

**Czech University of Life Sciences Prague**

**Faculty of Economics and Management**

**Department of Trade and Finance**



**Master's Thesis**

**Impact of COVID-19 on Tourism**

**Bc. Diana Safaryan**

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# CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

## DIPLOMA THESIS ASSIGNMENT

Bc. Diana Safaryan

Economics and Management

Economics and Management

Thesis title

**Impact of Covid-19 on Tourism**

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### Objectives of thesis

The main objective of the bachelor thesis will be to evaluate the impact of cover 19 on business and economic operations in tourism and to determine the key factors that affect tourism activities during a pandemic.

The sub-objectives will include:

1. Evaluation of the measures taken to reduce the negative effects of the pandemic in this sector.
2. Issue recommendations on ways to improve tourism business after covid 19.

### Methodology

In this study, the exploratory data analysis technique would be applied; there would be no form of quantitative computations required whatsoever. The data used in the research would be collected from reports, websites, magazines and a number of other secondary sources.

In conclusion data regarding the thesis will be obtained from reputable sources like the portals tourism service providers, business reports and other websites that has relevant information about the area of focus of this study. The observations drawn from these sources will be qualitatively analysed and discussed thereafter including suggestions and recommendations.

**The proposed extent of the thesis**

60-80 pages

**Keywords**

Covid-19, Tourism, Travel agencies, pandemic

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**Recommended information sources**

ALBRECHT, J N. – C.A.B. INTERNATIONAL, ISSUING BODY. *Visitor management in tourism destinations*. Wallingford, Oxfordshire, UK: CABI, 2017. ISBN 9781780647364.

HARRISON, D. – SHARPLEY, R. – C.A.B. INTERNATIONAL, ISSUING BODY. *Mass tourism in a small world*. Wallingford, Oxfordshire, UK: CABI, 2017. ISBN 9781780648545.

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NEWSOME, D. – MOORE, S A. – DOWLING, R K. *Natural area tourism : ecology, impacts, and management*. Bristol: Channel View Publications, 2013. ISBN 9781845413811.

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**The Diploma Thesis Supervisor**

Ing. Olga Regnerová, Ph.D.

**Supervising department**

Department of Trade and Finance

**Advisor of thesis**

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Electronic approval: 16. 2. 2022

**prof. Ing. Luboš Smutka, Ph.D.**

Head of department

Electronic approval: 21. 2. 2022

**doc. Ing. Tomáš Šubrt, Ph.D.**

Dean

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### **Declaration**

I declare that I have worked on my master's thesis titled "Impact of COVID-19 on Tourism" by myself and I have used only the sources mentioned at the end of the thesis. As the author of the master's thesis, I declare that the thesis does not break any copyrights.

In Prague on 31.03.2022

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### **Acknowledgement**

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# Impact of COVID-19 on Tourism

## Abstract

This thesis inspects the various impacts of the COVID-19 pandemic on the tourism and hospitality industry. Isolating or quarantine any part of the world is the utmost effective way to deduce this pandemic outbreak which severely exaggerated all sorts of business worldwide amongst which the furthestmost affected department is the hospitality market and tourism industry. Starting from hotel bookings, restaurant services, rental vehicle services every aspect of this industry got affected leading towards a severe economic crisis amongst the individuals, as well as the place whose main income source and the GDP, depends on the tourism department. A critically appraised literature has been reviewed where the different findings and the economic conditions, psychology of the people associated with this industry, what can happen in the upcoming times, and the thoughts of the travelers are widely represented. Depending on these representations, a research strategy has been executed to understand the present condition of the tourism industry from every aspect. A quantitative along with qualitative research methodology has been used in this thesis, to have a clear understanding of the thoughts of the travelers as well as the measures taken by the individuals related to the industry to assure a safe experience as well as the difficulties, they face due to the impact of the pandemic. A set of thirteen (13) non-leading to the point questions is made to act upon the online questionnaire considering a sample size of N=100. The outcome shows an alarming and perilous situation for the industry where there is a massive fall amongst tourist arrivals ranging from 32 to 76 %. This thesis may help the people associated with the industry to make the right decisions afterward.

The aim is to study the impact of COVID-19 on tourism and hospitality industries.

