

ANALYSIS OF IMPACT OF COVID-19 ON RELIGIOUS TOURISM DESTINATIONS OF ODISHA, INDIA

Dr. Soumendra Nath Biswas¹ & Dr. Puspanjali Mohapatra²

¹Associate Professor, Department of Hospitality & Tourism Management, Assam University (A Central University),
Assam, India

²PhD Scholar, Utkal University of Culture, Bhubaneswar, Odisha, India

Received: 31 Aug 2022

Accepted: 02 Sep 2022

Published: 05 Sep 2022

ABSTRACT

Efforts have been made in this study to examine the impact of Covid-19 on Religious Tourism destinations of Odisha, the state of eastern India. Numbers of religious Tourism destinations are available in Odisha. The Role of Covid-19 and its economic, social and cultural impact on those destinations are the central idea of this article. This article begins with the understanding of intensity of Covid-19 and its effect on Tourism business in various religious places of Odisha, especially in Puri, Bhubaneswar and Konark that reveals socio-economic development of the local community in the site. Key issue of this paper is to find out the effect of Covid -19 presently and how to overcome it in post Covid times. This paper also describes the significance of service quality for the promotions of Tourism in the study area in post Covid phases that have direct impact to Local Economy.

The people of Odisha are religious in nature. Bhubaneswar is well known as a 'Temple City' of India. Puri is among the popular Chardham of India. Konark is international Heritage site. Every year millions of people used to visit to these destinations and experience the Kalingan style of Temple Architecture. The economies of these destinations are mainly depending upon Tourism. Tourists' inflow here influences the socio-economic life of the local people. In Odisha, due to the Covid-19, the lockdown has started from 22nd March, 2020. In many parts of Odisha complete shutdown was followed and Tourists activity was completely stopped. Because of that the Tourism business was suffered a lot and not only the economic problems, many social problems were also occurred. Appropriate proactive roles must be taken by the DMOs to shape and guide tourism development here in post Covid-19 times.

KEYWORDS: Covid-19, Religious-Tourism, Coastal Tourism, Tourism Impact