



e-ISSN:2582 - 7219



# INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY RESEARCH IN SCIENCE, ENGINEERING AND TECHNOLOGY

Volume 4, Issue 12, December 2021



INTERNATIONAL  
STANDARD  
SERIAL  
NUMBER  
INDIA

Impact Factor: 5.928



9710 583 466



9710 583 466



ijmrset@gmail.com



www.ijmrset.com



# Impact of COVID on Tourism Activities and their Transformation

Arpana Katiyar<sup>1</sup>, Dr. Charu Khan<sup>2</sup>, Warshi Singh<sup>3</sup>

Assistant Professor, School of Business Management, CSJM University, Kanpur, UP, India<sup>1,2,3</sup>

**ABSTRACT:** Tourism provides livelihoods for millions of people and allows billions more to appreciate their own and different cultures, as well as the natural world. For some countries, it can represent over 20 per cent of their GDP and, overall, it is the third largest export sector of the global economy. Tourism is one of the sectors most affected by the COVID-19 pandemic, impacting economies, livelihoods, public services and opportunities on all continents. While sustaining the livelihoods dependent on the sector must be a priority, rebuilding tourism is also an opportunity for transformation with a focus on leveraging its impact on destinations visited and building more resilient communities and businesses through innovation, digitalization, sustainability, and partnerships. According to 2019 data, tourism generated 7 per cent of global trade, employed one in every ten people globally and – through a complex value chain of interconnected industries – provided livelihoods to millions of people in developed and developing countries. As borders closed, hotels shut and air travel dropped dramatically, international tourist arrivals decreased by 56 per cent and \$320 billion in exports from tourism were lost in the first five months of 2020 – more than three times the loss during the Global Economic Crisis of 2009. Governments are struggling to make up for the lost revenues that are needed to fund public services, including social and environmental protection, and meet debt repayment schedules.

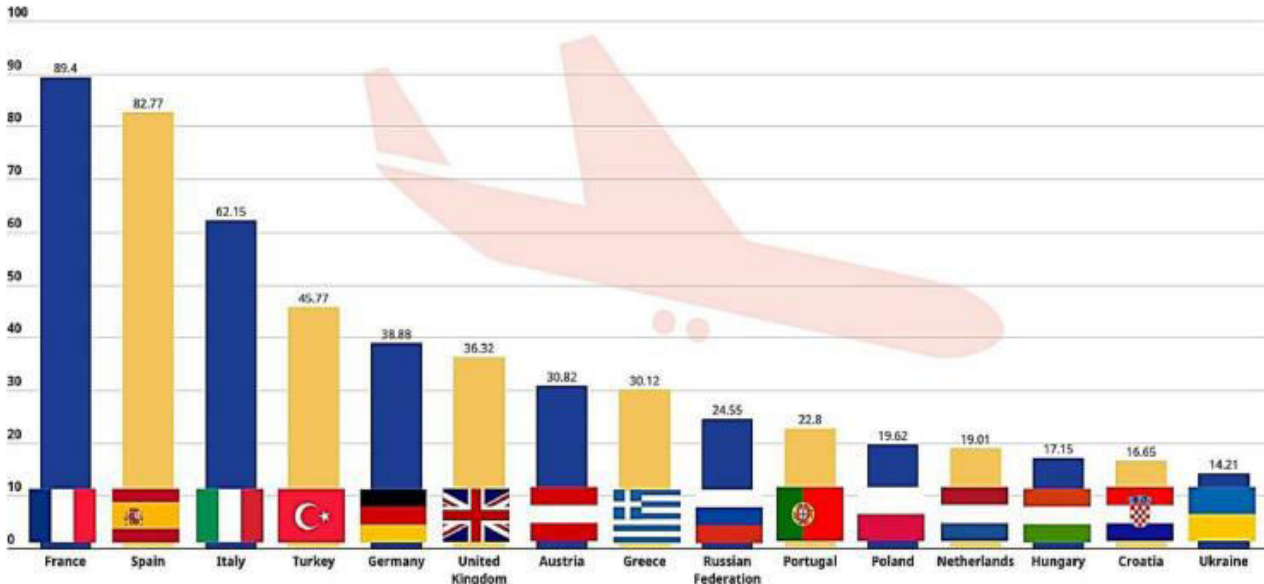
**KEYWORDS:** tourism, COVID, activities, transformation, livelihoods, economic, global, crisis

