**REVIVING FROM THE PANDEMIC: STRATEGIES FOR TRAVEL AND** **TOURISM INDUSTRY**

**Abstract**

Travel restrictions due to COVID-19 outbreak in India, all type of public transportation and tourist visas being suspended and hence India will lose tourists incoming from various states of India as well as from other country. Research aim is to measure the change in travellers’ preference and expectations due to CORONA Pandemic in the state of Gujarat and to provide strategies for reviving travel and tourism industry. Total 1043 travellers from Gujarat state were selected conveniently and surveyed online through structured questionnaire during pandemic era. Inferential statistical tools were used to infer the data collected for its Significance. Data revealed the changed in travel plan, travelling duration, preferred mode of transportation and Convoys prefer during travelling. On the other hand significant impact has been found on travel plan due to COVID-19 outbreak. This study will help to entire links of travels to make proper strategies to cope up with the challenges that tourism sector are facing due to COVID-19 outbreak. Executing strategies recommended in this research will help to reducing the pandemic's troublesome effects on the travel industry and it will help in building an environment that will make it simpler for travellers incoming from India and from other country.

**Keywords**

Booking; Corona virus; COVID-19; Outbreak; Public Transportation; Tourism; Travel Plan

**1. Introduction**

It is evident that Wuhan city in the Hubei province of China became the epicentre of an unnamed disease detected on 31st December, 2020[[1]](#footnote-1). World Health Organization (WHO) was informed for the initially detected pneumonia cases but later on by 7th January, 2020 Chinese authorities identified the virus as Corona virus and later on WHO renamed it as SARS-CoV-2 and the disease caused by the virus is named as COVID-19. The disease is declared as pandemic by WHO on 11th March, 2020 as about 200 countries have been affected by it. The virus is highly contagious and it spreads quickly and as of 27th August, 2021, a total of 214,468,601confirmed cases and 4,470,969 deaths due to COVID-19 have been reported worldwide (Dashboard 2021).

The virus is commonly found amongst animals like camels, cats, bats etc. and it rarely gets transferred or spread n to humans and spread amongst humans. But this time world witnessed Corona viruses fitting to a large family of viruses, approximately producing serious illness in people instigating the outbreak of Severe Acute Respiratory Syndrome and Middle East Respiratory Syndrome. The etiologic representative accountable for current outbreak of SARS-CoV-2 is a novel corona virus meticulously linked to SARS-Corona virus (Welfare and India 2020). In people, the transmission of SARS-CoV-2 can unfold by means of respiratory outflows, straightforwardly through drops from sniffling, or in a roundabout way through sullied items or surfaces as well as close contacts (P. Patel et al. 2020).

Almost all the sectors across the world are going to be affected but the business which is going to be affected the greatest will be Global Tourism (D. Patel et al. 2020). Vulnerability caused by the COVID-19 is subject to upon four major aspects viz. How far and fast the virus is spread, how long with different vaccines are found, how operative the policy makers will be in justifying the impairment to our physical-economical health-well-being and people’s sense of anxiety which essentially armours all the four reasons which eventually will decide the final outcome of the crisis. Almost all the borders of the countries were closed during its peak time and now they are opened with restricted mode for inestimable time as of now and travel and tourism industry no sooner shall find itself facing with unparalleled level of disruption.

**2. Literature Review**

Estimated loss due to controlled travel amongst countries is anticipated about 10-trillion to country’s economy, touching about 70% of employment directly or indirectly and calculations are that this pandemic may leave about 38-million people without job or business directly or indirectly as supposed by Federation of Associations in Indian Tourism & Hospitality (FAITH), resulting into All-India bankruptcies, closure of businesses, and mass unemployment (Dutta 2020). This pandemic have affected the tourism industry in worst ever manner till date impacting all its terrestrial segments—inbound, outbound and domestic, and distressing practically all travel industry verticals- leisure, adventure, legacy, MICE, cruise, corporate and specialty fragments including entire the travel industry esteem chain across lodgings, travel planners, tour operations, objections, cafés, family amusement scenes and air, land and ocean transportation have been hit according to industry chamber CII (PTI 2020) (Bhadeshiya, Patel, and Patel 2020).

