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Pre and Post Covid-19 Effect on Tourist Arrivals to Dakshina Kannada District

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Abstract

[The COVID-19 pandemic had a profound and lasting impact on the tourism industry worldwide. The restrictions on movement, lockdowns, and border closures severely disrupted travel plans, leading to a significant decline in tourism activities. Travel was halted, borders were closed, planes were cancelled, and tourism was slowed down by COVID-19 restrictions. The impact on countries that depend significantly on tourism showed the interdependence of the world and the vulnerability of sectors that depend on human mobility. The aim of this paper is to understand the effect of Covid-19 on tourism industry of Dakshina Kannada by analysing the difference between tourist visited the district pre-Covid-19 and post-Covid-19. Moreover, the study considers selected tourist attraction places for the year 2018 and 2021. This research utilizes secondary data gathered from 14 well-known religious and natural tourism destinations in Dakshina Kannada district collected from Tourist Office, Department of Tourism, Mangalore, Dakshina Kannada District and Government of Karnataka. As we had to compare two years' data, the analysis employs the Paired T-test to assess the data. And as a result it is known that there is a lot of difference in tourist arrivals after pandemic and it is mainly due to Covid-19. Through this paper, we would like to suggest that Government and local bodies must concentrate more on improving the tourism places in Dakshina Kannada by providing clean and safer environment. This will give assurance for tourists regarding their visit and hence, Dakshina Kannada can attract more visitors].

Key words: Covid-19, Pandemic, Tourism, Dakshina Kannada, T-test.

Introduction

The COVID-19 pandemic had a profound and lasting impact on the tourism industry worldwide. The restrictions on movement, lockdowns, and border closures severely disrupted travel plans, leading to a significant decline in tourism activities. Governments implemented strict travel restrictions and lockdowns to control the spread of the virus. This resulted in cancelled flights, closed borders, and limited movement within countries, effectively bringing tourism to a standstill. With people reluctant or unable to travel, the number of tourist arrivals plummeted. Popular tourist destinations, which are usually bustling with visitors, experienced a sharp decline in footfall. The tourism industry is a major contributor to many economies, providing employment and revenue. The sudden and prolonged downturn in tourism had severe economic consequences, leading to job losses and financial struggles for businesses dependent on tourism. Hotels, restaurants, and other hospitality businesses faced a crisis as bookings were cancelled, and occupancy rates dropped. Many businesses within the sector struggled to stay afloat, and some unfortunately had to close permanently. Many cultural and heritage sites, which rely on tourism for funding and preservation, suffered due to the lack of visitors. Maintenance and conservation efforts were hindered by the financial strain caused

by the decline in tourism. The airline industry was hit hard, with a drastic reduction in air travel demand. Airlines faced financial challenges, leading to layoffs, reduced routes, and even bankruptcies. The tourism industry had to adapt to new norms, implementing health and safety measures to reassure travellers. This included enhanced cleaning protocols, social distancing, and contactless services. Even as some regions began to recover and lift restrictions, the tourism industry faced a slow and uneven recovery. Travel hesitancy, changing consumer behaviours, and ongoing concerns about health and safety continued to impact the sector.

The effects of the COVID-19 pandemic on the tourism industry highlight the interconnectedness of global economies and the vulnerabilities of sectors heavily reliant on human mobility. As the world gradually emerges from the pandemic, the tourism industry is working towards recovery and resilience, exploring new approaches and technologies to adapt to the changed landscape.

In India tourism industry is booming as the country is full of heritage which attracts many visitors due to its fascinating nature, historical importance, diversified religious existence. As per the ministry of tourism 92,36,108 tourists visited India for different purpose during 2023.

Dakshina Kannada district was known by different names in the past. In ancient times it was known as Tulunadu. Tulu, being the language spoken by the majority of the people, the name Tulunadu prevails even today since almost two third of District uses Tulu as local language, through for official purpose it uses Kannada. In the 6th century when the Portuguese and other Europeans arrived in this region they call the entire area as Canara. Literally Canara denotes Kannada as they observed the people of regions speaking Kannada.

