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A STUDY ON TOURISM PATTERN OF INDIAN TOURIST IN POST COVID ERA

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Abstract:
The purpose of this study is to determine how residents of the Indian state of Maharashtra will likely migrate in the aftermath of the epidemic. In the Indian state of Maharashtra, this study—a statistical one—was carried out. The study quantitative research approach has been employed to achieve the study's objectives. Two sections of a questionnaire have been utilised as the survey tool. The research's participants were selected by the non-probability approach, and they were contacted via social media. A total of 326 residents of the state of Maharashtra took part in the survey, with a participation rate of 37.60%. The research reveals that 63.19% of travellers will move less than previously. Prior to the epidemic, 44.79% of participants would take a vacation 1-3 times each year. Travelers will travel inside India in 47.55% of cases, less than a month after travel is permitted in 43.25% of cases, and for sightseeing in 20.85% of cases. As a result of this epidemic, the tourism sector is struggling the hardest. This research makes predictions about how people will travel following the epidemic. The research confirms that tourism will rebound more quickly because the bulk of travellers made plans to travel soon just after outbreak.
Keywords: Maharashtra, Post COVID era, tourism, pattern.

Introduction:

The COVID-19 virus was initially discovered in the Chinese region of Wuhan, and it then began to spread throughout the world. The COVID-19 epidemic was identified by the World Health Organization as a "Public Health Emergency of International Concern" on January 30, 2020, and it was classified as a pandemic on March 11. Global human vitality has been significantly impacted by the COVID-19 epidemic. By the end of March 2020, more than one hundred countries had some sort of movement restrictions in place to prevent and control the spread of virus. These restrictions ranged from non-binding activity restrictions like staying at home, closing down various types of businesses, cancelling events, etc. to full or partial mandatory quarantines (which are commonly referred to as lockdowns). One in ten occupations have a very close link to the tourist business, which is regarded as one of the largest industries. It contributes to several sectors in the following amounts: 10% of the global GDP, 7% of international trade, 30% of service operations, and 10% of all jobs. Despite the fact it plays a unique and significant role in so many countries' economic development, the tourist industry is one of the most delicate and susceptible to both internal and external crises. So over past ten years, numerous tourist spots have experienced a variety of crises, including man-made ones (terrorist attacks), health crises (MERS-CoV, SARS, etc.), and natural calamities (tsunami, volcanic eruption, hurricane, etc.). In particular, health crises have received a great deal of attention because they have a direct impact on the tourism and hospitality industries. Tourism is seen as a complex psychological process, and SARS's effects are mostly psychological in nature as well. Like previous crises, the current one affects the entire world and is unlike any other. It is also common and global in character, affecting every tourist destination equally.

The UNWTO estimated that as a result of the epidemic, 20–30% of international arrivals had decreased, costing the global tourist industry $300–400 billion (Chebli & Said, 2020).

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According to the World Travel and Tourist Council, the COVID-19-related tourism industry catastrophe will be five times more severe than the 2008 global financial crisis. The first COVID-19 case to be discovered in India occurred on January 30, 2020, in south Kerala, and the patient was a student who had just returned from Wuhan. Thermal screening stations were installed in airports for overseas travellers from the middle of January until the end of February, and some restrictions—like the cancellation of visas—were placed on outward travel. The first COVID-19 case was discovered in Maharashtra on March 9, 2020. On March 22, the Indian government ordered its residents to observe "Janata Curfew" (People's curfew), which was followed by a nationwide lockdown that included travel restrictions, the closure of educational establishments, businesses, and other operations except necessities.

China was the first nation to implement and open a shutdown, and it is leading the charge in devising strategies to revive the travel and tourism sector. It is projected that Chinese visitors will shun outbound tours because there aren't enough overseas flights and instead prefer destinations close to where they live because they feel safer there. According to a survey on the travel plans of US citizens done by the US Travel Association and MMGY Travel Intelligence, 57% of respondents want to take a domestic vacation, and young individuals plan to travel soon after the pandemic. The main reasons people travel is for business meetings, road trips, and luxurious destinations. However, some unique sorts of excursions, such camping, couch surfing, using recreational vehicles, and other risk-free summer holidays, also get attention from the public. Additionally, because travellers are susceptible to disasters, there is an increase in worry, tension, and/or ambiguity after each catastrophe. Tourist behaviour is the result of internal (motivation, behaviours, attitudes, etc.) and external (variables) correlations (economic environment, security, socio-cultural environment, etc.). Additionally, beliefs and behaviours are affected by external elements when it comes to the perception of stimuli that are measured in accordance with individual expectations and internal characteristics derived from travel behaviour.