## I. INTRODUCTION

As many as 100 million direct tourism jobs are at risk, in addition to sectors associated with tourism such as labour-intensive accommodation and food services industries that provide employment for 144 million workers worldwide. Small businesses (which shoulder 80% of global tourism) are particularly vulnerable. Women, who make up 54% of the tourism workforce, youth and workers in the informal economy are among the most at-risk categories. No nation will be unaffected. Destinations most reliant on tourism for jobs and economic growth are likely to be hit hardest: SIDS, Least Developed Countries (LDCs) and African countries. In Africa, the sector represented 10% of all exports in 2019. [1,2] The sudden fall in tourism cuts off funding for biodiversity conservation. Some 7% of world tourism relates to wildlife, a segment growing by 3% annually.

This places jobs at risk and has already led to a rise in poaching, looting and in consumption of bushmeat, partly due to the decreased presence of tourists and staff.

The impact on biodiversity and ecosystems is particularly critical in SIDS and LDCs. In many African destinations, wildlife accounts for up to 80% of visits, and in many SIDS, tourism revenues enable marine conservation efforts.



Several examples of community involvement in nature tourism show how communities, including indigenous peoples, have been able to protect their cultural and natural heritage while creating wealth and improve their wellbeing. The impact of COVID-19 on tourism places further pressure on heritage conservation as well as on the cultural and social fabric of communities, particularly for indigenous people and ethnic groups.

For instance, many intangible cultural heritage practices such as traditional festivals and gatherings have been halted or postponed, and with the closure of markets for handicrafts, products and other goods, indigenous women’s revenues have been particularly impacted.

90% of countries have closed World Heritage Sites, with immense socio-economic consequences for communities reliant on tourism. Further, 90% of museums closed and 13% may never reopen.