Researcher have continued broadcasting experience to significant epidemics and diseases (e.g., AIDS, SARS, Foot and Mouth illness, and Bird Flu), catastrophic events (e.g., the Indian Ocean tidal wave, storm Katrina), riots, psychological warfare, political flimsiness, crime, and so forth; can be continuing and is expected to have a continual impact on the apparent image of tourism destinations (Beirman 2003). Hence, occurrence of above mentioned events may have impact on both destination and individual’s decision regarding substitute potential travellers. Many possibilities may occur on permutations and combination basis i.e., few individuals may altogether cancel their trip, others may delay, few may change their destination due to risk factors and there may be some who would continue either by taking risks or it is because they find the offer lucrative. Few individuals are less likely exposed to take risk due to lack of self confidence in them and hence may cancel or postpone to the travel destinations where chances of occurrence of disasters or natural calamities are there but most particularly when they occur in destinations which they may consider visiting or plan to visit (Dickman 2003). Analysts have inspected whether traveller self‐confidence advances the response to an assortment of antagonistic occasions. A scale for estimating consumer self‐confidence while buying consumer items was tried and the outcomes demonstrate that the scale capacities well as far as estimating consumer travel self‐confidence. The study also found significant associations between this self‐confidence measure and different measures of travel conduct in light of the impact of antagonistic occasions (Valencia and Crouch 2008).

Interesting outcome of study directed by the researcher heightened thoughtful of travel behaviour differences depend across domiciliary kinds in cities as well as life sequences of individuals. Researchers have explored that there exists the relation between presence of young children in the family with relatively higher auto use, and lower levels of physically active travel (i.e., walking and bicycling) and public transit use. The research also explored the negative impact of young children on average and school-age children in particular, on adults’ active travel is knowingly better for men than women and in addition, identified factors that can help reduce gender inequality in auto use and active travel within households with one or more young children (Joh 2019). Researcher has industrialized a valid and reliable dimension scale assisting in improving the effective management of the memorable experience of your travel plan. The scale includes seven domains: pleasure-seeking, nourishment, local culture, significance, facts, involvement, and novelty supporting the data with this dimensional structure of the extraordinary tourism involvement as well as its internal steadiness and validity (i.e., content, construct, convergent, and discriminate validity) (Kim et all 2010).

The theoretical framework was about travel behaviour research through a description of the scope of the research object, fundamentally human activity calendars, and a conceptualisation of the traveller as a net performer exchanging infrastructure and human networks and dealing with the social content of the activities undertaken. Later part of the research is an operationalisation of this framework through the dynamic micro simulation of daily life nested within the micro simulation of longer-term projects and choices (Axhausen 2007). Researchers have identified the most perilous qualities of use of social media in tourism, with the intent to explore the association between traveller’s perceptions of social media, essential features and benefits, and the consequences of the users. Social media in tourism may be of value creation when formed to realize the functions apply to tourism and the benefits perceived as employing social media for tourism affecting traveller’s influence on value creation to tourists when planning a trip and travelling. The exploration of their study was the most critical and various social media resources for travellers are vital, and it can be a potential and crucial sustainable support because of Value, Rareness, Limitability, and Non-substitutable (Ly B, et all 2020).

Due to travel restrictions, all type of public transportation and tourist visas being suspended including Domestic, Road, Railway, Ground Checks, Ships, Port and Aviation, India will lose tourists incoming from China and other East Asian countries in the first quarter due to COVID-19. As compared to last year, this time India has recorded decline in incoming and outgoing tourist’s cancellation plans by 67% and 52% (Singh 2020) respectively Due to banned of formal and informal travels, hotel industry has faced many cancellations due to COVID-19 as most of the seminars, conferences, workshops etc. also got cancelled. Forget about normal travels, even up to 90% of Cruise bookings have been cancelled to countries like Thailand, Singapore, and Malaysia etc. As per Indian Association of Tour Operators (IATO) not only normal tour plans but entire links of travels like hotel bookings, flight bookings, tourist attractions etc may face up to 8500 crore lass due to restricted and postponed and banned international journeys in the first quarter only for which the entire loss is estimated of around 38 million, which is 70% of total workforce (KPMG 2020).