The tourists pick up new routines to prepare for the realisation of an external threat, which has been manifested in numerous ways, there have been more tour cancellations, more car trips to avoid intense social interaction and facilitate outdoor activity, more last-minute reservations and hygiene concerns, more attention to ecotourism, and more travellers opting for nearby destinations. So the issue is, what will the most recent travel trends look like when travel resumes? What potential new tourist behaviours might arise, in other words? During a crisis, there are new worries, apprehensions, and wants among tourists, just as in previous circumstances. Forecasting the direction of change in tourist behaviour is especially important since it enables tourism marketers to create the foundation of a resilience plan to best adjust to the circumstance.

Literature Review

Several studies on post-pandemic travel have recently been published in various parts of the world, including Bulgaria (Ivanova, et al., 2020), Greece (Kourgiantakis, et al., 2020), and Indonesia (Wachyuni & Kusumaningrum, 2020), where it has been observed that although the epidemic appears to have caused anxiety and indecision in several facets of the consumers' daily lives, people still exhibit a very positive attitude toward travelling and they (Ivanova, et al., 2020). Healthcare safety and hygiene standards received greater attention than the availability of the COVID-19 vaccination since they have become two of the most significant elements in the demand for travelling (Choufany, 2020). The main goal of this study is to predict how residents of the Indian state of Punjab will migrate in the aftermath of the pandemic.

Methodology:

This study is quantitative, and it was carried out using the questionnaire survey approach. A Google Forms-based online survey was created to be used as the survey instrument, and the proposal of the survey was shared on several social media platforms to collect replies from various geographic locations. The questionnaire was created after reviewing some existing literature and is primarily divided into two sections: the first section focused on the demographic profile of the respondents, including their age, gender, and level of education, and the second part asked them questions about their prior travel experiences before COVID-19, their post-pandemic travel intentions, their primary travel motivations, their first travel destination, and other topics. The checkbox approach was used to ask the respondents for their opinions on each of these questions.

A survey was done between September 30 and December 31, 2022, and the respondents were chosen using a non-probability approach. A questionnaire was distributed to 800 residents in the state of Maharashtra, and 326 of them responded. This means that the survey's response rate was 40.75 percent. The main goal of this survey is to gather information that will be used to discuss and analyse the respondents' post-pandemic travel patterns. The data was placed into Excel spreadsheets and word documents for analysis.

Data analysis & discussion:

The demographic profile of the respondents is shown in Table 1 together with details on their age, gender, place of residence, and degree of education. Due to several restrictions on solo travel for individuals under the age of 18, only respondents who are at least 18 years old have participated in this poll. According to Table 1, there were 167 respondents in the 18–24 age range, or 51.23% of the total respondents, followed by 25–34 respondents, who made up 27.30% of the total respondents, and respondents in the 35–44, 45–54, and over 55 age ranges, who made up 14.72%, 4.30%, and 2.45% of the total respondents, respectively. There were 326 respondents in total, 219 of whom were men (67.18% of the total), 107 of whom were women, and the remaining respondents, who are all at the primary, 10th, and 12th grade levels of education, make up the remaining 32.82% of the population. The majority of the respondents, or 89.26% of the population, have completed at least a high school education.

Table 1: A description of the respondents' demographics

Age group of the respondents	Number	Percent
18-24	167	51.23%
25-34	89	27.30%
35-44	48	14.72%
45-55	14	4.30%
55+	08	2.45%
Total	**326**	**100%**
Gender of the respondents	**Number**	**Percent**
Male	219	67.18%
Female	107	32.82%
Total	**326**	**100%**
Respondents' Level of Education	**Number**	**Percent**
No formal education	02	0.61%
Primary	05	1.53%
10th	07	2.15%
12th	21	6.45%
University	291	89.26%
Total	**326**	**100%**

Table 2 shows the respondents' pre-COVID-19 travel frequency, or how frequently they used to take vacations in a year before COVID-19 was implemented. It was discovered that 18 respondents, or 5.52% of the total respondents, did not take any vacations, and 40 respondents, or 12.27% of the total respondents, took vacations more than six times in a year. However, 146 respondents, or 44.79% of the total respondents, took vacations once to three times in a year.

