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# 1 Assessment of the Impact of COVID-19 Pandemic on Tourism 2 and Hospitality Sector: Evidence from the South Asian Countries

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## 6 Abstract

7 The aim of this study is to explore the overall effect of COVID-19 pandemic on tourism and  
8 hospitality industry of Bangladesh and India. This research utilized journals, historical  
9 records, newspaper articles, World Health Organization statistics, governmental data, and  
10 website materials on COVID-19 incidences in tourism. Secondary research was adopted in  
11 which secondary data were collected through a comprehensive literature review. The  
12 COVID-19 outbreak has significantly affected global travel and tourism. Bangladesh and India  
13 has also experienced an adverse impact on inbound and outbound tourism. International and  
14 domestic tourists have cancelled bookings in both country and outbound tourism activities  
15 have also been banned. Airlines have cancelled flights, while hotels are almost completely  
16 vacant, and as a result, supporting tourism agencies are facing huge economic losses and  
17 employment cuts in Bangladesh and India. The intensification of COVID- 19 is predicted to  
18 cause a long-term adverse impact on tourism both in Bangladesh and India. The government  
19 of Bangladesh and India government has declared an incentive package for early economic  
20 recovery that is needed for businesses to survive the pandemic.

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22 *Index terms*— COVID-19 pandemic, tourism and hospitality, bangladesh, india.

## 23 1 I. Introduction a) Background of the Study

24 he decade 2020 began with an alarming and unfortunate outbreak of a new pandemic, adding to the list of more  
25 than 30 novel diseases that the world has seen in the previous 30 years (Nkengasong, 2020). The new severe acute  
26 respiratory syndrome (SARS) outbreak was called the novel corona virus (COVID-19) this time.COVID-19 is a  
27 respiratory disease mainly caused by SARS-CoV-2(Severe Acute Respiratory Syndrome Corona virus 2) which  
28 was initially appeared in Wuhan, China at the end of 2019 (Berlin, Thomas, Le Faou, & Cornuz, 2020; Vardavas  
29 & Nikitara, 2020) and on ??arch 11, 2020, and the World Health Organization (WHO) declared COVID-19 as  
30 a pandemic (Caponnetto et al., 2020). It is also known as corona virus which was coined on February 11, 2020  
31 and belongs to the family of single stranded RNA viruses.

32 Acute Respiratory Syndrome (SARS) in 2002 and Middle East Respiratory Syndrome (MERS) in 2012  
33 ??Alqahtani et al., 2020;Su et al., 2016). Particularly, the symptoms and clinical presentation (e.g. fever, fatigue,  
34 dry cough, myalgia, and dyspnea) of COVID-19 is related to SARS and MERS ??Alqahtani et al., 2020;Wang et  
35 al., 2020). As of 25 March 2020, the total number of 459,419 confirmed cases of COVID-19 have been reported  
36 with 20,818 deaths around the world which represents a severe public health threat and risk to the health of the  
37 world population ??Alqahtani et al., 2020; Grundy, Suddek, Filippidis, Majeed, & Coronini-Cronberg, 2020).

38 COVID-19 is transmitted mainly by small droplets from the nose or mouth that are ejected when a person with  
39 COVID-19 coughs, sneezes, or talks.COVID-19 continues to have an effect on many countries, with long-term  
40 impacts on labor-intensive industries like tourism and hospitality. Although tourism researchers and practitioners  
41 all over the world seem to be becoming more involved in evaluating destination vulnerabilities to pandemics like  
42 COVID-19, few have been able to get important information about tourism and COVID-19 from practitioners  
43 working in the area where the initial outbreak occurred (i.e. Wuhan and Hubei Province).Such data does not

## 7 E) RESEARCH QUESTIONS

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44 immediately lead to a theoretical understanding of destination sustainability or resilience, but it may help to  
45 underpin theory-building efforts in future studies while also offering practical background, lessons, and solutions  
46 for tourism and hospitality businesses dealing with COVID-19 and other pandemics (Knight, Xiong, Lan, &  
47 Gong, 2020).

### 2 b) Statement of the Problem

49 The world's economy was almost shut down overnight due to the Covid-19 pandemic (UNWTO, 2020). The  
50 pandemic has raised an enormous threat to the tourism and hospitality industry. Community lockdowns, social  
51 distancing, stay-at-home orders, travel and mobility limits, and other strategies to flatten the COVID-19 curve  
52 have resulted in the temporary closing of several tourism and hospitality businesses and a substantial decrease in  
53 demand for businesses that were permitted to continue to operate (Gursoy & Chi, 2020). Almost every restaurant  
54 was asked to restrict their business to take-out only. The government's travel restrictions and stay-at-home orders  
55 resulted in a dramatic drop in hotel occupancy and revenue. However, the reopening process has begun gradually,  
56 and authorities have begun to reduce restrictions, such as allowing dine-in restaurants to reopen at a reduced  
57 capacity while adhering to strict social distancing guidelines, and gradually removing restrictions on domestic  
58 and foreign travel (Gursoy & Chi, 2020).

