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REBUILDING ART OF EXPLORING BY EDUCATING COMMUNITY PEOPLE AND RESPONSIBLE TOURISM: TOURISM AFTER COVID- 19

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Abstract

We all are facing the dark impact of the deadly virus “COVID-19” and no one knows when it will end. The global economy hit very badly and the tourism sector will face worst-case scenarios with a loss of five to seven years’ worth of growth. Every dark event has a bright side as well and we should learn lessons that are holding Corona. The current situation is alarming us to take wise steps to save our planet too. After the end of the crisis, we eager to step out and explore nature. Following the self-quarantine and social distancing, the people become so alone than they’ve been in long-time feeling anxiety, fear, stress, depression, or other mental health issues. They want to get back into their daily life routine and engage with nature, celebrate regional festivals and holidays. To enjoy the art of exploring we must reconsider our lives, renew a sense of curiosity and more responsible tourism activities with less impact on our planet. The tourism industry is the most resilient and can be a leading driver to recover. For a strong comeback, there is a need to rethink a lot of old practices. For Present study, data is collected through google forms from people those are tourists/community people. Some open-ended questions contributed to valuable suggestions. Like: Along with safety and security measures, what small steps that could be part of new tourism? Some respondents have focused on practice distancing from an ill person, personal hygiene and, surrounding cleansing. Some talked about responsible tourism practices. Incentivizing and educating people could play a significant role in shaping ‘desirable’ ecological actions and proactive socio-economic outcomes. Not just locals and community but everyone needs to understand that there’s no “planet B”.

Keywords: COVID- 19, responsible tourism, community education, rethink

Introduction

COVID-19 is an infectious disease that comes in the Corona virus's family. This is known first after the outbreak in Wuhan, China, in December 2019. SARS (in 2003) was also a Coronavirus and more deadly than COVID- 19. But it was less infectious than a current spreading pandemic. The COVID- 19 disease can easily spread from person to person. Some most common symptoms of COVID-19 are fever, dry cough and runny nose ((*Detail Question and Answers on COVID-19 for Public*)

Tourism is one of the biggest tools of global economic growth and development. It is 30% of the world's exports of services and 1 in every 10 jobs worldwide. UNWTO predicted a 3% to 4% growth of international tourist arrivals for 2020 (*UNWTO Releases a COVID-19 Technical Assistance Package for Tourism Recovery | UNWTO*, 12 May 2020) But everything has changed when World Health Organization (WHO) declared the coronavirus disease 2019 as a global public health emergency on 30 January 2020 (*WHO Declares Coronavirus Outbreak A Global Health Emergency : Goats and Soda : NPR*, 30 January 2020)

Hitting of Corona has changed all the scenarios and gave slump to International tourism; however, the governments are trying to balance among economy, unemployment, poverty, and public health. Tourism has been the worst affected sector due to deadly virus COVID-19.

Incredible India badly caught by COVID_ 19 and have the third-highest number of COVID cases after US and Brazil. Maharashtra, Tamil Nadu, Delhi, and Gujarat are highly affected states while Sikkim, Meghalaya, Mizoram, Ladakh have effectively controlled the impacts of the pandemic. After two months of strict nationwide lockdown, the country has given relaxation in lockdown guidelines. (*India International Flights Reopen - When Will Tourism Resume In India? When does Will Borders open? *Updated 1st September 2020* - Wego Travel Blog*)

Colorful and vibrant state Rajasthan is always the place of tourists. But due to hard hit by COVID -19, the Rajasthan tourism is facing a bleak future and 130 heritage hotels in Rajasthan are facing bankruptcy. hotels are struggling to pay their expenses and salaries to staff (*Jaipur: Royal Rajasthan Experience Faces Bankruptcy amid Coronavirus Lockdown | Business News*, 20 May 2020)

Starting tourism in India in this pandemic is controversy. As India is hit hardly by COVID. Few states have more than half cases of total cases and few have controlled it effectively. Although COVID patients' cases are increasing, at the same time the recovery rate is also increasing. The government have given relaxation on lockdown restrictions and have opened doors for tourists. Some states are highly depending on the tourism industry.

Present research finds out the perception of people and confidence of them for travel in year 2020. This paper will focus attitudes of potential tourist those are planning to visit in this year.

Likewise; their choices of hotel, factors they take for selection of hotel, taking Rajasthan for short trip destination or not, along with safety and hygiene measure what else must be part of new tourism?

Literature Review

1. Deadly virus COVID- 19:

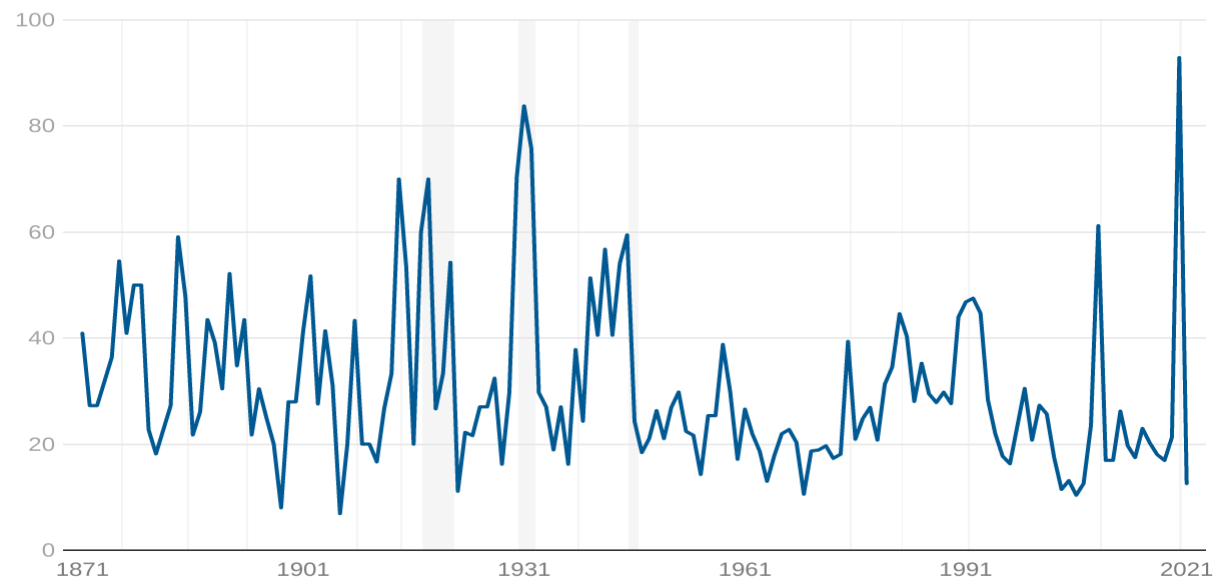
Globally after eight months of COVID- 19, cases are reached to 25 million and 844,000 deaths. California has reported with more than 700,000 cases. Second most populated country India (1.3 billion people) have set a new report of with more than 78,000 cases in a single day (*Coronavirus as It Happened: Global Case Numbers Pass 25m - JHU - BBC News*, 30 August 2020)