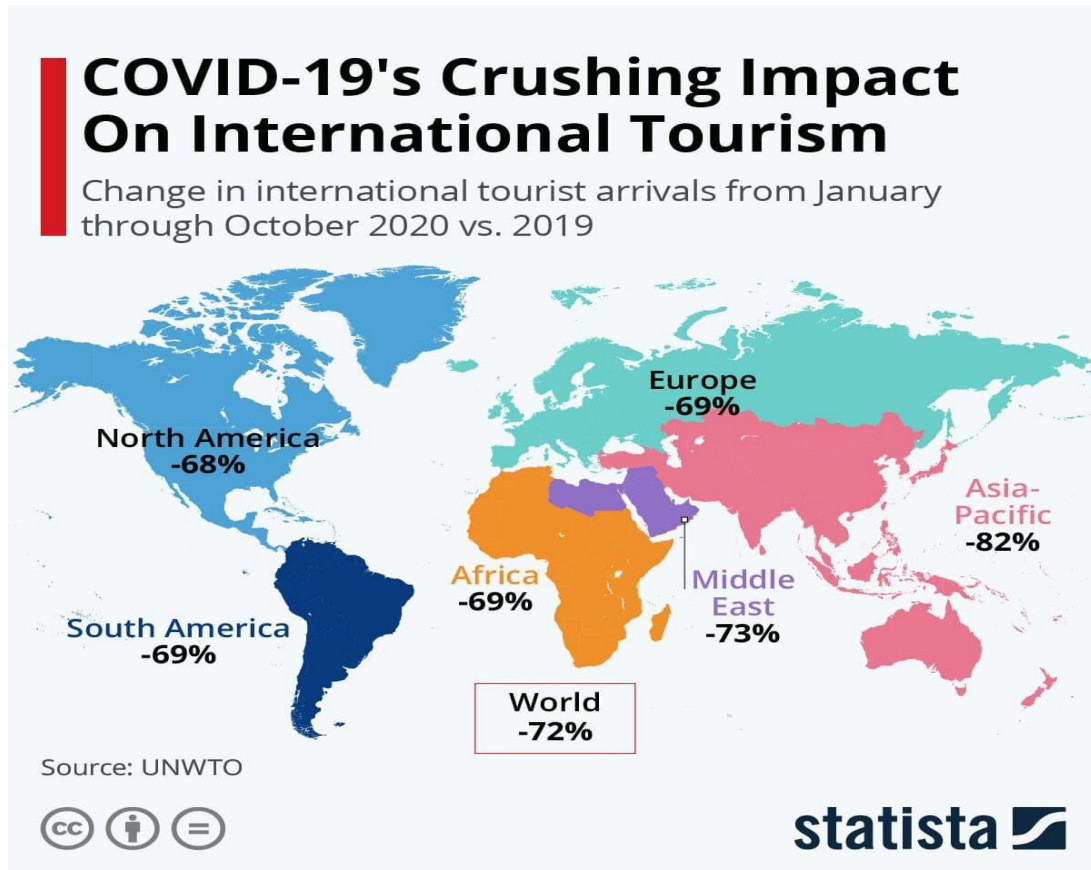
The COVID-19 crisis is a watershed moment to align the effort of sustaining livelihoods dependent on tourism to the SDGs and ensuring a more resilient, inclusive, carbon neutral, and resource efficient future.[3,4]

## II. DISCUSSION

The COVID-19 crisis has hit the tourism economy hard, with unprecedented effects on jobs and businesses. Tourism was one of the first sectors to be deeply impacted by the pandemic, as measures introduced to contain the virus led to a near-complete cessation of tourism activities around the world. The sector also risks being among one of the last to recover, with the ongoing travel restrictions and the global recession. This has consequences beyond the tourism economy, with the many other sectors that support, and are supported by, tourism also significantly impacted.[5,6]

The unprecedented shock to the tourism economy is being compounded by the evolving sanitary situation. While positive news on vaccines has boosted the hopes of tourism businesses and travellers alike, challenges remain. Vaccine roll out will take some time, and the sector is potentially facing stop/start cycles for some time. This will further damage business and traveller confidence, and business survival prospects. Despite the proven resilience of the tourism economy to previous shocks, the sheer scale and combined economic and health nature of this crisis means that the road to recovery is highly uncertain. While there has been some resumption of international tourism activity, this remains very limited. Domestic tourism has restarted in many countries, but can only partially compensate for the loss of inbound tourism.





OECD now estimates international tourism<sup>1</sup> will fall by around 80% in 2020. No meaningful recovery in international tourism flows is foreseen until well into 2021, and is likely to take some years. This is in line with recent projections by other organisations. Latest UN World Tourism Organization (UNWTO) estimates point to a 70% decline year-on-year in international tourist arrivals in the first eight months of the year, with the loss in export revenues from international tourism eight times that recorded in 2009 amid the global financial crisis.<sup>2</sup> UNWTO now foresees a decline in international arrivals close to 70%, with recovery to pre-crisis levels not expected before 2023.[7,8]

Domestic tourism is providing a much needed boost to help sustain many tourism destinations and businesses, and will continue to be a key driver of recovery in the short to medium term. There has been some pick up in domestic tourism activities since the middle of the year, due in part to displacement effects of international travel restrictions. However, this has been hindered as many countries face further waves of the virus, and domestic tourism is expected to end the year significantly down on pre-COVID levels. Spain and the United Kingdom, for example, are forecasting a decrease in domestic tourism by 45-50% in 2020. Also, not all destinations or businesses have benefited, due to ongoing restrictions on movement within countries and altered demand patterns and behaviours.