The present study aims to provide some insight on Impact of COVID-19 on tourist/traveller’s behaviour, long-term impact COVID-19 on travellers, and what sort of tactics will be needed to reinvigorate the market.

**3. Research Objective**

The present research was conducted to measure the change in travellers’ preference and expectations due to CORONA Pandemic in the state of Gujarat and to provide strategies for reviving travel and tourism industry.

**4. Research Methodology**

The study was carried out with descriptive research design whereby primary data was collected through structured questionnaire with the help of online survey method, sent among travellers or vacationers residing in the state of Gujarat during pandemic era. Non probability convenience sampling technique was used to survey 1043 respondents from defined sampling frame. It was carried out to measure the change in travellers’ preference due to pandemic and to provide strategies for reviving travel and tourism industry.

**5. Result and Discussion**

**5.1 Descriptive of the sample**

**TABLE 1: Descriptive of the sample**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **A. Gender** | ***N*** | **P (%)** | **B. Age (Years)** | ***N*** | **P (%)** |
|  |  |  |  |  |  |
| Female | 416 | 60.10 | < 20 | 33 | 3.2 |
| Male | 627 | 39.90 | 21 to 30 | 893 | 85.6 |
|  |  |  | 31 to 40 | 92 | 8.8 |
|  |  |  | 41 to 50 | 17 | 1.6 |
|  |  |  | > 50 | 8 | .8 |
| Grand Total | 1043 | 100.00 | Grand Total | 1043 | 100.00 |
|  |  |  |  |  |  |
| **C. Highest Education** | ***N*** | **P (%)** | **D. Income (In INR lakhs)** | ***N*** | **P (%)** |
|  |  |  |  |  |  |
| Below HSC | 8 | .8 | < 3 | 206 | 19.8 |
| Under Graduates | 97 | 9.3 | 3 to 6 | 450 | 43.1 |
| Graduate | 220 | 21.1 | 6 to 10 | 197 | 18.9 |
| Post Graduate | 616 | 59.1 | >10 | 190 | 18.2 |
| Doctorate | 26 | 2.5 |  |  |  |
| Professional Degree | 41 | 3.9 |  |  |  |
| Other | 35 | 3.4 |  |  |  |
| Grand Total | 1043 | 100.0 | Grand Total | 1043 | 100.0 |
|  |  |  |  |  |  |
| **E. Occupation** | ***N*** | **P (%)** | **F. Family Type** | ***N*** | **P (%)** |
| Housewife | 16 | 1.5 | Joint | 401 | 38.4 |
| Students | 448 | 43.0 | Nuclear | 642 | 61.6 |
| Self-employed | 50 | 4.8 |  |  |  |
| Professional | 102 | 9.8 |  |  |  |
| Service | 290 | 27.8 |  |  |  |
| Business | 129 | 12.4 |  |  |  |
| Other | 8 | .8 |  |  |  |
| Grand Total | 1043 | 100.0 | Grand Total | 1043 | 100.0 |
|  |  |  |  |  |  |
| **G. Family Members** | ***N*** | **P (%)** |  |  |  |
| Less than 3 | 51 | 4.9 |  |  |  |
| 4 to 5 | 740 | 70.9 |  |  |  |
| 6 to 7 | 204 | 19.6 |  |  |  |
| 8 to 9 | 8 | .8 |  |  |  |
| More than 9 | 40 | 3.8 |  |  |  |
| Grand Total | 1043 | 100.0 |  |  |  |
|  |  |  |  |  |  |
| Notes: Where *N* = frequency; P= percentage. This table shows the descriptive of the sample | | | | | |

**5.2 Travel during Vacation period and plan to change**

**Figure 1: Preference of travellers during Vacation period and plan to change due to Covid-19 outbreak**

**Sources: Primary data, Excel output**

Out of the total response received 93.6 % travellers prefer domestic travel and 6.4% travellers prefer global travel during vacation. And out of these 88% travellers have changed their travel plan and 22 % travellers are might change their plan due to COVID-19 outbreak. Travel plans of 15 % travellers were not going to affect due to COVID-19 outbreak.

