


## Chapter 20

# Impact of Revenge Tourism in Uttarakhand State Post COVID-19 Outbreak

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### ABSTRACT

*As the pandemic devastated our lives, everyone learned that revenge travel is essentially a way to make up for lost time. Stepping outside became challenging, and travel and vacations were dearly missed. Revenge travel may have made news in Asia as early as the fall of 2020, according to reports, and is already known worldwide as such. According to Expedia, 54% of travellers intended to spend more than they would have prior to the pandemic. This may be because people conserved money because they were unable to spend much during the lockdowns and limitations. The new face of this vengeance travel is a hardcore business traveller who has been working from home and wants to board the plane as quickly as possible. The tiredness that developed when people were forced to stay inside during the lockdown was one of the most important factors in this journey.*

### INTRODUCTION

Most people have been permanently and unfavorably affected by COVID-19 in several aspects. Thousands of families experienced family member loss, financial turmoil, and life-altering health issues. There was disruption at work, in school, in the family, and corporate events were postponed indefinitely. To make

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matters worse, restrictions on travel emerged and flights were cancelled, limiting the chance of getting away from the daily grind. People began to experience a claustrophobia-like illness known as cabin fever as a result of being confined to their homes. The tourism and hospitality industries were one of the well-known industries that the pandemic badly affected. Restrictions were imposed on travelling and hence the hotels and other lodging establishments experienced extremely less footfall.

As soon as the “unlock from the lockdown” is declared by the governments, people started scheduling travel with a fury now as travelling reduces stress and to get away from the practical quarantine standards. The idea of revenge spending, when people overspend to make up for the shopping they have missed and is considered as retail therapy, has been experienced by people all over the world. Similar types of conduct have been shown by tourists all around the world, piquing both travellers’ and industry experts’ interest in bounce-back travel.

The obvious reason for this type of travel is connected to the looming demand brought on by the lockdown and abrupt shutdown of virtually every industry, especially the tourism sector, which was a result of the efforts to contain the lethal Corona Virus. In addition, exhaustion from working from home, bad feelings, an unhealthy over-dependence on poor coping techniques, such as using excessive amounts of anxiety medication, sleep issues, and physical stress on the body were all factors that encouraged revenge travel.

## **Concept of Revenge Tourism**

The term “revenge tourism,” which is often referred to as “pent-up demand tourism” or “rebound tourism,” describes the tendency for people who have avoided travel because of outside circumstances, such as a pandemic or natural catastrophe, to take opulent or lavish vacations as soon as the constraints are removed. In revenge tourism, the word “revenge” connotes a desire to make up for missed travel chances or experiences, which frequently leads to higher expenditure on entertainment, lodging, and food. This pattern, which reflects a pent-up demand for leisure and travel, usually appears after extended travel restrictions or major world crises.

Traveling for revenge may take many different forms, from domestic travel to foreign trips, and it can have a big impact on the local economy, society, environment and hence to the overall sustainability. Revenge tourism may provide the travel and tourists sector and local economies a much-needed boost, but it also creates issues with over-tourism, environmental damage, and social repercussions, calling for cautious planning and sustainable management techniques.

The emergence of revenge tourism presents stakeholders in destination management and tourism with both potential and problems. Researchers like Garcia and Martinez (2024) have emphasized the necessity of moral and conscientious tourism activities in order to lessen the possibility of adverse effects on nearby communities and cultural heritage that really needs to sustain. In environments involving revenge tourism, techniques like conflict resolution, cultural preservation, and community involvement are crucial for promoting sustainable tourist growth.

In order to better understand the dynamics of revenge tourism, recent studies have looked more closely at the psychological foundations and behavioral expressions of the phenomenon. According to research by Park et al. (2022) and Johnson and Lee (2023), media representations, socio-cultural elements, and individual experiences all play a role in the complicated and multidimensional drive that is seeking revenge. While striking a fine balance between justice and revenge, revenge tourists may use their travel experiences to find validation, closure, or catharsis.

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