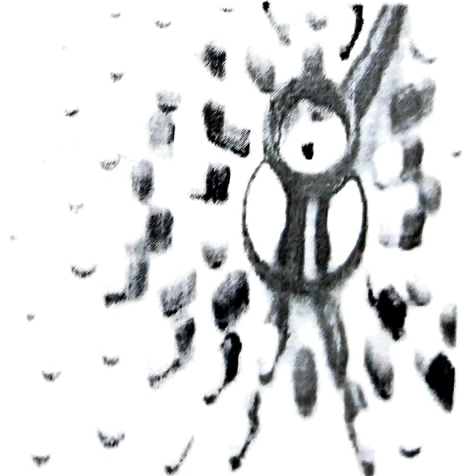
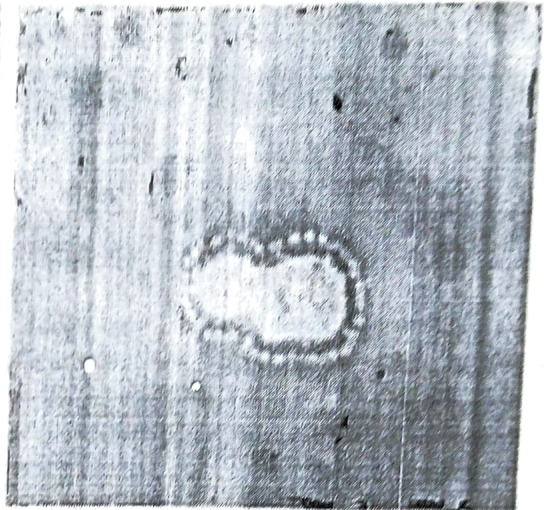
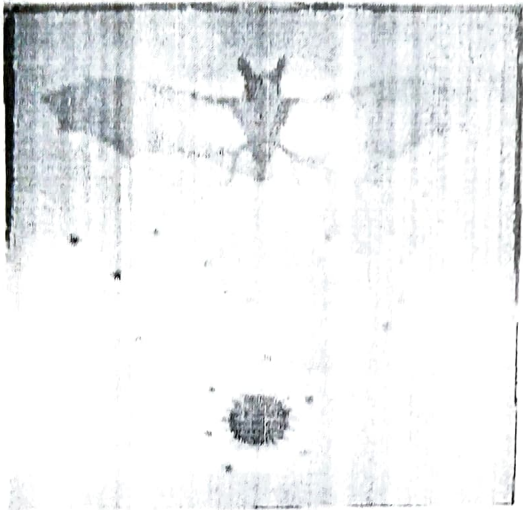


CORONAVID-19

A Drill Down Analysis

Volume 1



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Abstract

This chapter will help understand the impact of the pandemic COVID-19 on the tourism industry, which is the lifeline of the Indian economy and is a massive market for the small-scale industry. It will help understand i) Need of tourism industry for the Indian economy, ii) Symbiosis of small scale industry and Indian tourism industry, iii) How COVID-19 has changed the global tourism industry iv) How Indian tourism industry will cope up with the challenges of COVID-19.

Keywords: COVID-19, TOURISM INDUSTRY, INDIAN ECONOMY

INTRODUCTION

According to Chaline, what we anticipate in our destinations is **not holiness** or divine visions, but something even more miraculous – the chance to feel different from the way we feel at home. It is as if the act of travelling to a specific place in the world entitles us to feel happier and more alive.

The Definition of Tourism

The definition differs source by source, person by person. There is no specific parameter for defining tourism. Almost every institution explains "Tourism" differently. However, generally, we will sum it up as follows-Tourism is a total of activities, services and industries which cater a travel experience comprising transportation, accommodation, food and bar centres, retail shops, entertainment businesses and other hospitality services given to individuals or groups travelling home away from home.

UNWTO Definition of Tourism

In order to prevent the conflict from defining "Tourism", UNWTO defined it as indicated below; "Tourism may be a sum of activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes."

UNWTO has broadly classified Tourism as

Domestic Tourism: The trips made by local citizens within their own countries are referred to as domestic tourism. Example, a person living in Chennai, takes a leisure trip to Nainital.

International Tourism: The trips taken by a person between the two countries is referred to as international tourism. Example, a person, travels for business from India to Singapore.

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