**5.2.1 Chi-Square Analysis Performed to Identify the Association between Change in the travel plan due to COVID-19 outbreak, Annual Family Income and Age of the travellers**

**H0:** Change in the travel plan due to COVID-19 outbreak is independent to Annual Family Income groups across the different age groups.

**H1:** Change in the travel plan due to COVID-19 outbreak is not independent to Annual Family Income groups across the different age groups.

**TABLE 2: Chi-Square Test: Change in the travel plan due to COVID-19 outbreak -Annual Family Income - Age of the travellers**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Age** | **Pearson Chi-Square Value** | **df** | **Asymp. Sig. (2-sided)** | **Outcome** |
| Below 20 Years | 15.043 | 2 | .368 | No enough Evidence of association |
| 21 to 30 Years | 86.046 | 6 | .117 | No enough Evidence of association |
| 31 to 40 Years | 74.836 | 6 | .177 | No enough Evidence of association |
| 41 t0 50 Years | 11.057 | 2 | .143 | No enough Evidence of association |
| 51 Years and above | 14.540 | 2 | .167 | No enough Evidence of association |
| Total | 9.599 | 6 | .143 | No enough Evidence of association |

For the age group of 21 to 30 years which is 13.10% of the total travellers who belongs to less than Rs. 3,00,000 annual family income said that they might definitely change the plan, out of total 27.10 % travellers who belongs to less than Rs. 3,00,001 to 6,00,000 annual family income said they also might definitely change the plan, out of total 15.90% travellers who belongs to less than Rs. 6,00,001 to 10,00,000 annual family income said they will definitely change the plan while out of total 15.00% travellers who belongs to more than Rs. 10,00,000 annual family income said they are also likely to change the plan and likewise as shown in table but the Pearson Chi-Square test yielded that with chi-square value of 86.046, df=6 the p value is greater than 0.05 so null hypothesis is not being rejected. Thus, it can be concluded that for the age group of 21 to 30 years of age the annual family groups and their planning to change travel plan are independent. And so on for the rest of the variables included in the above test.

**5.3 Travelling Duration**

Following chart shows the how long the travellers used to travel before COVID-19 outbreak in Gujarat state

**Figure 2: How long travellers used to travel before COVID-19 outbreak**

**Sources: Primary data, SPSS output**

41.6 % vacationers used to have 5 to 7 days long trips, 28.8 % vacationers used to have 3 to 4 days long trip, 11.2 % vacationers used to have 8 to 14 days long trip, 10.4 % vacationers used to have 1 to 2 days long trips and 8% vacationers used to have more than 14 days long trips before COVID-19 outbreak for past 2 years.

Following figure shows the Change in travel duration due to COVID-19 outbreak in Gujarat State

**Figure 3: Change in travel duration due to COVID-19 outbreak**

**Sources: Primary data, SPSS output**

44% travellers might change their travel duration and 34.4% travellers were going to change their travel duration. Travel duration of 21.6% travellers was not going to get affected by outbreak of COVID-19.

Among these responses, researchers concluded that there is enough evidence to suggest an association between the duration of travelling before COVID-19 and their plan to change the duration after COVID -19. (χ²= 150.886, p=0.000, p<0.05).

