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**POST COVID-19
BUSINESS ECOSYSTEM
& ITS IMPLICATIONS
ON SOCIETY**

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A STUDY ON IMPACT OF COVID-19 ON LEISURE AND TRAVEL.

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Abstract :

In this research focuses on the tourist perception towards the impact of covid 19 on leisure and travel as well as to know the information about the future of Tourism after the post pandemic. The objective of this study is-

- *To refocus the strategy around leisure travel for many, particularly the high value travellers.*
- *To capture new business with personalized media and content that inspires leisure travellers, and*
- *To extend customer experience life of the brand promise by extending the focus into the post travel phase.*

In principle holiday travel remains a mark business however, it will be less organized and more individual form of mass consumption holidays will be less frequently booked as package arrangements. Conventional categories will be dispensed with the required service and comfort models book as required.

On the other hand, many people are looking for a greater sense of community. In many cases, the need for personal contact and to be together with friends and family is the reason for the journey and this will become increasingly important in the future tourist will expect more meeting and dating services.

In future, there will be virtually no unknown destinations anymore. The world has been explored bombarded with stimuli; the majority of the tourists have already experienced virtually everything. Opportunities for relaxation will become more important than entertainment - just as it is appropriate for the new "existential society".