**Keywords:** Tourism Industry, Hospitality Management, COVID-19, Safety Measures, Economic Crisis

# Dopad Covidu-19 na Turismus

## Abstrakt

Tato práce se zabývá různými dopady pandemie Covidu-19 na turismus a pohostinství. Izolace a karanténa se prokázaly být těmi nejefektivnějšími opatřeními proti virové pandemii. Tato opatření mají ale zároveň bohužel významně negativní vliv na většinu druhů podnikání – v první řadě turismus a pohostinství. Počínaje poklesem obsazenosti ubytovacích zařízení, přes pokles zájmu o pronájem vozidel až po uzavřené restaurace, všechny dílčí části tohoto odvětví byla zasažena. Výsledkem byla prohlubující se ekonomická krize, která zasáhla nejen jedince, ale i celé státy, které jsou dlouhodobě závislé právě na turismu a službách s ním spojených. Zdrojem pro tuto práci byla oceňovaná literatura pojednávající o ekonomických podmínkách, prognózách dalšího vývoje stejně jako o psychologii lidí zaměstnaných v těchto odvětvích a reakcích cestujících. Na základě těchto poznatků a výpovědí byla sestavena výzkumná strategie s cílem pochopit současný stav odvětví turismu a pohostinství v každém jeho aspektu. Za účelem pochopit myšlení cestujících, stejně jako zaměstnanců tohoto odvětví při potýkání se s problémy způsobenými pandemií Covidu, byla v této práci použita jak kvalitativní, tak kvantitativní metodologie. Soustava třinácti (13) otázek byla představena online stovce respondentů (N=100). Výsledek poukazuje na alarmující a znepokojivou situaci v odvětví, které trpí úbytkem cestujících v rozmezí 32 až 76%. Tato práce může sloužit jako pomůcka pro ty, kteří jsou v odvětví zaměstnání nebo v něm podnikají, aby učinili ta správná rozhodnutí.

Cílem je studovat dopad pandemie viru Covid-19 na odvětví turismu a pohostinství

**Klíčová slova:** Turismus, Pohostinství, COVID-19, Bezpečnostní opatření, Ekonomická krize

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## List of Abbreviation:

1. COVID-19: Coronavirus Disease
2. SARS: Severe Acute Respiratory Syndrome
3. AIDS: Acquired Immunodeficiency Syndrome
4. PPE: Personal Protective Equipment
5. GDP: Gross Domestic Product
6. WHO: World Trade Organization
7. UNTWO: United Nation World Trade Organizaton
8. UNCTAD: United Nations Conference on Trade and Development

# 1 Introduction

In various countries, tourism has become a major core industry, giving its growing contributions to the local gross domestic product. Many countries with limited resources and development options benefit economically from tourism, and it employs a diverse range of individuals with various skills and educational levels. Tourism, as a horizontal activity, serves as a market for a variety of industries, including transportation, culture, sport, health, food production, event planning, and a variety of other activities, all of which contribute to its importance. It is one of the most fragile sectors, despite its importance. This industry has already experienced negative effects during early crises. Coronavirus pandemic (COVID-19) is a good illustration of a recent worldwide issue. The devastation caused by such an situation underscores the industry's vulnerability.

Since late 2019, the coronavirus pandemic outbreak has wreaked havoc on the world's health and social systems, as well as wreaked havoc on the global economy. By September 30, 2020, 33,561,077 COVID-19 positive cases have been reported worldwide, with 1,005,004 deaths. The tourism and hospitality industries are the most severely impacted by this effect, demanding a well-thought-out approach to mitigate it. Lockdowns in several nations, broad travel restrictions, and airport and national border closures all contributed to a 67 million reduction in international tourist arrivals in the first quarter of 2020.

Though undesirable, the pandemic forced us to come together to deal with the crisis. Many countries were able to learn from COVID-19's experience in order to combat it, resulting in COVID-19's current success. However, dealing with the pandemic is only one aspect of the problem. It's also important to consider the problems that this issue has caused. So, how did COVID-19 impact the tourism industry? Is it possible for the industry to recover from the crisis caused? What are the opportunities? What is the psychological aspect behind choosing to tour and of travelers now? How big is the shift in destination preferences caused by the pandemic? What is the extent of the issue? Studying the issue, the author will try to answer these questions on the pages of this work.