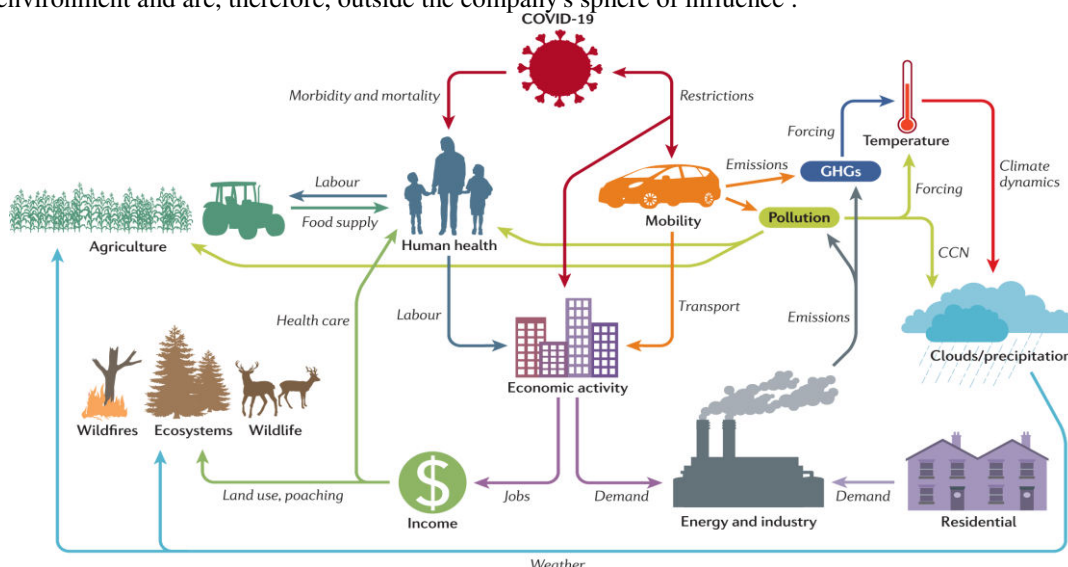


This is having very tangible economic and social consequences for many people, places and businesses, and the wider economy. Tourism generates foreign exchange, supports jobs and businesses, drives regional development and underpins local communities. Before the pandemic, the sector directly contributed 4.4% of GDP, 6.9% of employment, and 21.5% of service exports in OECD countries, on average (and 6.5% of global exports according to the World Trade Organisation<sup>3</sup>). However, these shares are much higher for several OECD countries, where tourism is a major driver of economic activities, such as France (7.4% of GDP), Greece (6.8%), Iceland (8.6%), Mexico (8.7%), Portugal (8.0%) and Spain (11.8%). The indirect impacts of tourism are also significant, exacerbating the size of the shock on national and local economies.

### III. RESULTS

Tourist crises are often separated according to different criteria for better understanding. The most common ways of distinguishing are the subdivision according to the geographical extent of the crisis and a distinction between endogenous and exogenous crises. The division, according to the spatial dimension, divides crises into geographical ranges locally, regionally, nationally, internationally, and globally. A local crisis, for example, is water damage in a resort or hotel, which is limited to this and does not have any more significant, connected consequences. The regional impact is already devastating. A striking example of this is a particular region that is affected by flooding. The civil war in Somalia can be cited as an example of a national crisis. It refers to the entire country of Somalia, but not to other neighboring countries. In contrast, the Kosovo crisis is described as international because it clearly defied the borders of individual countries and affected several countries directly.. Finally, the terrorist attacks of 9/11 and the financial crisis of 2008 had a considerable impact on the global tourism industry due to the minimized number of tourist mobility.[9,10]

Another differentiation option is that between endogenous and exogenously induced crises, which is particularly crucial for the further examination of the crisis since this makes an initial assessment of the underlying cause of the crisis. Endogenous causes arise within the organization and have their origin in humans or technology. These can, therefore, be relatively easily prevented or at least positively influenced by the company and are therefore not considered further in the ongoing chapter on external effects. Exogenous triggers, however, are deeply rooted in the circumstances of the external environment and are, therefore, outside the company's sphere of influence .

