there have been investments that have been made by governments for growth. Apart from corona, it has been priorly studied that in

any case of the epidemic the tourism industry tends to be affected first.

Future of Tourism industry post Covid-19

A strategic and resilient plan for recovery is of utmost importance for the tourism industry. Due to the increased risks and uncertainty, consumer's confidence towards clinically safe and hygienic travel needs to be revived. As the demand will decrease due to apprehension and fear, to reduce the chances of infection, the customers will reduce their disposable income and save their extra income which is allocated for entertainment, limiting economic activities and leading to more homebound activities (Hoque et al., 2020). In such changes, the tourism sector might come up with virtual travel plans, In such services, as meaningless face to face interaction is highly discouraged and is associated with social taboo, the service provider needs to change the mode of communication to the consumers. It is also essential to increase the perception of the safety and precautions that are maintained by the service provider. The major ongoing problem is the full capacity requirement of HR. As there is uncertainty in the business, the need for personnel to come and have face to face contact will reduce (Ranasinghe et al., 2020).

Objectives statement:

1. Find out the micro-economic impact of COVID-19 among frequent tourism customers.
2. Find out the effect on tourism after the unlock proceedings of COVID-19 Lockdown.
3. Obtain the key regions of reduced leisure traveling caused by the COVID-19 and its aftermaths.

Research Methodology

After going through the papers on the tourism industry we have identified three important factors namely Socioeconomic, Employment, and Destination selection (Preference). The First-factor "Impact of COVID-19 on household Income" refers to the financial vantage of the family. (Ozili, 2020). The lifting up of the factor has been found to emphasize the connection and equality between technology and society. "They have been giving birth to environmental and economic as well as social prosperity". (Gretzel *et al.*, 2015). This synergy in this ecosystem has been co-created by the techno development and the individuals operating in the smart cities. (Meijer and Bolívar, 2020).

The second-factor "Employment" refers to the jobs that have been impacted due to COVID19 in the Tourism Industry as well as other sectors. "The employment factor can be gauged and supported for the study from the fact that Marriott International (around 174,000 employees) has pushed a hundred thousand employees' furlough." (ANON, 2020)

The third factor refers to the tourist preference towards Travelling after the COVID19. (Meijer and Bolívar, 2020).

This research aims to find the Impact of Covid19 on the tourism Industry. To explore the Impact of Coronavirus on the tourism industry a quantitative questionnaire method in the form of an online survey was chosen (A Bryman, 2015). The survey questionnaire consisted of 15 questions and was structured to capture the factors such as socioeconomic Impact, Employment, Destination selection (Preference), that have been impacted due to Covid-19. All constructs and variables are measured using a 5-point Likert scale (1= Strongly Disagree, 5= Strongly agree). The survey was conducted using google form.

The Questionnaire was sent to 550 respondents through emails and other methods of communication. Only 504

responses out of 550 were found useful for the analysis. These respondents were from all over India. The collected data was studied using Spss.

Data Analysis:

The SPSS v26 was used for analyzing the quantitative data collected. The Likert scale was used in the analysis to support the application of the Factor analysis. The reliability for the data was set to be above 0.7, anything less than Cronbach's $\alpha > 0.7$ was not considered reliable. The factor Loading values were expected to be above 0.7 as factors involved in the study and are of high importance. (Ref Table- 1)

Reliability test:

Interpretation: The above suggests that factors such as HouseHold Income, Employment, and Leisure Travell have Cronbach's alpha value > 0.7 which is considered as good reliable data for further analysis. (Ref Table- 2)

Interpretation: The above suggests that the total variance explained by the three factors under study is 78% of the complete data, signifying that three factors (Impact of COVID-19 on Household Income, Impact of COVID-19 on Employment, Impact of COVID-19 on Leisure

Travelling) are sufficient to further carry out the analysis. (Ref Table- 3)

Interpretation: The above table suggests that the first factor has 5 questions which are related to Impact of Corona ON Household Income, Similarly the second factor has 5 questions which show close relation to Impact on Employment due to Corona, the third factor consist of 5 questions related to Impact on Leisure traveling. (Ref Table- 4)

Test of Hypothesis:

H1- The household income of frequent travelers decreased during lockdown amid COVID-19.

The **table 5** shows that there is a negative correlation between the pair suggesting that the household income of the Frequent travelers reduced significantly amid the COVID-19 lockdown

The above **table 6** clearly shows that the mean difference between the income corresponding to the former and latter effect of COVID-19 is negative which suggest that the Income reduced during the Lockdown with t value being significant at p<0.01 level

H2- The loyal tourists have deferred travel plans during COVID-19 Lockdown.

