

How The Continuous Disasters Affected the Tourism Sector: A Study with Special Reference to Kochi Tourism

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Abstract- This study makes a systematic effort to examine the problems lead to the natural disasters and the Covid19 pandemic in the tourism industry. 50 Samples were taken for the purpose of data collection. The scope of the study is limited to Kochi tourism. The study is focused on the impact of natural disasters and the Covid19 pandemic to the tour operators of Kochi tourism area. The study is expected to come out with a comprehensive strategy towards disaster preparation with the group involvement in disaster management activities. This study would be greatly helpful in the sustainable growth of the tourism industry and the rapid economic growth towards the remedy and reestablishment activities.

I. INTRODUCTION

Tourism has always been considered as the inducement that brings in new business chance and economic expansion for region. There are several factors that have an influence on tourism both positively and negatively. Among them such feature is the natural disasters and the pandemic crisis that occur in a place unpredictably.

Natural disasters and unforeseen events are main examples of such determining elements, as they have complex effects on individuals and the general public and as a result have the possible to affect tourism flows greatly.

The effect of natural disasters has been more striking during the last years and this can be assigned to the changing climate and the transmission of Covid19 around the world. Natural disasters cause many tourist places to lose their beauty, culture and economy for a short-term or for a extended time. When Covid19 declared as a pandemic, the travellers decided to cancel the trip immediately and the Govt. started to restrict the entry of travellers. The scale of the injure

depends to a great extent on the rage of the natural disaster and the transmission of pandemic. For example, unpredicted above normal downpour, excessive rainfall events happening almost beyond Kerala during the season, over 90% reservoir storage even before the onset of extreme rainfall events, and finally, the unrivalled extreme rainfall in the catchment areas of major reservoirs in the state led to the disaster. Natural disasters are due to different reasons like soil erosion, seismic activities, air pressure etc. The main natural disasters are; floods, tsunamis, cyclones, earthquakes, mudslides.

The most interesting method is travelling to explore and to experience new places and to connect with the strangers to follow their traditions and lifestyle, if the path is free of diseases and hazards. However, epidemics and pandemic are the most terrified news for the tourists. In such situation, it may be hard to escape from the disease. It also effects the other people during the journey and it is a highly risky problem. Because the contact with the travellers from different places play a major role to spread the pandemic condition to the other places too.

Now, the world is in a stage of pandemic crisis due to the emergence of new virus called ' Covid19'. The new corona virus created a pandemic situation all over the world wide. The no. of cases recorded started to increased day by day, it greatly effects the economic activities. It is not possible to predict the extent of the economic impact of Covid19 because the series and period of the epidemic are still unknown. To control this pandemic situation, the government has taken strict measures. The affected areas were rapidly sealed off and declared lockdown. Apart from, any form of a gathering of people is strictly restricted by the government. Schools, both private and public institutions, hotels, restaurants, shopping malls, cinema theatre, park, beach areas etc have been temporarily closed. Strictly restrict the entry and exist

of foreigners. The quarantine rules for the affected people are strictly implemented. This pandemic situation is severely affected to the tourism industry by falling their incomes greatly. The consequences of this are that unemployment, numerous deaths, tourists avoid places that appear to be risky.

