

## **Hospitality and Sustainable Development Related to Pilgrims towards COVID-19: A Literature Review**

K. Vidhya, Ph.D Research Scholar, Department of Commerce, SSL, VIT, Vellore

kulothunganvidhya375@gmail.com

\*Dr V. Selvam, Professor, Department of Commerce, SSL, VIT

[veeransel@gmail.com](mailto:veeransel@gmail.com)

\*Corresponding Author

### **Abstract**

The travel industry (tourism) is perhaps the biggest division today on the global economy representing around 9% of world GDP and added to about 200 million employments universally. India draws in just 2.4 million visitors every year of the six hundred million who travel. India could see 10 million tourists for every year, which would add up to just 4% of world travel. Pilgrimage as a form of tourism is very republican in India in case of religious tourism. Pilgrims travel mainly to participate or to be a part in cultural occurrences such as fine art, dance fetes, regional festivities. Due to active COVID-19 all over the world, all pilgrim sites are been closed because of this crisis therefore the tourism is at high risk and faces a large economic crisis. CII's (Confederation of India Industry) National Committee on Tourism and Hospitality and ITC Hotels Former CEO stated that COVID-19 is an existential emergency for the hospitality business, the gauge shows that India may lose administrators yearly incomes around \$32 billion and in the best case situations, we will lose anything up to 60-70 per cent in 2020, about \$21 billion owed to COVID-19. This study has a vital factor that has a straight influence of the insight, E-service quality, and issues relating to the hospitality of COVID-19 and importance of satisfaction about service in pilgrim tourism and hospitality industry in our country. Based on the above concept, this conceptual review paper addresses spiritual tourism, e-service quality, and hospitality issues relating to COVID-19 in India.

**Keywords:** Impact, hospitality, Pilgrim tourism, COVID-19, Sustainable development, Issues.

### **Introduction**

Human beings have travelled since time immemorial. The fact, that travel was part and package of every human life. The travel motivation in early life was food, water, the safety of resources for the pilgrims. So, the idea of travel or exploration emerged thereafter the travel motivation. Today, tourism can be described as leisure time which is used for

travelling and seeking desired experiences. Tourism may often be formal or informal groups. The travel industry is all around known for its assorted variety and plurality as far as item portfolios. One of the leading edge types of the travel industry is the pilgrim tourism that energizes remarkable interest in the ascent of the development of domestic tourism industry around the world. India is probably the best nation with having rich culture and civilization. Going to the sacred holy places is an indispensable piece of the life of the individuals belongs to all the key religions in India, over 70% of the visitors do visit the holy places and this domestic travel industry decides the tremendous development of individuals and their travel and hospitality necessities during their stays at the particular destinations, for instance, pilgrimage may start their journey as a separate but the different tract and the deformation may often bring them together. Pilgrimage in India is nearly as old as Indian civilization. Hindu pilgrimage has held numerous common features through time and space, including the act of visiting to pray at consecrated spots. It has a few highlights that connect it to social customs. Indian culture has underlined the significance of the journey for spiritual progress. Each Indian wants to go for a journey at least once in the course of his life. Numerous sacrosanct spots in different places of India draw in more pilgrims from inside and outside the nation (Gupta, 2002).

### **Hospitality**

The idea of hospitality and friendliness is all around taken care of. It tends to the synchronic discussions that hospitality is utilized as a word to depict an assortment of areas initially motivated by overall public relations which are expected to cover over the business idea of inns, cafés, and bars. It is a little ambiguous about the universe of genuine hospitality and the potential attire of intentions in offering hospitality to other people. This truly must be at the core of anxiety of hospitality encounters and the enlistment, maintenance, and satisfying of the individuals who make the visitor experiences that are the establishment of any competitive advantage. "Hospitality is about making your invitee feel at home, even though you wish they were."

### **World Travel & Tourism Council Report (2020)**

The World Travel & Tourism Council (WTTC) anticipates that the emergency should cost the travel industry division at least USD 22 billion, with the travel industry foreseen to contract by up to 25 per cent in 2020, leads to loss of 50 million positions. The World Tourism Organization (UNWTO) predicts universal traveller arrival declining by 1 to 3 per cent in 2020, converting into a loss of USD 30 billion to USD 50 billion in global visitor

spending. Of this, Asia Pacific is foreseen to be the most affected zone with an abatement of 9 to 12 per cent in universal tourists' arrivals in 2020, down from development of 5 to 6 per cent conjecture toward the beginning of January. As indicated by the International Air Transport Association (IATA), 2020 worldwide income loss for the tourism business between USD 63 billion (11 per cent) and USD 114 billion (19 per cent). Corona puts up to 50 million Travel and Tourism employments in danger, March 2020.