It can be noted that the dependent variable delay of the traveling plan (LT_1) is positively regressed by the Impact of COVID on traveling. It shows that the tourist has deferred their plans for traveling during COVID-19 lockdown. (Ref table 7, 8 & 9)

Impact of COVID on traveling (x)

$$*(\beta = 0.853) + 0.134 + 0.11$$

H3- The reduced household income has reduced tourism buying.

Interpretation: The above **table 10** suggests that there exists a positive and significant relation between and Impact on Household Income and Impact on Travelling. Pearson Correlation (0.560, p =0.002), significant at p<0.01 level. The result obtained suggests that with reduced household income the traveling buying is also reduced.

H4- The unavailability of hospitality services has reduced tourism buying.

Interpretation: The above **table 11** suggests that there exists a positive and significant relation between Hospitality services and the Impact on traveling. Pearson Correlation (0.660, p =0.001), significant at p<0.01 level.

The result found is that the hospitality industry plays a significant role in boosting the tourism industry, it is one of the key reasons apart from others. A positive correlation shows that the buying of tourism has greatly been impacted by the unavailability of the hospitality services during lockdown amid COVID-19

Findings:

1. Table 1 suggests that the factors chosen for the study were reliable as all the three were having Cronbach's alpha > 0.7.
2. Table 2 suggests that 78 % of the data was explained by the factors namely Household Income, Employment, and Leisure Traveling suggesting that the selection of the factors for the study was correct.
3. Table 3 suggests that the components of factor 1 (Impact of COVID-19 on Household Income) loaded with the value of 4.345, the second factor ((Impact of COVID-19 on Employment) loaded with the value of 4.315 while the third factor loaded with the value of 3.903.
4. The table 5 shows that there is a negative correlation between the pair suggesting that the household income of the Frequent travelers reduced significantly amid the COVID-19 lockdown
5. Table 6 clearly shows that the mean difference between the income corresponding to the former and latter effect of COVID-19 is negative which suggests that the Income reduced during the Lockdown with t value being significant at $p < 0.01$ level.
6. Table 9 suggests that there is a Linear relation between the delay of the traveling plan and the Impact of COVID on traveling. It can be noted that the dependent variable delay of the traveling plan (LT_1) is positively regressed by the Impact of COVID on traveling. It shows that the tourist has deferred their plans for traveling during COVID-19 lockdown.
7. Table 10 suggests that there exists a positive and significant relation between and Impact on Household Income and Impact on Travelling. Pearson Correlation (0.560, $p = 0.002$), significant at $p < 0.01$

level. The results obtained suggest that with reduced household income the traveling buying is also reduced.

8. Table 11 suggests that there exists a positive and significant relation between Hospitality services and the Impact on traveling. Pearson Correlation (0.660, $p = 0.001$), significant at $p < 0.01$ level.

Conclusion:

As evident from the paper that epidemics, unlike Coronavirus, spread, black fever, SARS, and MERS can become the crucial driver for the collapse of Industry. The aim of the researcher to show that the tourism industry has suffered mammoth financial loss is correct. The tourism industry dependent on various other industries viz. Hospitality, Transport, Food etc. The study supports the prior statement as it shows positive correlation. Apart from this, studies from other tourist cities like Italy, Australia, Las Vegas, and India shows a negative impact of epidemic on tourism Industry, as it affects all human aspects, like social, religious, athletic, artistic, and cultural. (Folinas, Sotiris and Metaxas, 2020)

The Corona Virus has convulsed the global tourism industry, with large hotel chains and online digital platforms being forced to cancel reservations in the Asian country. “Altogether the tourism industry confronts an unprecedented confluence of threats - made up of a global health risk; the scarcity of airplanes due to the crisis of the Boeing 737 Max; the social demonization of traveling; over-hyped and even false media offensives and reports; climate catastrophes; sector taxes; bankruptcies of operators and airlines; and the political instability and economic slowdown in the large markets - which hints that shortly the tourism industry will be scaled down” (Folinas, Sotiris and Metaxas, 2020)

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Figure 1: Inbound tourism expenditure as a percentage of GDP for selected countries (Source: Unctad.org, 2020)

