

5 Tourism resources use pattern in the post pandemic era

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Abstract

The countries across the world are struggling to revive the tourism sector after this unprecedented pandemic, Covid-19. Several initiatives and strategies are being discussed at national and international level for the economic and business revival. The chapter has measured the perception of Indian tourists towards tourism resource use pattern in post-Covid-19, with the help of qualitative and quantitative approaches. Responses from 465 sample respondents have been collected through a self-constructed standardized online tool or questionnaire: Tourists Perception Measurement Scale (TPMS). TPMS contains 20 distinct, specific items related to tourism resources use pattern and significantly reliable and valid under acceptance ranges of Z-score, Cronbach alpha and KMO tests at 0.01 level of significance. Collected data has been analyzed through both descriptive (central tendency, frequency distribution, skewness and kurtosis) and non-parametric inferential statistic (Chi-square and Wilcoxon signed rank tests). Findings of the study suggested that tourists have high positive perception towards responsible and sustainable uses of tourism products and resources. On the basis of the research findings, appropriate discussions, conclusions and recommendations were made for the tourists, local residents and stakeholders related to responsible and sustainable tourism, Covid-19 guidelines and the revival of the tourism and hospitality sector.

Keywords: Covid-19, tourists' perception, resource use pattern, post-Covid, pandemic

Introduction

Although the post pandemic Covid-19 impact is persisting, countries don't see it as a threat. Its different variants, that are new and thus their effect remains to be understood, are still in circulation and the number of infected people and the death toll keep on increasing but comparatively very slowly. The world has experienced several crises such as man-made disturbances involving terrorist attacks, World War I & II, health crises and natural disasters. The 21st century, being no exception, has experienced major disasters and disruptive events like the terrorist attack on the Pentagon, USA (11th September 2001), the SARS outbreak (2003), the global economic crisis (2008–2009); Middle East Respiratory Syndrome (MERS) outbreak (2015). The World Health Organization(WHO) declared Covid as a pandemic on 10th March 2020 (Cucinotta & Vanelli, 2020). It has had devastating consequences in the form of loss of thousands of human lives and loss of employment in various sectors, including tourism and hospitality (Kumar and Rout, 2020).

Tourism is among the activities which are becoming normal again after the pandemic, across the world. The recent statistics from the World Tourism Organization and other international and national agencies show that the industry is recovering at very fast pace. At many of the destinations, it has reached the status of 2019. The travel and tourism sector contributed 10.4% to the world's GDP and approx. 10% to the total employment during 2019 (WTTC, 2020). 30% of the total service export belongs to tourism sector (WTTC, 2020). Despite the impressive economic contribution, the tourism and hospitality sector is amongst the most sensitive and vulnerable sectors to internal and external crises (Sönmez, Apostolopoulos, & Tarlow, 1998). The sector experienced 3.5% growth in the year 2019, outpacing the global economic growth of 2.5% (WTTC, 2020). Since the outbreak of the Covid pandemic, a lot of behavioural changes are being highlighted, such as cleanliness, hygiene, safety, security and many others.

Now, countries across the world are trying to overcome the issue through vaccination and other necessary awareness initiatives. Tourism organizations, destinations, service providers and other stakeholders are trying hard to receive enough tourists to their destinations and