**5.3.1 Chi-Square Analysis Performed to Identify the Association among Changes in travel duration due to COVID-19 outbreak, Gender and Age of the travellers**

**H0:** Changes in travel duration due to COVID-19 outbreak is independent to Gender and Age of the travellers

**H1:** Changes in travel duration due to COVID-19 outbreak is not independent to Gender and Age of the travellers

**TABLE 3: Chi-Square Test: Changes in travel duration due to COVID-19 outbreak**-**Gender - Age of the travellers**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Age | Pearson Chi-Square  Value | df | Asymp. Sig. (2-sided) | Outcome |
| Below 20 years | 33.000 | 1 | 0.000 | Evidence of association |
| 21 to 30 Years | 0.422 | 2 | 0.810 | No enough Evidence of association |
| 31 to 40 Years | 19.839 | 1 | 0.000 | Evidence of association |
| 41 to 50 Years | 17.000 | 1 | 0.000 | Evidence of association |
| 51 Years and above | 15.765 | 1 | 0.000 | Evidence of association |
| Total | 1.029 | 2 | 0.006 | Evidence of association |

**(Source: Primary data; SPSS Output)**

For the age group below 20 years, 50% of total male travellers said that they will change their travel duration due to COVID-19 outbreak while in the same age group, 50% female travellers said that they may be changing their travel duration due to COVID-19 outbreak.

For the age group 21 to 30 years, 25.50% of total male and 16.80% female travellers said that they will change their travel duration due to COVID-19 outbreak while 15% male and 9.30% female travellers said that they will not change their travel duration due to COVID-19 outbreak and 16.90% male and 14% female travellers said that they might change their travel duration due to COVID-19 outbreak. For the age group 31 to 40 years, 45.50% of total male and 18.20% female travellers said that they will change their travel duration due to COVID-19 outbreak while 9.10% male and 27.30 % female travellers said that they may be changing their travel duration due to COVID-19 outbreak. For the age group 41 to 50 years, 50% of the total male travellers said that they will change their travel duration due to COVID-19 outbreak while in the same age group the 50% female travellers said that they will not be changing their travel duration due to COVID-19 outbreak.

The Pearson Chi-Square test yielded that with chi-square value of 4.00, df=1 the p value is less than 0.05 so null hypotheses gets rejected. Thus, it can be concluded that for the age below 20 years the change in travel duration due to COVID-19 outbreak is not independent to Gender and Age of the travellers. For other age groups, except the age group 21 to 30 years for which the p value is greater than 0.05 researchers fail to reject the null hypothesis and thus for only this age year it can be concluded that the change in travel duration due to COVID-19 outbreak is independent to Gender and Age of the travellers, while for the rest the change in travel duration due to COVID-19 outbreak is not independent to Gender and Age of the travellers.

**5.4 Preferred Mode of Public transportation by travellers domestically**

Following figure shows the Preferred Mode of Public transportation by travellers while travelling domestically

**Figure 4: Preferred Mode of Public transportation by travellers domestically**

**Sources: Primary data, SPSS output**

While travelling in domestic places 47.6 % travellers have preferred Train, 32.8 % travellers have preferred Car, 13.6 % travellers have preferred Flight and 7 % have preferred Bus.

**Figure 5: Change in Preferred Mode of Public transportation**

**Sources: Primary data, SPSS output**

While travelling in domestic places, 30.4 % travellers have already changed their preferred mode of transportation and 28 % travellers might be changing their Preferred Mode of Public transportation. There is no change in Preferred Mode of Public transportation in case of 41.6 % travellers.

Among these responses, researchers conclude that there is enough evidence to suggest an association between the mode of the transport of travelling before COVID-19 and their plan to change the mode of the transport of travelling after COVID-19. (χ²= 171.019, p=0.000, p<0.05).

**5.5 Preferred Convoy during travelling**

69.6 % travellers preferred to travel with family members, 29.6 % travellers preferred to travel with friends and 8 % travellers preferred to travel with colleagues. Out of the total 14.4 % travellers have changed their preference and 14.4 % travellers might be changing their preference of accompanies during travelling due to outbreak of COVID-19. 71.2 % travellers have not changed their preference of accompanies during travelling.