II. REVIEW OF LITERATURE

1. Horlick Jones and Fortune and Peters (1991): In this article titled ‘Measuring Disasters Trends Part Two: Statistics and Underlying Processes’ describes that the research might point, the inference needs to be verified, towards an increment in the recurrence of natural disasters overtime. In some cases, it has been considered that, the explanation of disaster can become an incident or evidence that has adverse effect.
2. Richardson (1994): In this article titled ‘Crisis Management and Management Strategy – Time to Loop the Loop? ‘Describes that, disaster is a natural or manmade, it is quick, terrible action that vigorously disturbs the working of a people or society and causes human, material, and economic or environmental losses that exceed the community’s or society’s space to handle using its own resources.
3. Kieran M R Hunt, Aarthi Menon: In this article, titles’ The 2018 Kerala Floods: A Climate Change Perspective ‘suggested that, the studies that prove that disasters take place in tourist’s destinations vigorously disturb the local tourism industry. For example: the flood occurred when river Periyar run over in July 1924 because of heavy rainfall that lasted almost three weeks. Districts immerse due to the floods included Thrissur, Ernakulam, Idukki, Kottayam and Alappuzha. coastal hazards 36.6% of Kerala’s 580km coastline is susceptible to coastal erosion which turn being most exposed.
4. Kristin Mariano: In this article, explained the effect of natural disasters on tourists. Natural disasters can also shackle tourism. The effect of natural disasters changes depending up on the density of disaster. Flights are cancelled, inactive local transportation, and damage of tourist attractions. The economy also suffered specially in regions that depend heavily on tourism.
5. Zissis Maditiono, Christos Vassiliadis (2008): In this article titled ‘Crises and Disasters in Tourism Industry: Happen Locally, affect globally’ describes that, the rising number of disasters which affect the tourism industry, differ from natural to manmade disasters. The globalization of the tourism industry and the fact that the world is also becoming more interdependent and connected have led to a new real life for tourism industry, where crises that occur in one single place of the world can affect tourism activities around the broader area or worldwide. This paper, which is based up on existing research, tries to support this interdependence of tourism industry and enforces the need for crisis preparedness in tourism involved businesses and stakeholders
6. Anders Wijkman, Lloyd Timberlake (1984): In this article titled ‘Natural Disasters, Acts of God or Acts of Man ‘. The major argument presented is that root causes can only be tackled if disaster prevention and response are designed so as to incorporate both development and environmental strategies.
7. Frederick C Cuny (1994): In this article titled ‘Disasters and Development ‘explained that, health issues are one of the biggest serious problems after any natural disaster. Some may get damage or kill. The worst destruction of a hazard is the loss of human life and property. In this article, they defined ‘the natural disasters can happen anywhere, but for a combination of reasons such as political and geographic’. In the region between northern tropic and southern tropic usually large range of disasters will arise. This article is about how we can survive from these disasters. This book is about disaster response and the way in which relief agencies and other organization’s provide aid and assistance in the developing countries.
8. Harold Goodwin (2005): In this article titled ‘Natural Disasters and Tourism’ discusses the role of pro-poor tourism in drawing attention to the tsunami affected areas to benefit local communities particularly the poor. Major tour operators capitalize on the solidarity fostered by the tsunami between the affected localities and the tourists who once visited those destinations. The strategies identified by the pro-poor tourism partnership in the tsunami hit areas increase economic benefits, enhance non financial livelihood impacts.

9. Kwangsoo Park And Yvette Reisinger (2010): In this article titled 'Difference in The Perceived Influence of Natural Disasters and Travel Risk on International Level'. This study explores the socio-demographic and economic differences in the perceived influences of natural disasters and travel risk on international travel.
10. Gisela Wachinger, Ortwin Renn, Chloe Begg, Christian Kuhlicke (2013): In this article titled 'The Risk Perception Paradox Implications for Governance and Communication of Natural Hazards'. This article reviews the main insights from selected literature on risk perception, particularly in connection with natural hazards. The review reveals that personal experience of a natural hazard and trust or lack of trust in authorities and experts have the most substantial impact on risk perception.
11. Abhishek Bhati, Aditya Upadhayaya, Amit Sharma (2016): In this article titled 'Natural Disaster Management in The ASEAN 5 An Analysis of Tourism Resilience' this report aims to present a detailed evaluation of resilience planning of the ASEAN-5 tourism sector to national hazards. The project analyses the challenges to the tourism industry in the ASEAN5 countries due to national disasters and the effectiveness of the measures taken in response to disastrous events.
12. D- Rucinska, M Lechowicz (2014): In this article titled 'Natural Hazard and Disaster Tourism' describes that the determination to visit a crisis area for an opportunity of inducement has been conceived as grief tourism. These types of tourism include traveling to places historically related with end and misfortune.

III. STATEMENT OF THE PROBLEM

Natural disasters are cyclones, hurricanes, earthquakes, volcanic eruptions, and weather events like extreme droughts and monsoons are possibly increasing in density due to climatic change. These natural disasters take up to cause economic and social loss and harm to the environment. The effect of natural disasters is highly which affect the social life of people, property, destruction of environment, has been a burden to the society. Disasters are as unavoidable as death. They have a multidimensional effect on many sectors such as, social, personal, and economic.

As a result of Covid19 pandemic, reduced many jobs in the tourism sector, many countries and regions have imposed quarantines, restricted the entry of travelers. The cancellation of flights, closure of roads, public and private institutions, hotels, restaurant, and the series of lockdown has been severely affected the tourism industry.

IV. OBJECTIVES OF THE STUDY

1. To study tourism industry from the viewpoint of tour operators.
2. To understand the impact of natural disasters and covid19 pandemic in the tourism industry
3. To identify the various factors that influence the daily livelihood of tour operators.

V. RESEARCH METHODOLOGY

How the continuous disasters affected the tourism sector: A study with special reference to Kochi tourism is a descriptive study in nature. For the purpose of study, the researcher used the both primary and secondary data. Primary data are collected using a good structure questionnaire and data is collected among tour operators in Kochi area. 50 samples were taken for the study by using the convenience sampling method. Secondary data are also used for the study and these sources from the publication of websites, magazines, news papers, articles.

VI. DATA COLLECTION METHODS

A suitable questionnaire was constructed by containing the objectives of the study. It also contains the, discussions about the preventive measures and techniques and measures to control from the crisis. The data were collected from the affected area of Kochi tourism industry.

VII. SOURCES OF DATA

- Primary Data
50 samples were taken through primary data from tour operators of different fields like hotels, travelling agencies, by means of a questionnaire.