Total cases in India on 157th day of nationwide lockdown is reached to 33.1 lakh. Maharashtra, Tamil Nadu and Andhra Pradesh are highly affected states. India's recovery rate is continuously rising. It is 76.2 percent now (*Money Control*, 27 August 2020). According to report of Ministry of Health and Welfare Government of India, as on 27 August 2020, total active cases are 725,991 (21.93 % of total), discharged are 2523,771(76.24% of total) and total deaths are 60,472 (1.83%) (*MoHFW | Home*)

Global Economic Prospects forecasted the deep recession with 5.2 percent contraction in global GDP due to impact of the pandemic. This is expected to put into recession for most of the countries with contraction in per capita income globally since 1870. Emerging market and developing economies are expected to be contracted by 2.5 percent. It is predicted that East Asia and the Pacific will grow by a scant 0.5%. while South Asia, Sub-Saharan Africa, Middle East, North Africa, Europe, Central Asia and Latin America will contract by 2.7%, 2.8%, 4.2%, 4.7%, and 7.2% respectively. Developing economies will be on pressure due to weak health care systems, slump in tourism industry, subdued capital flows, and financial crisis. Global recession due to pandemic has been the steepest downgrades in consensus growth since 1990.

(The Global Economic Outlook During the COVID-19 Pandemic: A Changed World, 8 June 2020)

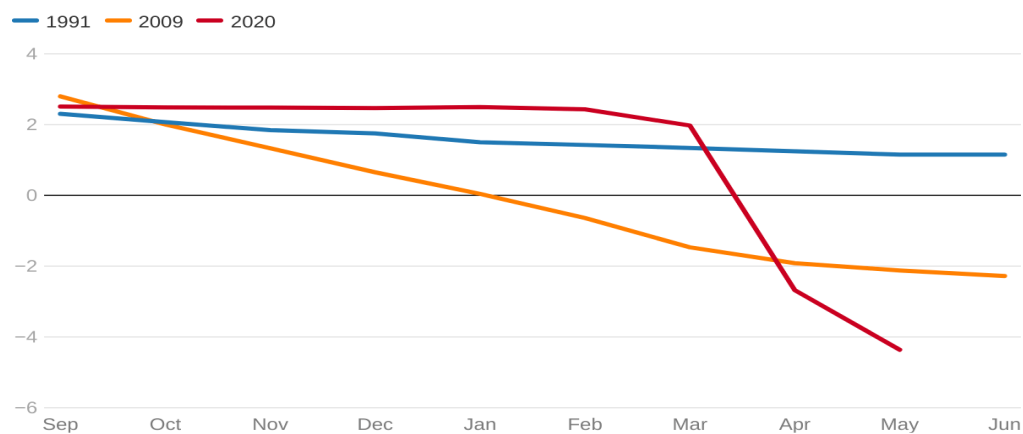
Share of economies in recession, 1871-2021



The proportion of economies with an annual contraction in per capita GDP. Shaded areas refer to global recessions. Data for 2020-21 are forecasts.

Source: World Bank, (The Global Economic Outlook During the COVID-19 Pandemic: A Changed World, n.d.)

Consensus forecasts of global GDP (percent)



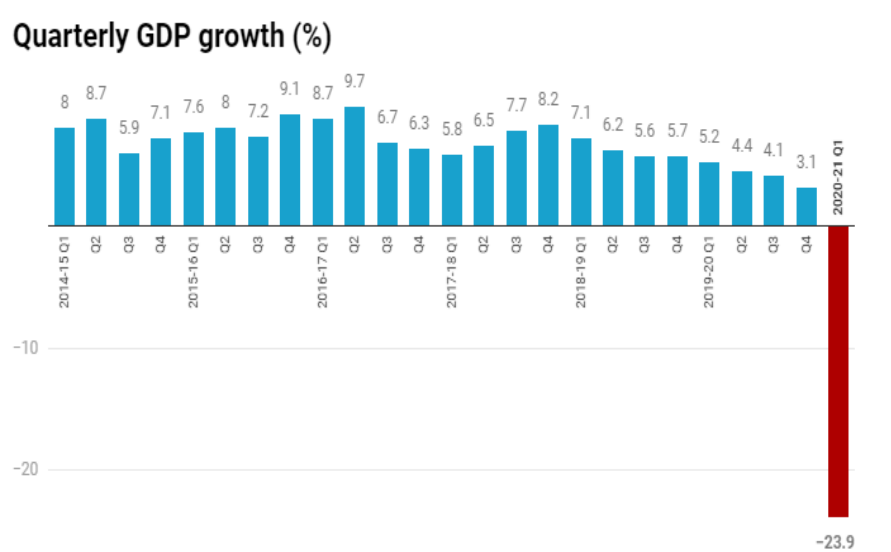
September to December shows forecasts made in the previous year, while January to June shows data for the current year. Data for 1991 are for advanced economies only due to data availability.

Source: Consensus Economics, World Bank

Source: World Bank, (The Global Economic Outlook During the COVID-19 Pandemic: A Changed World, 8 June 2020)

Due nation lockdown and shutting of factories, India's GDP get sharpest contraction on first quarter of financial year 2020-2021 is dropped to 23.9%. It was stood at 3.1% in previous first quarter financial year 2019- 2020. Although third quarter growth of FY 2019- 2020 was lowest

of 4.1 percent. (*UNWTO Releases a COVID-19 Technical Assistance Package for Tourism Recovery* | UNWTO, 12 May 2020)



Source: (*UNWTO Releases a COVID-19 Technical Assistance Package for Tourism Recovery* | UNWTO, 12 May 2020)

2. The hit of COVID -19 to Travel and Tourism Industry:

Travel and Tourism Industry worst affected by pandemic COVID- 19. During the first three months of year 2020, it caused a 22% fall in international tourist arrivals, while in year 2009 international tourist arrivals declined by 4% because of the global economic crisis and in year 2003 it was declined by just 0.4% due to SARS outbreak (*UNWTO Releases a COVID-19 Technical Assistance Package for Tourism Recovery* | UNWTO, 12 May 2020). The corona could diminish global airline revenue by \$29.3 billion in 2020 (*IATA - IATA Updates COVID-19 Financial Impacts - Relief Measures Needed-*, n.d.)The impact of coronavirus on the travel industry in the U.S.A. is six or seven times greater than impacted at the 9/11 attacks (*How Hard Will the Coronavirus Hit the Travel Industry?*, 2 April 2020)