Table 2: The respondents' travel patterns in the year prior to COVID-19

Travel frequency of the respondents in a year before COVID-19	Number	Percent
0	18	5.52%
1-3	146	44.79%
4-5	122	37.42%
6+	40	12.27%
Total	**326**	**100%**

Table 3 displays the respondents' post-COVID-19 travel habits. When asked about their post-COVID-19 travel habits, the respondents were asked whether they would travel more or less than they did before the epidemic. 206 respondents, or 63.19% of the total, indicated that they would travel less frequently than they had in the past, while 26 respondents, or 7.98% of the total, indicated that they would travel more frequently than they had in the past. On the other hand, 94 respondents, or 28.83% of the total, indicated that they would continue to travel as frequently as they had in the past.

Table 3: After COVID-19, a lifetime of travel

Will travel more than before		Will travel the same as before		Will travel less than before	
Number	Percent	Number	Percent	Number	Percent
26	7.98%	94	28.83%	206	63.19%

According to the respondents' age groups, Table 4 shows information about the respondents' post-pandemic travel habits, pre-pandemic travel frequency, and gender. In the post-pandemic period, 206 respondents (112% of whom are between the ages of 18 and 24; 56% of whom are between the ages of 25 and 34; 21% of whom are between the ages of 35 and 44; 10% of whom are between the ages of 45 and 54; and 7% of whom are over the age of 55) will travel less than before. There are 26 respondents who will travel more than previously, and of them, 10 are between the ages of 18 and 24, 8 are between the ages of 25 and 34, 7 are between the ages of 35 and 44, 1 is between the ages of 45 and 54, and there were no respondents beyond the age of 55. There were 94 respondents who claimed that their travel habits will not change. Of these, 94 respondents (45 from the 18 to 24 age range, 25 from 25 to 34, 20 from 35 to 44, 3 from 45 to 54, and 1 older than 55) said that they would continue to travel.

18 respondents with no travel history were discovered, of whom 4 are between the ages of 18 and 24; 1, between the ages of 25 and 34; 5, between the ages of 35 and 44; 2, between the ages of 45 and 54; and 6, above the age of 55. A total of 146 respondents travelled 1-3 times per year, with 73 respondents falling into the 18–24, 42 into the 25–34, 22 into the 35–44, 7 into the 45–54, and 2 into the over–55 age range. A total of 122 respondents travelled four to five times; 74 of them are between the ages of 18 and 24, 33 between 25 and 34, 13 between

35 and 44, two between 45 and 54, and none are over 55. In the pre-academic setting, 40 respondents were found to have travelled more than six times. Of these, 16 respondents are between the ages of 18 and 24, 13 are between the ages of 25 and 34, 8 are between the ages of 35 and 44, and 3 are between the ages of 45 and 54. There are no respondents who are over 55.

Out of 219 male respondents, 95 were in the 18 to 24 age range, 73 were in the 25 to 34 age range, 34 were in the 35 to 44 age range, 10 were in the 45 to 54 age range, and 7 were in the age range of over 55. Out of 107 female respondents, 72 were in the 18 to 24 age range, 16 were in the 25 to 34 age range, 14 were in the 35 to 44 age range, 4 were in the 45 to 54 age range, and 1 was in the age range

Table 4: Prior to COVID-19, travel frequency and gender were based on age group and the traveler's lifestyle

Travelling lifestyle after the pandemic				Travel frequency in a year before covid-19				Gender	
Age Group	Will be less than before	Will be the same as before	Will be more than before	0	1-3	4-5	6+	Male	Female
18-24	112	45	10	04	73	74	16	95	72
25-34	56	25	08	01	42	33	13	73	16
35-44	21	20	07	05	22	13	08	34	14
45-54	10	03	01	02	07	02	03	10	04
55+	07	01	00	06	02	00	00	07	01
Total	**206**	**94**	**26**	**18**	**146**	**122**	**40**	**219**	**107**

