

A Study Of Tourism Choices For Weekend Holidays Post Unlock 5.0 In And Around Pune City

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Abstract

The main focus of the tourism department in India post UNLOCK was state tourism as still there were restrictions on travel for the international travelers and interstate travelers. Pune re-known by the oxford of the east is considered as one of the cultural and educational hub of Maharashtra. Many people travel for different purpose to Pune. When the pandemic hit globally, Pune was one of the city who majorly got impacted in terms of tourism. The city found out many ways to revive and one of the best possible tourism options were weekend tourism. Weekend tourism is where people travel to places nearby on weekends i.e. Saturday and Sunday for recreation, adventure, pilgrimage, sports, wellbeing and many more.

This research paper aims to find out the tourism trend in and around Pune city post UNLOCK 5.0. The paper will first study the impact of COVID-19 on tourism in Pune city through secondary data. The primary data will be collected through questionnaire to find out the future tourist trend in Pune city for weekend tourism. This paper will consider the different tourist choices for selecting a tourism destination before COVID-19 and after UNLOCK 5.0 in and around Pune city.

Key Words

Tourism, Tourist, Weekend Tourism, COVID-19 & Tourism, Unlock 05, Tourism Choices, Tourism in Pune

Introduction

Tourism is when people travel from one place to another for a minimum period of 24 hours. The tourists usually travel for the purpose of leisure, relaxation, adventure, wellbeing, business, sports, heritage, pilgrimage etc. Tourism is one of the biggest contributors towards the employee and revenue generation in India. WTTC stated that in 2019 out of 185 countries, India ranked 10th for its contribution in travel and tourism sector towards the GDP in 2019. Due to global pandemic tourism industry is widely impacted and suffered a major setback. After the UNLOCK process started tourism industry was one of the industry who faced major restrictions. In India the unlock phases and the rules and regulations for various sectors to begin again were given by the state ministry. Maharashtra government issued its first guidelines for UNLOCK 1.0 on May 31, 2020 and which were to be followed from June 05, 2020. UNLOCK 2.0, 3.0, 4.0 later happened in consecutive months of July, August, September respectively. During UNLOCK 5.0 department of tourism issued guidelines for resuming the services of hotels, restaurants, bars, and food courts.

By the time UNLOCK phase begun, tourism department had made plans for resuming the businesses. Pune, district in Maharashtra state has its own historical, cultural, educational, religious importance with added modern attractions. It is blessed with many sights which gives a unique experience to the tourists. Pune is one of the booming destinations for weekend tourism which helps in strengthening local economy and helps in employee generations.

Weekend Holiday

Definition on short break holiday given by Murphy, et al (2010) states that “a non-business trip between one and four nights away from place of residence”

As stated by Dissart J.-C., Aubert, F., Truchet, Stephany (2009) weekend tourism plays a major role in developing the local, regional and national economy.

Weekend tourism is an emerging concept which helps tourist to get relief from day to day life stress and rejuvenate after a week’s routine work i.e. from Monday to Friday. (Fritz et. al., 2013)

Factors that influence the weekend holidays are:

1. **Quick Decision Making:** as weekend holidays are short and on weekends, it becomes very easy to make decision for planning of weekend holidays.
2. **Ease of Reach:** while planning for the weekend holiday people look for the destinations which are close to their native place, usually under 200kms. Thus, people choose the destination which are easy to reach or easily accessible.
3. **Budget friendly:** weekend tourism being short breaks makes it budget friendly as the distance of travel is quite less, mode of transportation is cheaper, accommodation charges are only for a day or two. Local food is easily available and quite cheaper rates.
4. **Long weekends:** If people gets long weekend i.e. a day additional with the weekend (Saturday and Sunday) then it influences them to plan for the short break of weekend holiday.
5. **Events and Packages:** Lot of resorts and hotels organizes weekend events such as art, folk, music, camping etc which helps people to travel to one particular place and enjoy all the facilities at one particular destination. They are very hassle free and do not require any planning from the guest side.
6. **Recreation:** many tourists have many intentions of travel, people travel for leisure, relaxation or physical and mental wellbeing. These can be achieved through short weekend holidays easily.
7. **Spiritual purpose:** people usually travel for spiritual purpose and what could be better time than weekend as they do not have to spare their leaves from their work and easily can manage to visit spiritual destinations with family on weekends.
8. **Other:** apart from the above mentioned influencing factors, tourist may travel for wellness purpose, business purposes, adventure, visiting friends and family, hobbies, education, attending seminars, meetings, exhibitions, social status and many more.

Places to visit for weekend tourism in and around Pune City

1. **Fort:** one of the popular destinations for people of all age groups. Fort near Pune city has its own historic significance and gives a best experience for trekking and observing beautiful green hills. Some of the popular forts are Sinhagad fort, Fort Jadhavgadh, Fort Rajgad, Fort Purandar, Torna Fort, Lohgad Fort, Tikona Fort, Fort Visapur, Fort Tung, Fort Pratapgadh and many more.
2. **Lakes:** best picnic spots for weekend with family and friends. Beautiful lakes near Pune city gives a relaxing as well as thrilling experience with water sports. Some of the re-known lakes are Pawna Lake, Pashan Lake, Manas Lake, Mastani Lake, Mulshi Lake and Dam and many more.
3. **Hill Station:** Pune blessed with nature has many hill stations to take a break from daily routine and stressful work. Best place to spent time with family and friends for physical and mental wellbeing. Some of the popular places are Lavasa, Rajmachi, Lonavala, Khandala, Matheran, Tapola, Bhandardara, Mahabaleshwar and many more.
4. **Caves:** caves are again a historic significance place for a perfect weekend to be spent around Pune city. Some of the popular caves are Pataleshwar caves, Bedse caves, Karla carves, Bhaja Caves and so on.

5. **Pilgrim/Religious place:** Pune is the place for religious importance. A very famous Ganpati festival is the attraction of the city. Some of the popular religious places around Pune city are Shreemant Dagdusheth Halwai Ganpati, Chaturshringi Temple, Balaji Temple, Ketkawla, Jejuri Khandoba Temple, Alandi, Narayanpur-Shree Dutta Temple, Theur Chintamani Temple, Morgaon Ganesha Temple, Bhuleshwar Shiva Temple, Baneshwar Temple and many more.
6. **Nature and Wildlife:** Pune city offers beautiful view of Sahyadri Mountains and wildlife sanctuaries for a perfect escape to nature on weekends. Some of the popular places are Karnala bird sanctuary, Mayureshwar wildlife sanctuary, Bhimashankar wildlife sanctuary, Panchgani, Wai, Karjat, Kaas Plateau and so on.

Guidelines given by government of Maharashtra for tourism in Maharashtra post UNLOCK 5.0:

Post unlock 5.0 Maharashtra government has provided standard operating procedures to be followed if people wish to travel to the state. With mission 'Begin Again' the state has given following SOP's:

1. For road, rail and air transport people without any symptoms are allowed to enter the state for tourism purpose. People with some symptom have to go for the antigen test and are only allowed to enter the state with negative reports. Travelers found COVID positive later after entering the state shall be separated and send to the nearest COVID care centre for future care. Thermal Screening is installed at every station and airports.
2. Local trains in Pune resumed with less frequency following the protocols of safety and hygiene.
3. Hotels and restaurants were given permission to operate with 50% capacity.
4. Cinema halls and theaters, swimming pools, entertainment parks are still closed for the tourists.
5. Face mask and social distancing of 6 feet is mandatory for people.
6. Hand sanitizers should be made available at all entry points.
7. Cashless transactions shall be promoted.
8. Places of tourist shall be cleaned and sanitized every day. Furniture shall be disinfected.
9. CCTV cameras shall be installed on the premises and must be fully functional.
10. Ministry of tourism has mentioned that people above the age of 65, pregnant women, children below 10years of age and people with co-morbidities shall not travel and stay at home.
11. It is mandatory to organizations to communicate the guideline material to tourists by promotional material, social media platforms.
12. A self declaration form has to taken from the tourists at all accommodation places.
13. Tourists are informed not to allow any guest in their rooms during their stay. Staff shall not enter the guestroom unless required.
14. Arogya Setu app is mandatory to be installed in every guest's mobile device.
15. A team of representatives from the police, local bodies, hospital, and any other departments in tourism is formed to help enforce the guidelines amongst travelers.

Objectives

1. To study the effect of COVID 19 on tourism in and around Pune city.
2. To find out tourist choices for weekend holidays before COVID 19 and post UNLOCK 5.0 in and around Pune city.

Hypothesis

1. H₁ – COVID-19 has an effect on weekend tourism industry in & around Pune.
2. H₂ – Hygiene and sanitation factor is the most important factor while selecting a weekend tourism activities.

Literature Review

1. UNWTO report on the impact of COVID-19 on tourism published in August, 2020: world tourism organization in their reports stated that tourism is one of the third largest in export category and was accounted for 7% of global trade in 2019. Tourism industry is majorly impacted by the pandemic and has

impacted on country's economy, employment, businesses, new developments and many more. No nations remained unaffected due to pandemic. In India the international tourist arrival was 361 million i.e. 4% more than the previous year, after the global pandemic hit the same dropped by 60% in the period of January – May, 2020. They also mentioned some guidelines to restart the tourism industry like women employment, having favorable business environment for MSMEs, innovations and digital transformation, sustainability, alliances and mergers, setting agenda for the coming years.

2. August 22, 2020 Kounteya Sinha, a travel expert said in his interview with the Indian express that the tourism industry has to adopt the new tourism options with new norms as the COVID 19 pandemic has changed the dynamics of the industry and they are one of the worst-hit sectors. A global travel meet by TraWork which is a Pune based travel company was organized where experts from across the globe expressed their views on the situation of travel and tourism industry.

Ms. Vandita Purohit, founder of TraWork said that the meet focused on the insights and suggestions from the global experts for begin again mission for travel and tourism sector in and around Pune. This meet was planned and conducted with a view to be well prepared for the future and getting directions for implementing new trends and innovations for the company owners, travel agencies, tour operators, travel writers and so on.

3. December 02, 2020 article on COVID-19 impact: Pune people looking for gradual shift to co-working space from work from home: as per the article of financial express mentioned that as per the reports given by IE that many small start – ups in Pune who were working in the co-working spaces has been shut down because of pandemic and many companies have felt a financial crunch due to low or no business. Many companies are looking for the co-working spaces with social distancing norms and cubicle setup for the same. With increase in use of digital forums, companies are now not looking for conference or seminar halls for their meetings impacting on the travel and tourism business.