### **The Objective of the study**

The most important purpose and intention of the present study are to study the issues relating to hospitality during COVID-19 in India and the study have certain limitations.

### **The Methodology of the study**

The researcher conducted a descriptive study and secondary data for the study which are collected from existing literature. Principally the essential resources have been deducted from an assortment of journals, standard articles, newspapers and related websites which are both instantly and circuitously relating to the topics and study. The researcher makes use of feasible/possible searching tolls and has collected relevant details and documents from journals and websites, the downloaded are scrutinized to highlights the objectives for the present study. No primary data was used for the study.

### **Review of Literature**

The researcher has presented a mixture of literature review viz, articles, newspaper, journals, etc related to pilgrim tourism, focusing on e-service quality, infrastructural facilities and impacts on hospitality industries. The presented literature, content and information are collected from various choices of international and national refereed journals and are demoed below.

#### **1. Reports, Environmental protective measures and activities of various pilgrim centres**

**The Times of India** (2019) Yogi Adithiyanath C.M of UP says about Kumbh darshan heritage & photography trial, Kumbh is all about pilgrims and faith they want to give us a modern feel while retaining its Ancient traditions. To promote tourism, some executed work is carried out and the government made only one-and-half years to organise Kumbh in the short span of 6 flyovers and underpasses at prayagraj; roads were re-laid/repared, Kumbh which was earlier organized over 1700 hectares, now spread to 3200 hectares. For the safety of pilgrims and visitors there is no filth anywhere, no flies and no mosquitoes at Kumbh, they have established the first inter-grated common centre of the country here mainly for the safety of the pilgrims. Parking lots were made foolproof and arrangements are made nearer to

the Sangam 550 buses and 500 e-rickshaws have been deputed for pilgrims to be carried to and fro, 1st time in Kumbh arrangements for pilgrims travelling to the Triveni Sangam to stay in the main akharas and ashrams have also been put up. Adequate loading and food are also provided temporary lodging arrangements for 20,000 pilgrims separately through the Mela Managing Committee to attract more pilgrim tourists. **Binay Singh** (2019) said travelling to Varanasi in the past five years lots changes had taken place and major are infrastructure facilities had taken place in and around the city. The official statistics say Rs. 21,862 crore has been spent in 2014-2015 for development and construction work. The 17km ring road is constructed mainly to control the traffic congestion in the city. The number of flight from various places to Varanasi has increased four to five times. The number of passengers has leapt to 7.6 Lakhs annually (2013-2014) to 25 lakhs (2018-2019 till February). Still, the city faces the sewage problem, though Rs. 218 crore treatment plans have been readied only half of them connected to the sewer line. **Pusha. Narayan** (2019) said that the ghee, butter which is given as Prasad in temples could be 'inedible' so he said that the label of the ghee and butter should say that is for an edible purpose and the details of the manufacture should be complete if this two information is not marked he said it should not be consumed because it may lead to cancer.

**S. Venkateswaran** (2019) he said all pilgrims who are moving in a group with bare feet to temple during nights must be given reflective stickers at the entry point of the district to make them visible to the vehicle so that the accident for pilgrim will be reduced. **M. Vekaiah Naidu** (2019) he said that stakeholders should be mindful of the ecological footprint and sustainable tourism product. He also said that the government is taking steps to make the country accessible and safe to travellers and a great improvement to the business environment, overall travel and tourism policy infrastructure and information and communication technology. **Jayan Menon and LR Shankar** (2019) said tourists from all over places arrived to visit the 8<sup>th</sup>-century Pallava-era monuments sparking and lit up to visit prime minister Narendra Modi and Xi Jiping. He said there is no place for parking vehicle which lead to traffic jams. Due to PM visit the entry tickets has been four times increased and the garbage is likely to touch two tonnes and an average collection for a month is seven tonnes. According to Archaeological Survey of India (ASI), the ticketed monuments increased dramatically and said that tickets purchased for a tour of monuments doubled from an average 7000 during weekends to more than 14,500.