UNWTO is focusing on putting people first. In past few months, all the industries are reeling and under immense financial strain. But Tourism industry has taken the hardest hit during this pandemic due to flight cancellations, border closures, travel restrictions and global lockdown (*Experts Share Insights on the Effects of Coronavirus on the Tourism Industry - Outlook Traveller*, 8 April 2020) It is reported that 91% of world's population were restricted on international travel those were neither citizens nor residents but were tourists/ business travelers. UNWTO predicted 80% down in international tourism in year 2020. They promote a campaign with hashtag (#Travel Tomorrow) and hope that by staying today at home, tomorrow we can travel (*How To Practise Responsible Tourism & Travel During COVID-19*)

2.1 Impact on India Tourism and Rajasthan Tourism:

Incredible India has many attractive destinations with its unique charm and diversity. According to Shravan Bhalla, Chief Executive High Flyer, India, safety will be prior factor for travelers before they plan. Indians travelers are expected with less travel to other countries due to Covid-19 effects for the next six months (*Experts Share Insights on the Effects of Coronavirus on the Tourism Industry - Outlook Traveller*, n.d.)

Rajasthan is the colorful state of India having rich cultural and heritage places, majestic desert, forts, museums, beautiful palaces and forts, handicraft market and forest. It always come in bucket list of tourists who want to explore India. Especially, those foreign and domestic tourists who want to experience royalty. Tourism Industry is the second-highest foreign exchange earner source for Rajasthan after gems and jewelry (*Coronavirus: Rajasthan Hotels, Bars Struggle To Survive Due To Covid Brakes On Tourism*, n.d.) Including the walled city of Jaipur, total three places of Rajasthan comes in UNESCO World Heritage sites in India (*Promoting Intangible Cultural Heritage of Rajasthan*, n.d.)

Number of visitors in Rajasthan has fallen 40% in the first five months of 2020 as compared to last year. There were 11.40 million domestic and 4.39 lakh foreign tourist visited during January to May in year 2020 while it was 20.63 million domestic and 8.05 lakh foreign tourist visited over the same period in 2019 (*Tourist Arrivals in Rajasthan Plunge over 40% in First Five Months, Outlook Uncertain | Jaipur News - Times of India*, n.d.)

3. Restart of tourism:

Tourism will never end even not after COVID -19 but yes sensitive to its effects. Things will be normal, but not in an overnight. Unfortunate events and crisis have immense negative effects on tourism industry, tourists' buying behavior and their travel experience. It is true that Tourism is the most resilience industry and to shape it again, countries have to realize a new reality of the tourism and travel industry(*UNWTO Releases a COVID-19 Technical Assistance Package for Tourism Recovery | UNWTO*, n.d.-b)

Impact of crisis not just damage and destruct image of a destination but also lose confidence of tourist to visit. Although current pandemic situation has not destructed image of destinations but strike fear into heart of tourists. So, for restart and the survival of the tourism industry, effective crisis management plans and strategies are required.

According to Santana (2004), crisis management is a continuous, integrated and extensive effort of organizations those are intent to understand and prevent crisis, and to effectively manage those that occur, taking into account in every step of their planning, training activities and in the interest of their stakeholders. Media plays an important role in the associated information management and communication processes in the consequences of a crisis (Santana, 2004).

UNWTO eased COVID- 19 related restriction from 87 tourist's destinations (40% of Global destinations) out of 217. Out of 87, only four destinations are completely restrictions free and 83 are partially restricted (Rodriguez, Cecilia, 30 July, 2020).

COVID- 19 lockdown has ended in China with practically zero cases. All factories, offices, schools and retail outlets have opened and it is restarting domestic tourism (Will Enger, 11 May,2020).

World Travel and tourism council has suggested protocols for the attractions industry to support the safe, healthy and responsible restart of attractions around the world on the basis of frameworks developed by the Global Association for the Attraction Industry (IAAPA). To recover travel and tourism industry from the COVID -19 crisis, must focus on traveler's need and expectations with health, safety and physical distancing standards. visitors will need to feel assured of the safety of travel (*CAR RENTAL LEADING GLOBAL PROTOCOLS FOR THE NEW NORMAL OVERARCHING OBJECTIVES & APPROACH FOR THE TRAVEL & TOURISM SECTOR OBJECTIVES*, n.d.). WTTC has mentioned four areas of protocols. These are

1. Operational and Staff Preparedness
2. Ensuring a Safe Experience
3. Rebuilding Trust & Confidence
4. Implementing Enabling Policies.

These four pillars are to plan actions for infection prevention, special cleaning, physical distance in office layout, minimize physical contact, contactless payment or using of gloves and hand sanitation, health and hygiene protocols and guidelines for restaurants, cafes, kiosks and hotels, use of masks and gloves and rebuild trust with travelers through effective communication & marketing. (*CAR RENTAL LEADING GLOBAL PROTOCOLS FOR THE NEW NORMAL OVERARCHING OBJECTIVES & APPROACH FOR THE TRAVEL & TOURISM SECTOR OBJECTIVES*, n.d.)

We can take this pandemic as an opportunity by finding short-term improvements, analyzing old wrong practices and rebuilt art of exploring. Mutual collaboration, coordination, information sharing and mutual efforts with common goal is important today. Current situation is not a stopping sign but to prepare and think innovate and new ideas to bounce back (*Experts Share Insights on the Effects of Coronavirus on the Tourism Industry - Outlook Traveller*, n.d.)

3.1 India restarted tourism:

India locked country from last week of March 2020. Shutting of airlines came in track again from 25 May 2020. Country partially restarted airlines with domestic air travel under strict control, guidelines and surveillance of Indian government. To bring back Indian citizens back from different countries and return foreigners from India, Vande Bharat Mission was launched on 6 May 2020. Nearly 1.26 million Indian people returned to India and approx. 1.26 million foreigners have flown out with around 900 scheduled flights under the travel bubble arrangement with the US, the UK, the UAE, Maldives, France, Qatar, and Germany. Currently international tourism is still restricted but flights to few specific nations are operating. A selected category of people that have business visas/ B- 3 visa for sports, foreign health care professionals, engineers, managerial professionals, technicians and design specialists can only travel in India till now. (*India International Flights Reopen - When Will Tourism Resume In India? When Will Borders Open? *Updated 1st September 2020* - Wego Travel Blog*, n.d.)