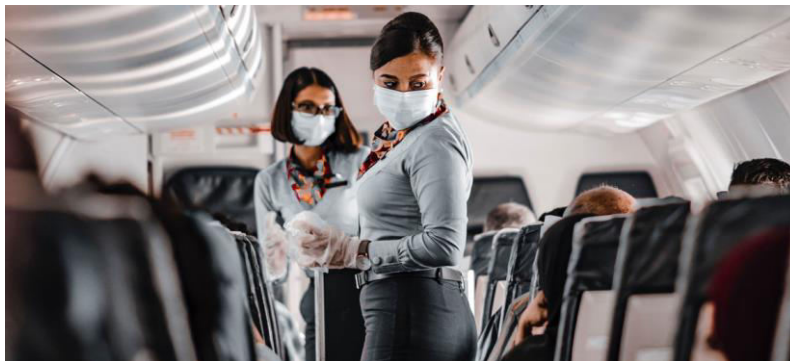


The current crisis research is aware of an almost infinite number of possible causes of the crisis, and there are almost as many approaches to categorize them. The classifications given by various authors vary in particular concerning the number and specification of the categories of causes of the crisis. Based on Freyer, Glasser, and Kreilkamp, a separate subdivision is made below, which is based on the holistic approach of tourism science and thus takes into account the various environmental dimensions of the open tourism system. The categorization distinguishes the following six classes of risks: economic, socio-cultural, political, ecological, technical, and medical risks .



This research focuses on medical risks, which can be evaluated through two main risk factors: the dangers which the individual traveler can come into contact through his travel activity, and the epidemics, which can spread significantly easier and faster due to the mobility associated with modern, international tourism. Due to the continually evolving travel behavior, a steadily increasing number of people travel to increasingly distant and exotic destinations. Many third world countries and emerging countries are attractive travel destinations of modern tourism, which often do not meet the standards prevailing in the source countries of travelers concerning the hygienic and medical conditions on-site. Despite the relevant information of tour operators before the contract is concluded about health-related formalities, i.e., vaccination regulations, many tourists take insufficient prophylactic measures in advance of such trips to protect themselves from the medical risks of the destination areas.[11,12]

In the destinations they travel to, they often come into contact with pathogens, bacteria, parasites, viruses that are not or no longer to be found in their home countries, so that their immune system, therefore, does not have an adequate defense against the diseases there. Common diseases that are associated with travel activities are considered differentiated according to the type of transmission options. These include fecal-oral infections such as traveler's diarrhea, typhoid, amoebic dysentery, hepatitis A, pathogens that are transmitted through body fluids (e.g., HIV / AIDS, hepatitis C) and drinking water (e.g., typhoid, cholera), droplets (e.g., SARS, flu viruses, tuberculosis) or aerosols (e.g., anthrax, fungal spores). The choice of travel destination for many tourists is now also determined by the health and infection situation of the target countries and the costs of possible prevention.



The risk of actually getting one of the infections listed depends on the disease itself and also varies among destinations. Also, personal factors such as travel behavior, the previously taken prophylactic measures, age, the handling of food and beverages, and many other influences play an essential role in the likelihood of being infected with one of these diseases.