4. September 04, 2020 Neha Madaan, As per the article in Times of India, a senior district officer from Mahabaleshwar (nearest hill stations to Pune) mentioned that the standard operating procedures were released to the hotels to be followed during UNLOCK. People those above 60years age, and children below the age of 10years were advised to be at home unless for any essential or emergency services as per the guidelines given by the state. The hotel associations in Mahabaleshwar mentioned that it had a lot of impact on their business as they has 10-20% of the guests below 10years of age and 20-25% of the guests above 60years of age and this new norms will make families cancel their plans of visiting to the hill stations.

5. March 05, 2020 Prachi Bari mentioned in her article with Hindustan Times Pune that the tourism and hospitality industry felt a major impact on their business as the March – May time is considered as summer vacation time in India and expects a major business through tourist travelling for leisure, relaxation, weddings, sports etc. Due to fear of COVID 19, many tourists have either not planned or cancelled their bookings. Hoteliers in Pune mentioned that the regular news, viral messages, social media outbreak on COVID 19 has affected business much earlier than expected.

6. March 08, 2020 article on Corona hits tourism industry, hotels hard: Samriddhi Sakunia mentioned in her article with The Indian Express that tourism industry was the worst affected. Though few of the travelers have put on hold with their travel plans either domestic or international, the restrictions imposed for travel by many countries made the situations more critical for tourism industry. There were no fresh bookings happening and many people were only calling to cancel the bookings with the travel companies. As per the tour operators and travel agencies people have shown concern on their health and safety as well as the strict screenings and questions on what if we get they are detained in foreign country if found suspected of the virus? Will they be quarantined? Who will manage their expense in the foreign country in such situation? Some of the famous travel companies such as Deccan Tours and Travels and Bhagyashree Travels from Pune said that they had around 30% and 80% cancellations in the booking respectively. Even re-known five star properties faced around 50-60% of cancellations.

7. December 09, 2020, Sanaa Nalwalla said that the district administrators in Pune have decided to open sinhagad fort for the activities after eight months of lockdown. Due to COVID 19 pandemic and a sudden lockdown in Maharashtra, the fort was no longer open for the tourists. Local businesses and tourism at

fort was impacted and many businesses had to shut down due to financial crises. To help the business and local tourism Ms. Rupali Chakankar, Politician met Dr. Rajesh Deshmukh, District Collector and discussed the issues faced by people whose lives are based on tourism at Sinhagad fort. After the discussion, for the betterment of the locals the fort was opened for tourists to come and support the local business.

8. December 07, 2020, Joy Sengupta: As the reports travels agents in Pune have mentioned that they faced a sudden drop in the bookings for long distance trips for destinations like Goa, Delhi and Rajasthan. People who were travelling on short distances are mostly business travelers and they have altered their venues. A travel industry mentioned that a new trend has been observed that people are opting for business trips on destinations other than Maharashtra.

Mr. Santosh Gupta, Owner of Shree Vinayak Holidays said that after a bit improvement post lockdown a demand for the travel increased because of the policies laid by government of Delhi, Gujarat, Goa and Rajasthan. But people were bothered while returning to Pune city as they have to go through a COVID 19 test and their report has to come negative.

Mr. Nilesh Bhansali, director of TAAP mentioned to TOI that people are in fear of sudden policy and regulation changes. Thus they prefer shorter trips which are short distance and they have no fear of getting stuck at unknown place if new regulations are suddenly imposed.

Mr. Panse who works in merchant navy cancelled his trip to Pune from European country as he was not sure about the quarantine norms for the international travelers.

9. November 13, 2020, Joy Sengupta: reports mentioned that the increase in the air fare caused many travel cancellations from the traveler during the diwali season in Pune city. As per the travel agencies the number of flights from Pune city was very less compared to last year during festive season. A representative of the travel company mentioned that Pune had only 60-65 (both arrival and departures) flights during diwali which was very less as compared to last year's data of 170 flights. Also last minute booking inquiries were more as people were not sure on travel and health regulations.

Methodology

The primary data was collected through a questionnaire. It was filled by 181 respondents. Some questions were asked to the same people verbally while filling out the questionnaire to seek the justification and reasoning's for their response choices which then has used as informal interview while writing the interpretation. Simple random sampling was adopted to get the questionnaires filled.

Secondary data was gathered from the literature previously written through research papers, government reports, news articles etc.

Data Interpretation

Data interpretation of the questionnaire is done in two sections of Pre COVID 19 and post UNLOCK 5.0 at Pune city. First part of the questionnaire focused on the tourist choices of weekend travel before pandemic and second part of questionnaire focused on the tourist choices of weekend travel post UNLOCK 5.0. In both the parts similar questions were asked to make it easier for the researcher for comparison of pre COVID 19 and post UNLOCK 5.0 effects on weekend tourism. Total 181 respondents were informed of the parameters given in the questionnaire considering the normal and new normal conditions of tourism.

Gender

181 responses

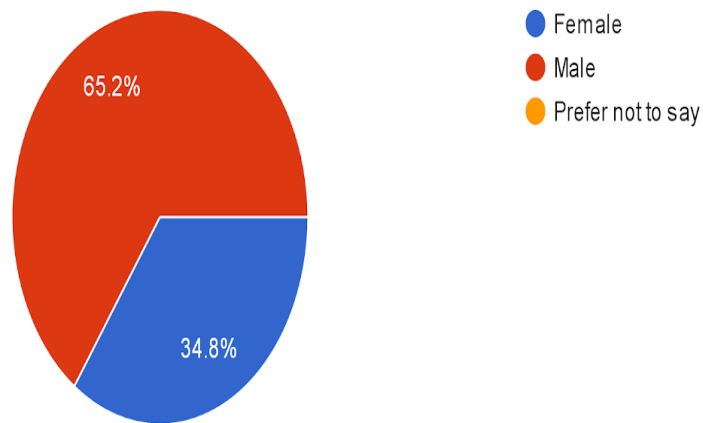


Chart 01

Demographic profile of the respondents is given in the pie chart 01. As per the data there were 65.2% male respondents and 34.8% female respondents.

Age

181 responses

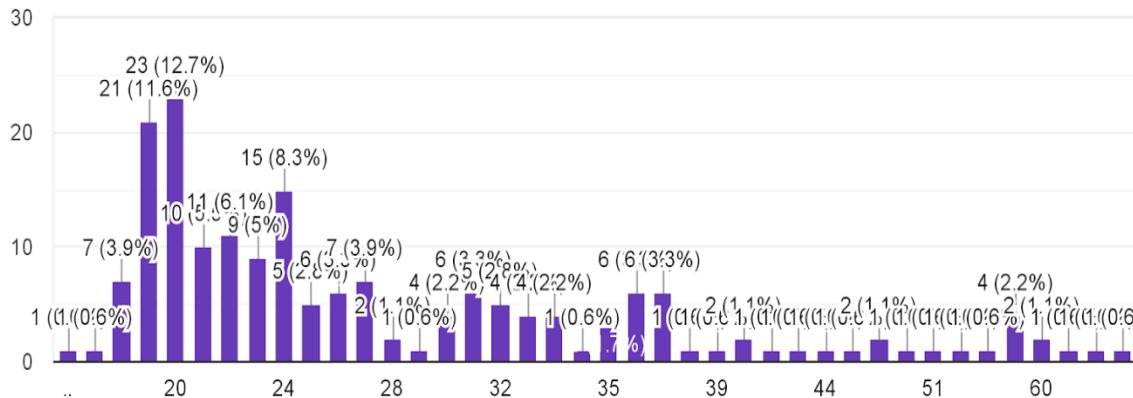


Chart 02

As per chart 02 maximum number of respondents i.e. 82 were from age group of 22-32 years, followed by 52 respondents from the age group of 15-21 years, 31 respondents from the age group of 33-43 years, 08 respondents from the age group of 44-53 years, 07 respondents from the age group of 54-63 years and 01 respondent from the age group of 63- 74 years.

Marital Status

181 responses

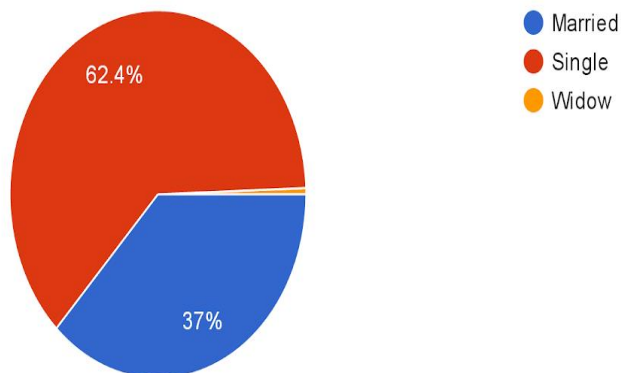


Chart 03

As per the chart 03 given, 37% respondents were married and 62.4% of respondents were single.

Number of Family Members

181 responses

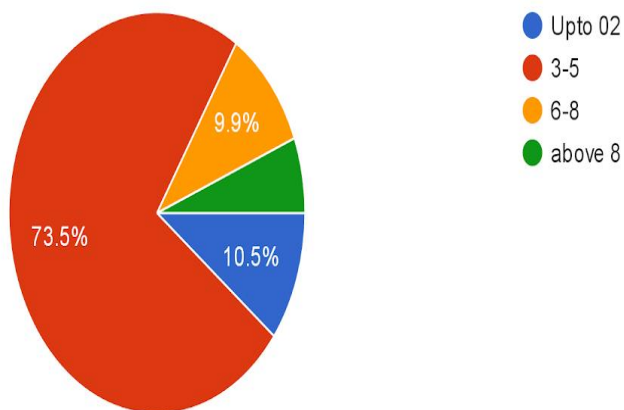


Chart 04

According to chart 04 73.5% respondents were having 3-5 family members, 10.5% respondents were having up-to 2 family members, 9.9% of respondents were having 6-8 family members and 6.1% of respondents were having above 8 family members.