59 The tourism and hospitality industry thrives on tourist trends, and policy makers make significant efforts to  
60 attract tourists in order to sustain the industry and increase the multiplier impact. However, due to the current  
61 situation, national and international travel restrictions remain in place. These travel bans, border closures,  
62 events cancellations, quarantine requirements and fear of spread; have placed extreme challenges on tourism  
63 and hospitality sectors of every country. Like other countries, tourism and hospitality industry of Bangladesh  
64 and India is going to look more shocking situation due to COVID-19 outbreak (Gössling, Scott, & Hall, 2020;  
65 Kaushal & Srivastava, 2021). On this note, this research is an endeavor to explore the overall impact of COVID-  
66 19 pandemic on the tourism and hospitality sector of the selected south Asian countries like Bangladesh and  
67 India.

### 3 c) Purpose of the Study

69 Tourism and hospitality is the most flourishing sector of any country that not only generates economic growth but  
70 also creates more employment opportunities and also opens up socio-economic and cultural development. We are  
71 living in the age of globalization which has benefited the global economy, foreign trade, and most significantly the  
72 tourism and hospitality industry. But unfortunately, COVID-19 pandemic eventually blocked the globalization  
73 process as well as paralyzes all potential ways of development where tourism and hospitality sector is the worst  
74 victim. Since the beginning of 2020, the whole world has been stopped due to this pandemic. Traveling from one  
75 country to another is strictly forbidden for national safety reasons. For this reason, almost all of the countries of  
76 the world are shut down and every domestic and international flight has been cancelled. Moreover, there is also  
77 restriction over the public transport around the country. So the result of this cancellation is directly impacting  
78 the tourism and hospitality sectors across the world. We observed that almost all of the hotels, motels and  
79 resorts are totally vacant in Bangladesh, and India. As Bangladesh and India became one of the worst victims of  
80 this situation, this present study aims to measure the overall effect of COVID-19 pandemic on the tourism and  
81 hospitality sector of these two particular countries.

### 4 d) Objectives of the Study

#### 5 i. General Objective

84 The main objective of this study is to explore the overall impact of COVID-19 pandemic on tourism and hospitality  
85 industry of Bangladesh and India.

#### 6 ii. Specific Objectives

87 To reach out the major objective, some specific objectives are framed as follows -

88 ? To find out the impact of COVID-19 pandemic on tourism sector of Bangladesh and India. ? To explain the  
89 impact of COVID-19 pandemic on hotel sector of Bangladesh and India. ? To chalk out the impact of COVID-19  
90 pandemic on employment sector under tourism and hospitality in Bangladesh and India. ? To identify the  
91 impact of COVID-19 pandemic on aviation industry of Bangladesh and India. ? To suggest some strategies and  
92 measures that will assist and overcome the problems in tourism and hospitality sectors.

### 7 e) Research Questions

94 The research questions, derived and backed-up from a preliminary literature review, as well as in coherence with  
95 the research model of this study, are listed as follows: ? How does COVID-19 pandemic affect the tourism and  
96 hospitality industry of Bangladesh and India? ? How does COVID-19 pandemic affect the employment sector  
97 of tourism and hospitality industry in Bangladesh and India? ? How does COVID-19 pandemic affect the travel  
98 and aviation sector of Bangladesh and India? ? What are the recovering strategies to reduce the damage done  
99 by COVID-19 pandemic in the tourism and hospitality industry of Bangladesh and India?

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## 100 8 f) Major Contributions of the Study

101 The main objective of this study is to determine the impact of the COVID-19 outbreak on the tourism and  
102 hospitality industry of Bangladesh and India. Particularly, the research focuses on Bangladesh and India and  
103 determines the challenges they faced in tourism and hospitality sector. Moreover, this study also indicated the  
104 strategies to overcome those challenges in the short-and long-term while minimizing the global economic shocks  
105 due to the pandemic. Besides, the present study also concentrates of the impact of COVID-19 on the other main  
106 sub-services supporting tourism and hospitality sector like hotels, air travel, transport, and people related to this  
107 particular industry. So it is important for a country to protect people and maintain a healthy tourism industry.  
108 The governments should make strategies to protect the employees and staffs in the tourism and hospitality  
109 industry. Moreover, governments should offer financial relief with low-interest loans or grants.

110 Very little research has been conducted to explore the impact of COVID-19 on the global as well as for the  
111 Asian tourism and hospitality industry. So the main contribution of this study to the existing literature is adding  
112 new and most significant relationships with the COVID-19 pandemic and the tourism and hospitality sector of  
113 the Bangladesh and India which is the least discussed area in literature due to the less availability of data.

## 114 9 g) Conceptual Framework

## 115 10 h) Limitations of the Study

116 Given the major contributions of this study the researcher also points out a few limitations that could be  
117 addressed in future research. ? Due to time and resource constraints, the study addressed only three countries  
118 from the Asian continent. Inclusion of more countries and assess the impact of COVID-19 on their tourism  
119 and hospitality industry would enable the study to produce more generalizations. ? The study did not address  
120 other sub-service stakeholders (travel intermediaries, restaurants at destinations, locals at destinations, other  
121 accommodation providers, travel and hospitality students and even different levels of employees' etc.) viewpoint.

122 ? This research is based on the secondary data source. The primary source of data would enable the data  
123 reliability and validity.