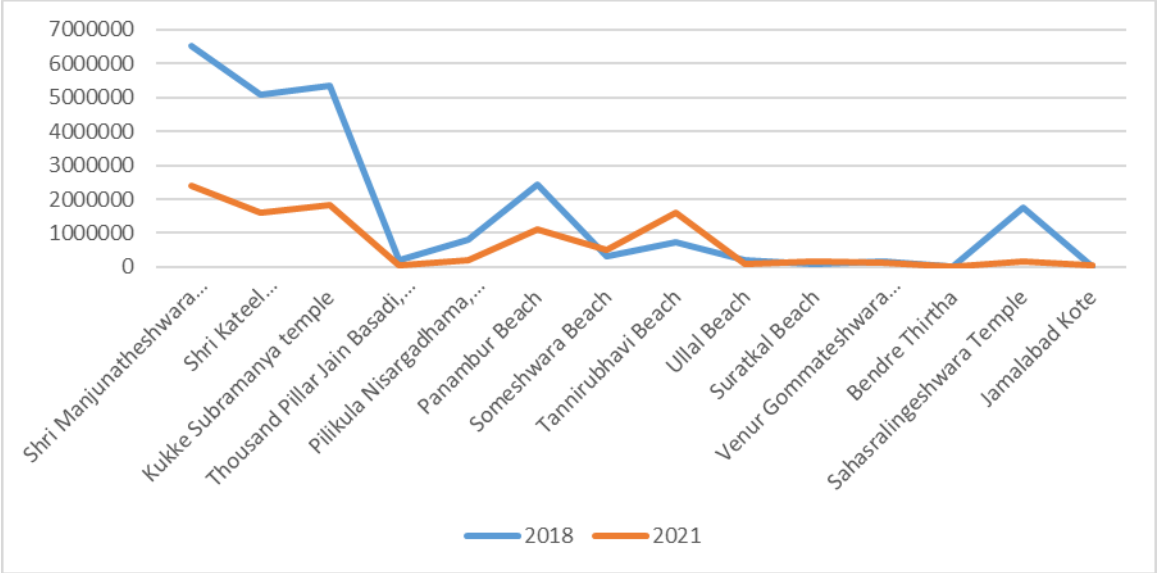
The aim of this paper is to understand the effect of Covid-19 on tourism industry of Dakshina Kannada. Therefore, this research analyses the difference between tourist visited the district before Covid-19 and after Covid-19. Moreover, the study considers selected tourist attraction places for the year 2018 and 2021.

Table1: Tourist Arrivals in the Selected places of Dakshina Kannada District during 2018 and 2021.

Name of the places	Year	
	2018	2021
Shri Manjunatheshwara Temple, Dharmastala	6541972	2383335
Shri Kateel Durgaparameshwari Temple, Kateel	5080340	1589390
Kukke Subramanya temple	5338100	1842746
Thousand Pillar Jain Basadi, Moodbidre	181770	39128
Pilikula Nisargadhama, Mangalore	803150	214672
Panambur Beach	2418875	1111056
Someshwara Beach	299878	519393
Tannirubhavi Beach	711625	1612133
Ullal Beach	200450	80860
Suratkal Beach	78340	160350
Venur Gommateshwara Basadi	169770	140570
Bendre Thirtha	26689	2220
Sahasralingeshwara Temple	1736600	160479
Jamalabad Kote	10605	37990

Source: *Tourist Office, Department of Tourism, Mangalore, Dakshina Kannada District, GOK.*

Figure 1- Tourist Arrivals in the Selected places of Dakshina Kannada



Source: *Tourist Office, Department of Tourism, Mangalore, Dakshina Kannada District, GOK.*