Inbound tourism expenditure as share of GDP, selected economies, 2018

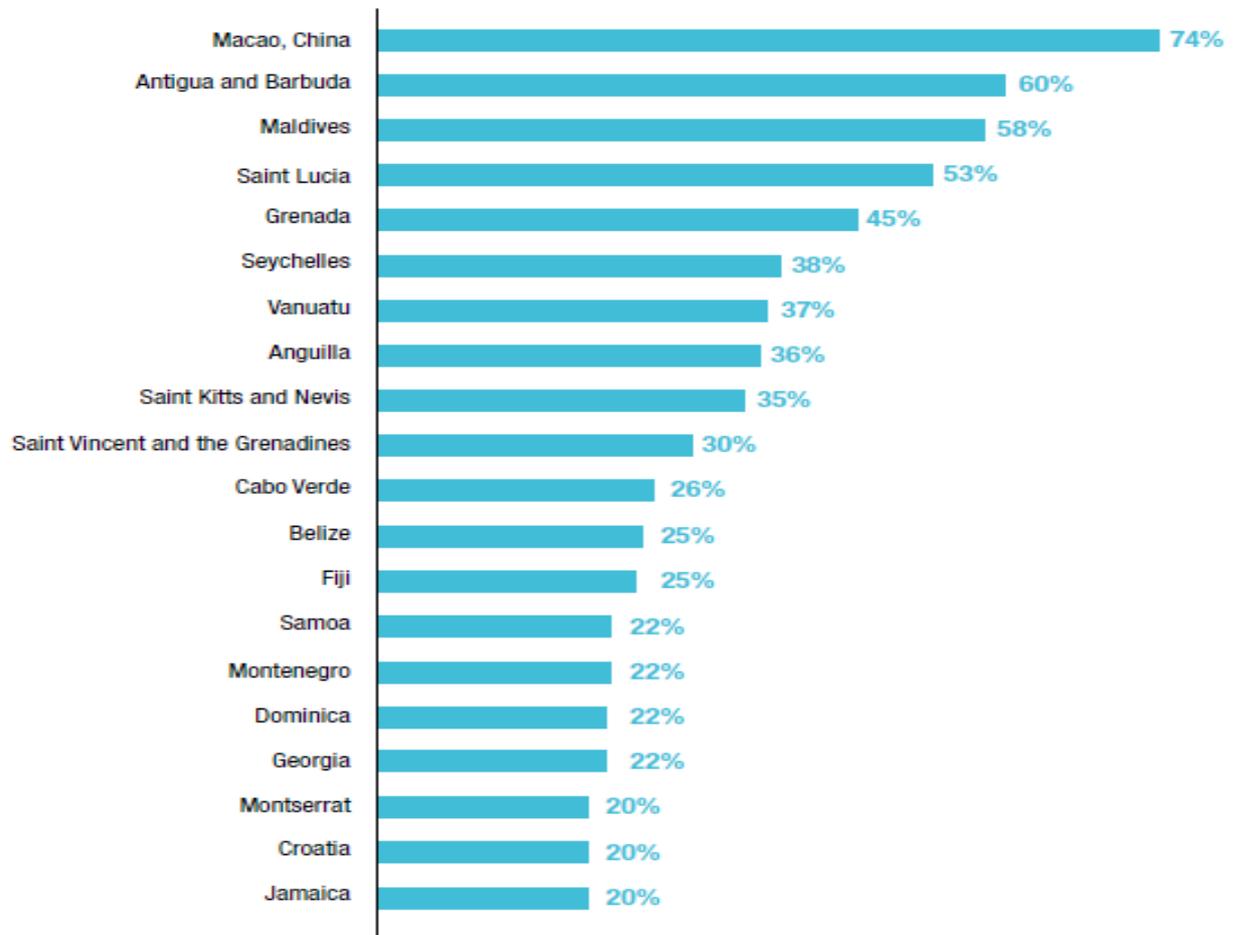
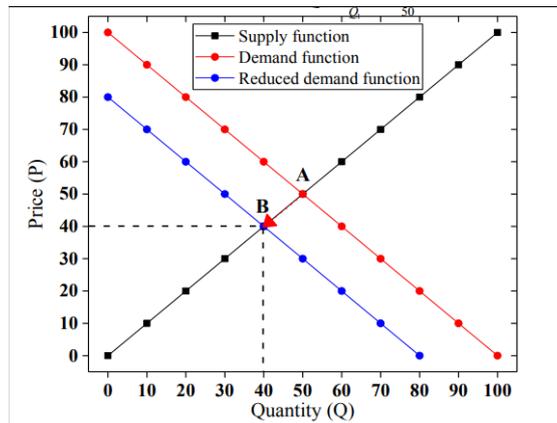


Figure 2: 15 Most affected countries and their changes (Source: Unctad.org, 2020)