## 124 11 i) Outline of the Thesis

125 This thesis is organized into several chapters reflecting the importance and relevance of different concepts  
126 throughout the fulfillment of the objectives of this research study. Chapter one explores the study background,  
127 problem formulation, research questions, objectives, a framework, purpose, major contributions and limitations  
128 of the study. Chapter two presents a review of the literature. Chapter three illustrates methodology which covers  
129 all the relevant issues of the secondary research method to be followed in this study. Chapter four presents  
130 the results of the study. Chapter five elasticity's the discussion and key findings. To consolidate the answer of  
131 the objectives and research questions, this chapter synthesizes the overall findings, which follows the research  
132 implications for researchers and practitioners. Lastly, chapter six denotes the summery and further endorsement  
133 regarding such study.

## 134 12 II. Literature Review a) Review of Literature

135 This section focuses on the empirical findings of the COVID-19 outbreak and its impact on the global tourism and  
136 hospitality industry. No doubt, due to the COVID-19 the tourism industry has been identified as of key economic  
137 sector that faced more challenges. The present study denotes that tourism and hospitality industry plays a vital  
138 role in the economic growth of any nation but COVID-19 put the barrier into it ultimately leading to risks in  
139 the economic growth of any nation. The contribution of tourism and hospitality in the global economy as well  
140 as in the world's GDP is very much significant (Naradda Gamage, Hewa Kuruppuge, & Haq, 2017). Basically,  
141 tourism is the temporary shortterm movement of people to destination outside the place where they normally live  
142 and work. On the other hand, this tourism is mostly depending on the availability of the accommodation at the  
143 destination. This accommodation which is broadly known as hospitality is a core of the tourism industry, and plays  
144 a significant role in the development of this industry (Li, Naradda Gamage, Nedelea, & Haq, 2017). Eventually,  
145 the tourism and hospitality sector is a labor-intensive industry and creating the employment opportunity around  
146 the world. So we can say that tourism and hospitality sector belongs to the service sector of the economy and  
147 also provides benefits and creating opportunities for the people of around the world (Haq, Alotaish, Naradda  
148 Gamage, & Otamurodov, 2014; Naradda .

149 Particularly, main features of tourism and hospitality fall within specific attributes of a service product such  
150 as inseparability, heterogeneity, intangibility, and perish ability (Løke, Kovács, & Bacsı, 2018; Ventura-Dias,  
151 2011). In the global economy, the contribution of tourism and hospitality sector is huge. So the betterment  
152 of this particular industry may positively influence economic growth. Numerous researchers have considered  
153 the considerable task of the tourism and hospitality industry in economic development (Gamage, Illangarathne,  
154 Kumudumali, & Nedelia, 2020). On the top of that, United Nations World Tourism Organization (UNWTO)  
155 considered tourism and hospitality sector is one of the driving forces for economic development as this sector is  
156 creating the highest foreign exchange, employment opportunities, and revenue for a country (Steiner, 2006).

157 The current COVID-19 pandemic negatively affected the economic development of almost all countries in the  
158 world which resulted in the biggest financial crisis in history. Due to the spread of COVID-19 pandemic all over  
159 the world, more advanced economies like the USA, UK, Japan, and Europe are also experiencing the downfall of  
160 their economies. On this note, UNWTO forecasts that trade activities may drop by 32 percent in the year of 2020.  
161 This poor economic performance is attributed to low demand, supply chain disturbances, travel restrictions, and  
162 the lockdown strategy, which are all preventative measures to prevent the COVID-19 pandemic from spreading  
163 further. Moreover, with the loss of economic activities The International Labor Organization (ILO) estimated  
164 the impact of the COVID-19 pandemic which will increase global unemployment between 5.3 million to 24.7  
165 million (Ozili & Arun, 2020).

166 Among the other sector the tourism and hospitality sector is more likely to get influenced by the COVID-19  
167 pandemic. The World Bank report showed that the global tourism sector accounts for more than 10 percent  
168 of the global GDP and 30 percent of the worlds' export services (Aguas et al., 2020). As many governments  
169 impose travel restrictions, travel bans, shutting down airports, and mass passenger cancellations, it is estimated  
170 that the tourism and hospitality industry will cost with a loss of over US\$ 820 billion in revenue globally due  
171 to the COVID-19 pandemic (Ozili & Arun, 2020). ??2020) conducted a study in Hubei Province of China and  
172 found that tourism and hospitality businesses throughout Hubei Province faced high levels of economic loss due  
173 to COVID-19 outbreak, and majority respondents expressed the concerns of bankruptcy by May or June 2020.  
174 Moreover, they also estimated that international tours will not resume in the next 2 years. They also mention  
175 that their travel agency has not resumed work.

176 Likewise Hafsa (2020) conducted a study on the impacts of COVID-19 on tourism and hospitality industry in  
177 Bangladesh. Here the researcher showed that tourism and hospitality sector has an enormous contribution to the  
178 Bangladeshi economy. But due to the current pandemic situation the government imposed lockdown, and people  
179 have to maintain social distancing. For this reason, both domestic tourists and international tourists didn't travel  
180 around the country. As travel and tourism activities are remain closed, most of the company related to tourism,  
181 hospitality and travel are facing economic loss. Already small hotels, motels, restaurants, and travel agencies  
182 closed their businesses. As a result, thousands of people working in tourism and hospitality industry have started  
183 to become jobless. Similarly, Deb and Nafi (2020) conducted a study on the "Impact of COVID-19 Pandemic  
184 on Tourism: Perceptions from Bangladesh". They stated that the COVID-19 outbreak has significantly affected  
185 global travel and tourism. In this regards, Bangladesh has also experienced an adverse impact on tourism and  
186 hospitality sector. International and domestic tourists have cancelled all their bookings in Bangladesh. Moreover,  
187 airlines have cancelled their flights, while hotels are almost completely vacant. In this situation the tourism and  
188 hospitality industry of Bangladesh is facing enormous economic loss.

