

Tourism Crisis Assignment

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Economic Crisis: COVID-19 Pandemic in India

Tourism in India has always been very lively, but it got hit badly during the COVID-19 economic crisis. This crisis was mainly economic, although political decisions like lockdown rules also affected it. Because of this, the tourism industry almost stopped, and many people depending on travel income faced difficulties.

When the Crisis Happened

The crisis started in March 2020 when lockdown was announced. For months, domestic and international travel stopped. The crisis affected tourism mostly from 2020 to 2022.

Negative Impact on Tourism

International tourists stopped visiting India because flights were cancelled. Tourist places like Goa, Agra and Jaipur were empty. Hotels had very low occupancy. Many people lost their jobs—guides, taxi drivers, hotel staff and small shopkeepers. Tourism revenue dropped by more than 70%, and many travel businesses closed.

Response and Management

India took steps to reduce the damage. The government gave financial packages, loan relief and tax reductions. The “Dekho Apna Desh” campaign promoted domestic tourism. Safety rules like sanitisation and mask guidelines were introduced. Gradually flights reopened and vaccination helped travel confidence. Some states offered discounts to attract tourists again.

References

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2. UNWTO Tourism Impact Report (2020).
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