Occupation

181 responses

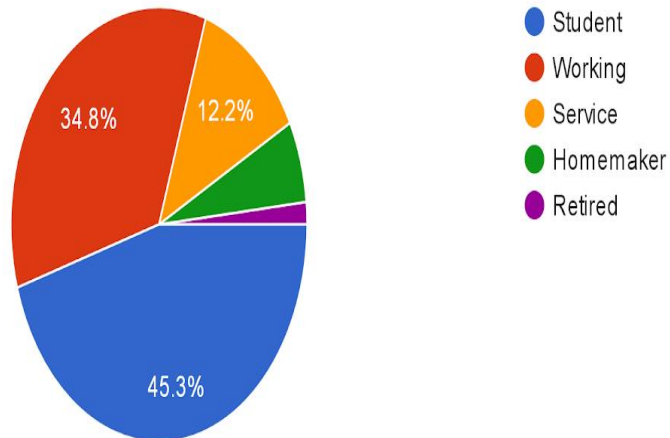


Chart 05

Data given in the chart 05 indicates that out of 181 respondents 45.3% are students, 34.8% are working, 12.2% are service profession, 6.08% are homemaker and 1.66% is retired.

Data reporting of the questions framed for weekend holiday travel before pandemic

Q1. When did you take last weekend holiday?

When did you take last weekend holiday?

181 responses

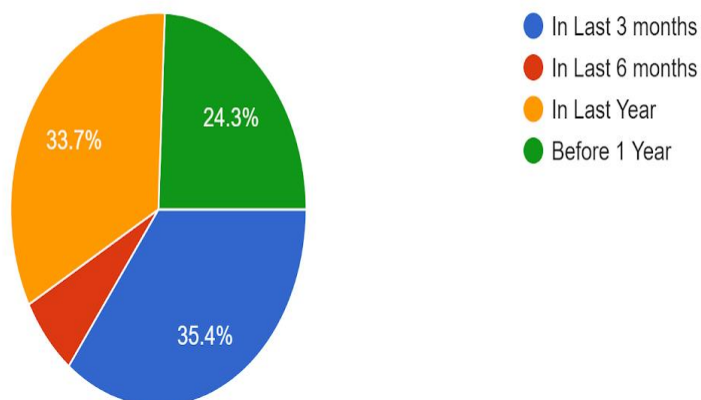


Chart 06

From the chart 06 given, it is observed that majority of the tourists from 181 respondents have travelled between 3 months (35.4%) to 1 year of the beginning of the pandemic (33.7%). There were 24.3%

travelers who travelled before 1 year and did not travel later anywhere for any reason. Travelers who travelled before 6 months were 6.6%.

Q2. What was your choice of destination for weekend holiday?

What was your choice of destination for weekend holiday?

181 responses

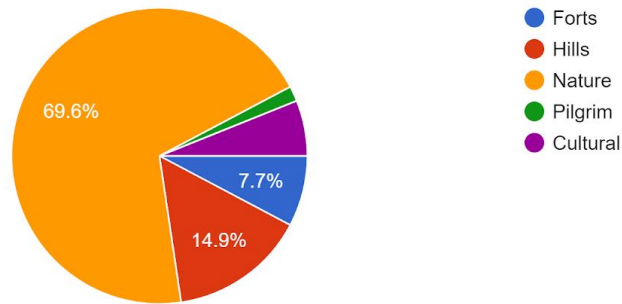


Chart 07

This question was asked to check the tourist choices of destination for weekend holiday. From chart 07 given, it is observed that majority of tourist traveled to the nature places (69.6) to hills (14.9), 7.7% of tourist preferred to go to Forts, 6.1% tourist went to cultural places and 3% of tourist chose to travel to Pilgrim destination for weekend holiday.

Q3. What was the purpose of your weekend holiday?

What was the purpose of your weekend holiday?

181 responses

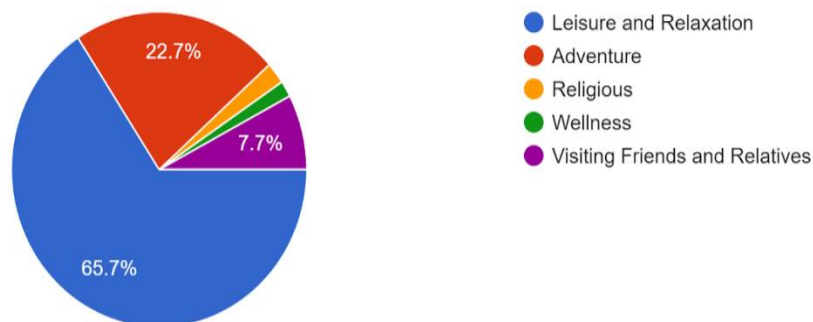


Chart 08

This question was asked to know the purpose of tourist for weekend holiday. Purpose of the holiday usually depends upon the activities travelers prefer to do during holiday. Some of the components taken were based on the weekend holiday options available near Pune city. From the given chart 08, the respondents mentioned that maximum tourist travelled for leisure and relaxation (65.7%), tourist who prefer to travel for adventure is (22.7%), people who traveled for visiting friends and relatives for festivals or functions were 7.7%, 2.2% tourists travelled to religious places and 1.7% tourist travelled for wellness purpose.

Q4. Whom did you travel with during weekend holiday?

Whom did you travel with during weekend holiday?

181 responses

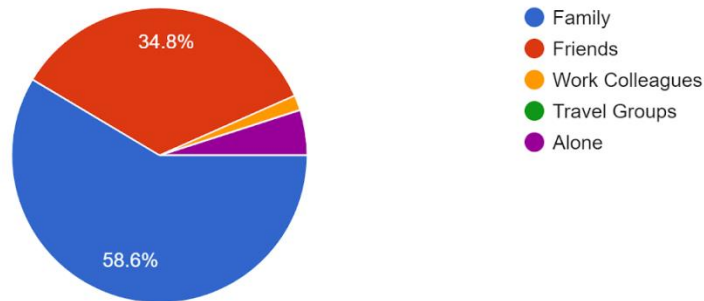


Chart 09

This question was asked in order to find out the choices of tourists companion during weekend holiday. From the given chart 09 out of 181 respondents, 58.6% respondents preferred to travel with family before the pandemic, 34.8% of tourists traveled with friends, 1.7% of tourists traveled with work colleagues, and 5% of tourist travelled alone.

Q.5 Rate your preference while making a weekend holiday plan before COVID-19?

This question was asked to know the preferences of tourists for planning weekend holiday before COVID 19 on various components such as ease of reach, stay, hygiene and sanitization, attractions, activities, affordability, safety and security, amenities and choice of food. Chart 10 given denotes that tourists preferred components such as safety and security, amenities and choice of food as very important, whereas the components such as attractions, affordability, hygiene and sanitization were secondary component while making travel plans before pandemic and activities at the destination were least important for many.

Rate your preference while making a weekend holiday plan before COVID-19?

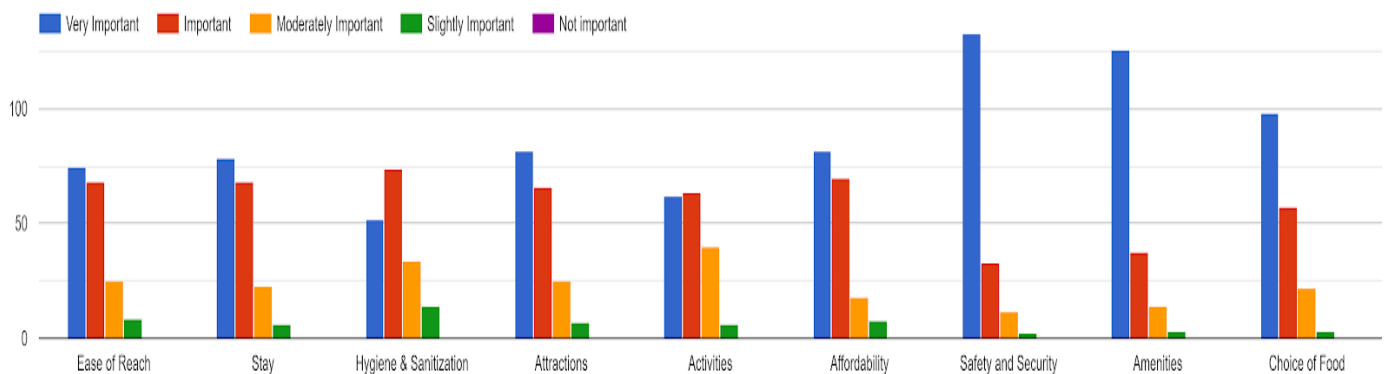


Chart 10

Data reporting of the questions framed for weekend holiday travel post UNLOCK 5.0:

Q.1 Are you aware of options available for weekend holiday in and around Pune City post unlock 05

Are you aware of options available for weekend holiday in and around Pune City post unlock 05

181 responses

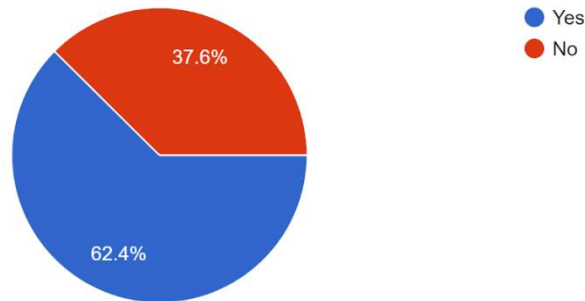


Chart 11

As discussed previously that post UNLOCK 5.0 department of tourism gave importance to the domestic tourism. Thus many options for short travel or weekend travel were available near Pune city. This question was asked to know whether the tourists know the options available in and around Pune city post UNLOCK 5.0 for weekend tourism. Out of 181 respondents the chart 11 given says that 62.4% of tourists are aware of the options available for weekend holiday whereas 37.6% of tourists are still unaware of the options available for weekend tourism in and around Pune city. This can impact on the new startups are more than 30% tourists are still not aware of the choices available for weekend holiday in and around Pune city.

Q2. When will you plan your next weekend holiday post unlock 05?

When will you plan your next weekend holiday post unlock 05?