189 The tourism and hospitality industry of India is also affected by the COVID-19 pandemic. Study showed that  
190 the tourism and hospitality sector of India is accounted for 9.2 percent of India's GDP in 2018 and provided  
191 2.67 crore jobs. It is found that due to the current pandemic, bookings for the entire year have decreased  
192 by 18-20 percent in 2020, while the average daily fare has come down by 12-14 percent. As corona virus is  
193 spreading overnight, the government of India imposed lockdown across the country which eventually broken the  
194 back of tourism and hospitality sector. This situation has created employment crisis in front of 38 million people  
195 associated with this sector. Notably, crores of people in India are directly or indirectly connected to the tourism  
196 and hospitality industry and they are in real crisis at the moment (Kaushal & Srivastava, 2021; A. . Besides,  
197 research also showed that India's tourism and hospitality industry now brings billions of dollars into the economy  
198 every year. Moreover, tourism and hospitality sector is one of the biggest and fastest-growing sectors in India.  
199 However, the recent corona virus outbreak causes much economic loss for the Indian tourism and hospitality  
200 sector. The Federation of Associations in Indian Tourism & Hospitality (FAITH) said that due to COVID-19  
201 pandemic this sector is staring at a potential job loss of around 38 million, which is 70 percent of the total  
202 workforce (Jaipuria, Parida, & Ray, 2020; V. .

203 Koirala and Acharya (2020) conducted a study on the "Impact of Novel Corona Virus (COVID-19 or 2019-  
204 nCoV) on Nepalese Economy" and stated that due to current pandemic situation people working in tourism  
205 related industry are losing their job which has a negative impact on the socio-economic development of the  
206 country. Moreover, cancellation of tourist trips, hotels, declines in retail trade, and decline in remittance has  
207 an adverse effect to the economy of Nepal. Likewise, Bas and Sivaprasad (2020) conducted a study on "The  
208 Impact of the COVID-19 Pandemic Crisis on the Travel and Tourism Sector: UK Evidence". Here they showed  
209 that in the United Kingdom, the hospitality and tourism sector provide employment to 3.2 million people as well  
210 as produces £130 billion of economic activity and in terms of taxes, generates £39 billion in taxation for the  
211 government. Moreover, UNWTO predicts that due to the COVID-19 pandemic, 75 million jobs are at risk in the  
212 tourism and hospitality sector, a 20 percent to 30 percent expected drop in international tourist arrivals and the  
213 sustainability risk for 80 percent of small and medium-sized firms. To reduce the spreading of the corona virus  
214 the government shut down hotels, restaurants, cruise liners, gyms, sporting facilities, cinemas, amusement, and  
215 theme parks.

### 216 13 b) Research Gap

217 Notably, very few studies are available on the impact of COVID-19 pandemic on tourism and hospitality sector.  
218 On this note, the present literature is much needed to review the impact of COVID-19 on the tourism and

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219 hospitality industry, as tourism is one of the most significant sectors in both developing and developed economies  
220 around the world.

221 This present study tries to incorporate the overall impact of COVID-19 on tourism and hospitality sector of  
222 Bangladesh and India. Moreover, this study includes the literature based on world perspective. All these findings  
223 may help in further research.

## 224 **14 III. Methodology a) Research Design**

225 In this present study the researcher adopted secondary research method. Secondary research includes research  
226 material published in research reports and similar documents. In this method the researcher analyzed and  
227 summarized the existing data to increase the overall effectiveness of research. The justification behind this  
228 method is that secondary research is much more cost-effective than primary research, as well as that data has  
229 more validity and reliability.

## 230 **15 b) Study Setting**

231 This present study was conducted in Bangladesh and India. As these two countries are one of the major  
232 tourist destination in south Asia, so the researcher purposefully selected the tourism and hospitality sector  
233 of Bangladesh and India. The Ellora Caves, Aurangabad c) Data Collection There are many ways of collecting  
234 data for performing research in the tourism and hospitality management sector. Many researchers in this area  
235 are using both quantitative and qualitative research method to collect data for their relevant studies. Moreover,  
236 researcher also using secondary research method for collecting data in this field. This present study adopted a  
237 secondary research methodology where the researcher collected data from books, journal articles, news articles  
238 and web pages.

## 239 **16 i. Major Tourists Places in Bangladesh and India**

## 240 **17 d) Search Strategy**

241 The researcher conducted this study by using secondary literature which has already published on this topic all  
242 around the world. More precisely, we tried to focus on the impact of COVID-19 on tourism and hospitality sector  
243 of Bangladesh and India.