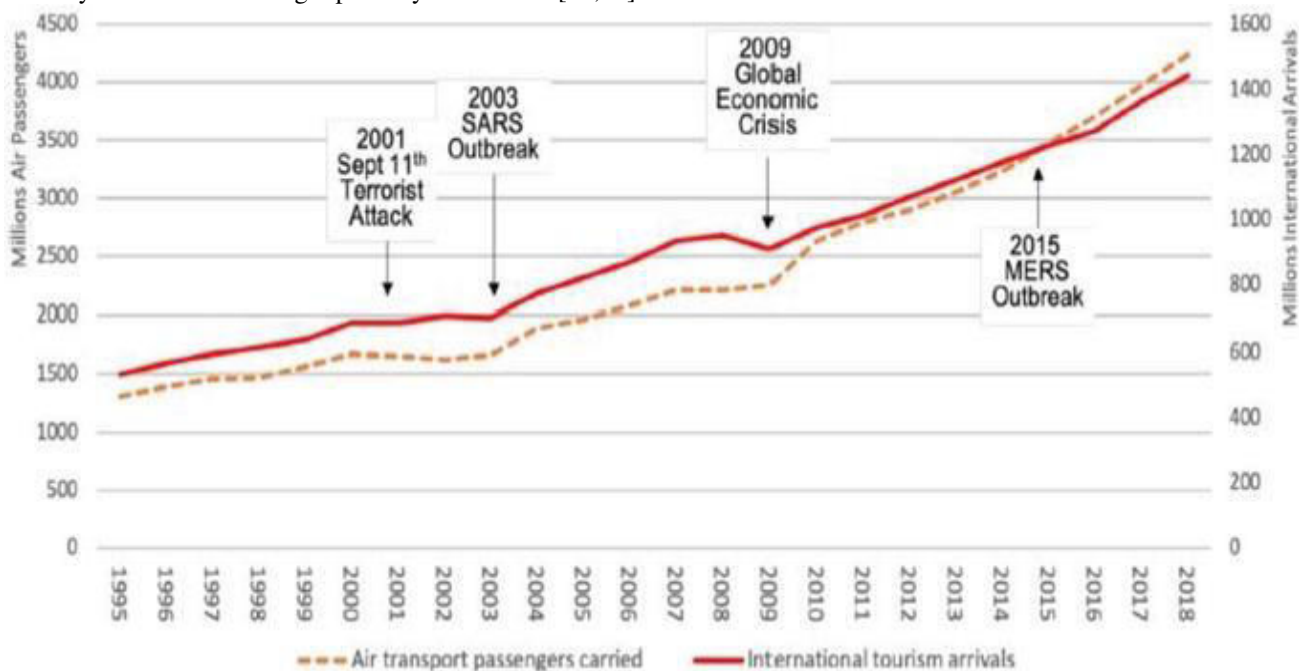
The most critical risk factor of a medical crisis is the risk of epidemics or pandemics spreading. Such rapidly spreading infections interact actively with the system of international tourism. On the one hand, tourism promotes the spread of epidemics around the world due to high mobility; however, the outbreak of an epidemic also influences tourism. This cycle becomes particularly evident when we referred to the SARS epidemic in 2003. Starting from a province in southern China, the virus was carried on to Hong Kong via a human host, from where they spread in the metropolis hotel continued. The infected hotel guests carried the disease further to their home countries such as Canada, Singapore, Taiwan, and countless others. After a relatively short time, as mentioned in the introduction, 8000 people worldwide were infected with the SARS virus in over 30 countries around the world. The WHO issued travel warnings to a variety of Asia and North America regions to curb the spread of the disease, but more than 800 people worldwide died from SARS.

The economic consequences of the epidemic were also fatal: According to estimates by the World Travel and Tourism Council (WTTC), the SARS epidemic caused sharp falls in the tourism GDP of numerous Asian countries affected. In China the GDP fell by 25%, in Vietnam by 15%, and in Hong Kong and Singapore by more than 40% of the previous year's values. This example shows the severe consequences that medical risks and epidemics, in particular, can have for international tourism.[13,14]

The recent pandemic, COVID-19, figures out a pessimistic scenario for all industries but especially the tourism industry in terms of very low or no mobility. Because the virus is spreading rapidly outside of China, the economic impact will not only result from the decline in Chinese demand but also directly in the countries concerned. In the pessimistic scenario of the OECD, global GDP growth will decrease by 1.5% in 2020, and global trade volume will even decrease by 3.75%. Other predictions show even more dramatic effects.