181 responses

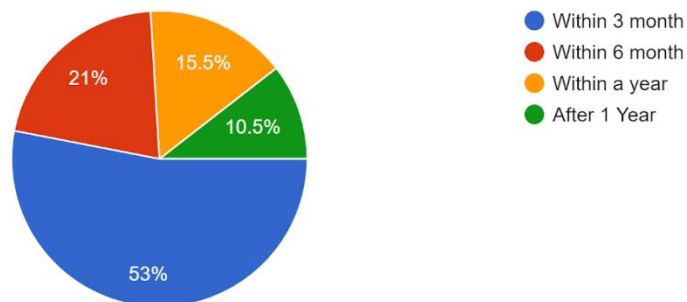


Chart 12

This question was asked as there was a long Lockdown in India and even after the UNLOCK phase begun there were lot of restrictions on travel. Post UNLOCK 5.0, many of the tourist destinations were open and tourist had a confidence on travel as well as many people were very frustrated, in fear during the lockdown period and thus to this question out of 181 respondents as given in chart 12, 53% of the tourists wanted to travel within 3 months, 21% of respondents wanted to travel within 6 months of UNLOCK 5.0, 15.5% of tourist wants to travel within a year and 10.5% of tourists are still afraid of travelling with the fear of COVID19 and they want to wait for travel till the vaccination is arrived.

Q3. What will be your choice of destination for weekend holiday?

This question was asked to check the tourist choices of destination for weekend holiday post Unlock 5.0. From chart 13 given, it is observed that majority of tourist wants to travel to the nature places (59.1%) to hills (25.4%), 11% of tourist prefers to go to the Forts and 3.3% of tourist wants to travel for cultural places and tourist who chose to travel to Pilgrim destination for weekend holiday are 1.1%.

What will be your choice of destination for weekend holiday?

181 responses

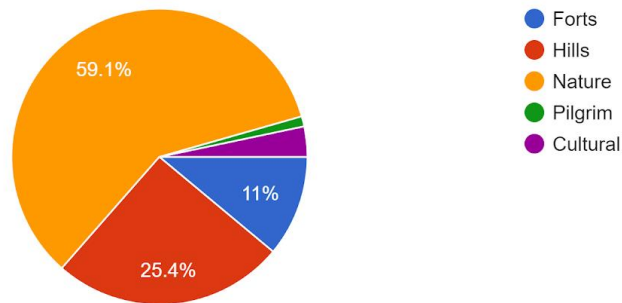


Chart 13

Q4. What will be the purpose of your weekend holiday?

What will be the purpose of your weekend holiday?

181 responses

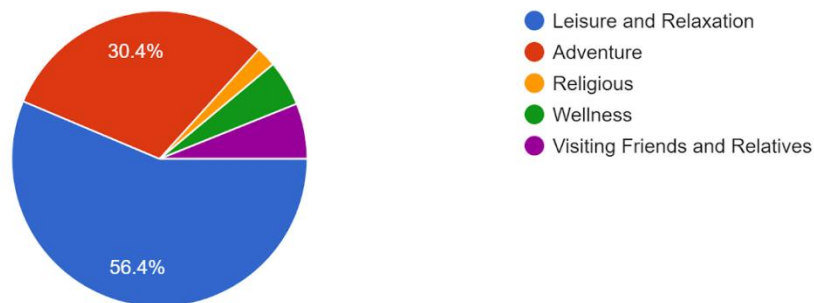


Chart 14

This question was asked to know the purpose of tourist for weekend holiday post UNLOCK 5.0. From the given chart 14, it indicates that maximum tourist wants to travel for the leisure and relaxation (56.4%) followed by adventure purpose (30.4%), visiting friends and relatives (6.1%), wellness (5%) and religious purpose (2.2%).

Q5. Whom would you travel with during weekend holiday post unlock 05?

Whom would you travel with during weekend holiday post unlock 05?

181 responses

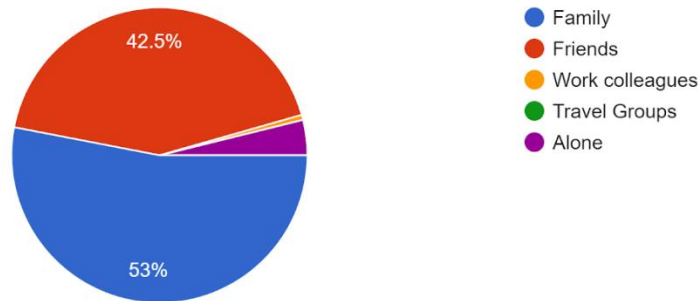


Chart 15

With the given chart 15, out of 181 respondents, 53% of tourists wants to travel with family followed by 42.5% with friends, 7% wants to travel alone, and 1% wants to travel with work colleagues.

Q6. Rate your preference while making a weekend holiday plan Post Unlock 05?

Post UNLOCK 5.0 people were very hesitant to travel they had many questions in their many in terms of travel restrictions, virus infections, safety and hygiene and many more. This question was framed to know the preferences of travelers for planning weekend holiday post UNLOCK 5.0. Chart 10 given states that out of 181 respondents, tourists gave importance to the factors such as hygiene and sanitization, safety and security, amenities.

Rate your preference while making a weekend holiday plan Post Unlock 05?

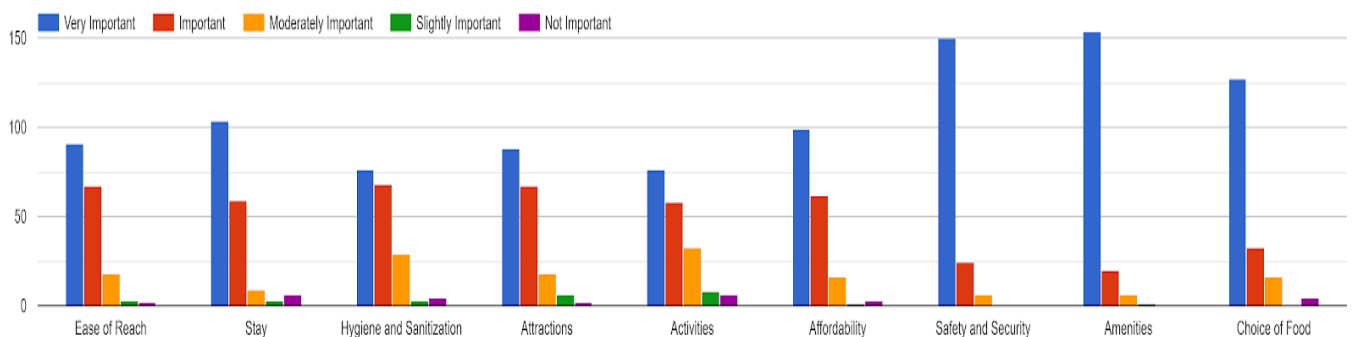


Chart 16

Comparative study of data interpretation

Data was gathered in two sections of pre-COVID 19 and post UNLOCK 5.0 in Maharashtra. The questionnaire was framed for knowing the choices of tourists for weekend holiday in and around Pune City. Percentage analysis was used to compare the responses from all 181 respondents.

1. Time of Travel

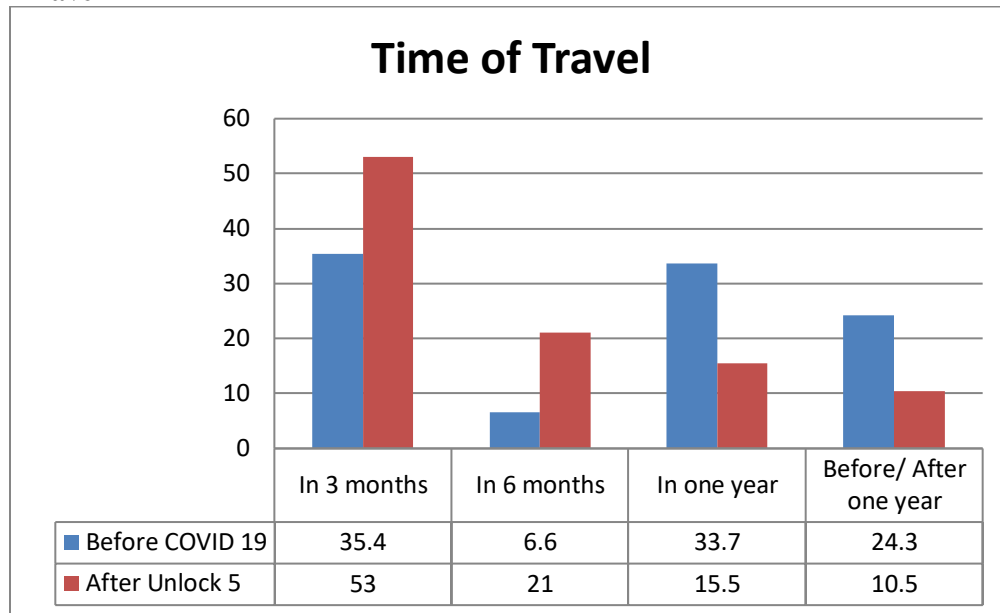


Chart 17

As seen in chart 17 it has been observed that many tourists want to travel within 3 months post UNLOCK 5.0 which is an increase of 49.71% followed by people travelling in 6 months post UNLOCK 5.0 and increase of 218.18%, and a downfall seen in people travelling in one year and after one year with 54.00% and 56.79% respectively. When communicated with the tourists it was observed that people were stuck at one place be it home or other cities of education and work during lockdown period and they could not go out due to the fear of virus. Thus after spending so much of time in stress and fear they now want to explore slowly and gauge the situation. Thus most preferred travel is within three months of time post UNLOCK 5.0

2. Choice of Destination

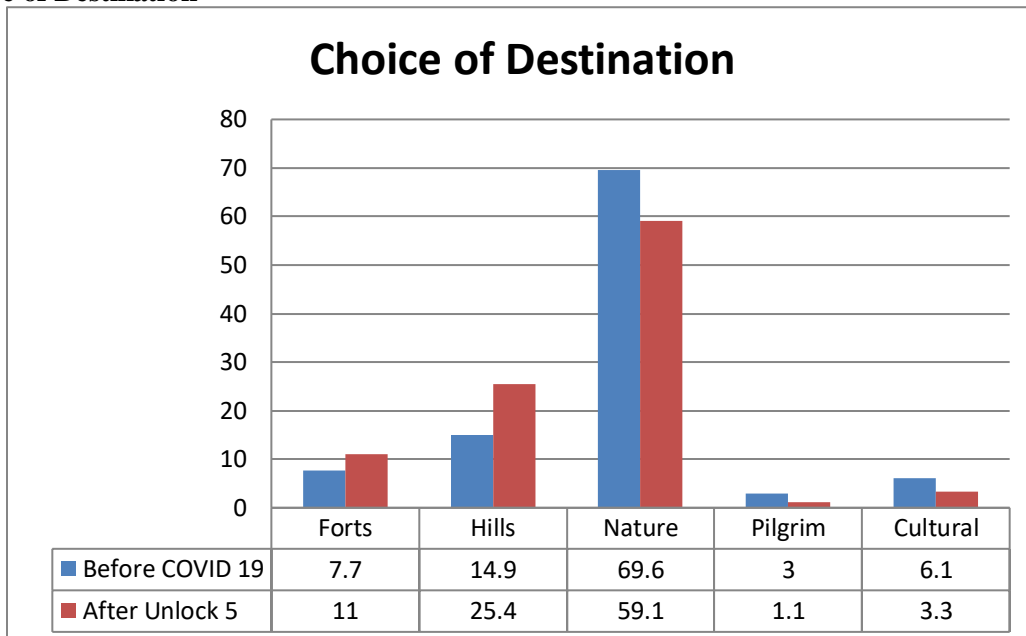


Chart 18

With the given chart 18 data interprets that most of the travelers want to travel to the nature followed by hills, forts, cultural and pilgrim but with the comparison it has been observed that there has been an increase of 70.46% in tourists who want to travel to hills and 42.85% in tourists travelling to the forts in and around Pune city. Pune being rich in forts and hill stations have many options for weekend tourism. People find it very easily approachable, relaxing, as well as adventures. These places can be visited with any travel companion.