244 The researcher reviewed the literature systematically from those published in English language. The researcher  
245 searched through several electronic databases including Pub Med, Science Direct, Scopus, Emerald Insight,  
246 EBSCO, JSTOR, and Google Scholar by developing search strategies specific to their subject headings and text  
247 word. In this study, searches were conducted by using the keywords including "impact of COVID-19 on tourism  
248 and hospitality" or "impact of COVID-19 on tourism and hospitality sector of Bangladesh" or "impact of COVID-  
249 19 on tourism and hospitality of India". Searches were carried out with the Boolean operators "OR" and "AND"  
250 between the main phrase and the aforesaid keywords. It is noteworthy to mention that, the researcher obtained  
251 only those articles that were more likely to meet the objective of our study. Besides, the researcher also went  
252 through the reference arrangements of the selected articles which were further screened for important papers.

## 253 **18 IV. Findings & Discussion**

## 254 **19 a) COVID-19 Impacts: Evidence from Tourism and Hospi- 255 tality Sector of Bangladesh and India**

256 Tourism and hospitality industry is connected with other business industries and also deals with them directly  
257 or indirectly.

258 Transportation, aviation, accommodation is one of them. Moreover, there are lots of people who are also  
259 directly or indirectly involved with this sector. This current COVID-19 pandemic situation halted all the  
260 mentioned sectors. Here how COVID-19 would affect the tourism and hospitality industry of Bangladesh and  
261 India is presented below.

## 262 **20 b) Evidence from Bangladesh i. Impact on Tourism and 263 Hospitality Sector of Bangladesh**

264 Since the beginning of March, 2020 the tourism and hospitality sector of Bangladesh has been negatively impacted  
265 by the COVID-19 outbreak. Eventually, the number of patients in Bangladesh with COVID-19 has continually  
266 increased since the beginning of April, 2020. As a result, from the mid-march, the Government of Bangladesh  
267 initiated strict bans on visiting tourist spots around the country. On this note, tourism and travel related  
268 activities were stagnated. Moreover, all the international flights were cancelled. All these travel restrictions and  
269 flight cancellations have led the occupancy rates of luxury hotels to decline by staggering amounts (Rahman,  
270 2020). The perfect time or peak season for tourism business in Bangladesh is November to June. During this  
271 time both local and international tourists visit the most attractive tourist destination of the country. But due

272 to the current pandemic the tourism and hospitality sector of Bangladesh has fallen on really bad times. The  
273 effect of COVID-19 has proven so huge that it could take years for the sector to return to its usual form. It  
274 fell on the nation like bolt from the blue. People working in the tourism and hospitality industry, like all other  
275 industries, have started to sketch out projected losses. The popular spots are abandoned, hotels are closed, and  
276 tour operators and other stakeholders must shut down operations. As a result, they could become one of the  
277 worst victims of the corona virus outbreak (Hafsa, 2020; Hasan, 2020; Rahman, 2020) The United Nations World  
278 Tourism Organization (UNWTO) mentioned that Bangladesh tourism and hospitality industry will face a loss  
279 of about TK 40 billion the year of 2020. As all international flights have been postponed and domestic travelers  
280 are unable to travel due to the lockdown, the tourism and hospitality industry is in a more vulnerable position  
281 right now. Besides, Tour Operator Association of Bangladesh (TOAB) forecasts that tourism and hospitality  
282 sector of Bangladesh will suffer a loss of around TK 5,700 crores due to the outbreak of COVID-19. On the  
283 other hand, due to the Corona virus outbreak, hotel occupancy rates are declining and the area appears to be  
284 deserted. According to the secretary of the Bangladesh International Hotel Association, this was the peak season,  
285 but because of the Corona virus, occupancy rates have dropped by 30 percent (Hafsa, 2020).

286 According to above figure-2, the occupancy rate of hotel Amari Dhaka sank to just 10 percent, The Six Season  
287 Hotel already lost TK 1.5 crore since the outbreak began. Moreover, occupancy rate of La Meridian Dhaka  
288 dropped from 90-95 percent to about 60 percent.

289 ii. Impact of COVID-19 on Employment in Tourism and Hospitality Sector of Bangladesh Civil Aviation  
290 Authority of Bangladesh said that because of the current pandemic situation on-arrival visas for all nationalities  
291 have been suspended in Bangladesh. Moreover, the tour operators in Bangladesh will struggle to stay alive due  
292 to the cancellation of scheduled tour packages from abroad. Besides, domestic tourists are expected to maintain  
293 self-isolation. As a consequence, the domestic, inbound and outbound tourism sector in Bangladesh is going to  
294 face enormous economic losses and job cuts. According to UNWTO, the Bangladesh tourism industry is projected  
295 to face a loss of USD 470 million in 2020 (Deb & Nafi, 2020; Hafsa, 2020).

296 Statistics showed that around 4 million people are employed in the tourism and hospitality sector directly  
297 or indirectly. Pacific Asia Travel Association's (PATA) Bangladesh Chapter has estimated that more than 0.3  
298 million people working in the travel and tourism sector are currently at risk of losing employment (Deb & Nafi,  
299 2020). It is estimated that COVID-19 pandemic will cost the Indian hospitality industry losses to the tune of 620  
300 crores. Study reports showed that the hotel chain and standalone hotel segment is staring at losses over 130-155  
301 crores, whereas the alternate accommodation segment is likely to make losses of over 420-470 crores (V. .

