

Impact of Pandemic on Tourism and how staycation is becoming the most popular tourism trend post COVID-19

Dr. Atul Ramgade

HOD & Associate Professor.

Dr. D.Y. Patil Institute of Hotel Management & Catering Technology,
Pune, India

Email: atul.ramgade@gmail.com

Prof. Dr. Prakash Divakaran

Professor,

Department of Business Administration,
Himalayan University,
Itanagar, A.P
Email :prakashtek@gmail.com

Abstract:-

A staycation is a holiday that one spends near to their places or in your own country, relaxing and enjoying leisure activities there. After nearly two cycles or a wave of three months of home isolation, all of us desire from the core of our hearts, a quality vacation. The timing could not be any better, as most of the resorts and hotels are preparing themselves to serve their hospitality again. It is high time we get rid of the COVID-19 stress, and rejoice with nature. The current situation only allows us to visit places in close proximity. Hence, although we cannot go for long vacations, weekend staycations are the best alternative to do away with our lockdown blues. Despite international travel resuming, Covid-19 testing requirements, quarantine protocols, airline price hikes, and complicated bureaucracy has made some travellers opt for staycations or forced them to consider traveling less than pre-pandemic levels for a longer period of time. As well for these reasons, vacationers may also choose to venture for a holiday closer to home for budgeting or environmental reasons. This study dwells on how staycations are becoming an alternative to contemporary vacations and conventional travel. For this study data was collected from travelers across Maharashtra state and the tool used for data collection was a structured questionnaire circulated to 200 travelers out of which 188 were fully filled and completed which were then analysed by using the mean and conclusions were drawn

Keywords: -Staycation,Covid19, Homestay, Vacation

Introduction:-

Staycations achieved popularity in the U.S. during the financial crisis of 2007–2010. Staycations also became a popular phenomenon in the UK in 2009 as a weak pound sterling made overseas holidays significantly more expensive. In 2020, staycations became common due to the COVID-19 pandemic.

The meaning of staycation is that someone spends holidays or vacations in their own country rather than traveling somewhere else.

The staycation which has evolved in 2020, supports the local economy and revives the travel industry. The boom in staycation and workstation is one of the significant changes brought about by this pandemic is the way we work. With the rise of the hybrid working model, people are experimenting with their work settings by traveling to new locations and working

from there to alleviate boredom. Such trends are fuelling the growing demand for a workstation, which allows them to work from anywhere and with all of the necessary tools. In addition, families are looking for short-term destination travel and weekend getaways to domestic locations in order to avoid the threat of a pandemic from crowded locations. Therefore, the changing dynamics of the travel and hospitality industry are providing an entirely new perspective for hotels on how to provide a delightful guest experience in the new normal.

These include that a vacation is recreational travel such as a short pleasure trip far from home or a journey abroad, which involves packing, and is often expensive. A staycation is going to leisure activities in nearby places without the need of booking accommodation, doesn't involve packing, and is way affordable.

Significance of Staycations

Travel restrictions in 2020 and 2021 have facilitated the rise of the staycation. Even with international travel opening back up, between airline price hikes, Covid testing requirements and the complicated bureaucracy involved in going abroad now, many deem foreign travel either too expensive for a big family vacation or not worth the hassle for the weekend breaks of the past. Hence, opting in favour of the staycation trend instead, or simply travelling much less than pre-pandemic levels. In fact there is a multitude of reasons vacationers may also be choosing to stay closer to home, such as for environmental or budgeting reasons, with this year having seen a marked uptick in holidays spent more locally. Travellers are lucky those who live in an already tourism-rich, picturesque country with a pleasant climate.

Research Objectives:-

1. To Analyse how Staycations are becoming an alternative means of vacations
2. To Evaluate the magnitude of the Staycations in the pandemic

Activities to do during staycation:-

Travelers can enjoy the perfect luxury beach resort in Pondicherry, which offers both laid-back and appealing urban experiences. It is a paradise that will consume your soul and get you away from the monotonous life. From basic amenities to luxurious facilities like Jacuzzi, Infinity Pool, and Spacious Rooms with elegant interiors the property is inspired by nature.