After most affected nation US and on second Brazil, India reached in third highest COVID- 19 affected country in the world. Total 26,456,575 COVID- 19 cases are reported around the world. Among them, more than 18,646,248 have recovered and 872,473 have died. The US, reached at top with 6,334,614. cases, followed by Brazil that has 4,046,150, India at third (3,936,747) and Russia at fourth (1,009,995). India has recorded with new COVID cases record with over 80,000 new cases in a single day. Till 4 September 2020, total cases in India reached to 3,936,747 and total 68,569 deaths. Although cases are increasing but recovery rate is also increased to over 77%. Five states Maharashtra (843,844), Andhra Pradesh (465,730), Tamil Nadu (439,959), Karnataka (370,206), and Uttar Pradesh (247,101) are highly infected that cover 62% of active Covid cases in country. While 70% of total death are from Maharashtra, Andhra Pradesh, Karnataka, Delhi and Tamil Nadu. *(Coronavirus LIVE: "Widespread Vaccination" Not until Mid-2021, Says WHO | Business Standard News, n.d.)*

Madhya Pradesh state is among the first that restarted tourism and opened doors for tourists in state. To promote tourism, a campaign of 'Intezaar Aapka' (Waiting for you) is launched. All the national parks, monuments, hotels and resorts opened again. Uttarakhand government also decided to unlock state for tourists with some conditions. Char dham Yatra is restricted to only locals of Uttarakhand. There is no entry before 7 AM and after 10 PM. Here also negative test report is mandatory to carry and also 7 days booking proof. *(Your Favourite Places in India Are Now Open For Tourism! (2020), n.d.)*

Himachal state is also open with new protocols for tourism. Government make it mandatory to show test reports of negative COVID -19 at entry time. That test report must be furnished from an Indian Council of Medical Research (ICMR) recognised lab. According to the Chief Minister of Himachal Pradesh, positive tested reports will be kept on a record that will help in contact tracing. Inter- state movements are monitored by registration and COVID e pass. Tourism department will issue standard operating procedures for tourists in state *(Himachal Pradesh Plans to Open up for Tourism, n.d.)*

The Goa government has opened up the state for domestic tourists and 250 hotels in Goa got permissions to resume their operations. Tourists have to carry COVID-19 test certificate and undergo through basic screening at entry point *(Goa Reopens for Domestic Tourists with Restrictions amid COVID-19 Spread- The New Indian Express, n.d.)*

The hotel industry in Kullu- Manali will open from October 1, 2020 after nearly six months of shutdown. According to the President of Manali Hoteliers Association, hotel staff the hotel staff will serve guests with carrying masks and gloves, and will be trained to follow safety protocols. For emergency cases, a COVID care center will set up. Other than this, government will provide training and education campaigns for tourism- agents and connected people (such as restaurant owners, cafes or dhaba owners and cab drivers) to run their business safely in this pandemic situation. *(Manali Hotels to Reopen | Trainman Blog, n.d.)*

3.2 Restart of Rajasthan tourism:

Rajasthan opened state for tourists from 2 June with some restrictions. Rajasthan is a land of Maharajas and heritage. Other than palaces it carries bundle of religious places which are going to reopen after lockdown (From last week of March 2020) from September 7, 2020. Devotees need to follow safety protocols and maintaining social distancing. At regular intervals the religious places will be sanitized. District collectors and superintendents of police will inspect places to not make crowd and keeping social distance. The most famous 2000 years old Brahma temple in Pushkar is started welcoming of visitors. Birla Mandir and Moti Dungri of pink city Jaipur, Eklingji temple of Udaipur, Rani Sati temple of Jhunjhunu, Mehandipur Balaji Temple of Dausa, Hazrat Khwaja Garib Nawaz Dargah of Ajmer are some famous religious places of Rajasthan. (*Rajasthan Shrines to Reopen | Trainman Blog, n.d.*)

A tourism industry expert, Sanjay Kaushik stressed to tap the domestic tourist in Rajasthan and to focus on rural tourism, to attract weekend destination tourism. Vishvendra Singh, Tourism Minister mentioned that to increase domestic tourist the Rajasthan tourism department is planning to coordinate with other states (*Jaipur: Royal Rajasthan Experience Faces Bankruptcy amid Coronavirus Lockdown | Business News, n.d.-b*) He suggested that to rejuvenate the tourism sector in Rajasthan collaborative work and aggressive marketing campaign have to be done in line with the health guidelines provided by the Health department. Focusing on domestic tourists, he mentioned that even “The Palace on Wheels” also have to focus on the domestic tourists (which had 98 per cent foreign travelers). He suggested to work with new circuits of spiritual, wildlife and adventure tourism, creative and innovative social marketing, revamping of department website and changing the itinerary accordingly. Randhir Vikram Singh, representative of Indian Heritage Hotels Association (IHHA) and Federation of Hospitality and Tourism of Rajasthan (FHTR), emphasized on a toll-free number to provide immediate information to the tourists of state (*COVID-19: Rajasthan Govt Brainstorms with Tourism Stakeholders, n.d.*).



Source: Hindustan Times, Jaipur, 4 June 2020

After two months of Coronavirus lockdown, Rajasthan tourism department has reopened tourists' places on 2nd June 2020 with safety protocols. It will lead to a slow but steady return of visitors. More than 1400 tourists were reported in just first two days of reopen. Changes in timings of monuments, discounts on tickets and small video clips on digital platforms are some small steps taken to attract tourists. For first 15 days, the State government is not charging any entry fee and only 32 monuments are ticketed among 342 protected monuments (*Tourism Resumes in Rajasthan with over 1400 Visitors, Entry Fee to Tourist Spots Waived for 15 Days - India News - Hindustan Times*, n.d.)

To make places infected free, places will be sanitized twice a day. Including museums, archaeological monuments, zoos, biological parks, and sanctuaries, markets have been opened after 70 days in the Pink city Jaipur. (*All Tourist Places Opened Today in Rajasthan*, n.d.)

On 8 June 2020, popular wildlife destination of Rajasthan: Ranthambore National Park (Sawai madhopur), Sariska Tiger Reserve (Alwar) and, Jhalana Leopard Safari (Jaipur) have reopened along with hotels, restaurants and clubs to function. (*Sariska, Ranthambore Reopen for Wildlife Lovers*, n.d.). Tourist vehicles are allowed to enter the park after sanitization and only 50 % of tourists are allowed to sit in safari for maintaining social distancing. Drivers, guides and tourists have to wear mask during safari and thermal screening will be conducted before visit. Also, adult tourists (more than 65 years old) and children less than 10 years old are not permitted. According to Mukesh Saini, Deputy Conservators of Forests (DCF), on an average ten to fifteen safari vehicles are taking the safari every day after reopen of destination. Most of tourists are from Delhi, Gurgaon and Rajasthan. Number of tourists are pretty good on weekends and most of them are wildlife photographers. Tourists were happy to back in the jungle and most of them delighted to watch the Tigress T8. (*Reopening of Wildlife Tourism in Rajasthan - Outlook Traveller*, n.d.)