## 302 21 Global Journal of Management and Business Research

### 303 22 ii. Impact of COVID-19 on Employment in Tourism and 304 Hospitality Sector of India

305 The corona virus pandemic will cripple India's tourism and hospitality industry, with an estimated loss of 5 lakh  
306 crores and work losses of 4-5 crore people. Reports presented that of the total losses, the organized sector in the  
307 industry like branded hotels, tour operators, travel agencies which are the mainstay of the sector may be hit the  
308 hardest with an estimated loss of around 1.58 lakh crore.

### 309 23 iii. Impact of COVID-19 on Aviation Industry of India

310 In 2020, the COVID-19 pandemic had a huge effect on the Indian aviation sector, with major airlines lying off  
311 workers, sending them on leave without pay, or cutting their wages due to losses and difficult times. The Airports  
312 Authority of India (AAI) stated that Indian airlines will post net losses of about 21,000 crores during the fiscal  
313 year (FY) 2021, a result of the travel restrictions and impact on passenger traffic due to the COVID-19 pandemic.  
314 Since the COVID-19 pandemic outbreak in India, Ministry of Civil Aviation (MoCA) stopped international travel  
315 operations with effect from March 23, 2020 and domestic travel operations with effect from March 25, 2020.  
316 For this reason, the Indian aviation industry's capacity and passenger growth have been significantly impacted  
317 (Kaushal & Srivastava, 2021; A.

## 318 24 V. Recommendation a) Recommendation

319 While the world is still struggling with the COVID-19 pandemic, the number of confirmed cases and casualty is  
320 growing higher in our study area. The findings of this study showed that this pandemic situation has brought lot  
321 of negative impacts to the tourism and hospitality sector of Bangladesh and India. In this section the researcher  
322 presented some policy recommendations, strategic measures and actions which can pull this sector from current  
323 as well as further crisis.

324 This policy recommendations section is structured with the focus on (1) preparedness, (2) relief and response  
325 and (3) recovery and reformation.

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## 25 i. Preparedness

In general, the tourism and hospitality industry, like any other, seemed to be unprepared for the COVID-19 pandemic. Indeed, the pandemic came across like a level five global cyclone. We can also compare it with the earthquake of the highest magnitude. As a result, the tourism industry lacked the required understanding of the COVID-19 pandemic's impact. Moreover, the capacity to deal with disaster risk governance was also insufficient. Besides that, there was no clear evidence from the tourism industry in support of DRR investments for resilience and adaptation. Apart from the 1918 Spanish flu pandemic, COVID-19 put the tourism and hospitality industry by surprise in a way that no other modern pandemic had before. Despite being similar, advances in travel, particularly on airlines and cruise ships, allowed the COVID-19 pandemic to spread around the world within a short period of time.

As COVID-19 can easily spread in confined and crowded spaces, so enhancing preparedness in airlines, cruise ships, and all ports of entry should be a top priority in the future. However, ports of entry failed to detect the corona virus. In the case of the cruise industry, better medical preparedness on board is needed so that it can rely less on ground-based facilities in the event of emergencies or future outbreaks. Besides, improved sanitation procedures on cruise ships are also required, with guests being educated on the importance of good hygiene. Therefore, in the time of recent COVID-19 pandemic, the cruise industry needs to do more work on improving evacuation and quarantine procedures.

Similarly, many tourists must have been saving for a long time in order to take a vacation. This has made travel advice difficult to follow and cancel. On this

## 26 i. Impact on Tourism and Hospitality Sector of India

India is a developing country renowned for its distinctive traditions, history, and unmatched hospitality. It is a major destination for many international tourists and creating several employment opportunities and generating enormous taxes for the country. Basically, Indian tourism industry can be divided into three major segments, which are (i) international inbound tourism; (ii) domestic tourism; and (iii) outbound tourism. Reports showed that the Indian tourism and hospitality industry has created about 87.5 million jobs around the country, with 12.75 percent of total employment, which eventually contributing INR 194 billion to India's GDP. Besides that, the sector grew by 3.2 percent in 2019 compared to 2018, with 10.8 million international tourists arriving in India, generating USD 29.9 billion in foreign exchange earnings. In this regard, India ranked 8 th in terms of total direct travel and contributed USD 108 billion to tourism and hospitality. The reports also showed that there is a 66.4 percent decline in overseas tourists' arrivals in India in March 2020 compared to the last year (Ahmed & Krohn, 1992;Jaipuria et al., 2020). . Reports showed that the two listed airlines such as IndiGo and SpiceJet Limited have together lost about 31 crores per day during the month between April and September 2020 (Kaushal & Srivastava, 2021).

note, the tourism and hospitality sector should work with the insurance industry on a long-term plan to scale up travel insurance in preparedness for the disasters like COVID-19. Moreover, other measures may include government rehabilitation of unemployment and general health insurance.

Last of all, the tourism and hospitality industry needs to come up with reformed Disaster Risk Reduction (DRR) protocols, mainly revamping preparedness. The Sendai Framework for DRR and management remains the main guideline document for such preparedness. On this note, both small and large companies should develop potential impact scenarios and map how particular tourism and hospitality industries need to prepare for themselves.