3. Purpose of Holiday

As per chart 19, it is seen that the purpose of weekend holiday post UNLOCK 5.0 is towards leisure and relaxation followed by adventure, VFR, wellness and religious. But as per the data interpretation and comparison it has been observed that there has been a drastic increase in the tourists who want to travel for wellness (194.11%) followed by increase in tourist travelling for adventure purpose (33%). Due to COVID 19 pandemic, people have been stressful and in fear with less or no activities due to lockdown and travel restrictions. This is making a shift of tourism choice related to purpose of taking weekend holiday.

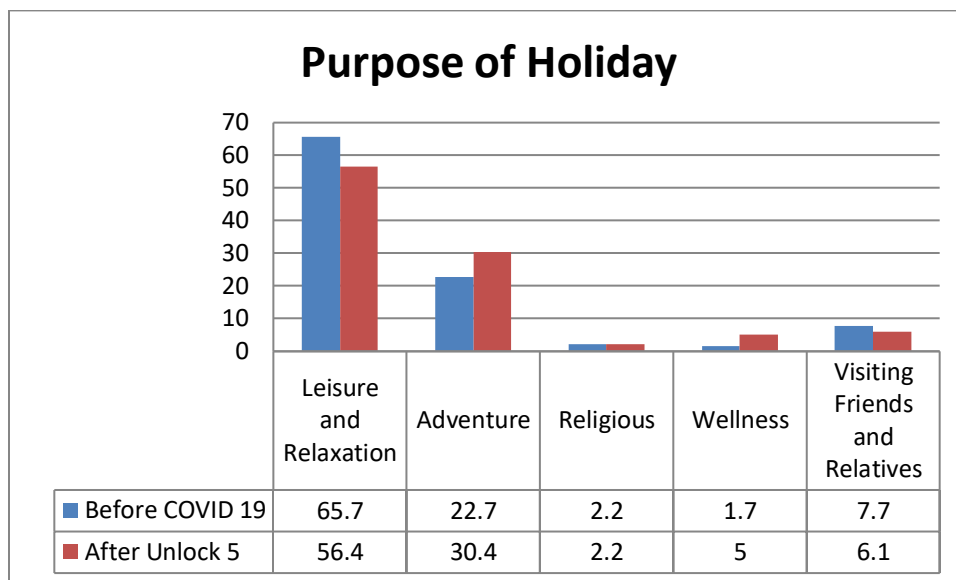


Chart 19

Travel Companion

Chart 20 helps us to understand that people wants to travel mostly with family and friends. As per the comparison it has been observed that, there is an increase of 40% of tourists who want to travel alone, and 22.12% increase of tourists travelling with friends as they could not meet during the lockdown period and post UNLOCK due to travel restrictions and social distancing. There has been 47.17% decrease of tourists who want to travel with work colleagues and 9.55% decrease in travel with family.

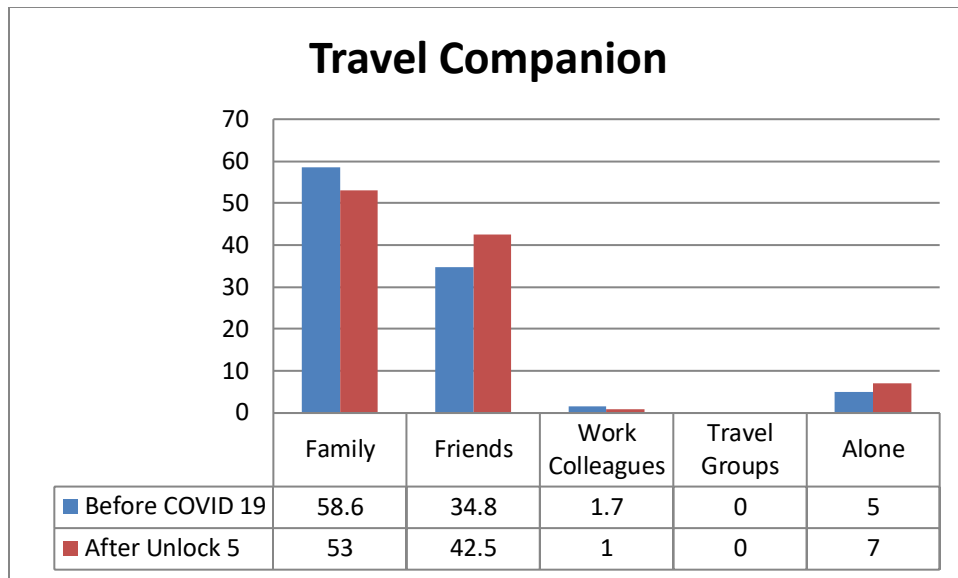


Chart 20

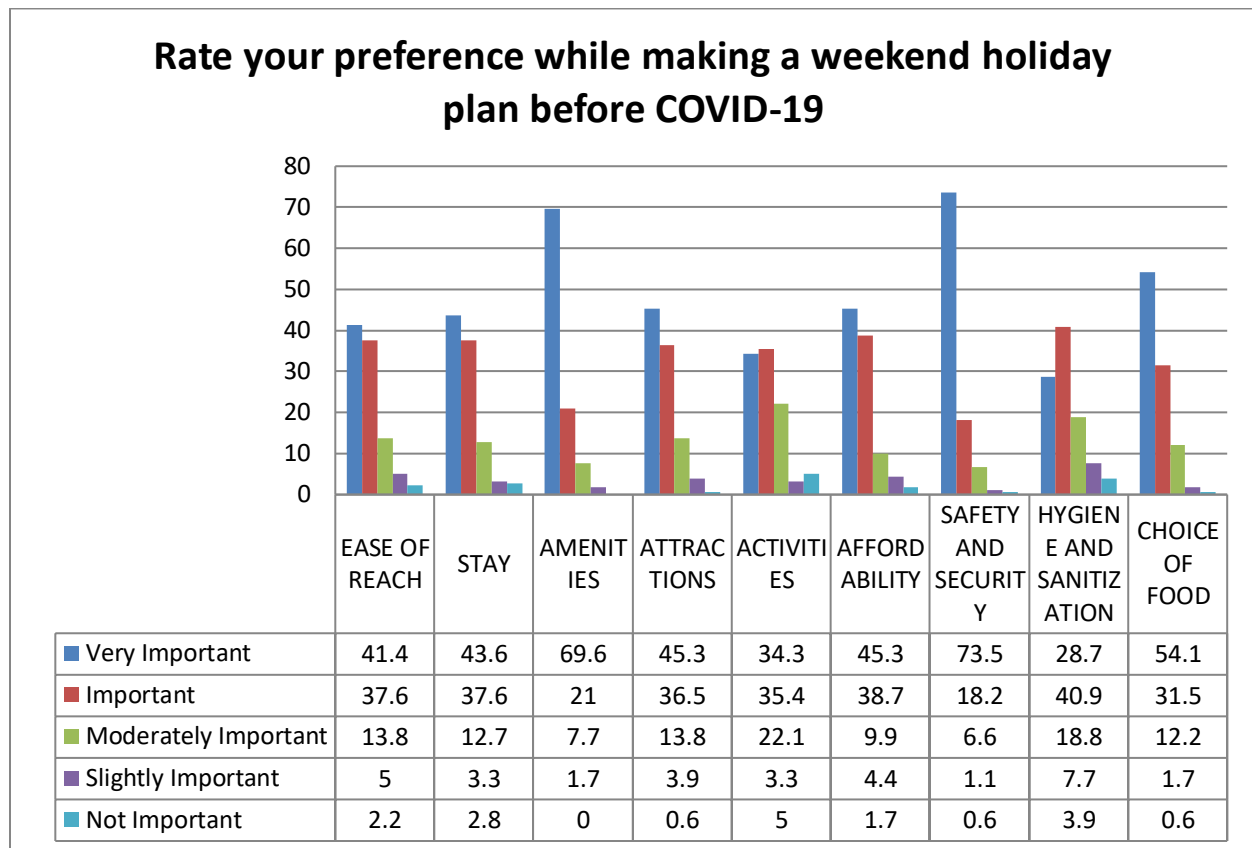


Chart 21

Data given in the chart 21 indicates that out of 181 respondents 73.5% of the respondents said that they would give the first priority to safety and security while planning their weekend holiday in and around Pune city followed by 69.6% chose for amenities available/offered by the tourist place, 54.1% opted for choice of food available at the destination, 45.3% for affordability of the travel, stay, food and other also attractions at the destination, 43.6% for stay i.e. choice of accommodation, 34.3% for activities at the place and 28.7% chose hygiene and sanitization as a factor to plan their weekend holiday.

Rate your preference while making a weekend holiday plan Post Unlock 05?