**T. Prastiksha Ramkumar** (2019) from times groups said “Neglect hits tourists flow to Valparai” he said lack of basic infrastructural results in poor tourists footfall, which result in lack of activities for tourists especially for children, the lack of registered or licensed tour guides is short on options in accommodation is also drawback. He said the government needs to develop accommodation facilities including hotels with ratings stars, restaurants, transport facilities and sightseeing avenues. He said hotels, entertainments option for children, enough dining; enough cab hiring options in the hills should be developed. **Vijayanand** (2015) in his study he suggested some measures for the future study they are front office staff, reception upon arrival, reservation procedures, food services, room and personal hygiene are some elements for improving the quality of accommodation services. **Vijayanand** (2015) she also said transport facilities for pilgrim tourists is also important, transport network like connectivity, operation, regularity and reasonable fare (during festival season), transport tariff should be reasonable because of all from budgeted category. Domestic tourists with the proof below the poverty line must be given with transport subsidy, police security for the pilgrim is also required. He also said that the duration of stay is comparatively more due to their affection to the pilgrim places. He suggested ensuring the improvement of infrastructure to help the pilgrim stay comfortable.

**AV Dharma Reddy** (2019) special officer he said people are working completely on the ban of usage of the plastic items, to save the Tirumala hills with serene environs on their seven hills from becoming a plastic dump yard. They started creating awareness to pilgrim through all social media, radios, broadcasting, and announcements in the form of push notification. This banding was started in temple premises later all the hotels in Tirumala will be followed. **Kreiner** (2010) he has studied the influences, conflicts, and theory of the transforms in various pilgrimage tourism activities, on these years. He said the main satisfaction for the pilgrim is the heritage, images, shrines, beliefs and the devotions. The pilgrim tourism is affected by its pilgrimage site which is resulted in an aspect to suggest to their friends, family, and others. **Vembu.et.al**, (2017) he had stated the perceptions of pilgrims on diverse temples in Tamil Nadu, India. He has interviewed 50 pilgrims and he concluded that the government should introduce and implement the new policy regulations for all pilgrims through pilgrim tourism department.

**Pavan and Reddy** (2017) in his study he has related the significance of hygiene aspect over other factors of pilgrim contentment at Tirumala Tirupathi temple. He found that there is a perfect shift of approach to postmodern, mainly in the relationship between the terms

religious gatherings and secular pilgrimage. **Joice K. Joseph** (2019) has studied the mass religious gatherings in Sabarimala destination Kerala state, he found that there is a necessary for proper enhancement in the condition of health and health-related aspects like sanitation and hygiene, safety and security, communication and transportation. He said further research should direct towards the aspect of difficulty as a virtue in driving pilgrim association and geography as a cause of draw for pilgrims.

## 2. Impact of COVID-19 in Hospitality Industry and sustainable development

**Anshu Gupta** (2018) 31 years old entrepreneur, who takes a religious trip each year, he experienced and said players like Thomas Cook, Oyo Rooms are observing a 20-40% development in this sector. He said organized hospitality workers have an immense opening getting in from destination like Guruvayur, Shirdi, Sabarimala, *etc.* While these players start-up accommodation and aggregators are offering specialised pilgrimage packages. **Shreen Bhan** (2020) said even before the lockdown of 21 days declared, one part that had just been confronting the hit of worldwide corona infection pandemic was travel and the travel industry which started with scratch-offs of global trips by numerous nations. Industry affiliations state that the present circumstance puts in danger a huge level of Indians travel industry business movement, which is assessed at over \$ 28 billion. Domestic travel industry, which is assessed to be Rs. 2 lakh crore businesses, is likewise in danger. **Dipak Haksar** (2020) director of CII (Confederation of India Industry) National Committee on – Tourism and Hospitality and ITC Hotels former CEO said that COVID-19 is an existential emergency for the hospitality business. He said that he never envisioned the general effect that the business would have felt. The gauge shows that India may lose administrators yearly incomes are around \$32 billion and in the best case situations, we will lose anything up to 60-70 per cent in this year, about \$21 billion. He said this total lockdown is of full demand and it is uncommon, the business is really heaving for oxygen and looks for immediate help from the government for its very endurance. **Deep Kalra** (2020) member of CIIs National Committee on Tourism and Hospitality, and founder of Make My Trip said that 60% of the worker is on a slight edge base. He said that they have more than 9 lakh organisations which have an absolute no of individuals, half of these individuals earn not as much as Rs. 10,000 every month and another 10 per cent gain not as much as Rs. 20,000 per month. In this way, he said 60% of the hospitality business is genuinely on the minimal scale and along these lines at high hazard. He said the majority of these individuals won't have different employments.