Among these responses, researchers conclude that there is no enough evidence to suggest an association between the accompanying during travelling before COVID-19 and their plan to change the accompanying during travelling after COVID-19. (χ²= 5.816, p=0.213, p>0.05).

**TABLE 4: Chi-Square Test Results**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Pearson Chi-Square for Variables | Value | df | p-value | Outcome |
| Plane to change traveling plane | 12.055 | 2 | .002 | Evidence of association |
| Duration of Travelling | 150.886 | 8 | .000 | Evidence of association |
| Mode of transport during Travelling | 171.019 | 6 | .000 | Evidence of association |
| Accompany During Travelling | 5.816 | 4 | .213 | No enough Evidence of association |

**(Source: Primary data; complied SPSS Output)**

**5.6 Impact of COVID-19 outbreak on travel plan**

**Following figure shows that how the travel plan has been affected due to COVID-19 outbreak in Gujarat State**

**Figure 6: Impact of COVID-19 outbreak on travel plan**

**Sources: Primary data, SPSS output**

**42.40% travellers were not planning to travel this year due to COVID-19 outbreak. 19.20% travellers had to cancel their travel plan mandatory for which they had booked earlier, 15.20% travellers willingly cancelled their travel plan that they had booked earlier, 16 % traveller have delayed their booking and travel plan of 7.20% traveller have not been affected in case of COVID-19 outbreak.**

**5.7 Expectation of future booking**

Following figure shows that after how much time traveller will plan their vacation again after a complete cure from COVID-19 if they have delayed or cancelled their travel booking

**Figure 7: Expectation of future booking**

**Sources: Primary data, SPSS output**

20 % traveller will be planning their vacation again once restriction lifted by the state and Central Government after a complete cure from COVID-19, 20 % traveller will be planning their vacation again a year after a complete cure from COVID-19, 17 % traveller will be planning their vacation again in next 7 to 9 months after complete cure from COVID-19, 15 % traveller will be planning their vacation again in next 4 to 6 months after a complete cure from COVID-19, 12 % traveller were not sure about the planning of their vacation again, 11 % traveller will be planning their vacation again in next 1 to 3 months after a complete cure from COVID-19, 3 % traveller will be planning their vacation again in next 10 to 12 months after a complete cure from COVID-19 and 2 % traveller will be planning their vacation again in next 7 to 9 months after a complete cure from COVID-19.

**5.8 Reallocate of fund that they were planning to invest on vacation if they get cancelled due to COVID-19**

Following figure shows, from where travellers might reallocate their fund that they were planning to invest on vacation before cancellation of their travel booking

**Figure 8: Reallocate of fund that they were planning to invest on vacation if they cancelled**

**Sources: Primary data, SPSS output**

If travellers cancelled their vacation then 22 % travellers might reallocate their funds to save it for future needs, 11% travellers might reallocate their fund to rebook their travel / vacation in future, 6 % travellers might reallocate their fund to spend it on other purchase, 5% travellers might reallocate their fund to spent on wellness, 5% travellers might reallocate their fund to donate it, 29 % travellers have not decided yet to reallocate their fund and 5% travellers might reallocate their fund to spend it on other purpose.

**5.9 Persuade travellers to make travel booking after a complete cure from COVID-19 outbreak**

Following figure shows, what would persuade travellers to make travel booking again after a complete cure from COVID-19 outbreak?

**Figure 9 : Persuade travellers to make travel booking after a complete curd from COVID-19 outbreak**

**Sources: Primary data, SPSS output**

54.40 % travellers could not persuade to book a travel plan during this time, 18.40% travellers might get persuaded by safest travel plans offered by the agent, 5.60% travellers may be persuaded by discount in overall package, 4.80 % travellers might get persuaded if disruption caused by the Corona virus incorporate in travel insurance policy, 3.20 % travellers might be persuaded if flexibility offered by the agent in terms of the change in the location and duration after booking and 13.60% travellers may get persuaded by other category offered by agent.