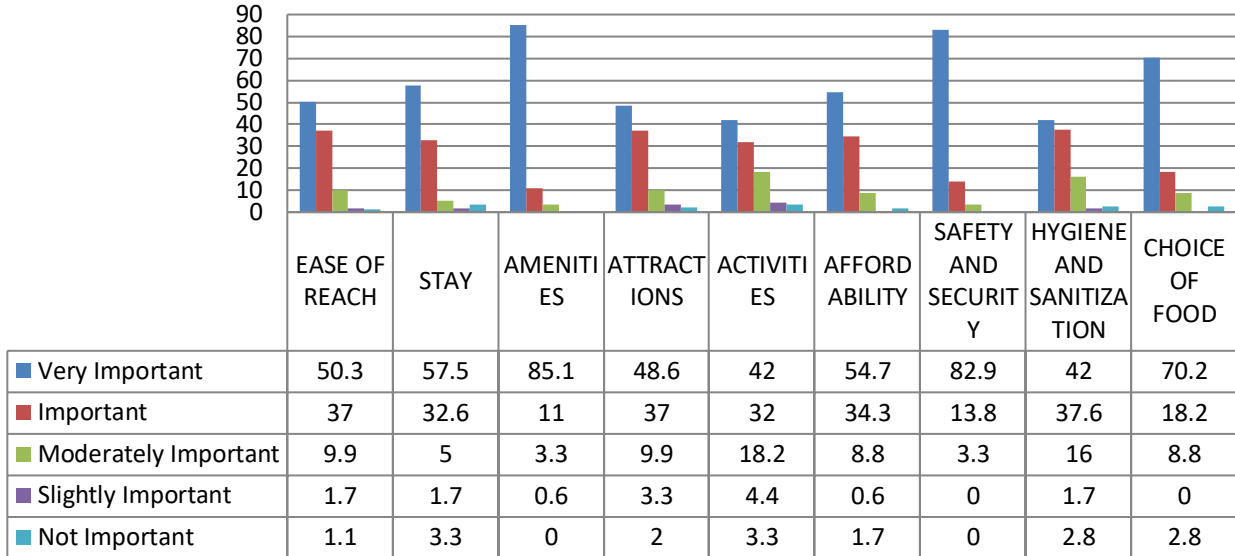


Chart 22

As seen in the above chart, out of 181 respondents, 85.1% of the respondents chose amenities as the very important factor for planning their weekend holiday post UNLOCK 5.0 followed by safety and security with 82.9% while on trip and at the destination, 70.2% for choice of food at the destination, 57.5% for the stay, 54.7% for the affordability, 50.3% for ease of reach, 48.6% for attractions, 42% for activities at the destination and hygiene and sanitization at tourist place.

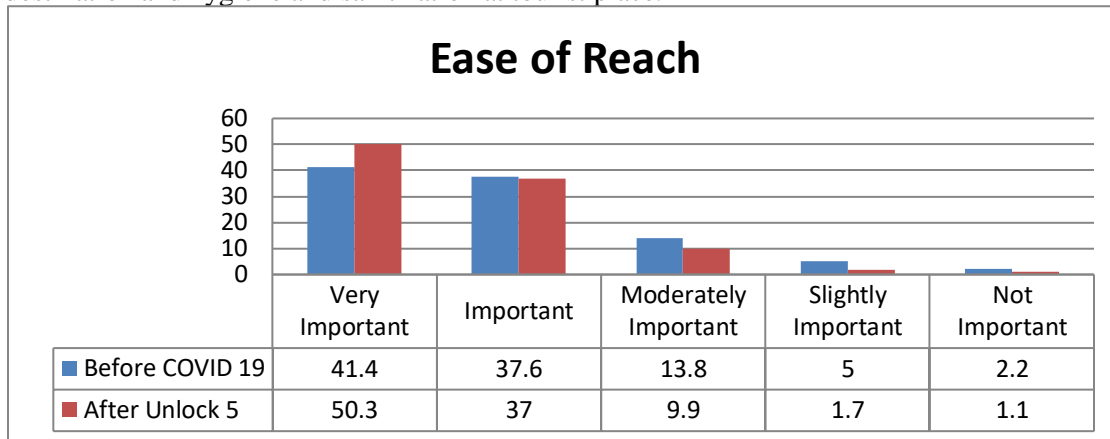


Chart 23

Data given in the chart 23 indicates that there has been an increase in the percentage of the respondents by 21.49% who feel that ease of reaching to the destination is one of the important factors while making a decision on planning weekend holidays in and around Pune city. It has been observed that tourists still are under dilemma of travelling and they want to make the tour easy and quick. Due to COVID 19 restrictions people are bothered on sudden changes in the standard rules and policies to be followed post LOCKDOWN. Thus they want the destination to be reached hassle free and easily. Public transport is open with many restrictions and still a very few options are available for moving from one place to other.

Therefore tourist wants to choose such destination for their tour which will have better transportation facility.

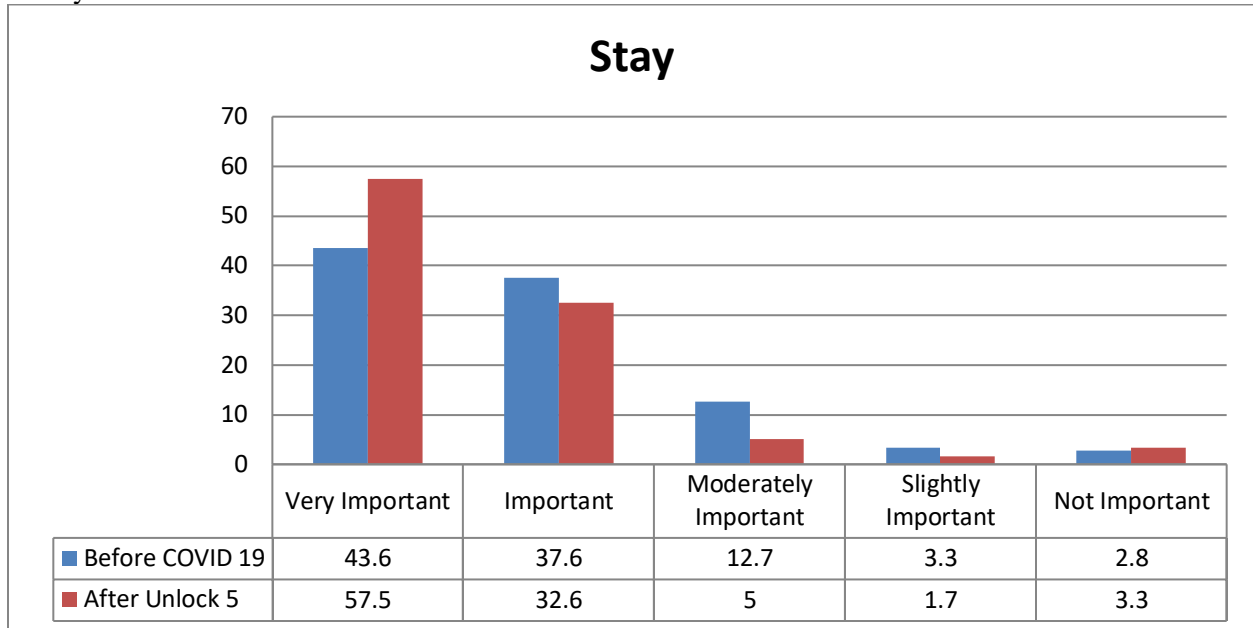


Chart 24

Above mentioned data in chart 24 indicates that 31.88% of tourist increased while giving the most importance to the stay at destination. As mentioned previously, there are a lot of restrictions on the travel and stay at the tourist places. Friends or families cannot travel in large groups as social distancing is a must. In such cases the accommodation is the important factor while making a decision of weekend holiday in and around Pune city.

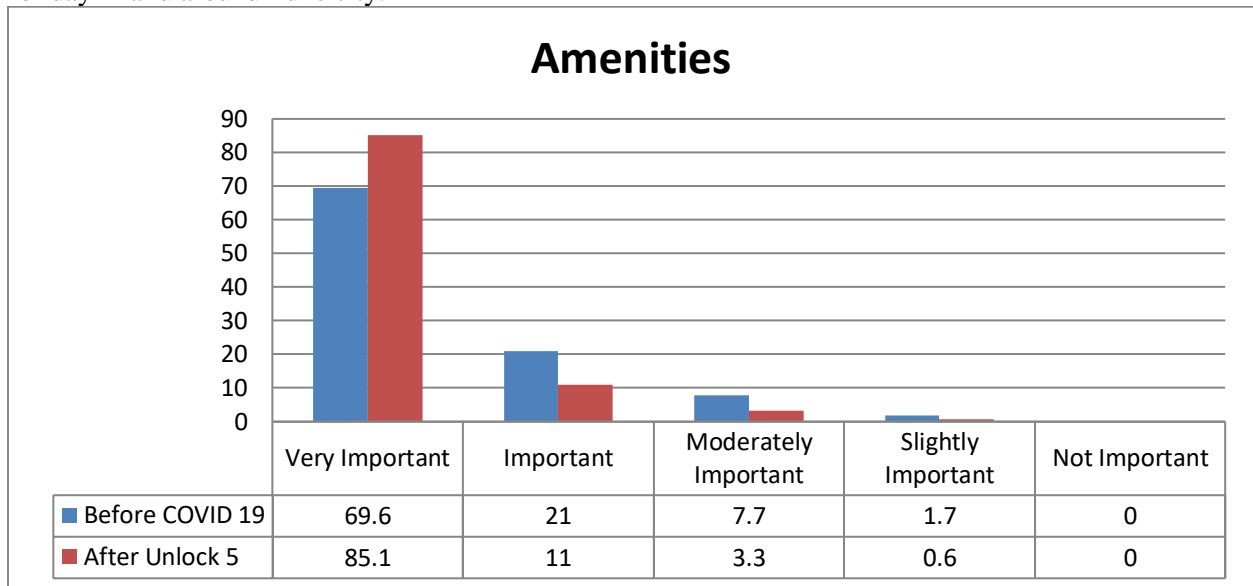


Chart 25

Chart 25 data indicates that amenities at the destination is one of the factors which has increased by 22.27% in terms of most important factor while choosing a destination for weekend holiday in and around Pune city. Amenities mean provision of features and facilities at the destination. It may include restaurants, swimming pool, party rooms, health club and many more. The travel restrictions have made tourists to choose a destination which provides these amenities so that they do not have to travel outside the property.