**Panaji** (2020) he said Goa is a place for beautiful beaches, nightlife party, hospitality, carnivals churches for the pilgrim, who were used to a red carpet welcome wherever they went, tourists and outsiders, have been at the receiving end of a hostile local population that has gone into self- preservation mode over the corona virus pandemic. He said there's a group of foreigners who cannot get access to food/fruits/vegetable in Palolem and Agonda in south goa, there are no basic food facilities for tourists who got stuck in COVID-19, he also said Goa could be staring at losses exceeding Rs. 1,000 crore from the industry shutdown. He said nearly 70,000 have been affected by the closure. For now, though, there is neither a red carpet welcome nor humane treatment for foreigners in this designation. **Times New network** (2020) devotees of lord hanuman in the state capital seemed to understand by the outbreak of COVID-19 in Patna, as they were seen in significant numbers at the temples, this was in sharp contrast with many famous shrines in the country, including Mumbai's Siddhivinayak temple and Ujain Baba Mahakali temple, which is closed because of COVID-19 and Shiridi Saibaba temple in Maharashtra was also shut for devotees. So, temple authorities have taken several precautionary measures in order to stop the spread of the virus. The temples premises is being cleaned with water and disinfectants and people as well as shrine management staff are being asked to wash their hands at regular intervals, they have started providing hand wash to the devotees as a preventive measure to curb the spread of COVID-19. **Amaravati** (2020) said TTD governs the hill holy place of Lord Venkateswara has released an advisory. It asks the foreigners, NRIs and other pilgrims not to visit the temple for 28 days after their arrival into the country. The TTD administration is taking all protective measures for the health of Lakhs of pilgrims visiting the temple.

**Shantha Thiagarajan** (2020) said two more individuals testing positive for COVID-19 in Tamil Nadu in the past two days, sanctuaries over the state have dropped their yearly celebrations to keep individuals from social events in huge numbers. Panguni and Chitharai are famous for festivals across the state where thousands of devotees gather for the festivals. So Panguni uthiram festivals on April 6 are being cancelled by the health department advisory. Palani and other five Murugan temples are also closed for COVID-19. **Swaraj Baggonkar** (2020) he said the worst-case scenario in 2020 for hotel industry is it would not be able to claw back even 20% of the previous year's revenues as corona virus takes a toll on business. This industry may see only 15-20% of Rs. 37,000 crore annual revenues in 2020 the hotel market may completely go urgent in a matter of month unless several typical and urgent steps are taken immediately. Hotels room occupancy across the country is slumped 67% by

March 21, they were down 12% in March. Revenues fell even sharper, revenue is 73% as against 20% recorded on March 7 as earnings from food and beverages and events took a hit.

**Rahul Pandit** (2020) managing director and CEO and CII National Committee on Tourism, he said India needs USD 250 billion rescue funds to protect 50 million jobs in the tourism, hospitality, restaurant, entertainment and aviation industry, and he took the example of US, where the last 4 weeks they have seen 22 million people file for unemployment benefits. 22 million jobs were created from the year 2009 to 2019. In the 4 weeks, 10 years worth of jobs has been wiped out. "If this is can what happen to the biggest economy, Anyone saying this will go away soon is kidding themselves," Rahul pandit said.

## Conclusion

Tourists are the major contribution to Indian tourism in today's cultural destination. Travel and Tourism for cultural purpose essential elements of our inhabitant's individuals from all ages, religious, and profits group supervise their time and cause for enlightening tourism. Pilgrimage and culture tourism clenches a particular lay in India's economic expansion. The present paper has a hand on an extensive review under the topic of pilgrimage and hospitality issues relating to COVID-19 at their respective destinations. This paper with review endeavours to operate an opening for the researchers and practitioners for further studies on pilgrimage tourism. The review from this paper are collected and pick out from the relevant and particular journals, theses relating to pilgrim tourists, newspapers and books so this paper has certain limitations. So, this paper offers space to all researchers and practitioners as a framework for their future research works.

## References

1. Bahuguna (2004), "Tourism in India: Development Perspective", The Indian Economic Journal, Volume-52, Pp. 137-141.
2. C. B. Venkata Krishna Prasad and M.R. Jhansi Rani (2015), A Study on Religious Tourism in India with Special reference to the States of Andhra Pradesh and Telangana", Bi-annual Journal of Asian School of Business Management, Vol. VIII, Issue II, July-December, 2.
3. Dipak Haksar, " COVID-19 impact: Hospitality industry gasping for air", Consumer News and Business Channel TV 18, April1, 2020.
4. Deep Kalra, "COVID-19 impact: Hospitality industry gasping for air", Consumer News and Business Channel TV 18, April1, 2020.
5. Devanthan (2019), "2Cr domestic tourists visited city in '18," The Times Region, Wednesday, February 13, 2019, Pp. 7.