One would love to enjoy drinks by the pool overlooking the sea in the Ocean Spray Resort. This place has a Spa and Wellness Centre to offer you the best staycation experience

Travelers can take a dip in the swimming pool amidst the greenery and enjoy special services in the VIP rooms. Relish yourself in the grilled savory with special BBQ arrangements. One can pamper their body and soul with massage and Spa options and enjoy activities like Tennis, Billiards, and Cycling.

Connecting with your inner self with spa and massages, have a good time enjoying the activities like Golf, Cycling, Archery, and Fishing. Giving children the best experience with a specially arranged kids pool and gift shops

This kind of places can be a very good option for quality time with family, where kids can enjoy hours in the water-themed park, whereas the adults could rejuvenate in the lap of the mountains with luxurious services and engaging live music performances.

This place is also perfect for families and solo travelers to rejuvenate amidst forest and wildlife.

Food is served here in the form of a buffet in accordance with the guest's preference. Guests can pamper themselves with drinks by the pool, extraordinary massage services, and special

diet menus for the ones with extra health consciousness. Surrounded by wildlife and an enthralling forest, the property is nothing less than an adventure itself.

From relaxing massage, private beach fun, health, and fitness center, poolside bar, everything is taken care of just to provide an exceptionally good time to one and alllistening to crackling sounds of the mountain woods, amidst the aroma of wild, and pure nature immersing in the pool or enjoying a massage. Engaging in fun activities like hiking or mountain biking, billiards, and tennis, or just sipping a cup of coffee watching the sun rays sparkle through the conifer forest mountain paradise could be the foremost option to rejoice in the lap of nature away from the city hustle Apart from that Golf Sessions, Live Music, Relaxing Spa Treatments are equally enjoyable, with rooms near to Lake View Cottages, Superior Lake Category, Supreme Forest Category.

Staycations are an escape that doesn't actually include traveling to faraway places, yet provides people with the varied options to break free for a day or two to enjoy something new.

The very first sector that has been poorly hit by the global health crisis is the travel and tourism industry with global lockdowns and restrictive advisories. History has been proof enough of how pandemics have had a "direct and immediate" repercussion on hotels chains, travel aggregators, restaurants, and modes of transportation. Tourists have been calling off their long-planned vacations, honeymoons, and corporate trips. However, there has been a silver lining. The ones who have been postponing their trips previously are now gradually shifting to domestic travel options i.e. staycations'.

The eponymous word has been derived from 'stay' and 'vacation'. It is an escape that doesn't actually include traveling to faraway places, yet provides people with the varied options to break free for a day or two to enjoy something new. A day's agenda for a family or an individual on a staycation may incorporate staying in a resort/hotel within a radius of a few 10s or 100s km, having dinner at a new café, going to an art exhibition, spending a day at a local fest, or attempting new adventure activities.

The concept of traveling has been ever-evolving. Lately, the term has transformed to incorporate more nearby encounters with locals seeking a break from their typical everyday monotonous routine. Indulging in staycations offers them an opportunity to partake in some much-needed time off without paying a hefty amount for a getaway. Truth be told, according to Google Trends data, searches for 'staycations' have been up by 10 percent over the years.

Home away from home

With the pandemic came an impromptu 'work from home model' that brought along hectic schedules and long working hours. People, especially the ones who have been 'working from home ever since the global health crisis took the world by storm, perhaps, need a little time off of being cooped up in the four walls of their houses. And a prolonged WFH scenario can result in cabin fever. So, there must be something for them to differentiate between work and home.

Taking breaks in between the work may not have as obvious and significant benefits as taking a proper holiday has, a short break now seems more important than ever as even studies have shown that breaks prevent stress. While some people, because of severe travel limitations and safety concerns, are fine vacationing at home, others favor a nearby getaway. This is where concepts like staycations come to their rescue.

As per many reports and studies, the WFH model will be likely to continue even after the Covid-19 crisis subsides. Hence, it's clear that millions of people, who couldn't travel due to restrictions and juggling between WFH and household responsibilities, can now easily afford to go on staycations without worrying about taking leaves.

People can make the most of a long weekend or even weekdays to enjoy their refreshing break. Getting rid of long traveling times to and from a destination, hotel searching, and other part and parcels of it means that people can take advantage of the core experience such as kayaking, a hiking trip, fishing excursion, or a simple round of boating in the nearby lake. The pandemic has, certainly, not just transformed the way we work but the way people holiday as well.



