

# COVID-19 Pandemic and its effects on Tourism Industry

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**Abstract** - In mid-December 2019, a novel and infectious coronavirus (COVID-19) struck Wuhan, the most populous city in central China. Akin to the rigorous acute respiratory syndrome (SARS) that emerged in 2003, COVID-19 is an airborne illness that is highly transmissible between humans. Immediately after the Chinese regime shared information about the virus publicly in tardy January 2020, more stringent preventive measures, such as community quarantines and interim business closures, swept across Chinese cities. The local outbreak rapidly developed into an emerging public health crisis to the extent that World Health Organization (WHO) anon declared it as an unprecedented ecumenical pandemic. In March, Europe and the Cumulated States have successively become the epicenter of the pandemic, and many countries-imposed restrictions on human mobility. As of June 2021, infections were substantiated in 200 countries /territories/areas and 26 cruise/ naval ships, total 180,796,678 confirmed cases and more than 3,917,369 deaths, and an exponentially growing number of suspected cases around the globe. Infectious disease outbreaks, including coronavirus, greatly jeopardize the tourism industry given its reliance on human mobility. The Chinese hotel market witnessed a 71% year-over-year decline in occupancy on 23–26 January [1]. The paper compares the impacts of COVID-19 to previous epidemic/pandemics and other types of global crises and explores how the pandemic may change society, the economy, and tourism.

**Index Terms** - Pandemic, COVID-19, Tourism, Economy, Global situation after pandemic.

## INTRODUCTION

The coronavirus pestilence is putting up to 50 million employments in the worldwide travel and the travel industry area in danger, with venture out liable to droop by a quarter this year, Asia being the most influenced mainland, the World Travel and Tourism Council has said, this effect would rely upon to what extent the plague keeps going could at present be

exacerbated by late prohibitive measures, for example, those taken by the U.S. organization on movement to Europe, WTTC's overseeing chief Virginia Messina told Reuters. "Certain measures are not aiding and they can incite the monetary effect to be far increasingly noteworthy," Messina said alluding to the U.S. choice. She contended that such strategies are excessively conventional and not demonstrated to be successful to contain the infection. She additionally said that such limitations could convolute travel by clinical specialists and conveyance of clinical supplies. Around 850,000 individuals travel every month from Europe to the United States, comparable to a \$3.4 billion month to month commitment to the U.S. economy, Messina said. Out Of the 50 million occupations that could be lost, around 30 million would be in Asia, 7,000,000 in Europe, 5,000,000 in the Americas and the rest in different main lands, she projected. The identical to lost three months of worldwide travel in 2020 could prompt a relating decrease in employments of somewhere in the range of 12% and 14%, the WTTC stated, additionally approaching governments to evacuate or improve visas at every possible opportunity, cut travel burdens and present motivations once the plague is leveled out. She additionally energized adaptability in the division, so voyagers can delay and not drop their plans. By segment, carriers and journey ships were at present being more affected than inns, the authority included. [2].The travel industry represents 10% of the world's GDP and occupations.

## OBJECTIVE OF THE STUDY

- To discuss about the Impact of the pandemic on tourism.
- To discuss about the Strategies and methods for recovery of tourism industry after Pandemic

## RESEARCH METHODOLOGY

The main objective of the paper to discuss about the Impact of the pandemic on tourism. This study is mainly based on the secondary source in the form of various research paper, Websites, and EBooks.

#### IMPACT OF THE PANDEMIC ON AIRLINES

Based on the International Air Transport Association (IATA) released its financial outlook for the global air transport industry showing that the airlines are expected to lose \$84.3 billion in 2020 for a net profit and margin of -20.1%. Revenues will fall 50% to \$419 billion from \$838 billion in 2019. In 2021, losses are expected to be cut to \$15.8 billion as revenues rise to \$598 billion.