**5.10 Proposed Strategies for Travel and the travel industry**

Essence on recommended that the **traveller**’s certainty has been antagonistically impacted because of progressing pandemic and vulnerability. Re-establishing **traveller’s** trust in the travel industry and public transportation is must for restoration of travel and tourism Industry. The accompanying procedures can be adjusted to Restoring Confidence in Tourism.

**5.10.1** Encouraging and promoting Domestic tourism – The current study found that most of the travellers has preferred domestic travelling over international travelling, thus domestic tourism would extraordinarily help the economy in the event that individuals liked to travel locally inside their own country. India has a strong neighbourhood travel industry markets. With the appropriate strategy and incentives domestic tourism can be promoted that would be strongly prefer by the travellers.

**5.10.2** Leveraging Information and Communication innovation (Digitisation in travel industry services) – Evidence says that traveller would prefer online booking and interaction during COVID era over personal visit and thus it s suggested that investing in new innovation will keep on travel companies speeding up, with a more prominent level of computerization, virtual encounters, arrangement of ongoing data and accessibility of contactless payments and other services.

**5.10.3** Implementing VR Tourism – As most of the traveller said that they want to avoid personal visit to travel companies’/agencies office, in such cases they may think about augmented reality innovation in the travel industry as many nations have been executing it. It offers clients to real like experiences and promotes the travel industry in a superior manner. Virtual voyages through lodgings, booking points of interaction, travel experiences, and more can be given to empower travellers to settle on informed choices.

**5.10.4** Reducing Scope of Uncertainty by reducing time duration

Giving clear, precise and continuous data to travellers might diminish the extent of Uncertainty among tourists; they may reduce the time duration from the normal package as the study revealed that the change in travel duration due to COVID-19 outbreak is concomitant to Gender and Age of the travellers.

**5.10.5** Strict COVID Protocol during travelling

Study revealed that there is an association between travel plan and preferred mode of travelling, traveller want to enjoy private and small vehicles over public and large or more seating capacity vehicles. Moreover, safety and cleanliness would be the basic factors for travellers to choose destinations and it is strongly associated while making preference. Thus, Carrying out Safety protocols and contactless travel experiences will assist help to boost tourism industry.

**Implication of the study**

**The study revealed the changed in** traveller’s behaviour due to COVID-19 outbreak which includes Travelling duration, Preferred mode of public transportation, Convoys prefer during travelling, Expectation of future booking, Reallocate of fund that they were planning to invest on vacation and what would persuade travellers to make travel booking again after a complete cure from COVID-19 outbreak. This study will help to entire links of travels to **understand the change in travel behaviour. It also helps them to** make proper plan to cope the challenges that tourism sector are facing due to COVID-19 outbreak. Further, this study will be used to design **appropriate strategy and action plan by tour planners.** Executing measures recommended in this study to beat the obstructing viewpoints will assist to diminishing the pandemic's unfavourable impacts on the travel industry. Bringing in more such plans to action might re-establish traveller certainty. This study will help to build a climate that will make it easier for travellers to arrive.

**Conclusion**

The study revealed that the most of the travellers have changed their travel plan due to COVID-19 outbreak. It also concluded that for the different age groups as well as the various annual family groups and their planning to change travel plan are independent. Researchers have found enough evidence of association between the duration of travelling, mode of the transport and accompanying during travelling before COVID-19 and after COVID-19. Most of the t**ravellers of Gujarat were not planning to travel this year. While few travellers of Gujarat had to cancel their travel plan mandatory which they had booked earlier and moreover most the travellers were of the opinion to wait for a year or they might decide whenever restrictions will be lifted. The study also revealed that most of the traveller’s from Gujarat have not yet decided about reallocation of fund that they were planning to invest on vacation. The maximum numbers of the travellers could not be persuaded to book a travel plan during this period, so the fences for change in travel behaviour have been appropriately recognized and appropriate strategy should be selected, designed and implemented by tour planners.** Thus, present research provided the proper insight of the impact of COVID-19 on traveller perspectives along with the strategies to revitalize Travel and the travel industry. It also helped in enhancing knowledge in the subject matter.