## 27 ii. Relief and Response

Almost all of the global destinations remained subject to some kind of COVID-19 travel restrictions in accordance with the report by the United Nations World Tourism Organization (UNWTO) on 8 May 2020. Moreover, the UNWTO states that 25 percent of all cities around the world had been restricted for at least 3 months and that 40 percent had been restricted for at least 2 months. Approximately 156 destinations had their international travel borders fully closed (57 percent in Africa, 80 percent in America, 70 percent in Asia and the Pacific, 83 percent in Europe and 62 percent in the Middle East). This has resulted in a massive burden on tourism business activities. Although many countries still faced a great challenge when preparing for COVID-19, relief and response measures were heavily dependent on timely warnings by the World Health Organization (WHO). Unfortunately, the WHO, by contrast, relies on timely notifications from member States, which China may not have done allegedly. In general, the economic stimulus package and favorable monetary policies, especially those aimed at bailing out small and mediumsized enterprises, should continue. While some jurisdictions such as Canada, Pakistan and the Philippines have reduced repos rates three times, while others have reduced them twice, more cuts are still possible where repositories continue to be above zero. Where additional rounds of economic stimulus packages are still open, the urgency is crucial in this regard. The social security networks were also triggered, including unemployment benefits and insurance. There are some common COVID-19 economic stimulus packages including relief on income generation constraints and relief from corporate taxes obligations, direct lending, loan guarantees, debt moratorium, grants and subsidies, social security as well as utility measures which must be brought fully on board. These may also be extended in the recovery phase.

### 28 iii. Recovery and Reformation

The UNWTO developed its "COVID-19 Tourism Recovery Technical Assistance Package" to assist member states in the gradual recovery from COVID-19. On this note, the UNWTO package emphasizes that the new reality in hospitality, travel and tourism must be met by all stakeholders in the tourism sector. The package consists of three pillars: economic recovery, marketing and promotion and institutional strengthening and resilience building. Both the quantitative and qualitative impact of COVID-19, particularly for small and medium-sized enterprises, should be assessed from the economic recovery front, with appropriate economic measures being taken. In terms of marketing, effective promotion strategies are needed, including market identification and targeting, product diversification, and the creation of appealing pricing and packaging guidelines. Finally, institutional strengthening and resilience-building efforts will concentrate on improving working conditions in terms of health, safety, and consumer trust. It will also concentrate on improving skills and developing other related protocols. Some of these matters were picked up by the World Travel and Tourism Council (WTTC). The UNWTO further mapped the SDGs that the COVID-19 Tourism Recovery Technical Assistance Package would impact on.

Here the UNWTO COVID-19 recovery package and impact on SDGs is given below - This present study provides a brief background of the COVID-19 outbreak and examines the overall impact of this pandemic on the tourism and hospitality industry of Bangladesh and India. After conducting the study, we can conclude that COVID-19 has an adverse effect on the tourism and hospitality industry of aforementioned countries. Both domestic and international tourists cancelled their bookings due to the pandemic. However, travel restriction in these countries has led to the cancellation of all air travels. For that reason, businesses are losing their revenue as well as employees are losing their jobs. The UNWTO stated that the 100 percent travel restrictions on global destinations in 2020 had the hardest hit on the tourism and hospitality sector, compared to the other sectors. The present study also found the decline of tourist arrivals and tourist revenue in the study area as well as all over the world in 2020. It also further evaluated a sudden loss in the air travel industry, hotel industry, and employment sector. On this note, it can be concluded that the COVID-19 pandemic era hit hard in the tourism sector. In this situation, special stimulus package from the government is necessary for the travel and tourism industry to survive the current situation and revive after the pandemic.

### 29 b) Practical Implications

The findings of the present study hold broader implications for tourism practitioners. The issue of health and hygiene is one of the most important considerations for the tourism and hospitality sector at the moment. Tourism and hospitality management must consider wearing masks mandatory until a sustained solution, for instance the most contemplated solution which is COVID-19 vaccine, is achieved. Irrespective of type of operations, managers must consider creating dedicated task forces among employees to address hygiene issues and related training and awareness creation especially in the hotels. Moreover, the tourism and hospitality organizations should set some standards like mandatory temperature checking and its record keeping at the entry and exit points of work places and institutions.

### 30 c) Theoretical Implications

The study's contribution to the theory is in the form of various themes such as Human Resource Management, Health and Hygiene, Continuity, and Concerns that can be studied as valuable factors in future researches. In view of the existing pandemic these should be regarded as crucial to the current theory on hospitality and tourism related study. During this period, there is also an expansion in theoretical contribution which this study will add to the existing epidemiological crisis literature on the context of tourism. The WTTC also came up with a supporting initiative to the UNWTO assistance package. The WTTC's "Safe Travels Global Protocols" initiative was designed for the new normal in the tourism and hospitality sector which is given below -and hospitality. The study also included the perspectives of those who are responsible for preparing manpower and hiring them once they have completed their necessary skills training and education for the tourism and hospitality industries.

The current SARS COVID-19 outbreak will have a greater and longer-lasting effect, particularly in the absence of an immediate vaccine to provide immunity to the general public. The perpetuity of this outbreak is critical for the tourism and hospitality sector. The impact will last longer, and industries that depend on social interactions, such as tourism and hospitality, will need to prepare for turbulent times ahead. Going forward, it will be important for governments and marketing companies to conduct research into the industry's consequences as a result of the current disaster. This study supports the idea of raising consciousness and seeing the pandemic as a wake-up call to plan for the consequences. Other dimensions of the current study that have been illustrated in the future study, such as changes in travel and dining patterns, cautious spending, the need for adaptability, market analysis, leadership positions, and demographic concerns, will be crucial in preparing the industry and stakeholders.