Staycation is one of the amazing examples of saving money as well as making the most of our short break. Therefore, many travellers go for it blindly. Fluctuating flight costs and the additional expenses related to traveling, especially when little kids or pets are along, many times put a burden on their budget.

Travelling nearby means there is no compelling reason to book a flight, lodging stay, or even a vehicle rental. The travellers can easily opt for their choice of mode of transportation and even pack their own meals if they wish to save on the expense of the food for the day. Even though this is somewhat obvious, it is interesting to be noted. Also, for some people, the concept of international travel simply doesn't exist on account of the expenses involved.

Even with modest flights and extraordinarily cheap hotel rates, other costs involved in traveling push expenses up. So rather than saving the entire year for just one costly excursion, travelers are discovering ways where they can take multiple rejuvenating getaways and enjoy them.

Individuals usually get so lost in the fervor of traveling abroad that they fail to remember their own country is no less than a dream destination for many. Staycations give people a chance to visit the enormous destinations they've never gotten an opportunity to, or unearth hidden gems in remotest locations. It is literally the ideal method to truly 'turn off' from the

everyday drill, and figure out how to reconnect with family, unwind, re-energize, and master new skill sets.

The world is moving towards a new normal. When there is still much dubiety regarding international travel, the search volumes for staycations definitely uphold an appetite for going on vacation. No wonder it is one of the biggest holiday trends currently.

The COVID-19 pandemic has led the world to cancel vacations, reunions and business trips this year. The embattled travel and hospitality industry has been hit with waves of cancellations. Now, as countries cautiously reopen after several months of lockdowns, people are searching for safe ways to return to some pretence of normal life. Here the idea of staying at a comfortable and safe home-away-from-home with great views and without the worrying about contracting the virus is the perfect one. That is precisely why hotels and resorts around the world are promoting staycations, and simultaneously attracting customer attention to the extensive steps they are taking to minimize the chances of infections. Staycation is an increasing trend because it's an easy way to take a break without travelling too far. It is a

wonderful way of spending joyful vacations while aiding one's pocket and the environment. In fact, staying close to home eradicates the budget for accommodation (15% of the funds of average households on vacation) and transport. There are no

Staycation also promotes the local economy. One can leverage the time of vacations to take a tour on the local markets, visit the farm to pick fresh fruits and vegetables, be a part of the seasonal competitions or artistic courses also spend a night in an amazing hotel nearby.

burdened or work-load days, you do what you feel like doing (with leisure activities and without consistently falling into temptations such as Netflix) and there is no hurry to go from one activity to another just to remain busy all the time.

The wider hospitality and tourism market has long been occupied by business travellers and conferences. Before Covid-19 struck, half of all Preferred Hotels guests were corporate travellers, while leisure guests made up between 20% and 30%, but now the situation has changed. As the rules of work and play are fading, professionals are discovering creative ways to spend leisure time with family and friends. Owing to the time-crunch experienced by people, spontaneous staycations in their own cities or little far away with leisure breaks are becoming highly popular.

Why Staycation

In order to stimulate your curious mind and push to find out new tracks and new things to do, these are some of the benefits of a staycation:

Staycation limits the stress related to organizing a trip: from finding accommodation to preparing multiple suitcases filled with clothes that many times aren't even used.

It allows carrying out activities that one can never do because of a busy schedule during the year such as visiting the permanent collections or taking benefit of the good weather to play some sports in the nearby parks.

Discovering or rediscovering the beauty of our city or region, which we often forget to notice due to stress and the power of habit is another potential benefit of staycation. A prolonged work from home scenario can result in cabin fever. There should be something to differentiate work and home.

What to do while staycationing

Skills like juggling, baking cookies, and basic HTML, can be learned even on a one-day vacation. One can binge on the books, shows, and movies. The classic vacation routine.

Spending some time staring at nature, listening to music, or just relaxing on a rolling chair. These actions and leisure without purpose and the pressure of productivity helps one to manage the stress and burnout.