Research Methodology

According to Redman and Mory, research is a systematized effort to gain new knowledge (L.V. Redman and A.V.H. Mory, 1923). It is a scientific and systematic process to solve the problem. For present research problem, the researcher conducted a survey with an adequate structured google formed questionnaire (based on past theories and literature) and send it to people social media platforms (what's app application, Instagram application and mails).

Statement of the problem:

This paper throw light on damages that tourism sector of India is facing. COVID- 19 hit badly India. Some states of country are highly affected and have huge number of COVID cases. While some are sighing of little relief. Rajasthan COVID cases are increasing day by day, but recovery rate is also increasing. Few states have opened their state borders for domestic tourists including Rajasthan. Government of Rajasthan has opened touristic spots from 2 June 2020. Rajasthan tourism government started attracting tourists through social media platform,

through providing discounts and offers on tickets and by organizing special programs to entertain tourists. Tourists have started coming in Rajasthan for short trip and with new protocols. Tourist are also eager to step out and explore again. Some are rethinking to go out and some are not confident to travel. Restarting tourism is still a question and topic of controversy in Rajasthan.

So, present research focus on

1. Psychology of tourists and their perception for travel and tourism in the year 2020.
2. Preference of tourists for tour in Rajasthan during pandemic.
3. Thinking of people on responsible tourism and community education.
4. Focus on unveil sites of Rajasthan that to be promoted in this pandemic situation as a tourism product.
5. Research paper will discuss some inputs given by respondents for educate society and encourage responsible tourism for future sustainability of tourism in Rajasthan.

To search all these issues hypothesis is formulated as:

Ho1: Use of mask and sanitizer is enough to feel people comfortable for travel in Rajasthan in year 2020.

Ho2: Digital media and social media platforms helps to encourage responsible tourism.

Ho3: Staying in hotels for long will not be preferred by tourists during travel in pandemic.

Ho4: Educating community and society could be fruitful effort for better and sustainable tourism

Ho5: Unveil sites of Rajasthan should be tourism spots for year 2020.

Research design:

For the study, the researcher has formulated a google form with some open and some close questions. Questions are designed as per present situation, collected information and according to hypothesis. Basic demographic question was asked in one single question. People who were visited Rajasthan (contacted to the reviewers of Tripadvisor, Mytrip.com) and part of Rajasthan tourism, residents of Rajasthan and potential tourists of Rajasthan are taken as population.

Due to pandemic, it wasn't possible to take field survey. So, an online survey instrument distribution was done through social media platforms (through What's app application, Instagram application and via mail). Total 150 forms are forwarded and among them 89 have responded well. Further data is analyzed and interpreted from sample of 89.

Table 1. Research Design

1	Type of Research	Descriptive Research
2	Area of Research	Rajasthan
3	Focus area	Rajasthan touristic spots, unveil sites of Rajasthan

4	Type of respondents	Potential tourists of Rajasthan and residents (no specific demographics)
5	Population	Dark Tourists in Rajasthan
6	Data collection time	From December 2020 to March 2021 (tentative schedule)
7	Sample Size	89 (got 89 out of 150 forms)
8	Sampling method	Snow- ball Sampling and convenience sampling

Data collection:

- Primary data was collected by adequate structured questionnaire framed in google form on the bases of collected secondary data and information. Total 15 questions are framed and most of them are open ended to fit the aim of research. The open- ended questions helped to understand psychology of respondents in broader. The link to Google form survey was sent to friends, mail contacts, active reviewers of Rajasthan destination and acquaintances without any geographical error.
- For secondary data collection various journals, blogs, articles, news articles, government reports, video clips, and few old researches are used.

Table 2. Data collection method

S. No.	Data Collection	Method and Techniques
1.	Primary data collection method	Online survey instrument (Google form)
2.	Secondary data collection	Journals, articles, news, blogs, video clips, websites, e books, government reports

Data Analysis and Interpretation

Questions were framed in Google form that contain both open and closed type questions. Total 89 respondents respond well. After collection of primary data, it is analyzed and interpreted with help of charts. Along with demographic questions, some important questions are remained open to get broader information.

- After analyzing of demographic information, it is found that
 - Maximum of responds are young in range of 19 years to 30 years old.
 - Respondents are from Uttar Pradesh (Lucknow, Kanpur, Faizabad, Bulandshahr, Sultanpur), Raipur (Chhattisgarh), Maharashtra (Mumbai, Nagpur, Pune, Jalgaon), Rajasthan (Jaipur, Kota, Sawai Madhopur, Shri Ganganagar), Delhi, Madhya Pradesh (Indore, Rewa, Khandwa), Gujrat (Vadodara, Surat), Haryana (Gurugram), Jharkhand (Ranchi, Jamshedpur), West Bengal (Kolkata).

Do you feel comfortable to travel in year 2020?

89 responses

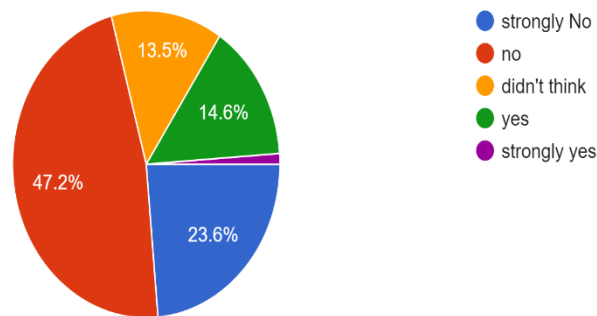
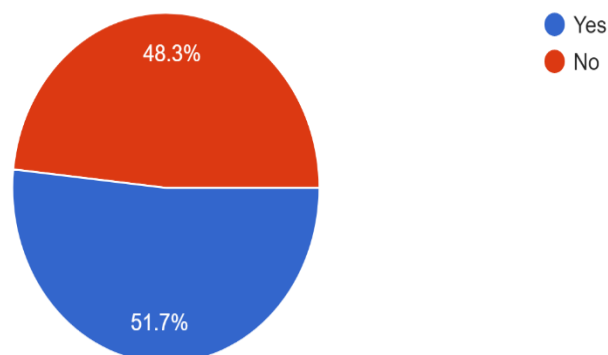


Figure: comfortable to travel in year 2020.

- ii. It is found that 23.6% are strongly not comfortable and 47.2 % are not feeling comfortable to travel in year 2020. Total 70.8 % respondents reacted negatively for travel during pandemic. 13.6% didn't think about travel. Only 1.1% are strongly comfortable and 14.6% are comfortable to travel in this year during pandemic. Total 15.7 % respondents (approx. 16%) are comfortable and confident to travel and explore in this year 2020.