The above figure shows the tourist arrival data for various destinations in the years 2018 and 2021. Which reveals the shifting trends in travel preferences and visitor patterns. Examining the percentage change for each location allows us to discern the dynamics of tourism in the region. Shri Kateel Durgaparameshwari Temple in Kateel witnessed a substantial decline in tourist numbers, with a staggering 68.7% reduction from 2018 to 2021. Kukke Subramanya Temple experienced a notable decrease of 65.5% in tourist arrivals during the same period. Thousand Pillar Jain Basadi in Moodbidre faced a remarkable 78.5% decline in tourist numbers. In contrast, Pilikula Nisargadhama in Mangalore exhibited a 73.3% reduction in tourist arrivals. Panambur Beach, a popular coastal destination, experienced a 55.9% decrease in tourist footfall from 2018 to 2021. Someshwara Beach demonstrated a notable increase of 73.3% in tourist arrivals, showcasing a growing appeal for this coastal destination. Tannirubhavi Beach witnessed a remarkable 126.8% rise in tourist numbers, suggesting a significant upswing in its popularity. Ullal Beach, on the other hand, experienced a substantial decline of 59.7%. Suratkal Beach faced a moderate decrease of 104.2% in tourist arrivals, suggesting a shift away from this destination. Venur Gommateshwara Basadi observed a 17.3% decrease in tourist footfall. Bendre Thirtha experienced a significant decrease of 91.7% in tourist arrivals, indicating a sharp decline in its popularity. Sahasralingeshwara Temple faced a substantial decrease of 90.7% in tourist numbers. Factors such as inadequate infrastructure, diminished promotional efforts, or shifting cultural interests may contribute to this significant decline. Jamalabad Kote witnessed a remarkable increase of 258.7% in tourist arrivals.

Increase in visitors mainly due to a nwfound popularity. Improved accessibility, enhanced promotional activities, or positive visitor experiences. Factors such as limited marketing efforts or alternative attractions might have contributed to this substantial decrease along with that Covid-19 is the main reason for the decline in tourist arrivals.

Literature Review

Gossling, S., et al (2020): The study presents CRISE, a framework for examining COVID-19's psychological effects during lockdown. It consists of four steps: gathering data from more than 2000 people, pre-processing, applying similarity modelling to reduce attributes, and clustering using a fresh Kmeans method based on Jaccards. CRISE exhibits effectiveness in terms of psychological comprehension and accurate clustering.

Sigala, M. (2020): This research examines the transformative potential of COVID-19 in tourism by critically evaluating existing and emerging material. It calls for a re-evaluation of industry assumptions and ideas by identifying opportunities and difficulties brought on by pandemics. In addition, it looks at the

experiences of stakeholders during the initial response, recovery, and reset phases, highlighting the scope and character of COVID-19's effects as well as its implications for further tourism study.

Veerna, Tauber, and Bausch, (2022): Researchers examined the possibility that COVID-19 could lead to a shift in tourism toward more environmentally friendly practices by performing a quantitative analysis in five European and one American country. Unlike to expectations, research did not show any convincing evidence in favor of more sustainable travel practices or appreciable long-term shifts in demand as a result of the pandemic's effects on travel experiences.

Rahman, M. K., et al., (2021): Using information gathered from 716 respondents through social media platforms, this study examines how COVID-19 affects travelers' perceptions of travel risk and management. The results provide valuable information for tourism crisis management and post-pandemic recovery plans, as they show considerable implications on risk management, service delivery, transportation patterns, distribution channels, destination preferences, hygiene, and safety.

Chang, Chia Lin., et al., (2020): The study examines the significant effects of COVID-19 on the travel, tourist, and hospitality industries, as well as society at large. In light of the uncertainty of a post-pandemic world, it highlights the critical necessity for in-depth research to comprehend the industry's recovery possibilities. Policies, both public and private, need to change to account for things like health regulations, travel bans, shifting consumer preferences, and possible structural changes to the travel and transportation sectors.

Hall, Colin Michael., et al., (2020): The study looks at the historical background of pandemics and highlights the different ways they have affected societal and economic transformation. It places the COVID-19 pandemic's effects on travel, politics, business, and consumer behaviour in perspective. During COVID-19, factors affecting tourism and destination recovery are identified, indicating possible movements towards sustainability or strengthening nationalism. But attaining sustainable tourism demands an international strategy, suggesting gradual adjustment without significant global adjustment. Moreover, some studies

Methodology

This research utilizes secondary data gathered from 14 well-known religious and natural tourism destinations in Dakshina Kannada district collected from Tourist Office, Department of Tourism, Mangalore, Dakshina Kannada District and Government of Karnataka. The study aims to comprehend the impact of Covid-19 on tourism in Dakshina Kannada by examining data from both pre and post-pandemic periods, specifically comparing the years 2018 and 2021. The analysis employs the Paired T-test to assess the data.