## **2 Objectives and Methodology**

### **2.1 Objectives of the Research:**

- To find out whether the service providers are keeping their hotel open as soon as the quarantine measures get relaxed.
- To examine the exact reason behind closing the hotel even when there is no restriction on travel.
- To compare the number of reservations the tourism industry is facing in these three years.
- To learn about the measures, tactics, precaution, and sanitization process the service providers are taking to attract the customers to recover.
- To examine the entities and measures that are getting compromised to recover from the impact.
- To understand the psychology of the guests on traveling and doing rentals as well as what they are expecting from this industry.
- To find the reason behind the cancellation of reservations

#### **2.1.1 Queries to Fulfil the Objectives of the Research**

Q1. How much loss and drop in the traveling industry does the impact of COVID made an effect?

Q2. What are the key points the service providers are emphasizing to recover from this disastrous impact of COVID on the industry towards attracting guests and giving the assurance of reliability?

Q3. What is the thought process and the psychology working amongst the travelers about traveling and what are the expectations from a service provider to have a safe journey?

#### **2.1.2 Aim of the Research**

To investigate the impact of the COVID-19 pandemic on the touristic department (focusing on the hospitality industry), the psychology behind choosing destinations and providing service, as well as the key priorities for recovery from this situation.

### **2.2 Methodology**

Considering the objectives of the research and towards fulfilling the research queries, the amalgamation of the qualitative research along with the quantitative research

methodology is deliberated towards the execution of the primary step of the research. According to the convenience, online method of questionnaire survey has been directed towards the targeted section of people of all ages, while indirectly collecting their behavioral (service providers filling the survey and reflecting their customers thoughts) along with the attitudinal thought process over in what way COVID put an impact on the service providers of the traveling industry and what psychology is going behind traveling in this pandemic situation amongst the travelers. Aiming towards the appropriate outcome, so that it becomes beneficial for the upcoming times, both the qualitative and quantitative has been delivered in this research (Leavy, 2017).

### **3 Literature Review**

In consideration of the different works of literature and statistics available on the topic of the serious impact of the pandemic on the tourism sector from diversified articles, news, and World Health Organization (WHO), the appraisals are critically arranged in various parts which will give an appropriate vivid view on the various aspect of the impacts on the industry. The different aspects comprise the extensive effects, the degree in intricacy, the adjustment in destination spot description, the adjustment in tourists' choice, the adjustment in tenant's etiquette, the adjustment in holiday trade business, and the travel repossession.

#### **3.1 What is a Disease Outbreak?**

While great progress has been achieved in our ability to manage and decrease the burden of many infectious diseases, sudden increase in case numbers above the seasonally predicted norm can frequently derail progress or strain already overburdened healthcare resources. Due to overburdened health-care systems, outbreaks have the potential to impose a disproportionately high impact. Due to a lack of response capabilities, disease outbreaks often grow quickly, are difficult or impossible to predict, and impose a disproportionately high burden.

##### **3.1.1 What is Pandemic?**

The COVID-19 pandemic is an effective model for understanding pandemic phenomena and how life is influenced on the global scale. Pandemic is the type of disease whose growth is exponential. The disease and effect count rise to the peak in the minimum time being and increases every day near to double. Pandemic does not describe the virology of the virus, the immunity concern of the population as well as disease harshness. A pandemic means the virus covering a huge amount of area that can be affecting the whole world or multiple countries and the population (Cleere et al., 2021). To declare a disease as a pandemic, the World Health Organization describes six different phases. The various phases comprise:

Phase 1 - a disease is seen in creatures but then has not been revealed to contaminations among individuals.

Phase 2 - an identified animal disease has instigated contamination among human beings.

Phase 3 - dispersed or inaccessible occurrence of cases or minor groups of the disease happening among humans; thinkable human-to-human cases of transmission but then again not at a level to root community-level epidemics.

Phase 4 – transmission among humans to a human at a degree that sources an outburst in various communal gatherings.

Phase 5 - the spread of the disease between humans is now evident in more than one country

Phase 6 - community-level outbursts are in at least one other country other than that perceived in phase 5.

As soon as Phase 6 is grasped, groundwork is then made for a comprehensive pandemic. Each phase has an inclination of actions that necessarily to be shadowed to simplify transparency as well as the edification of health as ministrations along with the associates of the community.