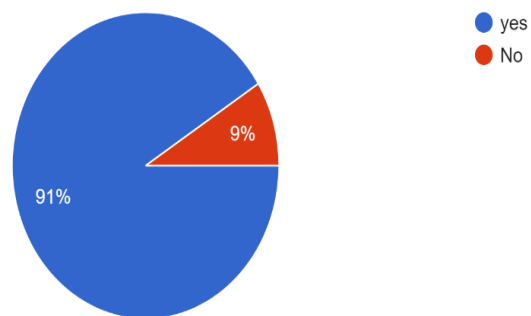
Do you want and comfortable for short trip to Rajasthan?

89 responses



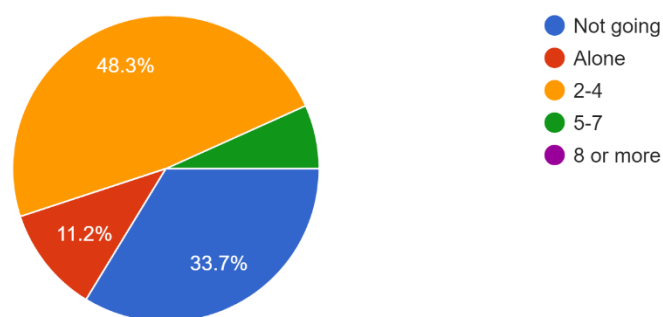
- iii. Maximum of respondent (51.7%) are like to take short trip for Rajasthan and even comfortable to travel in Rajasthan. But 48.3 % don't want such trip.
- iv. Some who want and planning to visit Rajasthan are like to explore Chittorgarh, Bundi, Sawai Madhopur, Katrathal rural tourism point of Sikar, Jaipur and Jaisalmer.
- v. Other than Rajasthan some want to go Himachal, Gujrat, Uttarakhand, Bangalore, Pune, Delhi, Kerala, Leh Ladakh.

Will you check COVID- 19 cases in the place that you are planning?
89 responses



- vi. It is analyzed that most of people will check COVID cases updates before visiting destination. only few (9%) will not check COVID updates of that particular place.

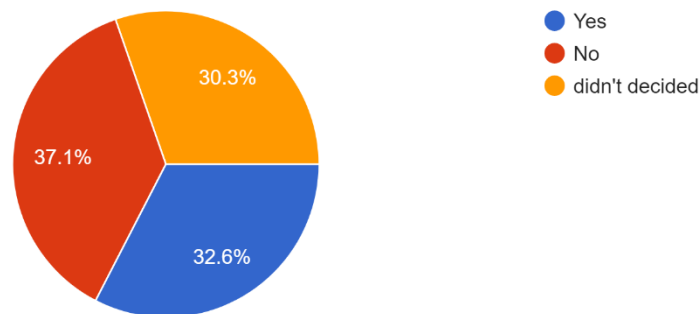
With how many people are you planning to visit?
89 responses



- vii. From above chart it can be understand that maximum of people will go with 2- 4 people, 6.7% are like to go with 5-7 persons. While 11.2% prefer trip by alone. No one like to visit with 8 or more people. It is also important to note that 33.7% of respondents are not going for any trip.

will you take stay in hotel?..

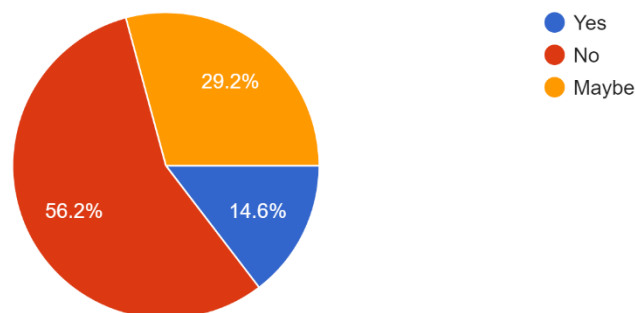
89 responses



- viii. This question gave almost equal responses on stay in hotel. 37.1 % will not prefer hotels for stay and like to stay at relative's home. 32.6 % will prefer hotel for stay and 30.3% didn't decide it.
- ix. Those prefer hotels for stay not like long stays. They prefer 1- 3 days and will go for short trips only.
- x. People will look over few factors such as cleanliness, security, comfort, hygiene and COVID precaution guidelines, before selection of hotel.

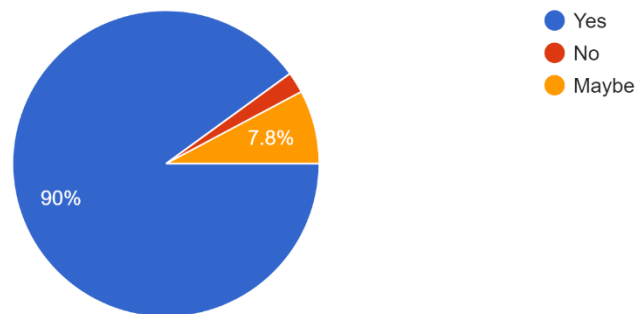
Will you like if tourists come in your city/ state in this pandemic situation?

89 responses



- xi. Maximum of respondents (56.2%) don't like to get tourist in their city /State. Only 29.9% are supporting tourism during pandemic in their city/ State. While 29.2% are confusing to support tourism in there are in this pandemic situation.
- xii. Along with safety and security measures, people like to add practicing of social distancing, regular sanitizing of places, allowance of limited number of people at a once and limited gathering, mandatory of mask, proper and COVID test report, application of thermal scanning at entry points of destinations, health checkup before and after tourism, special hygiene for food and packaging, up empowerment of traditional local artists and promotion of environment friendly tourism as a new part of tourism.