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Figure 1: Figure 1 :

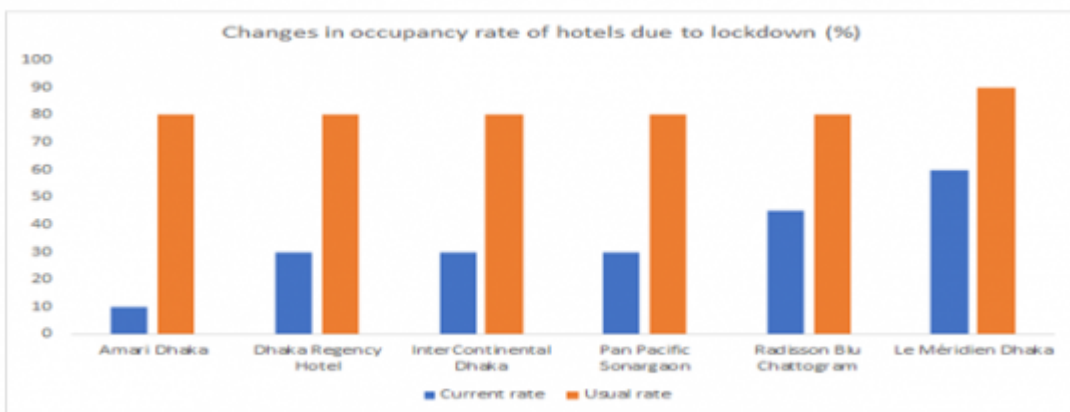
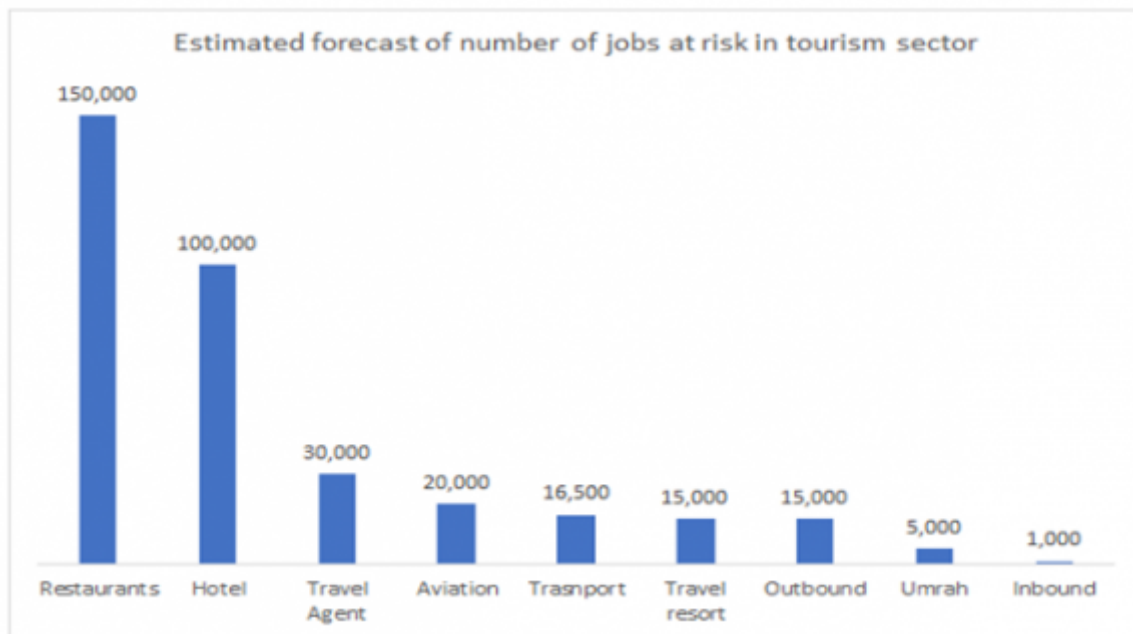


Figure 2:



4

Figure 3: 4 Global

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	Year 2022
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	Global Journal of Management and Business Research
Tourists Places of Bangladesh	Tourists Places of India
Sundarbans	The Taj Mahal, Agra
Chittagong Hill Tracts	The Holy City of Varanasi
Srimagal	Harmandir Sahib: The Golden Temple of Amritsar
Rangamati	The Golden City: Jaisalmer
Paharpur	The Red Fort, New Delhi

Figure 4: Table 1 :

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2

	Sustainable Development Goal (SDG) Impact
COVID-19 Recovery Pillar	
Economic recovery	SDG 1: No poverty SDG 8: Decent work and economic growth SDG 10: Reduced inequalities SDG 12: Responsible consumption and production SDG 17: Partnership for the Goals
Marketing and promotion	SDG 9: Industry, innovation and infrastructure SDG 11: Sustainable cities and communities SDG 10: Reduced inequalities SDG 17: Partnership for the Goals
Institutional strengthening and building resilience	SDG 1: No poverty SDG 4: Quality education SDG 5: Gender equality SDG 8: Decent work and economic growth SDG 9: Industry innovation and infrastructure

Figure 5: Table 2 :



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