Hypothesis

H0: There is no Covid-19 effect on tourist arrivals to Dakshina Kannada district.

H1: There is a Covid-19 effect on tourist arrivals to Dakshina Kannada district.

Figure 2

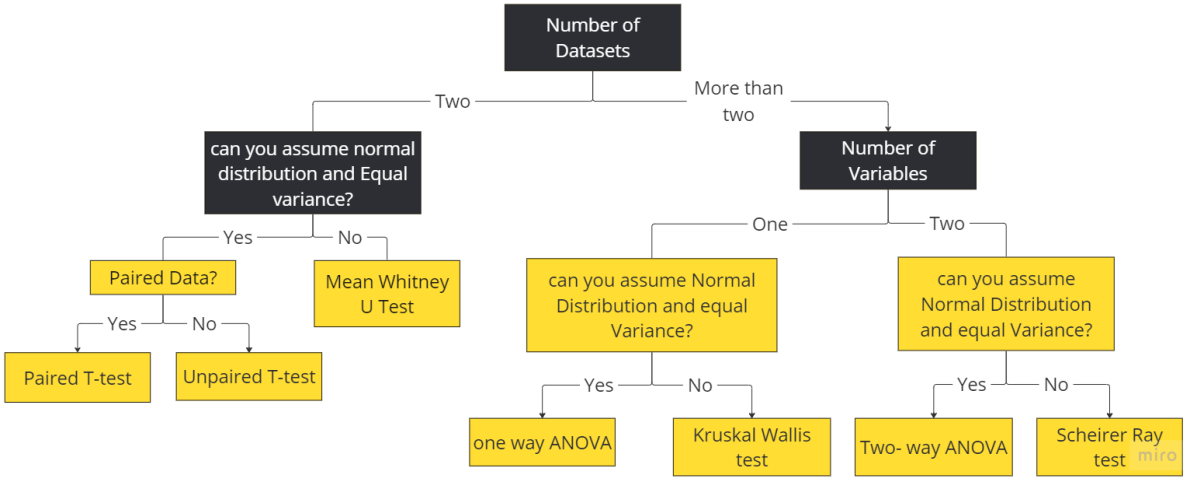


Figure 2 provides guidance on selecting the appropriate statistical test based on the data's assumptions. The decision is made using the available datasets. If two datasets are present, the first step is to determine which dataset could possibly be assumed to have a normal distribution and equal variance; if not, the Mean Whitney U test can be applied. If so, the following question concerns pairing or not of the data. The paired T-test can be used to obtain the findings if the data are paired. The unpaired T-test is used if it's not paired. If there are more than two datasets, the number of variables that are available must be taken into account. If there are only one, the question is whether the data have an equal variance and a normal distribution; if so, the one-way ANOVA test can be used to determine the outcome; if the data are not normal, the Kruskal Wallis test can be applied. When a study involves two variables, the question relates to the normal distribution and equal variance of the data. If the data is normal then, the two-way ANOVA test is performed to obtain the results; if not, the Scheirer Ray test can be adopted.

With the help of the figure2 flowchart, this study chooses to carry an appropriate test based on the nature of the data. Initially, to understand whether the data is parametric or non- parametric, the research conducts normality test.

Table 1: Normality test

Tests of Normality for Year1

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	Df	Sig.	Statistic	df	Sig.
lnyear1	.105	14	.200*	.952	14	.593

*. This is a lower bound of the true significance.