Do you believe that educating community also help in betterment of tourism in Rajasthan?
90 responses



- xiii. Most of the respondents (90%) believe that educating community will improve tourism in Rajasthan. Few respondents (7.8%) believe that educating community may be helpful or may be not helpful. While only 2.2% are thinking that educating community can work to improve tourism in Rajasthan.
- xiv. Some respondent suggested to prepare short videos/ short messages that display at airports, railway station and at bus stops for community education. Social media and online platforms can be used to train and involve local people in tourism and make them aware about government guidelines in this pandemic. Newspaper and television advertisements about state tourism in India can also club this part. Webinars can be conducted to know them importance of historical places, how to deal with tourists, accepting new people and be friendly with them, helping tourists, knowing regional touristic spots, and to make them understand the importance of tourism for betterment of society and economy. Tourism and community education should be included in school books and chapters that talk about tourism aspects of places.
- xv. Maximum of respondents also believe that tourists need to be responsible while travelling. One respondent suggested to take local guest houses for stay rather big hotels that generate lot of waste. Responsible tourism is needed not just to significantly taking care of environment and nature, but also to preserve native culture, tradition and art. All the tourists should respect other's culture and should maintain dignity of the place. As tourist place an important role to make place better. It is also suggested that tour operators can educate tourists to reuse things and not make place dirty. Tourists must carry a bag with them to dispose all the waste and keep surrounding clean. In this situation a tourist is responsible when they follow all the guidelines issued by government while travelling, do self-hygiene, maintain social distancing, travel only when not ill and keep COVID test report first. Every tourist leaves an impression on people about his hometown through his/ her actions.
- xvi. Respondents suggested less known and unveil sites of Rajasthan that could be better tourism product today and in future also. These are:
Abhedha Mahal in Kota (Heritage site), Bhangarh in Alwar district (Dark Tourism site), Bundi fort in Bundi (Heritage site), Bholenath temple in Dausa (Religious place), Garh

palace of Kota (Heritage site), Garadiya Mahadev in Rawatbhata (Scenic view), Panna Meena Kund in Abhaneri near Dausa (Heritage site), Ranthambore in Sawai Madhopur (Wildlife tourism site), Samode Palace in Jaipur (Heritage site), Jait Sagar Lake point in Bundi (Scenic view), Timangarh fort in Sawai Madhopur (Heritage site), Mandrayal fort in Sawai Madhopur (Heritage site), Kela devi mandir in Sawai Madhopur (Hindu religious site).

Findings

- Indian government have started airlines for domestic tourists and restarted tourism after nationwide lockdown. Many states are welcoming domestic tourists. Tourism sector is hit badly by pandemic and to get it back we all should stand with travel. This means who feel comfortable to travel must follow all the norms strictly with care of sentiment of locals.
- More localized travels and explorations must be encouraged to boost internal tourism.
- People must be responsible as local and as tourist. Tourist need to travel with responsibility and follow all the norms and precautions strictly. In this pandemic people need to help each other and enjoy responsibly. Travel with mask and sanitizer and carry bag to dispose garbage.
- Use of mask and sanitizer is important for new tourism. But only this condition can't make tourists comfortable to travel in year 2020. So more than this other thing can be added suggested by respondents.
- Most of people are avoiding travel and those are planning are not preferring to stay for long in hotel.
- Educating community, knowing them unveil local sites and blurring regional culture knowledge, responsible tourism and promotion of unveil sites are some steps that could improve tourism and sustainable.

Suggestions

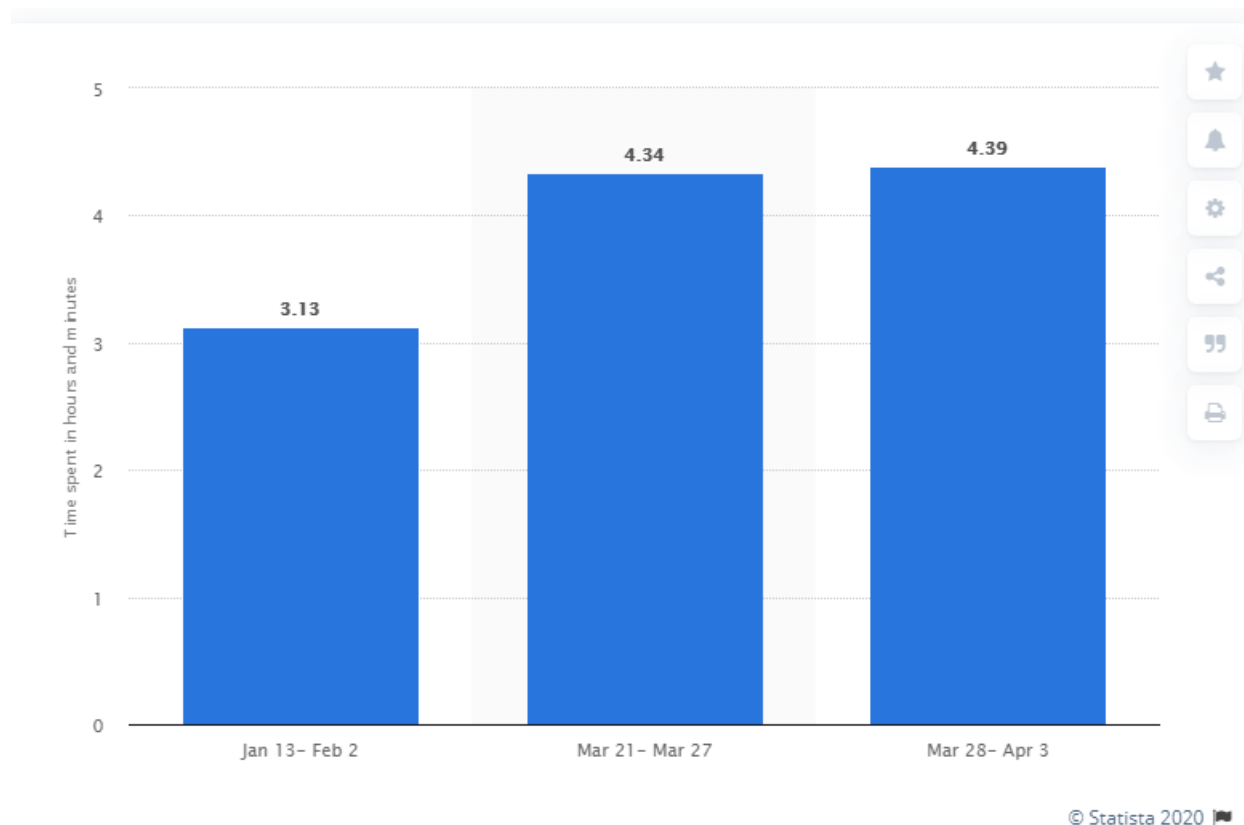
During crises, social media and mass media could play effective role to promote tourism. Globally more than 3 billion people (49 % of the world's population) are using social media among them approximately 376 million are Indian users (population of more than 1.36 billion) (*Number of Social Media Users Worldwide | Statista, n.d.*)

It is reported that time spent of Indian users on social networking applications have increased after nation- wide lockdown due COVID- 19 pandemic (from March 25, 2020 to May 17, 2020) (*India - COVID-19 Impact on Weekly Usage of Social Networking Apps 2020 | Statista, n.d.*) Nationwide lockdown has increased surge of social media and being on internet to pass their time.