Changes in GDP: 15 most affected countries, moderate scenario

Country	% Change (GDP)	Country	Value Change – GDP (US\$Millions)
Jamaica	-11	United States of America	-187,038
Thailand	-9	China (inc. Hong Kong SAR)	-104,690
Croatia	-8	Thailand	-47,728
Portugal	6	France	-47,289
Dominican Rep.	-5	Germany	-46,260
Kenya	-5	Spain	-44,119
Morocco	-5	United Kingdom	-37,096
Greece	-4	Italy	-34,324
Mauritius	-3	Japan	-30,706
Senegal	-3	India	-28,120
Ireland	-3	Republic of Korea	-22,092
Egypt	-3	Indonesia	-20,713
South Africa	-3	Canada	-18,480
Malaysia	-3	Mexico	-17,376
Spain	-3	Portugal	-13,922

Figure- 3



(Source: Bakar & Rosbi, 2020)

LIST OF TABLES

Table 1: Reliability Statistics

Reliability		
Factors	Cronbach's Alpha	N
Impact of COVID-19 on Household Income	0.723	504
Impact of COVID-19 on Employment	0.719	504
Impact of COVID-19 on Leisure Travelling	0.712	504

Table 2: Total Variance Explained

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
Impact of COVID-19 on Household Income	6.283	41.886	41.886	6.283	41.886	41.886	6.225	41.499	41.499
Impact of COVID-19 on Employment	4.413	29.421	71.308	4.413	29.421	71.308	4.441	29.606	71.105
Impact of COVID-19 on Leisure Travelling	1.105	7.369	78.677	1.105	7.369	78.677	1.085	7.231	78.336

Table 3: Factor Loading of the Variables under study

Rotated Component Matrix			
Component	Impact of COVID-19 on Household Income	Impact of COVID-19 on Employment	Impact of COVID-19 on Leisure Travelling
HI_1	0.818	0.058	0.038
HI_2	0.865	0.234	-0.018
HI_3	0.859	-0.004	0.013
HI_4	0.903	0.045	0.073
HI_5	0.9	-0.006	0.019
EMP_1	0.058	0.918	0.038
EMP_2	0.009	0.865	-0.018
EMP_3	-0.001	0.847	0.077
EMP_4	0.126	0.788	-0.222
EMP_5	0.025	0.897	-0.068
LT_1	0.35	0.058	0.718
LT_2	0.009	-0.18	0.865
LT_3	0.013	-0.004	0.759
LT_4	0.045	0.073	0.703
LT_5	0.026	-0.006	0.858

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.
 a Rotation converged in 4 iterations.

Table 4

		Mean	N	Std. Deviation	Std. Error
Pair 1	Before COVID-19 Frequent traveler Income	2.45	504	0.499	0.029
	After COVID-19 Frequent traveler Income	1.28	504	0.418	0.026

Table 5

Paired Samples Correlations		
		Correlation
Pair 1	Before COVID-19 Frequent traveler Income & After COVID-19 Frequent traveler Income	-0.395***

Table 6

Paired Differences		
	Mean	t
Before COVID-19 Frequent traveler Income & After COVID-19 Frequent traveler Income	-1.177	-5.856** *

Table 7 suggests that the model can explain about 72% of the dependent variable.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.853a	0.728	0.727	0.687
a Predictors: (Constant), LT				

Table 8 suggests that the Model is significant and can be used for the analysis.

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	503.024	1	503.024	1064.613	.000b
	Residual	188.053	398	0.472		
	Total	691.077	399			

a Dependent Variable: Tourism plan Deferred
b Predictors: (Constant), LT

Table 9 suggests that there is a Linear relation between the delay of the traveling plan and the Impact of COVID on traveling.

Model		Unstandardized Coefficients	Std. Error	Standardized Coefficients	t	Sig.
		B		Beta		
1	(Constant)	0.134	0.119		1.133	0.258
	LT	0.932	0.029	0.853	32.628	0.001
a Dependent Variable: LT_1						

Table 10

Correlations			
		Impact on Household Income	Impact on Travelling
Impact on Household Income	Pearson Correlation	1	0.560**
	Sig. (2-tailed)		0.002
	N	504	504
Impact on Travelling	Pearson Correlation	0.560**	1
	Sig. (2-tailed)	0.002	
	N	504	504
** Correlation is significant at the 0.01 level (2-tailed).			

Table 11

Correlations			
		Hospitality Service	Impact on traveling
Hospitality services	Pearson Correlation	1	0.660**
	Sig. (2-tailed)		0.001
	N	504	504
Impact on traveling	Pearson Correlation	0.660**	1
	Sig. (2-tailed)	0.001	
	N	504	504

** Correlation is significant at the 0.01 level (2-tailed).			
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