### **3.1.2 What is Epidemic?**

The epidemic situation is slightly different from the pandemic. The epidemic is defined as an unforeseen increase in the number of instances of a specific sickness in a specific geographical region. Polio, measles, smallpox, and yellow fever are appropriate illustrations of the epidemics. Epidemics are defined as a disease or other specific health-related behavior, such as smoking, with a large number of instances that are clearly above the predictable incidence in a particular region or area (Parums, 2021).

### **3.1.3 What is Endemic?**

When a disease outbreak is regularly present yet limited to a given geographical location, it is referred to as endemic. This aids in predicting the disease's spread and rate of occurrence. An example is Malaria, is well-thought-out as endemic in some nations and provinces.

In connection with the above, the World Health Organization describes the pandemic and epidemic situation in a more precise way. They considered a pandemic, epidemic, and endemic in consideration to the spread of the disease, not the severity but the degree of spread. A pandemic grazes across worldwide borders, as contrasting to local epidemics. This extensive topographical spread is the reason for the pandemics leading to large-scale communal disturbance, financial damage, and overall adversity. It is significant to note that whenever an epidemic is declared once, it might extend to the status of a pandemic. Although an epidemic is huge, it is likewise usually checked or else predictable in its number of spread count, whereas a pandemic is global and goes outside the control (Parums, 2021).

## **3.2 Different Reasons for Disease Outbreaks**

There are a number of factors that contribute to the spread of infectious diseases. Reduction may occur as a result of transfer from other individuals, animals, or even the environment. The various aspects involve:

- Condition of the Weather: Aiming at illustration, in the winter season measles tend to happen, whilst in the spring season, whooping cough befalls.
- Exposure to chemicals or potentially hazardous substances. Aiming at illustrations, Minamata is a sickness constricted after revelation to mercury.
- The communal outcome of adversities which includes the hurricanes, tremors, and droughts somehow lead to transmission of the diseases.
- Various factors related to environment comprising air quality, supply of water, as well as hygiene amenities might catalyze the spread of communicable sicknesses.

Origin of the sickness can be unidentified to many. These categories of illnesses might be instigated through a diversity of influences, which includes:

- A novel or recently adapted pathogen
- Natural contaminants
- Unobserved chemical proclamations
- Unidentified ionizing radiation over-revelation

The ground of epidemiology works towards finding these anonymous outbursts towards the basis in an exertion to defend public well-being and security.

## **3.3 Why Government Reaction is Needed to Stop the Spread?**

One of the state's primary responsibilities is to ensure the population's well-being. This is especially true and noticeable in emergency situations. Governments and the international communities must prioritize preventing the spread of the virus and treating individuals who became affected. Locally and globally, increasing health-care expenses will help save lives. Given the virus's rapid spread, preventative measures can assist public health systems, notably those in low-income nations to cope with it.

### **3.3.1 Pandemic Prevention and Steps**

There is a huge significance towards preventing an epidemic to transform to a pandemic situation. The prime step that needs to be taken is to be prepared to confront the wave as

well as the organizations related to healthcare should act early. Prevention is a set of measures aimed at stopping the spread of any infectious agent beyond the original isolated instances as well as small groups of contamination. Various measures are there that have demonstrated to be operative enough towards the control as well as inhibition of different viruses:

- Controls - Implementation of boundary controls to restrict or prevent movement of individuals to and from affected areas.
- Recognize the cases - teaching the community about the indications as well as the risk aspects, providing easy admittance towards testing, flag probable cases considering any health care happenstances, track communication through infected personalities.
- Trace the links - a labor-concentrated procedure which pathways a diseased movement of the individuals from the instant of contamination towards identifying all the persons who have been possibly infested.
- Quarantine - separating a suspected person having infection to come in contact with others for a convinced time period that covers the incubation period considering the illness.
- Isolate - separating the infected person who has been recognized as diseased from interacting with others.
- Protect - using suitable equipment to shield healthcare workers (PPE) who cannot evade the interaction with diseased persons (Greger, 2021).

### **3.3.2 Pandemic Management**

As soon as a pandemic situation is acknowledged, it is vital to take the necessary steps to comprehend, administer, and reduce the virus's transmission. The significant communication at this phase is to decrease the communication rate which includes the number of persons diseased through each single infested person. The various measures that decrease the rate of transmission to less than one, would outcome in a deterioration in the entire number of contaminations.