- Secondary Data

Secondary data were collected from published sources such as newspapers, magazines, Websites, articles.

- Research Design

The Research Design adopted for the study was descriptive design.

- Tools Used

Simple statistical tools are used like tables, diagrams, percentage analysis and charts.

VIII. DATA ANALYSIS

The collected data is presented using tables and figures. For better pictorial understanding of the study, diagrammatic representation has been made which includes graphs, pie charts, bar diagrams etc. The analysis of the collected data has been made using percentage method, weighted average method and ranking method.

IX. RESULTS

Major Findings

- Findings indicate that, shortage of income is the main problem faced by tour operators as a result of natural disasters and covid19 pandemic. Respondents have shown the decline in no. of tourist arrivals as a result of disasters. Failure to provide meaningful experience is also a problem faced by the tour operators. They also get less response from online booking. Damage of tourist attractions results in lack of safety and reduces the arrival of tourists to those places.
- As per the data out of 50 respondents, covid19 pandemic and flood have greatly affected tourism in Kochi when compared with other disasters. 56% of tour operators agreed that, they were more affected by covid19 and 38% were affected by flood. And these disasters have negative impact on tourism industry.
- When analysing the data, natural disasters and covid19 pandemic have greatest impact on leading to shortage of income of tour operators in Kochi area. Therefore, shortage of income is considered as a major problem of tour operators due to disasters.

- Majority of the respondents (92%) agree that the disaster creates high effect on tourism industry. This indicate that disaster always create high impact on tourism and tour operators.
- It has been found that 20% of respondents have agreed that they face difficulty in maintaining communication with customers during covid19. 62% of respondents does not face difficulty, but 18% tour operators sometimes feel difficulty to communicate with customers. Therefore, covid19 pandemic create fear among people to interact.
- From the data, the researcher concluded that 96% of tour operators has the opinion that there is insecurity of employment in the field of tourism industry. Disaster reduced the job opportunities and job creation.

X. SUGGESTIONS

Natural disasters and covid19 pandemic are traumatic experiences for the resident population and may cause lasting damage to destination infrastructures, which requires adequate and adaptive tourism management. Strategies used to predict natural disasters and mitigate hazards risks in the first place need to be deployed to minimize the impacts. Examples include the implementation of appropriate building codes, zoning regulations, and emergency training and preparedness for key stakeholders. Disasters events are challenging news for tour operators who need to deal with an unexpected fall in tourism demand. Clearly, economic damage from an unexpected event leads to some reductions in tourist arrivals. In those cases, efforts by tour operators should focus on the recovery of necessary infrastructure. Proactive planning, for example around business continuity, business support networks, and recovery assistance programs, could accelerate this effort.

- Various science and technological innovations should be used to reduce disaster risk. One of them is establishing early warning systems.
- Training and capacity building is crucial for managing disasters effectively.
- Projects planned for future in the high disaster-prone areas must follow the rules and guidelines issued by the government for disaster management and protecting development gains.

CONCLUSION

This study was concentrated on the ‘How the Continuous Disasters Affected the Tourism Sector, A Study with Special Reference to Kochi Tourism’. This study helped in arriving the following conclusions.

Natural disasters and unanticipated crisis like epidemics have wide reaching effects on all spheres of life, including tourism. The number of inbound tourism arrivals directly impacts the performance of the national tourism industry, and ultimately the government, especially in countries where tourism is a major source to the national and international economy.

Disasters and epidemics can force to a reduction in visit to the afflicted area. Tourism is susceptible and weak to different types of risks and disasters have the possible to discourage visitors from travelling to damaged destinations. Disasters have serious effects on human being, and society.

However, tourism has a negative impact due to the occurrence of disasters. Disasters are sudden, unexpected, and vulnerable. The consequences of disasters have a long-term effect on tourism and economy. Disasters damage the life of people, and property.

The majority of the respondents claims that the tourism industry is prone to job insecurity due to disasters. Shortage of income is the main problem faced by the tour operators. There is lack of safety to visit the places which is affected by disasters. Beautiful destinations and meaningful experience are the two main attraction of the tourists, but disasters damage the tourist attractions. Inactive transportation is also an effect of disaster. It reduces the arrivals of foreign tourists.

Both natural, manmade disasters and epidemics has always a negative impact on tourism and economy. It takes more time to reconstruct the properties and to maintain the natural beauty of destinations and to protect the cultural and historical heritage. It mainly affects the people and countries who mainly depend on tourism as a major source of income.

Current technologies could deliver to disaster managers relevant new information products that could save lives, reduce damage to property, and minimize the environmental impacts of disasters. Disaster management refers to the protection of lives and property during natural or manmade disasters. This research highlights the need to understand the impact of natural disasters and covid19 pandemic on tourism industry and to consider the various factors that influence the daily livelihood of tour operators.

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