a. Lilliefors Significance Co1rrection

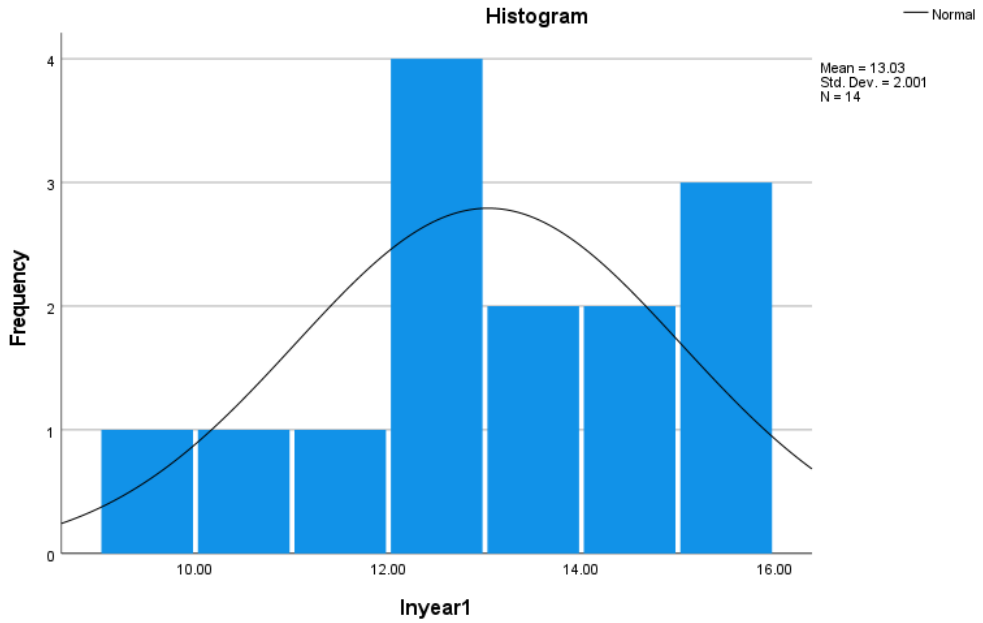
Source: Computed by author in SPSS.

H1: Distribution is Normal

H2: Distribution is Not Normal

As the p- value of Normality Test is 0.593 which is greater than 5% level of significance we accept the null hypothesis which means that data is normally distributed.

Figure3 Normality test



Source: Computed by author in SPSS.

Based on 2018 data, the mean is 13.03 and the standard deviation is 2.001. This suggests that the sample places typically have around 13 tourists, but the number of tourists fluctuates a bit from month to month. The fact that the distribution is labelled as "Normal" suggests that the number of tourists is normally distributed, which means that there were more months with a number of tourists close to the average (13 tourists) and fewer months with a much higher or lower number of tourists.

Table 2: Normality test

Tests of Normality for Year2

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	Df	Sig.	Statistic	df	Sig.
lnyear2	.145	14	.200*	.912	14	.169

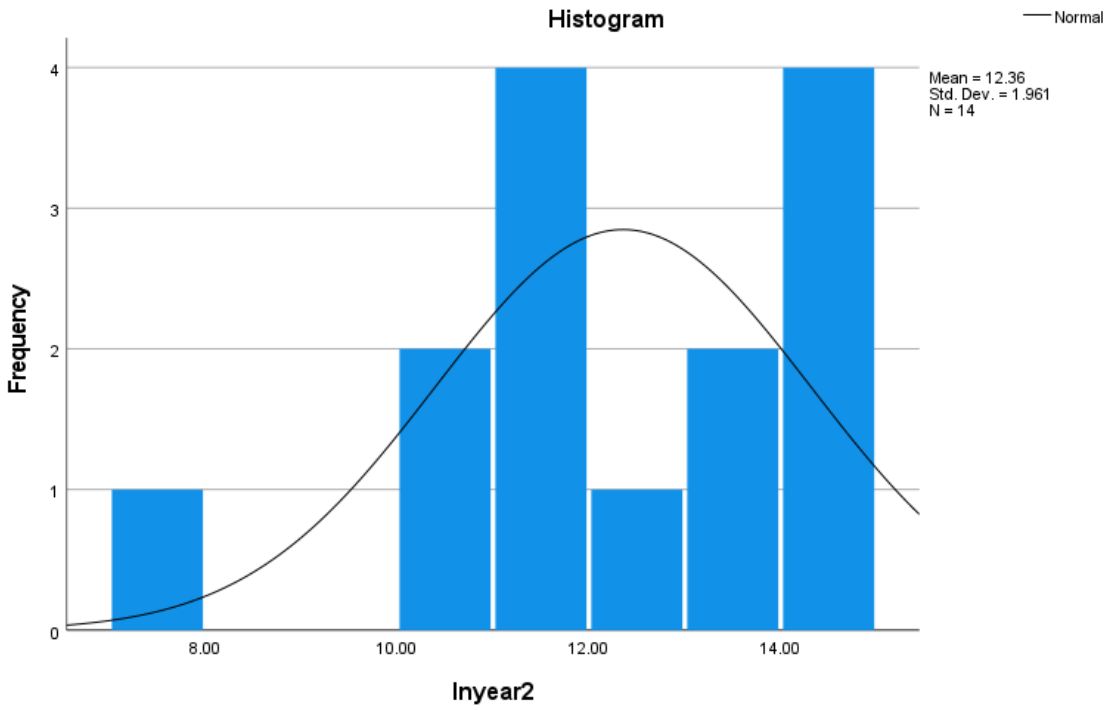
* This is a lower bound of the true significance.