A noteworthy level of contamination existing within a populace need to be reduced to limit the rate of spread is very important. The actions embattled at dropping the rate of transmission are labelled as mitigation and it consists of:

- Social distancing (canceling all kinds of programs and events, closing institutions, working from home etc., limiting services to essentials)
- Educating and awaking the public - towards promoting actions including washing the hands, avoiding crowded places, avoiding public transports, etc.
- Financial procedures - towards delivering liberation to persons and industries as well as to upsurge agreement with social hostility connected strategies (Ranisch et al., 2021).

### **3.3.3 Previous Pandemic Outbreaks**

The coronavirus disease is not the world's first epidemic. There have been numerous examples of pandemic endangering human immunity in the past, like:

**The Black Death (1346-1353):** In the 14th century, owing to the infection of the black death, nearly 25 million people lost their lives worldwide. Considering the research finding of various scientists, the disease outbreak was caused due to the *Yersinia Pestis* bacteria. The outbreak and pandemic plague lasted for four consecutive years.

**American Plagues (16th Century):** A collection of Eurasian ailments transported to the Americas through European travelers. The smallpox disease was one of the leading diseases of the American Plagues, which subsidized the failure of the Inca and Aztec societies. Some approximations recommend that ninety percent of the aboriginal populace in the Western Hemisphere was slaughtered off as a consequence.

**The Flu Pandemic (1889-1890):** New transport roads made conceivable in the Industrial Age making it easier for the viruses like influenza towards spreading extensively in the United States of America and elsewhere. Over the time period, influenza covered all across the world, having the initial cases conveyed in Russia. The virus spread quickly all over St. Petersburg beforehand rapidly creating its path through Europe and killed 1 million people.

**Spanish Flu (1918-1920):** An enormous disease outburst was the pandemic associated with influenza, commonly entitled Spanish flu. The epidemiologic pandemic commenced in 1918, proximately succeeding World War I. Over 50 million demises were logged throughout this outburst, with the illness lasting only for two years.

**The Asian Flu (1957-1958):** The pandemic situation of Asian Flu, which was an intermingling of viruses associated with avian flu, commenced in China and ultimately more than 1 million of the population died. The quickly spreading disease was testified in Hong Kong in April 1957, Singapore in February 1957, in addition to the coastal cities of the

United States of America in the summer season of the year, 1957. The overall death population was more than 1.1 million in the whole world, with more than 100000 deaths countrywide.

AIDS Pandemic as well as Epidemic (1981-present): Subsequently it was primarily recognized, AIDS has demanded a projected 35 million lives. Researchers accept as truth that HIV, the disease that sources AIDS, is prospective to consume and progress from a virus originating among chimpanzees that were transported to individuals in West Africa in the generation of 1920s. Considering the late 20th century, the virus had completed its mode around the biosphere. For at least ten years, the sickness had no identified treatment, nonetheless, a medication developed in the 1990s now permits individuals with the sickness to practice a standard life span through regular action.

### **3.4 What is COVID-19?**

In December 2019, a pneumonia outbreak of unknown origin was reported in Wuhan, Hubei Province, China. The Huanan Seafood Market was epidemiologically linked to pneumonia cases. Inoculation of respiratory samples into human airway epithelial cells, Vero E6 and Huh7 cell lines, resulted in the isolation of a novel respiratory virus, which was identified as a novel coronavirus related to SARS-CoV after genome analysis, and was dubbed severe acute respiratory syndrome coronavirus 2 (SARS-CoV) (SARS-CoV-2). SARS-CoV-2 is a betacoronavirus that belongs to the Sarbecovirus subgenus. The World Health Organization declared the outbreak a pandemic after the global spread of SARS-CoV-2 and millions of deaths caused by coronavirus disease (COVID-19). As of March 2022, the globe had paid a heavy price in regard to human lives lost, economic consequences, and increasing poverty as a result of this pandemic.

