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TOURISM DEMANDS SUSTAINABLE PRACTICES TO SURVIVE THE ERA OF COVID-19

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I. INTRODUCTION

Severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2) a highly perilous virus once comes in contact with their hosts which in particular are humans, results in the development of an infectious disease named as the Coronavirus disease 2019 (COVID-19). As per the available reports the first known infection occurred on 17th November 2019, in the city of Wuhan, Hubei province of China. Since its origin in China the disease has managed to multiply and exponentially transmit itself around the globe. Initial studies suggest that the virus is thought to be natural and have an animal origin through spillover infection.

The pandemic has resulted in the disruption of global harmony and irrespective of size the companies spread across the world have started experiencing contraction in economy. Furthermore there is no denying the fact that the organization that will be drastically affected by COVID-19 outbreak will be the Travel and Tourism sector. Particularly for developing countries the travel and tourism industry entails an important source of revenue. Over the past years tourism sector around the world have grown incredibly, however it should be noted that the fear of this new pandemic created among the travelers across the globe will play a crucial role in the future of tourism. In order to overcome recession of any particular country, several economists will agree to make the movement of people inside the country as a part of travel and tourism. Domestic tourism will be considered as an apt replacement to the outbound tourism in the upcoming years.

The global havoc created by COVID-19 is still continuing, yet certain remarkable efforts taken by human population have definitely restricted the upsurge of virus. However a cure for this disease is still months away and travel sector is predominantly affected by this pandemic. Future prospects of Tourism industries across the globe solely depend upon the sustainable form of tourism practices that promises harmony among humans with revival of tourism economy in a most healthy way.

Coronavirus disease 2019 (COVID-19)

Severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2) are expected to spread among humans by coming in

close contact with the respiratory droplets (cough or sneeze) produced from an already infected person. Till now there isn't any other proved medium of transmission other than the one mentioned above. The chances of being transmitted through air also stand baseless at this point. However the spread occur even when one comes in contact with a contaminated surface and later touches their faces. Some of the studies investigating the rate of decay of the virus on various surfaces portray to have different time period of existence of virus for different surfaces. It is to be noted that copper excels in elimination of the virus after 4 hours on it while the surface of cardboard does the same after 24 hours, moreover it's intimidating to find those of the stainless steel and plastic continues to keep the virus intact for almost 72 hours. As per the Bayesian regression model in estimating the rate of decay suggests that the virus remains viable till 18 hours in copper, 55 hours in a cardboard, 90 hours on stainless steel and that of 100 hours on plastic. According to World Health Organization the virus can live up to 72 hours on surfaces.

Prevention is better than cure

As per the latest reports the vaccine for COVID-19 approved by the government is acting beneficial to the people dozed with it. However the government still urges the citizens including the ones vaccinated, to take mandatory cautions to undertake all available preventive measures to ensure that no one is exposed to the pandemic of COVID-19. These measures definitely reduce the chances of infection and following preventive measures could be adopted:

Staying at Home: Makes sure that one doesn't get out of their house unless there is a gradual requirement of essential supplies at home.

Avoid Crowding: If one gets out of their house to buy the essentials, it must be noted that the person doesn't approach a place that is already crowded. Supplies can be bought by practicing systematic social distancing.

Avoid Touching self or others with unwashed hands: It is to be noted that the person coming out of their house, is at a risk to being infected by the virus so one must positively cover their faces and hands. Furthermore they must ensure



that touching themselves or other with unwashed hands put them and other at high risk.

Washing Hands: On returning from market or anywhere outside one's house, the person must not just wash his/her hands with soap and warm water but indeed must practice washing of entire cloths and footwear.

Keeping Good Hygiene: Apart from the above it is indeed the need of the hour to have a good hygiene. This is only possible by doing regular exercise and consuming a real balanced diet. Respiratory hygiene must be given a top priority while performing day to day exercise.