Tourism-related activities also have been negatively affected due to internal processes. The recent spread of the virus (with or without state quarantine measures) leads to a noticeable decline in so-called “social consumption”. The restrictions include restaurant visits, domestic tourism, visits to cultural events, trade fairs. Several prominent events have already been postponed or even canceled in many countries. Given the high number of cancellations, the airline industry has reduced the flight plans by almost half.[15,16]



Hardly any other industry is as dependent on the development of intangible values as the tourism sector. Tourism spends are based on provision, short or long time plans, and sometimes on dreams. This fact illustrates the vulnerability of the tourism sector to adverse events. An incident can destroy these intangible assets in the long term.

In a short period, some researches have been conducted examining the tourism effects of COVID-19. The vast majority of these studies focus on regional impact analysis. It has been investigated the impact of the virus on Bintan's (an island in the Riau archipelago of Indonesia) tourism industry; made their research on the loss of the tourism industry in the Philippines, examined the spread of the virus in a ski area in Austria. Nepal focused on the impacts on Nepal in his commentary. Also, few studies are focusing on the global impacts of COVID-19 on the tourism industry. It was evaluated the effect of global travel restrictions and stay at home behavior on tourism and projected global change; commented on de-globalization and post-COVID-19 tourism industry, where researchers evaluated the sustainability of the industry.[17]

#### IV. CONCLUSION

The travel industry already faced difficulties. Many companies mastered the challenges of digitization and were successful in the changing environment. However, the magnitude of the consequences of Covid-19 is not comparable to previous crises.

Important information reaches millions of people instantly, thanks to the Internet, which has many benefits and some disadvantages. Technological advances make it compulsory to keep abreast of the VUCA (volatility, uncertainty, complexity, and ambiguity) world. In this study, these generalizations are critical for the tourism industry, as supported by the date range and statistical analyzes. Travelers react to sudden changes and tourism businesses need more time to prepare plan B. Players in the tourism sector must conduct accurate risk analysis and develop appropriate crisis management policies to survive.

The study implies that the tourism industry is greatly affected by the outbreak, as expected. Also, the findings provide original clues in terms of necessary steps that should be taken to reanimate the industry. Comments indicate that travel insurance would be on the list of must-haves from now on. Tourism companies that would include this option in their travel packages for free or at small prices would be preferred. Travelers should make sure their plans are safe and protected to temp to invest in the tourism industry. In this context, travel insurance and the possibility of change of date





or location without paying a fee difference can encourage travelers to make future travel plans and ensure tourist mobility.[18]

Flexibility and agility are two critical features needed in the tourism industry. In the future, it is expected that the need for mobility, consumption, and freedom will remain high, but a reflection will shape it on the local context. Along with efforts to normalize, the tourism sector needs to provide confidence to travelers against the risks. Updates to the travel insurance, refund, and plan change policies are required so that enterprises can serve with full reliability and flexibility.[19]

