

An analytical study on the consequence of the covid outbreak on the socio-economic condition of kachchh tourism

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Abstract: *The outbreak of COVID-19; which is one of the economic & humanitarians' crisis, has impacted the business and people all over the world. In this regard, the tourism sector has a great impact as (FTA)s Foreign Tourist Arrivals were 3,28,462 as compared to 9,78,236 in March 2020 & March 2019. This marks as the negative record-breaking progress of -66.4%. This pandemic affects a person's economic as well as mental and social status. This research paper aims to analyze the consequence of Covid outbreak on Socio-Economic Condition of Kachchh Tourism. In this article, data has been collected through primary and secondary sources. Primary data has been collected in the months from Sep. 2020 to Nov. 2020. The results show the economic crisis or social change faced by people associated with the Tourism Industry during this Covid-19 phase. This research fills the gaps of literature related to the socio-economic condition of Kachchh, Gujarat in the area of tourism during the Covid-19 outbreak. This article is limited to the Kachchh region of Gujarat. This research paper can be used by other investigators to analyze the impact of covid-19 on the tourism sector.*

Key Words: Covid-19, Impact, Socio-Economic, Behaviour, Tourism, Kachchh

INTRODUCTION:

China revealed an outburst of one type of pneumonia with unknown causes in Dec 2019. The outbreak had become a general wellbeing crisis of global concern. This pandemic led to economic as well as social, mental stress for people all over the world. This new infection was named a Novel Corona Virus termed COVID-19. The first case of Covid-19 outburst in India was registered on 30th January 2020. The outbreak of COVID-19; which is one of the economic & humanitarian crises, has impacted businesses and people worldwide. With view to that the tourism sector has a significant impact as (FTA)s Foreign Tourist Arrivals were 3,28,462 compared to 9,78,236 in March 2020 & March 2019. This has been noted as the negative record-breaking progress of -66.4%. Because of the current situation, UNWTO anticipates that FTAs declined by 70% to 75% for 2020. This implied that worldwide, the travel industry might have gotten back to levels 30 years prior. UNWTO's all-encompassing situations for 2021-2024 highlight a worldwide bounce back in the travel industry by 2nd half of 2021. Regardless, a re-visitation of 2019 levels as far as international tourist arrivals may take 2½ to 4 years. This pandemic affects a person's economic and mental, and social status.

LITERATURE REVIEW:

Tourism is a result of, but also a cause of our highly interconnected and global world; pollution, waste, and climate change; international, national, and regional economic development and growth; and the superiority of capitalism values in people's and businesses' decision-making, as well as policy and political formulations. In addition, pandemics are projected to become more widespread as climate change increases the incidence of pandemics and outbreaks (Sigala, M. (2020). The COVID-19 (coronavirus) pandemic, which has impacted the global economy, has also affected the African economy due to spillovers. To restrict the spread of COVID-19, several African countries have implemented brutal quarantine and lockdown measures, but these have come at a cost, including the collapse of health systems and a severe economic crisis or recession (Ozili, P. (2020). Over 4.3 million positive cases and 290,000 fatalities have been reported worldwide due to the COVID-19 outbreak. It has also sparked fears of an looming economic slump. Because of social isolation, self-isolation, and travel restrictions, the workforce has shrunk across all economic sectors, resulting in the loss of many employees. Hence, The demand for commodities and manufactured goods has declined as schools have closed. On the other hand, medical supplies have seen significant growth in the market. Due to panic buying and hoarding of food supplies, the food industry also sees increasing demand. We summarise the socio-economic consequences of COVID-19 on specific elements of the global economy in response to this worldwide epidemic (Nicola, M., Alsafi, Z., Sohrabi, C., Kerwan, A., Al-Jabir, A., Iosifidis, C., ... & Agha, R. (2020).

OBJECTIVE:

This research paper aims An analytical study on the consequence of the covid outbreak on the socio-economic condition of kachchh tourism. Furthermore, to investigate the Effect of Covid-19 on the Social and psychological status of the local people of the Kachchh region.