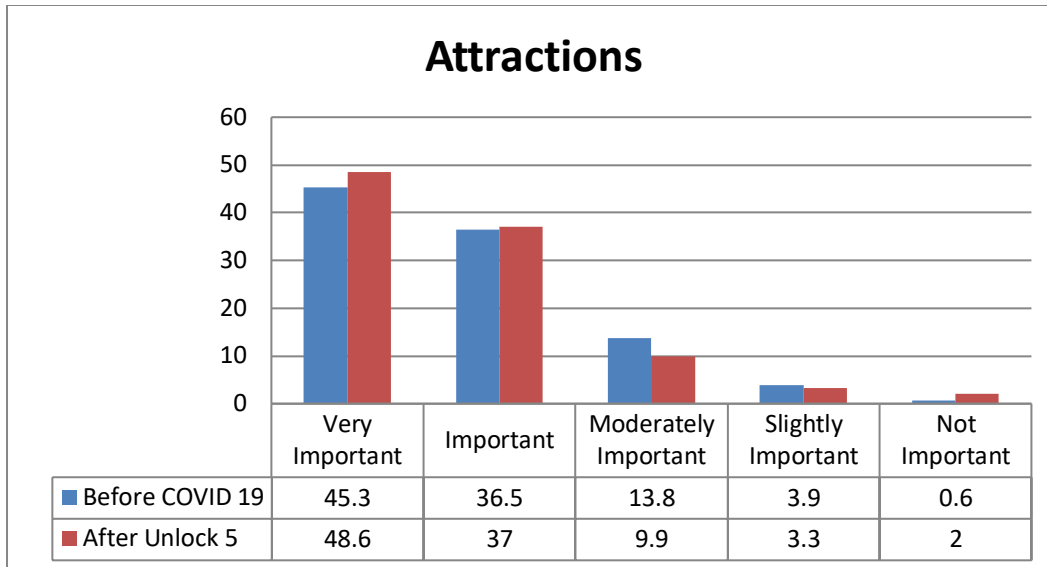


Chart 26

Data from chart 26 indicates that out of 181 respondents there has been a slight drop in the tourist choice while planning for weekend holiday in terms of attractions. 7.28% decreased has been observed while tourists making a choice in terms of attractions post UNLOCK 5.0. Tourist do not want to go to the crowded places as still the threat of COVID 19 virus is around and vaccination is unavailable.

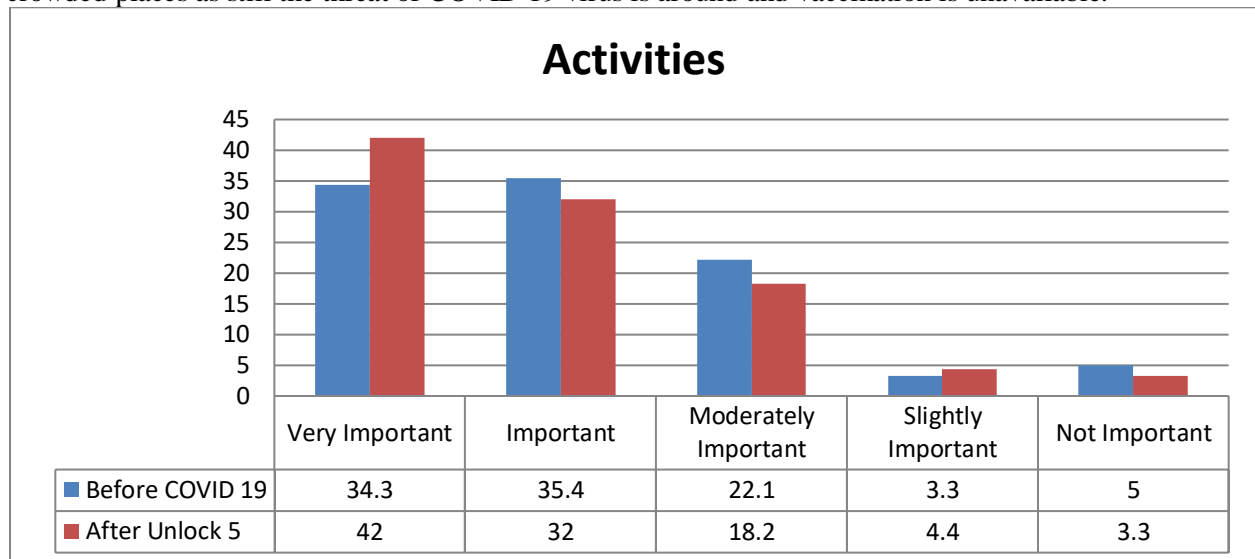


Chart 27

Chart 27 states that there has been an increase of 22.44% in the choice of tourists in terms of activities at the destination. This helps the tourists to stay at one place and enjoy the activities at the destination without moving far from the accommodation place.

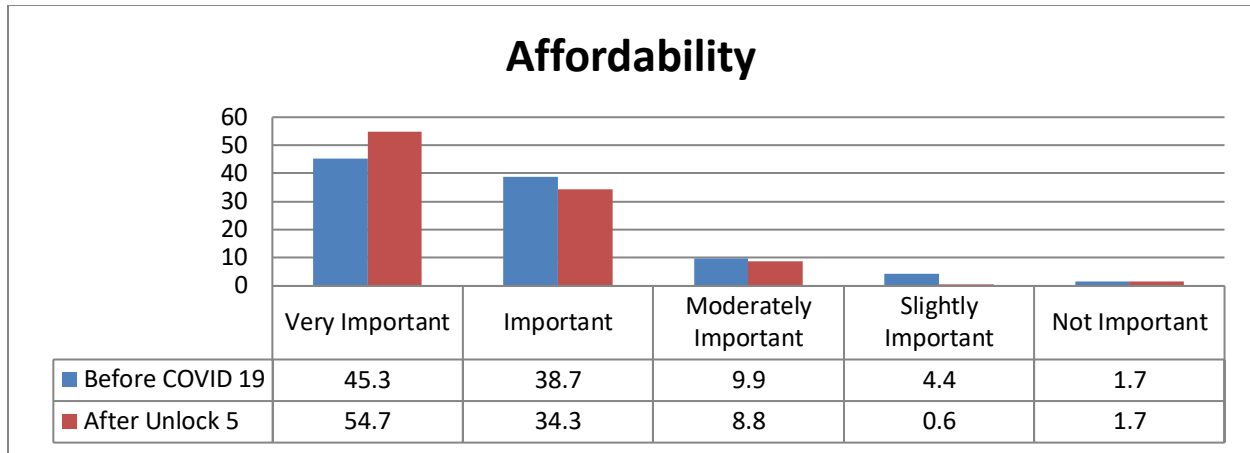


Chart 28

According to the response in affordability factor, an increase of percentage post UNLOCK 5.0 20.75% of tourist feel that it is very important to have a weekend holiday in budget as many people were not paid full during the Lockdown. Many tourists had their promotion and salary increments due but they did not get it. Some of the tourists who are retired did not get their pension on time. Families want to save money in case of any medical or unknown emergencies in the future.

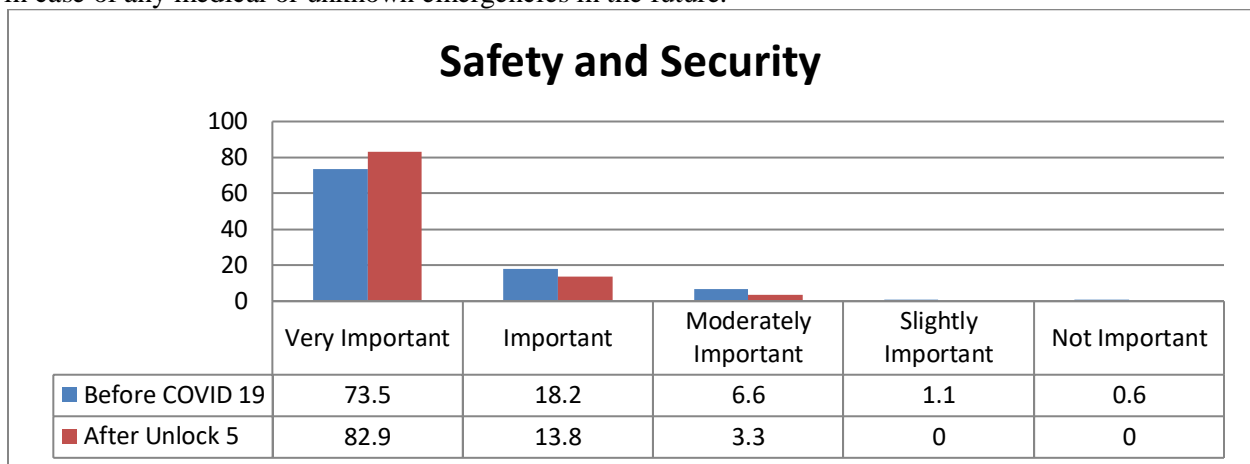


Chart 29

Chart 29 denotes that a slight increase in the choice of tourist has been observed post UNLOCK 5.0 considering safety and security practices. 12.78% increase is seen while giving the most important factor of safety and security for planning a weekend holiday.

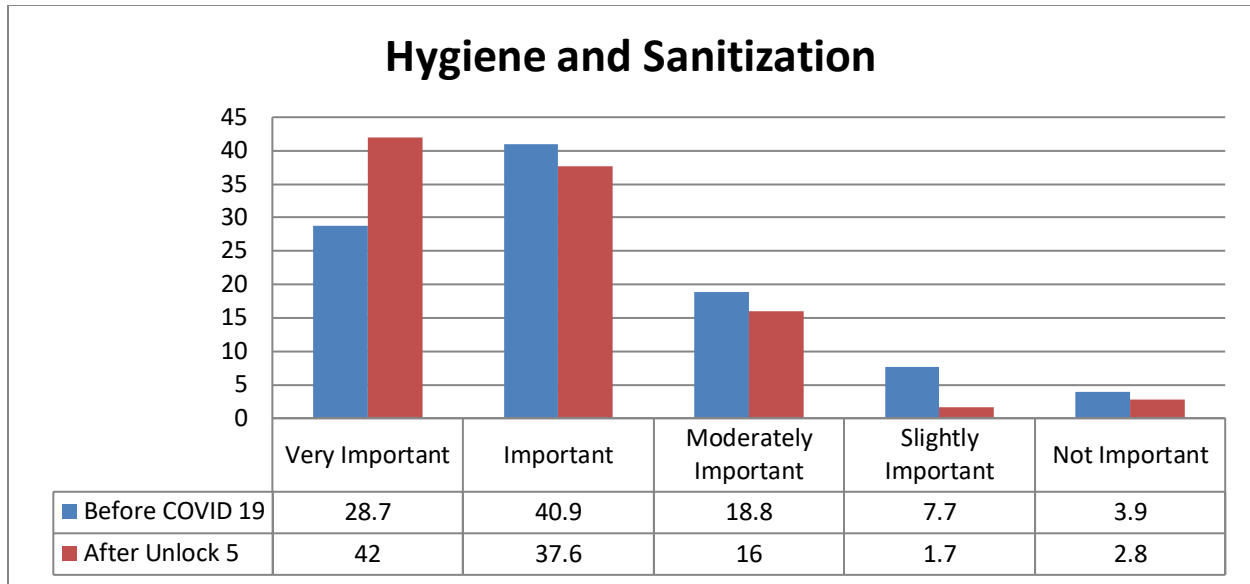


Chart 30

When respondents answered the question of choice of hygiene and sanitization while making a choice of weekend holiday it was observed that a drastic change is seen. With increase of 46.34%, tourists were of an opinion that hygiene and sanitization at destination is very important while planning for the weekend holiday. Due to COVID 19, lists of standard procedures were given to the hospitality industry as they see large number of people together. People fear virus infection and thus they feel that hygiene and sanitization must be followed at the destination of weekend holiday.