#### LITERATURE SURVEY

According to (Barro 2006) Infectious disease outbreaks, including greatly jeopardize the tourism industry given its reliance on human mobility. Study conducted by (McLaughlin, 2020) concluded that tourism prices continue to rise alongside further declines in supply as specified in the model. Because more resources are applied to restore health status, health demonstrates a swifter recovery overall. Government warnings stoke public fear, and travel bans further restrict outdoor activities, both of which exacerbate negative outcomes for the tourism sector. Another interesting policy came up in a study conducted by Yan & Zhang, 2012 One possible policy to facilitate post-crisis tourism recovery is to subsidize tourism consumption. Such practices, like providing tourism consumption vouchers for residents, have been proved useful in China after the global financial crisis.

#### STRATEGIES AND METHODS FOR RECOVERY OF TOURISM INDUSTRY AFTER PANDEMIC

##### 1. Adapt experiences

Right now is a great time to get innovative and prepare by building your community and establishing brand trust within the digital world we are living in an entirely new digital civilization. The standard digital marketing that we are used to – focusing on a heavy sales message, pushing for overnights and conversions – cannot be the norm. Instead, this time should be about discovery, mentally planning for future trips and learning about new destinations, attractions and

resorts. Encouraging destinations to think now about experiences that they can offer online (like virtual museum tours or video content) and also about new in-person experiences that they can develop for the future. Online, tourism marketers need to focus their efforts on building a community, engaging with their potential customers and establishing a more personal connection with their target audience and also suggests the use of Facebook groups as a great way to encourage consumers to authentically engage with your travel brand.

##### 2. Start a tourism recovery plan

We can advise destinations to begin creating a recovery plan and outline steps for a swift rebound, keeping an eye on inflection points to get ahead of the curve as travellers eventually pivot back to hotel overnights and air travel.

Destinations should also consider

- What new drive markets can make the most impact in the short-term
- Looking at seasonality changes as school dates shift and families plan for missed travel over spring break
- Preparing for action in what will quickly become a cluttered marketplace

We can also advise including stakeholders and partners in a recovery plan and setting measurable goals together, as destinations communicate the value of the DMO as part of community economic recovery efforts.

##### 3. Engage consumers

Often, destinations fall into the trap of marketing in the way they are funded, the way memberships or stakeholders are structured, or by the geography of their region or state. But for consumers, their attention is on location (distance + proximity to major attractions) and the destination's alignment with personal interests like hiking or craft beverage. We can encourage destinations to take this time to consider their unique positioning and “be famous for something.” Put a stake in the ground and talk about it on their website and Instagram through direct recommendations and attention-grabbing images. He advises marketers to steer clear of posting “well designed ads” and instead look at the best ways to

engage with consumers. As consumers begin to look at planning future trips, they are less likely to put their time or money at risk when traveling, instead considering locations that are famous for something they truly care about.

#### 4. Prepare health & safety messages and plans

Post-pandemic, experts predict a sudden demand for travel as pent-up consumers begin to re-emerge from their homes. But in order to capture interest immediately, destinations will need to change up their messaging and start planning for a more cautious type of traveler. There will be more need to communicate health and safety measures, in particular to ensure visitors feel safe at various attractions, restaurants, tours or even getting back on an airplane for the first time. Smaller group activities are also more likely to occur, so destinations should consider limiting measures – taking large group experiences down to four or six people instead of the regular 12 or 15 experts also encouraged marketers to consider and communicate the “why” of a visit or tour, stating “people will be desperate to experience other people again.” He instead encourages destinations to make a real move towards storytelling – giving the stories and faces behind the scenes – instead of just the features of the tour itself.

#### CONCLUSIONS

- Be mindful of the sectors within the tourism industry that rely on patronage for success: transportation, Accommodation, food and Beverage, Entertainment, and Connected Industries (travel agents, tour operators, etc..)
- Consider a no-contact drop-off delivery from local restaurants and businesses and don't forget to tip well.
- Purchase gift vouchers or gift cards for future hospitality visits when social distancing isn't the modus operandi.
- Don't lose your curiosity and desire to learn about other countries and cultures, even if you have to explore from your armchair currently. Experience the world through visual tours, webcams, and live streams, read books and articles on travel destinations that you'd like to visit in the future; try recipes from local chiefs in your community for cooking at home; take an online course in wine

and put your knowledge to use on a future vacation; and seek out way to stay connected to communities across the globe.

#### REFERENCE

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