a. Lilliefors Significance Correction

Source: Computed by author in SPSS.

As the p- value of Normality Test is 0.169 which is greater than 5% level of significance we accept the null hypothesis which means that data is normally distributed.

Figure 4 Normality Test



Source: Computed by author in SPSS

Based on 2021 data, the mean is 12.36 and the standard deviation is 1.961. This suggests that most sample places have an average number of visitors per year that falls close to 12.36, with some places having a slightly higher or lower number of visitors. The fact that the distribution is labelled as "Normal" suggests that the data is normally distributed, which means that the data points are grounded around the mean and that there are an equal number of data points above and below the mean.

As the data is normal and two datasets were available, based on the suggestion of the flowchart, Paired T-test is suitable test to conduct.

Table 3: Paired T-test

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	lnyear1	13.0332	14	2.00051	.53466
	lnyear2	12.3565	14	1.96082	.52405

Source: Computed by author in SPSS.

The mean value of the tourist arrivals to the 14 sample tourist places in the year 2018 and 2021 were 13.0332 and 12.3565 respectively. Standard deviation for the year 2018 and 2021 were 2.00051 and 1.96082 respectively. Standard error mean value was 0.53466 and 0.52405 for the year 2018 and 2021.

Table 4: Paired Sample T-test

Paired Samples Test

	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Pair 1 lnyear1 - lnyear2	.67673	1.16427	.31116	.00450	1.34896	2.175	13	.049

Source: Computed by author in SPSS.

Findings

As the p-value of t-test (2.175) is 0.049 which is less than 5% level of significance, so we reject null hypothesis, which means that the pandemic Covid-19 effected tourist arrivals to Dakshina Kannada District. The mean of tourist arrivals before the pandemic that is during 2018 is 13.0332 and after pandemic during 2021 is 12.3565. So, tourist arrivals to D.K district decreased due to Covid-19.

Conclusion

The COVID-19 pandemic has caused unusual disruptions and financial losses, throwing a serious blow to the world's tourism sector. Governments all around the world imposed travel bans, border closures, and lockdown procedures that resulted in a sharp drop in tourist arrivals, causing lodging facilities, airlines, and tour companies to cease operations or operate at drastically reduced capacity. Travel safety concerns combined with the general fear of getting the virus discouraged individuals from enjoying vacations or work trips. Small businesses depended on tourism, such as restaurants, souvenir shops, and local tour guides, faced immense financial hardships, with many struggling to stay static.

like many other regions globally, Dakshina Kannada district also have experienced a significant decline in tourist arrivals during the peak periods of the pandemic due to travel restrictions, lockdowns, and concerns about health and safety. The pandemic has had a profound impact on the tourism industry worldwide, with many popular tourist destinations experiencing sharp declines in visitors. Measures such as social distancing requirements, quarantine protocols, and limits on gatherings have also affected the tourism sector. As vaccination efforts progress and travel restrictions gradually ease in some regions, the tourism industry is showing signs of recovery, albeit at a slow pace, with the emergence of new variants and fluctuating infection rates continuing to pose challenges to the sector's revival. As per the findings it is known that there is a lot of difference in tourist arrivals to Dakshina Kannada District after pandemic and it is mainly due to Covid-19. Through this paper, we would like to suggest that Government and local bodies must concentrate more on improving the tourism places in Dakshina Kannada by providing clean and safer environment. This will give assurance for tourists regarding their visit and hence, Dakshina Kannada can attract more visitors.

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