## REFERENCES

1. Akbıyık A. Sakarya Yayıncılık; Sakarya: 2019. Sosyal bilimlerde metin madenciliği wordstat uygulamaları. [Google Scholar]
2. Al-Tawfiq J.A., Zumla A., Memish Z.A. Travel implications of emerging coronaviruses: SARS and MERS-CoV. *Travel Medicine and Infectious Disease*. 2014;12(5):422–428. [PMC free article] [PubMed] [Google Scholar]
3. Bieger T. Oldenbourg; München: 2008. Management von destinationen. [Google Scholar]
4. Centeno R.S., Marquez J.P. How much did the tourism industry lost? Estimating earning loss of tourism in the Philippines. arXiv preprint. 2020 arXiv:2004.09952. [Google Scholar]
5. Chakraborty G., Pagolu M., Garla S. Examples, and case studies using SAS. SAS Institute Inc.; Cary, NC: 2013. Text mining and analysis: Practical methods. [Google Scholar]
6. Correa-Martínez C.L., Kampmeier S., Kümpers P., Schwierzeck V., Hennies M., Hafezi W....Mellmann A. A pandemic in times of global tourism: Superspreading and exportation of COVID-19 cases from a ski area in Austria. *Journal of Clinical Microbiology*. 2020;58(6):1–3. [PMC free article] [PubMed] [Google Scholar]
7. Dinarto D., Wanto A., Sebastian L.C. Global health security–COVID-19: Impact on Bintan's tourism sector. *RSIS Commentaries*. 2020;33 [Google Scholar]
8. Dreyer A., Dreyer D., Obieglo D. Oldenbourg Verlag; 2010. Krisenmanagement im tourismus: Grundlagen, Vorbeugung und kommunikative Bewältigung. [Google Scholar]
9. Dreyer A., Dreyer D., Rütt K. Der integrierte touristikkonzern: strategien, erfolgskriterien und aufgaben. Oldenbourg; München: 2004. Touristisches krisenmanagement; pp. 213–232. [Google Scholar]
10. Feldman R., Sanger J. Cambridge university press; 2007. The text mining handbook: Advanced approaches in analyzing unstructured data. [Google Scholar]
11. Franklin A. Sage; 2003. Tourism: An introduction. [Google Scholar]
12. Freyer W., editor. Sicherheit in tourismus und verkehr: Schutz vor risiken und krisen. FIT, Forschungsinst. Für Tourismus; 2004. [Google Scholar]
13. Galvani A., Lew A.A., Perez M.S. COVID-19 is expanding global consciousness and the sustainability of travel and tourism. *Tourism Geographies*. 2020:1–10. [Google Scholar]
14. Glaesser D. Erich Schmidt Verlag GmbH & Co KG; 2005. Handbuch krisenmanagement im tourismus: erfolgreiches entscheiden in schwierigen situationen. [Google Scholar]
15. Glaesser D. Erich Schmidt Verlag; Berlin: 2005. Krise oder strukturbruch. risiko und gefahr im tourismus-erfolgreicher umgang mit krisen und strukturbrüchen; pp. 13–27. [Google Scholar]
16. Gössling S., Scott D., Hall C.M. Pandemics, tourism and global change: A rapid assessment of COVID-19. *Journal of Sustainable Tourism*. 2020:1–20. [Google Scholar]
17. Haedrich G., Kaspar C., Klemm K., Kreilkamp E., editors. Tourismus-management: Tourismus-marketing und fremdenverkehrsplanung. Walter de Gruyter; 2010. [Google Scholar]
18. Hollingsworth T.D., Ferguson N.M., Anderson R.M. Will travel restrictions control the international spread of pandemic influenza? *Nature Medicine*. 2006;12(5):497–499. [PubMed] [Google Scholar]
19. Hoque A., Shikha F.A., Hasanat M.W., Arif I., Hamid A.B.A. The effect of coronavirus (COVID-19) in the tourism industry in China. *Asian Journal of Multidisciplinary Studies*. 2020;3(1) [Google Scholar]





**INNO SPACE**  
SJIF Scientific Journal Impact Factor  
Impact Factor:  
5.928

**ISSN**

INTERNATIONAL  
STANDARD  
SERIAL  
NUMBER  
INDIA



# INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY RESEARCH IN SCIENCE, ENGINEERING AND TECHNOLOGY



9710 583 466



9710 583 466



ijmrset@gmail.com

[www.ijmrset.com](http://www.ijmrset.com)