

REVENGE TOURISM: A TALE OF TRAVEL POST COVID-19

Abstract

As more and more nations are uplifting the travel restrictions and opening the borders a new normal seems to be uprising, and that's REVENGE tourism or travel. The word coined as a media buzzword when the world began to open up for the travellers and people decide to travel for the lost time. Part of the problem is that is the current state of the tourism and hospitality sector ready for the same, are they well equipped to connect humanity to the nature without disturbing and affecting the natural resources, managing the safety and the hygiene. And handling the customers who have changed their travel mindsets after the pandemic. Can this sudden bubble be converted into a sustainable responsible tourism? An attempt is made to better understand the same in the chapter.

Keywords: Revenge Travel /Tourism, Sustainable Global Tourism ,Pandemic Fatigue ,Travel Destinations ,Local Partners, Off-Beat Destinations ,Profitability Bubble ,Safety , Hygiene ,Vacation .

Authors

Dr. Shruti Awasthi

MD- Shruti Farms.

Neha Tyagi

Research Scholar

TMIMT College of Management

Teerthankar Mahaveer University

nehptyagi999@gmail.com

I. INTRODUCTION

A recent announcement by the Uttarakhand Government, on 11th May 2022 that they have increased the number of pilgrims by 1000 to all the four places of chardham yatra, looking to the massive number of travellers visiting the temples. the data tells us that 19,04,253 total pilgrims has reached Char Dham yatra till 11th may '22.

The news tells us about the post covid -19 travels scenario of the Indian Pilgrims travelling to the holy vacation .It highlights a tremendous increase in the number of travellers in the year 2022 , as compared to the past years . The same has been witnessed across the globe post covid -19.

Being confined to work and household pressures, during the pandemic has urged the people to explore and visit friends and family and relatives like never before. This for few seems to be the new normal. (post covid 19). With the outbreak of the coronavirus a lot of people think that they are being deprived of travelling, and the best part is that most of the people think that travelling is the best utilization of the holidays. The new trend surfacing among the traveller can be termed as “REVENGE TRAVEL”, making up for the lost time.

Revenge tourism or revenge travel, as a phenomenon, is that the people who are tired of mandate everyday routines due to lockdowns, rush to travel for short breaks. To better describe the same, it is that the people started experiencing “lockdown fatigue caged working or exhaustion” on the account of monotony of COVID-19 restrictions. along with this, the human tendency of getting more curious, attracted and tempted to the situations and things when denied or deprived of has led down the emergence of revenge travel.

II. SUSTAINABILITY OR PROFITABILITY BUBBLE

The very obvious thought that caters everyone is that the Global tourism industry that has been absolutely challenged by the COVID – 19, at first a complete halt then a sudden explosion of travellers . Even the tourist destinations have been gearing up with the challenge of the sudden respond of the tourists. With government’s permission to open up the borders and lifting the travel restrictions, crazy travellers can’t wait, no matter what they get , they just want to travel , without a thought over where the plane, car etc is heading they just want to have a seat in it .

But the customer’s priorities are not static, it’s the covid-19 pandemic fatigue that has preceded to the revenge travel, and generating profits for the tourism and hospitality sectors . the question arises how long will this stay? What can the destinations and the service providers do to make it sustainable rather than a profitable bubble effect? Can this give new opportunities to new small and mid-size organizations and travel industries to stabilize and sustain after the pandemic. For a few this revenge travel phase can last a couple of more years from now.

Looking to the scenario of over profusion in tourists with pre and just on time arrival bookings, the local and international destinations are facing a stress of land , soil erosion , increased pollution , natural habitat loss and more pressure on endangered species . Somehow these are more than enough to destroy the environmental resources, on which the tourism industry itself rely. A few studies reveal that this explosion is a combination of anger,

frustration, expendable income, dream to explore the unseen,” maybe we won’t get a second chance”, following the social media trends , postings for increase in number of followers etc . This has initiated a need of a new working setup for the tourism industry. Whereas Corporate travel for conferences, seminars and meetings have been taken over by online platforms.

However, subject to the timely availability of the covid -19 vaccine we can see the better side of the same story. Travellers are Yearning to explore the lesser talked destinations, in an attempt to distance themselves from the crowd . This is an opportunity for the small “not known so far” destinations and their residents to earn better. Travellers are preferring home stays for safe and confined travel, giving an opportunity for the local to earn. (a lot of people went jobless and run into business losses and shutdown because of the COVID-19 Lockdown). The mid and low ranged resorts and hotels have also experienced good revenue.

III. UNDERSTANDING THE MOVEMENT AND CAPITALIZING ON IT

With one of the worst hit sectors of covid-19 and understanding the good and bad of the revenge travel, it can be understood as a silver lining for the hospitality and tourism industry. Materializing the same demands for a

- 1. Time to Turn Revenge Tourism to Responsive Tourism:** The travellers search for offbeat places, longer stay at a single destination, opening for new experiences, safety and hygiene is motivating them to value the destination in its most real form and breaking the comfort zone of luxury elements. Here the major role players are the travel tour operators and the hospitality and service providers. The start of touchless services, preparing the remote communities to cater quality tourism, promoting experiential travel and homestays, and the most important among all the carbon neutral stay. Combining all can unload a single known destination and preserve environmental resources.
- 2. Replan and Strategize:** The travel marketers need to build a fresh creative approach, which demands a several months and weeks prior implementation for capitalizing the travel boom. They need to come up with bundled deals and more lucrative offers and loyalty schemes for building a loyal base. They need to understand the new trends (the new normal) of safety and hygiene travel and train the staff accordingly. An in-depth study of the travel spends and staying options can be used to facilitate experiential tourism creating an unforgettable experience for the travellers. Automatization the business process will help customers and the service providers to better handle the flow of the tourists. A lot more could be planned well in advance for making the travel more comfortable and customized.
- 3. Reconnecting and Prioritizing the Customers. On the Emotional Side of the Vacation:** Focusing on the Information Desk, Revenge tourism can be taken as an opportunity for enhancing the brand value of the destination as well as the service provider. A more customer centric approach with safety and hygiene as a priority can play a bigger role in future bookings

IV. CONCLUSION

The New Normal: Revenge is a state of mind in which one feels sad on certain issue and want to give reactions to it , although being a negative word , when combined with tourism

or travel it has the capability to transform sadness into happiness , satisfaction and good experience .

Pre and Post lockdown situations have witnessed dramatic shifts in the tourism industry. Many procedures will become antiquated and innovative creations will take place. Off -the -beat locations that hasn't been ever into the list will emerge as the new favourite. Information, Safety, hygiene will gain paramount importance over expense. Local Initiatives will take over the past attempts of luxury elements. From just vacations to vitamin vacay, where travelling will become an indispensable part of self-care, for mental and emotional wellbeing.

Revenge Tourism or Travel post Covid -19, will always be remembered as a tale of travel for scholars and researchers, to further augment the same for development of a more sustainable travel experience, help embracing the unpredictable.

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