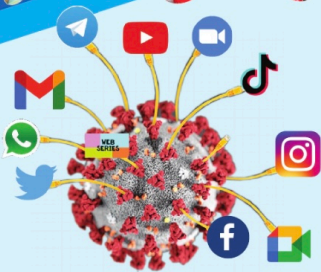


Indian Economy : Impact of Coronavirus and The Road Ahead



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CHAPTER-16

THE ADVENT OF COVID IN THE TOURISM INDUSTRY IN INDIA

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Abstract

In a multicultural country like India, the tourism and hospitality industry forms a lucrative prospect for many, providing employment opportunities for almost 38 million. The coming of the pandemic brought havoc for this 38 million and the government while dealing with the healthcare system sought to revive the economy. Religion, world heritage sites, India's ancient past, varied terrains and a multicultural milieu make India an attractive tourist destination not only for its citizens but also for foreign nationals. Slogans like, Padharo Maro Desh, Rangeelo Rajasthan, Awesome Assam, Blissful Bihar, Khushbu Gujarat Ki, immediately give the impression of vibrantly coloured clothes, spicy cuisines and a mixture of flora and fauna. Tourism in India is famous for its foreign exchange earnings. Thus it's no doubt that the COVID 19 outbreak was a threat not only to the public and private sector and the various stakeholders but also the workers of the unorganized sector whose earnings are mainly unaccounted for the country's GDP. But as the year 2021 is veering towards the end, it seems that the public-private partnership in tourism will be able to revive this major industry though with compromises.

Keywords: *tourism, public and private sector, unorganized sector, employment, multicultural, Coronavirus.*

Introduction

As COVID 19 radiated to different parts of the world from its epicenter in Wuhan, the reverberation was felt not only in the core industries like mining, agriculture, banking, automobiles, defense, biotechnology, aviation etc but also in the tourism and hospitality industry which forms a major source of income for countries worldwide. Tourism is all the more vital for developing countries where the gross income earned from the core