Social media usage is spiked to 87% in India and 75 % of users were spending more time on Facebook, Twitter and WhatsApp. Before the lockdown, social media usage was 150 minutes per day (average) that was jumped to 280 minutes per day in the first week of lockdown

(Coronavirus: 87% Increase in Social Media Usage amid Lockdown; Indians Spend 4 Hours on Facebook, WhatsApp, n.d.)

Facebook shared that time spent on its apps has grown 70%, total messaging (include Facebook Messenger, Instagram and WhatsApp) has increased more than 50% over last month, [Instagram](#) and Facebook Live views doubled in a week's time (Report: WhatsApp Has Seen a 40% Increase in Usage Due to COVID-19 Pandemic | TechCrunch, n.d.)



Source: (• India - COVID-19 Impact on Weekly Usage of Social Networking Apps 2020 | Statista, n.d.)

It was observed that approximately three hours individual users were spending time on social networking applications in the preceding week of lockdown that was increased to approximately five hours between March 28 and April 3, 2020 (• India - COVID-19 Impact on Weekly Usage of Social Networking Apps 2020 | Statista, n.d.)

Present situation where people are stuck at their home and scrolling pages of social sites, has given us opportunity to discuss travel, restart it with more responsibly, train tourist's agents and educate community. These platforms could be used to create connections, educate and aware people about unveil sites with the aim to influence them for mindful travel and deal with crisis. This right time and technology can be utilized to get people's attention and confidence back for going out and rethink of old tourism activities.

1. Various travel related webinars could be conducted for potential tourists to know them about places those are open and activities that can do, discounts and offers on

destinations (both by private and government travel businessmen), about unveil and untouched places that are less crowded, new protocols of travel, government guidelines and updates, small attractive clips of destinations and educate them for responsible consumption and production. Here different local vendors, Small travel local businessmen and travel agents could participate to promote/offer their benefits for potential tourist.

2. Before COVID- 19 global warming, over- tourism, unbalanced distribution of travelers and tourism sustainability were point of discussion and concern. Finding and promotion of unveil sites, alternative plans and off-peak tourism packages were few solutions for them. These solutions also fit in present situation.
3. Rajasthan is a unique tourism landscape of India famous heritage land. It is full of foreign and domestic travelers in winters. But this winter will not catch international tourists. But other than heritage sites it has potential some niche tourism products such as eco- tourism, rural tourism, dark tourism and wildlife tourism. Tourism with concept of protecting nature is today's need.
4. Places that are common and famous tourism spots will take more recover time from effects of pandemic. As maximum of highly demanded tourism spots are in main cities that always surrounded by people. Promotion of new and trends in tourism, unveil sites, rural tourism, dark tourism and eco- tourism will not just get attention of tourists and community but will also invite domestic travelers with positive restart of travel after lockdown. This could somehow resolve some problems of local vendors, small travel businessmen and travel agent.

Although initially tourist's day spend on destinations will be 1- 2 that may not benefit to hotel industries. Identify local attractive places that are less crowded and far from main city. That possible local tourism must be focused firstly rather conventional common places, to restore confidence of travelers back and promoted in line with new protocols for travel industry. People will find it curious to see places that are near to them, less crowded, attractive and new for them.

Rajasthan has tremendous potential of eco-tourism that is today's time need for future sustainability of tourism, wellbeing of local people and conservation of environment. Rajasthan is a full package of nature beauties, rare wildlife, historical sites and cultural diversity.

Some potential eco- tourism sites are(*Potential Ecotourism Sites in Rajasthan | RajRAS - Rajasthan RAS*, n.d.): Panchkund (Ajmer), Bala Kila (Alwar), Sharvan Dery (Banswara), Tripura Sundari (Banswara), Kunda Khoh (Baran), Shergarh Fort (Baran), Adi Badri (Bharatpur), Fort Bharatpur (Bharatpur), Giri Goverdhan (Bharatpur), Hamirgarh (Bhilwara), Menal (Bhilwara), Ajitgarh (Bundi), Bhimlat (Bundi), Ramgarh fort (Bundi), Hathodi hodi (Chittorgarh), Padajher Mahadeo (Chittorgarh), Garh Mora (Dausa), Toda Bhim (Dausa), Galta forest (Jaipur), Sambhar Lake (Jaipur), Gaipernath Mahadeo (Kota), Gardia Mahadeo (Kota),

5. Encouraging and promoting these sites not just attract locals and domestic visitors but also help to survive small local vendors and travel businesses that have ruined by COVID- 19.

6. Delivery of interactive webinars for travel stakeholders on marketing strategies to encourage citizens for domestic trips (especially for youngsters) and use of digital tools for promotion, e-marketing.
7. Various online programs and courses must be initiated to train and enhance skills of tourism human capital, like cultural actors, folk artists, handicraft makers, tourist guides, local product makers, indigenous communities and local communities.
8. Together we can make changes. Just government's efforts can't make big changes. Not just only community or tourists but we all need to know our roles and responsibilities, and sense of awareness of environmental health and wellbeing.
9. It must also consider that not all places are to promote especially "Red Zones". People will think twice before visiting places of red zone. Hotspots are deserted and open those places not just life risky for tourists but also risky and unethical for localities who are suffering and staying at home to get rid of from effects of Corona. As we do not forget that tourism is important but not more than life.
10. Tourists who are planning for visit in this year should follow all protocols and guidelines to set an example to others. Like sharing of their photos, videos and stories with no mask and no proper distancing could send negative signal to other and even influence them to do it same. Tourists are travel content creators. So, they should support tourism with sense of responsibility.

Locals of Goa started criticizing and commenting on a Mumbai-based travel content creator, Shenaz Treasury, who recently went Goa after Goa government opened it for domestic tourists. She was feeling free, not wearing mask and enjoying empty Goa streets. But as Goa is not at all free from COVID cases and number of COVID patients are touching highest number every day. Locals are staying at home until the things under control. They don't want tourists until the red signals get green (*Goa Is Now Open For Tourism. But Does That Mean We Should Go? | The Swaddle*, n.d.). Every day approx. 300 coronavirus cases are reported in Goa and nearly 150 death cases are recorded (*Goans Give Travel Influencer a Reality Check on Tourism during Pandemic - India News - Hindustan Times*, n.d.)

11. Every negative event has positive side too. It is a Tourism Redevelopment Period to reorganize it and rethink our old practices of exploiting nature for our entertainment, polluting environment, destructing natural beauties for commercial purpose and making of our surroundings filthy, throwing garbage, prioritizing quantity over quality and affecting life of local communities.

The shutdown of factories, decrease industrial activities, tourism, and road traffic has filtered our planet, emptied the overcrowded places, clear skies and cleaned up the air, water, land and a return of wildlife.

12. Travel industry could be first industry that will recover but it also needs government support for development of remotely located destinations, public toilets, quality health services and support for small travel businesses.

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