Adopting appropriate preventive measures will result in reduction in the rate of new cases of infection. Slowing down the rate of new infections will result in less overcrowding at the hospitals thereby giving adequate time for the frontline workers at the hospital to treat the infected patients efficiently and effectively. The delaying of additional cases will further be advantageous in saving life until necessary therapeutics or vaccines on COVID-19 reaches every individual of the country.

Economical Impact of COVID-19

By now almost every single organization around the world is either or will be in the days to come effected badly by the COVID-19. There are numerous channels through which the COVID-19 outbreak will affect the global economic activity which will result in recession across various sectors. At first the populations across the countries infected with COVID-19 are either experiencing a total lockdown or at least practicing social distancing. This will result in sharp but temporary decline in domestic consumption occurred due to the precautions administered by the government to keep people inside their home. Furthermore the lockdown will adversely affect the production unit of almost every organization as the human force required for these productions will be at scarce as the persons working at organization will remain in home. Apart from the decline in consumption and lack of production, COVID-19 outbreak will affect all possible future business activities in terms of investments with respect to the area of infection.

Furthermore there is no denying the fact that the area that will be drastically affected by COVID-19 outbreak will be the Travel and Tourism organization. Particularly for developing countries like those of Mother India which depends highly on the travel and tourism sector that potentials itself to be an important source of revenue. Over the past years tourism sector around the world have grown incredibly, however it should be noted that the fear of this new pandemic created among the travelers across the globe will play a crucial role in the upcoming decline of tourism. In order to overcome recession of any particular country, several economists will agree to make the movement of people inside the country as a part of travel and tourism. Domestic tourism will be considered as an apt replacement for the outbound tourism in the upcoming years. This brings

us to the places with utmost potential to be proclaimed as a must visit destination in India. The Andaman and Nicobar Islands, Lakshadweep, north eastern states of India, etc. are some of the untouched landscapes with utmost potential. In spite of high potential the places have always lacked as the international tourists destination, however the rate of domestic tourists in these places have been on a rise in the past decades.

During the peak tourism season the world encountered the outbreak of the pandemic COVID-19. It was indeed a catastrophic situation for not just the residents but even the tourists who were on leisure in various locations. Appropriate measures taken by the central and local administrations have resulted in grounding the pandemic to a limit. The war against the pandemic isn't over yet but a sense of relief is being provided by approved vaccines. Now the fear of COVID-19 is comparatively less among people but this doesn't mean that staying fearless won't resurrect the pandemic again. It is indeed a need of the hour to follow the appropriate Standard Operating Procedures (SOPs) laid down by the government on a timely basis.

II. CONCLUSION

Creation of "Sustainable Tourist Destination"- an innovative and highly exclusive place where locals are the entrepreneurs, selling their authentic foods to satisfy the craving appetite of the visitors and even taking care of other tourists activities that form the very essence of tourism industry must be structured in a planned manner. Appropriate policies must be framed and promulgated based on a community survey that will include, in particular the residents, tourists, tourism workers and even the policy makers perspective to revive the tourism industry in a most effective and efficient way that the threat of any current or future pandemics will be dealt accordingly. "Sustainable Tourist Destination" must function according to the guidelines recommended by the perspective of all stakeholders. Every single aspect with respect to developing the destination sustainably must be utilized and practiced with high level of precautionary measures. Once the destination attains all the credential to be proclaimed as a "Sustainable Tourist Destination" the process of marketing it sustainably begins. The above mentioned issues will give rise to the need for creating an innovative assessment approach that will pull in under-studies that effectively participate in the assessment process during the era of COVID-19.

It is definitely a tough challenge for the tourism developers to initiate the practice of sustainable tourism, as it requires a strong commitment and genuine participation by all related stakeholders. The mountain task of sustainable tourism is a continuous process that requires timely monitoring of the impacts and taking certain pre-emptive and corrective measures whenever necessary. The ambitious ideology of



sustainable development of tourism amid the ongoing pandemic is the need of the hour. Though the path of sustainability is difficult to be followed, but it is achievable and only this is what we can give back to the environment being responsible global citizens.

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