**Reference**

Axhausen. 2007. “Concepts of Travel Behavior Research.” *https://www.researchgate.net/publication/237262766\_Concepts\_of\_Travel\_Behavior\_Research/link/0deec525ce0c1cdf9e000000/download*.

Beirman, D. 2003. “Restoring Tourism Destinations in Crisis: A Strategic Marketing Approach.” *New South Wales, , Australia: Allen and Unwin.*

Bhadeshiya, Hardik, Prakashkumar Patel, and Baxis Patel. 2020. “A Study on People Engagement in Various Activities during First Lockdown in Gujarat.” *Sodh Sanchar Bulletin, ISSN 2229-3620* 10(40).

Dashboard, WHO Health Emergency. 2021. “WHO Coronavirus (COVID-19) Dashboard.” *https://covid19.who.int/*. https://covid19.who.int/.

Dickman, S. 2003. “Tourism and Hospitality Marketing.” *Melbourne: Oxford University Press*.

Dutta, Arnab. 2020. “Coronavirus Impact May Render 38 Mn Jobless in Indian Tourism Industry.” *Business Standard, https://www.business-standard.com/article/economy-policy/coronavirus-impact-may-render-38-mn-jobless-in-indian-tourism-industry-120031901851\_1.html*.

Joh, Chakrabarti and. 2019. “The Effect of Parenthood on Travel Behavior: Evidence from the California Household Travel Survey.” *Transportation Research Part A: Policy and Practice* (120): 101–15.

Kim et. 2010. “Development of a Scale to Measure Memorable Tourism Experience.” *Journal of Travel Research* 1(51): 12–25.

KPMG. 2020. “Potential Impact of Covid 19 on the Indian Economy.” *https://home.kpmg/content/dam/kpmg/in/pdf/2020/04/potential-impact-of-covid-19-on-the-Indian-economy.pdf*.

Ly. 2020. 9 Journal of Tourism & Hospitality *Effect of Social Media in Tourism (Case in Cambodia)*.

Patel, Divyesh, D Vahoniya, Prakashkumar Patel, and Niharika Shah. 2020. “IMPACT OF COVID-19 ON TRANSPORTATION SYSTEM OF INDIA.” *International Journal of Mechanical and Production Engineering Research and Development* 10(3): 5655–64. www.tjprc.org.

Patel, Prakashkumar, Niharika Shah, Kunjal Sinha, and Hetal Thakar. 2020. “Government Response to Contain the Outbreak of COVID-19 with Special Reference to Public Transporattaion System in India.” *International Journal of Mechanical and Production Engineering Research and Development* 10(3): 2325–38. www.tjprc.org.

PTI. 2020. “Coronavirus Impact: Indian Tourism Could Run into Thousands of Crores of Rupees of Loss.” *https://www.theweek.in/news/biz-tech/2020/03/12/coronavirus-impact-indian-tourism-could-run-into-thousands-of-crores-of-rupees.html*.

Singh, Garima. 2020. “Tourism Industry Stares at $300-m Loss.” *https://www.thehindubusinessline.com/economy/tourism-industry-stares-at-300-m-loss/article31025324.ece#*.

Valencia, Juliana, and Geoffrey Crouch. 2008. “Travel Behavior in Troubled Times: The Role of Consumer Self-Confidence.” *Journal of Travel and Tourism Marketing* 25(1): 25–42.

Welfare, Ministry of Health and Family, and Government of India. 2020. “Containment Plan for Large Outbreaks.” *https://www.mohfw.gov.in/pdf/3ContainmentPlanforLargeOutbreaksofCOVID19Final.pdf*.

1. Wuhan Municipal Health Commission, China, reported a cluster of cases of pneumonia in Wuhan, Hubei Province. A novel coronavirus was eventually identified. [↑](#footnote-ref-1)