6. Frans Melisse (2014), "Hospitality Experience: An Introduction to Hospitality Management", Journal of Tourism Futures, Vol. 1 No. 2 2015, page 161.
7. G. Raveendran (2019), "Short stay preferred by most tourists", The Times Region, Wednesday, February 13, 2019, Pp. 7.
8. Harikant Prasad, "Patna Undeterred by Corona virus threat, devotees visit temples for puja", 18 March, 2020.
9. Joice K. Joseph, K.G. Ambady, Karunakaran Akhildev & Edbert B. Hsu and A.P. Pradeep Kumar, "Pilgrim Satisfaction in a Mass Religious gathering study from Sabarimalai Destination, Kerala state of India, Journal of Religious and Health, April 11, 2019.
10. Jayan Menon and LR Shankar (2019), "PM Modi, Chinese President Xi Jinping visit Mamallapuram in Tamil Nadu", The Times of India, October 11, 2019.
11. N. R. Vembu, M. Sivakumar, S. Srinivasan, G. Veeramani, S. Senthivel and R. Vanitha (2017), Spiritual Tourism and Identification of Satisfaction Among Pilgrims- An Empirical Study, International Journal of Economic Research, ISSN:0972-9380, Volume 14, Number 14, PP. 497-510.
12. Nandhini Sen Gupta (2019), "After Guj, Goa, e-cycles to greet tourists in Pondy", The Times of India, March 9, 2019.
13. Nitasha Sharma (2018), "Developing and Validating an Instruments for Measuring Online Service Quality in the Tourism Sector", The IUP Journal of Management Research, Volume. XVII, No.1, Pp. 40-69.
14. M. Venkaiah Naidu (2019), "Tourism growth: Andhra gets best state award", The Times of India, September, 2019.
15. Muhammad Sabbir Rahman (2012), "Exploring Tourists Perception: The Case of Bangladesh", Tourism An International Multidisciplinary Journal of Tourism, Volume 7, Number 1, Pp. 81-98.
16. Panaji, "In Tourists haven Goa, Tourists and outsiders' Are No Longer Welcome", 30<sup>th</sup> April, 2020.
17. Pratiksha Ramkumar (2019), "Neglect hits tourists flow to Valpari" Lack of Basic Infrastructure Results In Poor Tourists Footfall, Which Is Otherwise Regarded As A Scenic Place Located Amidst Hills, Forests, Waterfalls And Streams, "The Times of India", Friday, December, 13, 2019, Pp-6.
18. Padmini Tomer and R.S. Arora (2012), "Pilgrimage Tourism: An Empirical Study of Pilgrims Behaviour on North India", International Journal of Marketing & Business Communication, Volume 1, Issue 2 April 2012, Pp. 28-35.
19. Pusha. Narayan (2019), "A Ghee, butter as prasada in temples could be 'inedible', The Time of India, August 18, 2019, PP- 3.
20. Rahul Pandit (2020), "We need USD 25 billion fund to save hospitality, tourism, aviation industry", The Economic Times, April 19, 2020.
21. Shereen Bhan, "COVID-19 impact: Hospitality industry gasping for air", Consumer News and Business Channel TV 18, April 1, 2020.

22. S.K Gupta and Rajesh Raina (2008), Economic Impact of Vaishno Devi Pilgrimage: An Analytical Study, International Journal of Hospitality & Tourism Systems, Volume 1, Issue 1.
23. Sangamesh. Menasinjai (2019), “ Hampi stands on more than the pillars miscreants pulled down”, The Times of India, February 10, 2019.
24. S. Vijayanand (2012), Preferences for Destination Selection and Fulfillment of Religious Obligations: A Study of Pilgrimage Tourism Circuit (Velankanni, Nagore and Thirunallar) in Tamilnadu, Global Journal of Management and Business Research, Volume 2, Issue 14, Version 7.0.
25. S.Venkateswaran (2019), “Pilgrims on foot endanger own lives on Trichy roads”, The Times of India, Tuesday, July 30,2019.
26. Sambath kumar (2019), “Road to Viramalai temple to attract more pilgrims following facelift”, The Times of India, March 7, 2019, Pp- 5.
27. Shivakumar (2018), “Taj, Mahaballipuram to get iconic centre tags”, The Times of India, March 15, 2018, Pp- 10.
28. S.K.Kuthiala(2001), “Tourism and Hospitality industry in India”, Journal of Services Research, Volume1, Number 1,Pp.35-56.
29. S. Singh (2002), “Tourism in India policy pitfalls,”, Asian Journal of Tourism Research, Volume 1, Issue 2, Pp- 12.