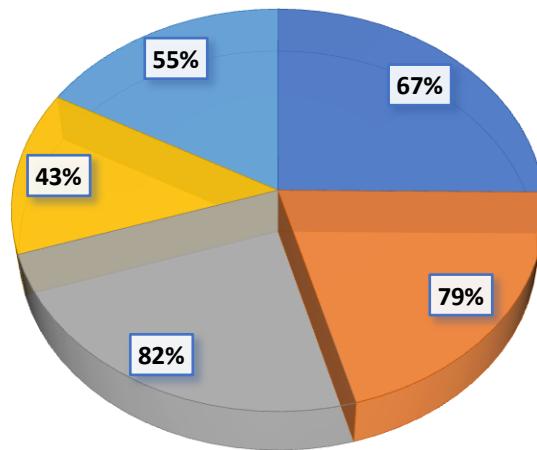
Research Methods: -

For this study primary data was collected through questionnaires filled by the travelers from reputed travel companies in Mumbai and Pune. Which was tested through the application of statistical tools through SPSS and the conclusions were drawn.

Secondary data was majorly collected through internet as very few literatures were available on this topic.

Findings:

RESPONSES OF TRAVELLERS ON STAYCATION SURVEY



- 82% of the travellers surveyed said that they are opting for staycations due to the governments' advice to avoid international travel and the fear of the still ongoing pandemic.
- 67% of the travellers surveyed were absolutely not suggesting to travel abroad, instead they were preferring to travel domestic.
- 79% of the travellers surveyed were of the opinion that there is demand for domestic holidays, accordingly Hotels and resorts are counting on staycationers, and "staycation" is also being seen as the means to support local businesses and kick-start the tourism economy.
- 43% of the travellers who were surveyed had to cancel their international holidays and had booked hotels, resorts, cottages, villas, boutiques in this pandemic till the restriction were not eased.
- 55% of travellers from Maharashtra preferred to stay at the hotel near beaches, Bookings from Reputed Travel Company's also showed that in general Indian travellers and holiday makers preferred to travel in their own country during this pandemic.

Conclusion:

The COVID-19 pandemic has forced the world to cancel vacations, reunions and business trips this year. The beleaguered travel and hospitality industry have been hit with waves of cancellations. As countries cautiously reopen after many months of lockdowns, people are looking for safe ways to return to some semblance of normal life.

Staycations are the perfect choices for families as well as individuals that are confused about how to spend their days off, trying to balance their worries about their finances and anxiety toward Covid-19, with their yearning for the sake of enjoyment and unwinding. It's also the only best option for crisis-hit economies. The tourism industry, which has suffered a sudden yet savage blow, is counting on this surge in staycations to recover. More and more luxury hotels, resorts, homestays and other players are designing staycation packages. This could, in turn, control the damage of the floundering economy as well. Worldwide, it would take some time for the tourism industry to recover. A global research consultancy firm for tourism and hospitality, estimates that India's hotel industry will lose □ 90,000 crore during this calendar year. Hoteliers and owners of homestays and resorts are keeping their expectations low for the rest of the year. But they all are counting on inbound and domestic travel bookings.

References:-

A.Lockwood, Medliks (2001) Tourism and Hospitality in 21st Century, Replika Publishing Ltd, New Delhi

J.Ninfemeir,J. Perdue(2009) Discovering Hospitality and Tourism Dorling India Publishing House,Delhi

K.Chon, R.Sparrowe Welcome to Hospitality.Eastern Press Bangalore 2001

Alistar, A.V (2011). Hospitality and Travel Marketing by Orient Publishers India

Pizam, A. &Mansfeld,Y. (2005) Consumer Behaviour in Travel and Tourism by Jaico Publishing house

Rawdon. W, Leisure, travel and tourism, (Bloomsburg Information 2019) Wade. L, learning about leisure travel, (Education Systems 2007)

<https://www.thehindu.com/life-and-style/travel/how-staycations-are-becoming-the-most-popular-tourism-trend-after-covid-19/article31963261.ece>

How staycation became a new trend in COVID-times - The

<https://www.financialexpress.com ›how-stay lifestyle>

Staycation What, why and where - Tourism Teacher

<https://tourismteacher.com › staycation>

What Is Staycation: Discover the Latest Trend In Sustainable

<https://youmatter.world › staycation-definition-stay-vac>.

Latest News & Videos, Photos about staycations - The

JOURNAL OF CRITICAL REVIEWS

ISSN- 2394-5125

VOL 7, ISSUE 2, 2020

<https://economictimes.indiatimes.com> › topic › staycation

<https://www.staycations.saffronstays.com/>