Data on respondents' travel intentions following the pandemic are shown in Table 5, where two respondents—one each from the age groups of 18 to 24 and over 55—stated that they have no plans to travel, accounting for 0.61% of all respondents. 141 respondents (76 from the 18–24 age group, 44 from the 25–34 age group, 16 from the 35–44 age group, 3 from the 45–54 age group, and 2 respondents beyond the age of 55) planned their trips to depart less than a month after it became legal to do so. 91 respondents, or 29.91% of the total, stated they planned to travel within 1-3 months after it became legal to do so, including 37 from the 18–24 age group, 26 from the 25–34 age group, 22 from the 35–44 age group, 3 from the 45–54 age group, and 3 respondents beyond the age of 55. 56 respondents, or 17.18% of the total, said they planned to travel within 4-6 months after it became legal to do so (32 from the age groups 18-24, 10 from 25-34, 6 from 35-44 and 45-54, respectively, and 2 from above 55 years old). 28 respondents—8.59% of the total—plan to travel within 7–12 months after travel is permitted, including 17 from the 18–24 age group, 7 from the 25–34 age group, 3 from the 35–44 age group, 1 from the 45–54 age group, and no respondents older than 55. 8 respondents, or 2.45% of all respondents, expected to travel more than 12 months after travel is permitted, including 4 respondents from the age groups 18 to 24, 2, 25 to 34, 1 each from 35 to 44 and 45 to 54, and no respondents older than 55.

Table 5: travel plans following COVID-19

Age Group	Do not intend to travel	Less than 1 month after travelling is allowed	1-3 months after the travelling is allowed	4-6 months after the travelling is allowed	7-12 months after the travelling is allowed	More than 12 months after the travelling is allowed
18-24	01	76	37	32	17	04
25-34	00	44	26	10	07	02
35-44	00	16	22	06	03	01
45-54	00	03	03	06	01	01
55+	01	02	03	02	00	00
Total	**02**	**141**	**91**	**56**	**28**	**08**
Percentage	**0.61%**	**43.25%**	**29.91%**	**17.18%**	**8.59%**	**2.45%**

Findings:

The study demonstrates that COVID-19 has an effect on how residents of Maharashtra move, and the implications of this impact are detailed below;

Post-pandemic travel habits: According to the respondents' expected post-pandemic travel habits, 63.19% of the total respondents will travel less than they did before the pandemic. Except for the age group of 35 to 44, where that group contains almost the same number of respondents who want to decrease and who want to maintain the same travelling lifestyle, there is a significant difference between the respondents who want to travel less and the respondents who want to keep their travel lifestyle the same as before in almost every age group.

Post-pandemic travel plans: The majority of respondents (43.25%), who are from the age groups of 18 to 24, 25 to 34, and 35 and older, planned to leave within a month or less after travel was permitted. The majority of respondents from the age groups of 35 to 44 and above 55 planned to leave within a month or less after travel was permitted, but the majority of respondents from the age groups of 35 to 44 and above 55 planned to leave within a month or less after travel was permitted.

Destination for post-pandemic travel: According to 47.55% of those who participated in the survey, most respondents wish to go within India, but those places should be outside of Maharashtra. The respondents between the ages of 18 and 24 and 25 to 34 will choose an Indian destination for their post-pandemic travels, whereas those between the ages of 45 and 54 and those over 55 have not yet made a decision regarding their travel destination. The same participant between the ages of 35 and 44 also plans to take a trip within India but has not yet made a decision regarding their travel destination.

Post-pandemic travel motivation: The majority of people will travel for other reasons (such as medical, shopping, spiritual, religious, gastronomical, etc.), which account for 23.31% of all respondents, and from the aforementioned motivation, the majority of people will travel for sightseeing purposes, which account for 20.85% of all respondents. majority of individuals People between the ages of 18 and 24 travel for leisure, whereas those between the ages of 25 and 34, 45 to 54, and those over 55 travel to visit family and friends, and those between the ages of 35 and 44 travel for work.

Conclusion

One of the most emerging sectors in the world is tourism, which is always growing. Many popular tourist sites have seen numerous crises and natural calamities over the past few

decades, which have altered tourist behaviour. The Covid-19 pandemic, which has been affecting and altering the normal course of the tourism business since last year, is one of them. Changes in travel behaviour are another. The pandemic has had a definite effect on travellers' destination preferences, travel habits, travel intentions, and motivation in the post-pandemic environment. The majority of people in Maharashtra desire to travel less frequently than they did a year ago, which demonstrates the awareness of the populace. Even though it hasn't yet, India's tourism industry will quickly bounce back once the pandemic is over because most people want to travel within a month, and most people choose to travel within India, which will help all the industries related to tourism and hospitality, such as tour operators, hotels, and transportation, to once again thrive.

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