RESEARCH METHODOLOGY:

In this research paper, data has been collected through primary and secondary sources. The sample size for this research is 115 residents of the Kachchh region. Preliminary data has been collected through a structured questionnaire in the months from Sep. 2020 to Nov. 2020 through convenience sampling method. Secondary data has been collected through government reports, journals, webpage, and past studies based on the said topic. This research presents and analyzes the data through chi-square and multinomial logit regression. In addition, the data has been analyzed through the SPSS. V 22.0 software.

Hypothesis:

1. H_0 = support by the parties is not inversely associated with a reduction in Unusual Behaviour.

2. H_0 = The nature of employment does not influence Reasons of effect on employment during the covid-19 outbreak.

ANALYSIS:

Hypothesis – 1:

Table -1: Support by the parties is not inversely associated with a reduction in Unusual Behaviour.

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.192 ^a	1	.661		
Continuity Correction ^b	.011	1	.915		
Likelihood Ratio	.185	1	.667		
Fisher's Exact Test				.741	.439
Linear-by-Linear Association	.190	1	.663		
N of Valid Cases	115				

The analysis of above data, the Chi-square test of independence for Hypothesis –1 specified a statistically significant variance between the observed and expected values, $\chi^2 = 0.192$, $df = 1$, a p-value is 0.661, which is greater than 0.05. There is no inverse association between support by parties with a reduction in Unusual Behaviour. Therefore, $\chi^2 (1,115) = 0.192$, $p = 0.661$ & we are fail to reject null hypothesis.

Hypothesis – 2:

Table: 2 Model Fitting Information

Model	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	271.294			
Final	170.436	100.858	60	.001

Table: 3 Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	134.804	300	1.000
Deviance	125.787	300	1.000

Table: 4 Pseudo R-Square

Cox and Snell	.584
Nagelkerke	.607
McFadden	.269

Table: 5 Likelihood Ratio Tests

Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log-Likelihood of Reduced Model	Chi-Square	df	Sig.
Intercept	170.436 ^a	.000	0	.
Companies/business have been shut down permanently	182.853	12.417	12	.413
Companies/business laid off workers to reduce cost	191.598	21.161	12	.048
Not able to get back to work due to lock down/quarantine	199.310	28.873	12	.004
Companies/businesses offered low or no compensation since the outbreak	191.533	21.096	12	.049
Companies requested to go back to work without providing proper preventive measures	197.441	27.005	12	.008

Table 2 and 3 indicates if the model matches the data well enough. The p-values (sig) should be greater than 0.05. For example, we might infer that this model properly fits the data if no warning message is issued if the number of subpopulations (cells) with zero frequencies is tiny, with $p > 0.05$. The proportion of variance described by the model is shown in table 4. For example, the effect on employment explained approximately 60.7% variance during the covid-19 outbreak. Table 5 shows the likelihood ratio, which means the contribution of each variable to the model; all the variables are significant ($p < 0.05$) except companies or businesses that have been shut down permanently.

FINDINGS/CONCLUSION/LIMITATION :

It was concluded that there had been a positive association between the support of parties, whether it can be a government, NGO, volunteers, relatives, friends, and neighbors of a person who is having some mental and psychological issue during Covid outbreak. So the people have the emotional support to beat this challenging time. However, it was found that the nature of employment influenced the reason of covid 19 impact, which caused a severe effect on the people of Kutch district. So it can be said that company is havin temporary impact. It was found that there was no permanent shut down of business as the Covid outbreak was temporary. But the immediate impact had been seen, which includes laying off workers, not providing prevantive measures, offering low compensation or salary reduction, and not going to work due to lock down or quarantine period. Hence, it can be concluded that Kutch is the emerging destination for tourism; due to covid 19, the people working under these industries suffer a lot financially and socially. The study focused only on the Kutch district, so the result of the research might differ in another geographical area. The time frame for data collection is one of the study's limitations.

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