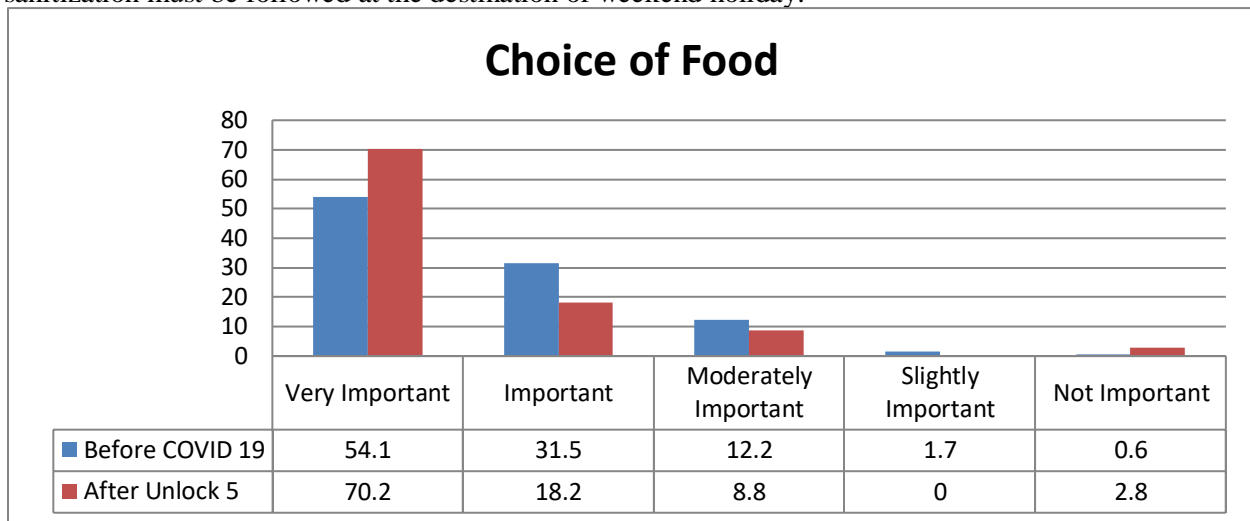


Chart 31

Chart 31 says that there has been increase of opinion by 29.75% in terms of choice of food at the destination post UNLOCK 5.0. This is because people do not want to travel much and they want to enjoy a certain property while on weekend holiday. Thus choice of food is important while making weekend holiday plans.

Hypothesis Testing

Hypothesis Testing

H₀ – COVID-19 has no effect on weekend tourism in & around Pune.

H₁ – COVID-19 has an effect on weekend tourism industry in & around Pune.

Two tail T test was conducted for testing the hypothesis to check the effect on weekend tourism in and around Pune.

The result is as follow:

Difference Scores Calculations

Treatment 1

N1: 181

$$df1 = N - 1 = 181 - 1 = 180$$

M1: 2.47

SS1: 261.08

$$s21 = SS1/(N - 1) = 261.08/(181-1) = 1.45$$

Treatment 2

N2: 181

$$df2 = N - 1 = 181 - 1 = 180$$

M2: 1.83

SS2: 195.03

$$s22 = SS2/(N - 1) = 195.03/(181-1) = 1.08$$

T-value Calculation

$$s2p = ((df1/(df1 + df2)) * s21) + ((df2/(df2 + df2)) * s22) = ((180/360) * 1.45) + ((180/360) * 1.08) = 1.27$$

$$s2M1 = s2p/N1 = 1.27/181 = 0.01$$

$$s2M2 = s2p/N2 = 1.27/181 = 0.01$$

$$t = (M1 - M2)/\sqrt{(s2M1 + s2M2)} = 0.64/\sqrt{0.01} = 5.37$$

The t-value is 5.36982. The p-value is < .00001. The result is significant at p < .05.

The T-value calculated was 5.36982 for which the p-value is 0.00001. The result is significant at p<0.05. Hence the null hypothesis (H₀) is rejected and alternate hypothesis (H₁) has been accepted. It can be further concluded that **COVID-19 has an effect on weekend tourism industry in & around Pune.**

H₀– Hygiene and sanitation factor is not an important factor while selecting a week-end tourism activities post unlock 5.0.

H₂ – Hygiene and sanitation factor is the most important factor while selecting a weekend tourism activities post unlock 5.0.

One way ANOVA test was used for testing hypothesis to check the variance of the same sample before COVID-19 and post UNLOCK 5.0

Result is as follows:

Summary of Data			
	<i>Treatments</i>		
	Before COVID-19	Post Unlock 5.0	Total
N	181	181	362
ΣX	693	750	1443
Mean	3.8287	4.1436	3.986

$\sum X^2$	2853	3266	6119	
Std.Dev.	1.0533	0.9377	1.0082	
Result Details				
<i>Source</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	
Between-treatments	8.9751	1	8.9751	$F = 25.03725$
Within-treatments	357.9558	360	0.9943	
Error	64.5249	180	0.3585	

The F-ratio value is 25.03725. The p-value is $< .00001$. The result is significant at $p < .05$.

The F-value calculated was 25.03725 for which the p-value is 0.00001. The result is significant at $p < 0.05$. Hence the null hypothesis (H_0) is rejected and alternate hypothesis (H_1) has been accepted. It can be further concluded that **Hygiene and sanitation factor is the most important factor while selecting a weekend tourism activities post unlock 5.0.**

Suggestions

With the findings some of the suggestions given by the researcher are as follows:

It has been observed that post UNLOCK 5.0 there will a sudden boom to the weekend holidays. There will be an increase in tourists travelling within 3 – 6 months post UNLOCK 5.0 in and around Pune city. Tourist destinations have an opportunity to make the destination attractive and affordable for the tourists to make it their choice for weekend holiday. Tourist wants to travel more to hills and forts alone or with friends and with utmost hygiene and sanitization facilities, thus giving an opportunity to the stake holders to promote such places with package of stay, attractions, good choice of food and activities to attract more number of tourist for weekend holiday. Weekend holiday destination must follow the appropriate measures given by the ministry of health such as thermal scanning, cashless transactions, social distancing, sanitization of place, and limit on number of tourist allowed at one location etc to gain the trust of the tourist.

Limitations

1. The study had geographical limitation as it was done only for Pune city.
2. No financial data of the tourists was reviewed
3. Only choice of weekend holiday was studied i.e. only Saturday and Sunday was considered.

Conclusion

COVID 19 has surely made an impact on tourism industry. A long lockdown, restrictions on travel, tourist destinations, and fear amongst people have caused a major setback for the tourism in and around Pune city. Many tourism businesses had to shut down, see employee reductions, no earnings and many more. Though the pandemic has changed the dynamics of tourism it has also given tourism industry a new vision and it is predicted to help the domestic tourism in a greater way. This will help the country's economy re-grow as well as will help in the employment in the longer run. Weekend tourism in and

around Pune city will take a rise as people want to start slow with shorter holidays especially on weekends. Pune being a city blessed with many options for weekend tourism will become one of the popular choice of tourist to have weekend holiday.

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Annexure

Research Questionnaire

A STUDY OF TOURIST CHOICES FOR WEEKEND HOLIDAYS POST UNLOCK 05 IN AND AROUND PUNE CITY

Name: _____

Gender: Female, Male, Prefer not to say, others _____

Age: _____

Marital Status: Married, Single, other _____

Number of Family Members:

Upto 2	3-4	5-6	7-8	Above 8

Occupation:

Student	Working	Service	Homemaker	Retired

Scenario before the COVID- 19 pandemic: Choice of Weekend Holiday before COVID-19 Pandemic

1. When did you take your last trip?

- In last 3 months
- In Last 6 months
- In last year
- Before 1 year

2. What was your choice of destination for weekend holiday?

- Forts
- Hills
- Nature
- Pilgrim
- Cultural

3. What was the purpose of your weekend holiday?

- Leisure and Relaxation
- Adventure
- Religious
- Wellness
- Visiting Friends and Relatives

4. Whom did you travel with during weekend holiday? *

- Family
- Friends
- Work Colleagues
- Travel Groups
- Alone

Rate your preference while making a weekend holiday plan before COVID-19?

	Very Important	Important	Moderately Important	Slightly Important	Not Important
Ease of Reach					
Stay					
Hygiene and Sanitization					
Attractions					
Activities					
Affordability					
Safety and Security					
Amenities					
Choice of food					

Scenario after Unlock 5: Choice of Weekend Holiday Post Unlock 05

1. Are you aware of options available for weekend holiday in and around Pune City post unlock 05

- Yes
- No

When will you plan your next weekend holiday post unlock 05?

- In last 3 months
- In Last 6 months
- In last year
- Before 1 year

What will be your choice of destination for weekend?

- Forts
- Hills
- Nature
- Pilgrim
- Cultural

What will be the purpose of your weekend holiday?

- Leisure and Relaxation
- Adventure
- Religious
- Wellness
- Visiting Friends and Relatives

4. Whom would you travel with during weekend holiday post unlock 05?

- Family
- Friends
- Work Colleagues
- Travel Groups

- Alone

Rate your preference while making a weekend holiday post UNLOCK 5.0

	Very Important	Important	Moderately Important	Slightly Important	Not Important
Ease of Reach					
Stay					
Hygiene and Sanitization					
Attractions					
Activities					
Affordability					
Safety and Security					
Amenities					
Choice of food					