The infection has spread far across the country. Over ten million people have been infected with COVID-19. WHO declared an emergency on January 30, 2020, and the disease was given the moniker "coronavirus disease," or "COVID-19," on February 11, 2020. By June 2020, there was over a billion deaths worldwide (WHO, 2020). Following the disease's spread in China, Italy became the first European country to be severely affected. In early February, 3 COVID-19 cases were recorded, all of which were linked to people who had been to China. Later, in the north of the country, a young man who had not been abroad presented with severe COVID-induced pneumonia. Many people in the neighboring areas were diagnosed with COVID-19 over the next two weeks, and another cluster was

discovered in the local area. Following then, there was an exponential rise in cases, primarily in the north of Italy, though the disease spread across the country, leading to the assumption that the virus had been circulating since January. The virus quickly spread around the world, with new cases being reported on a regular basis. Incidences in the United States, Southeast Asia, and Africa were rapidly growing, whereas cases in Europe were diminishing. Governments all across the world have imposed movement restrictions, curfews, and travel bans in the world to combat the epidemic. The government has been forced to increase the number of hospitals or at least temporary hospitals outside the normal range and has been forced to close any social institution just like the schools, colleges so that the spread of this virus can be limited to a certain extent even though not stopped fully.

The virus's long incubation period is a distinguishing feature that makes it difficult to combat (from 2 to 14 days). Despite this, even before symptoms develop, a person is deemed a carrier. It's also worth mentioning the large proportion of patients who are asymptomatic. Although no clinical signs of the virus have been detected in these individuals, they are capable of infecting those around them.

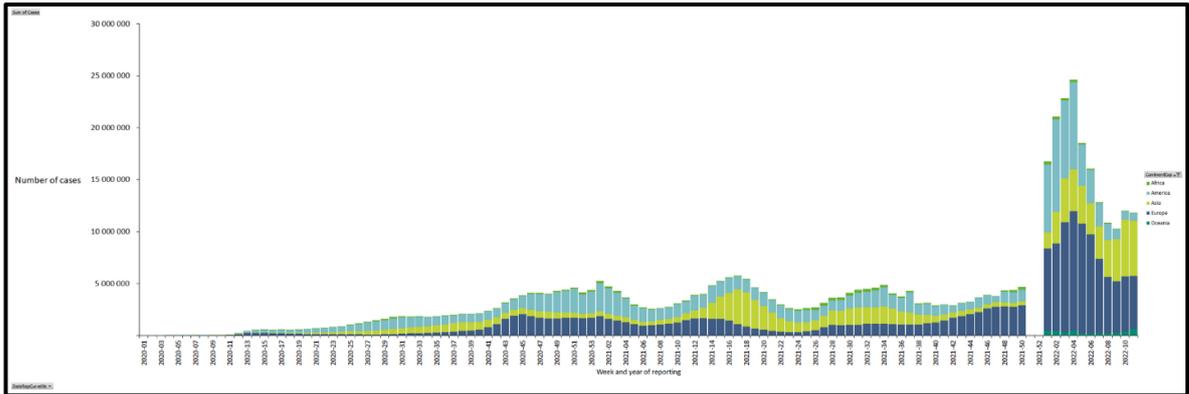
During the entire time being of the coronavirus pandemic situation, the researchers and the scientists have significantly looked after the various variants of coronavirus which include the Alpha variant, Beta variant, Gamma variant, Delta variant, Omicron variant, Lambda variant, as well as Mu variant. Anybody can have a coronavirus infection, but most contaminations are mild in symptoms. The severity and moderate illness increase with the increase in the age of the individuals.

The novel virus, SARS-CoV-2, mostly transmits from one person to another. The population release respiratory fluids throughout exhalation which includes sneezing, coughing, exercise, singing, speaking, and breathing in the droplet formation transversely a range of extents. While transmitting viruses, these droplets also transfer pollution. The big droplets leave the air swiftly, in a matter of seconds to minutes. The smallest very tiny droplets, as well as the aerosol elements created when these fine droplets are quickly parched, are sufficiently small to withstand minutes to hours in the air.

The risk of transmission is greatest within three to six feet of a communicable base, where the concentration of these very small droplets and particles is at their maximum. The virus can enter the body if those particles are inhaled or swallowed. Although those who are infected with the virus do not show symptoms, they have the power to spread the sickness. The transmission rate is relatively high. According to early observations and study findings,

one person with the disease can spread it to up to 3.5 other people. According to another study, the real spreading rate was greater, with one person spreading to 4.7 to 6.6 other people. Through evaluation, one individual who is having the regular flu has the ability to pass it to 1.1 to 2.3 others people.

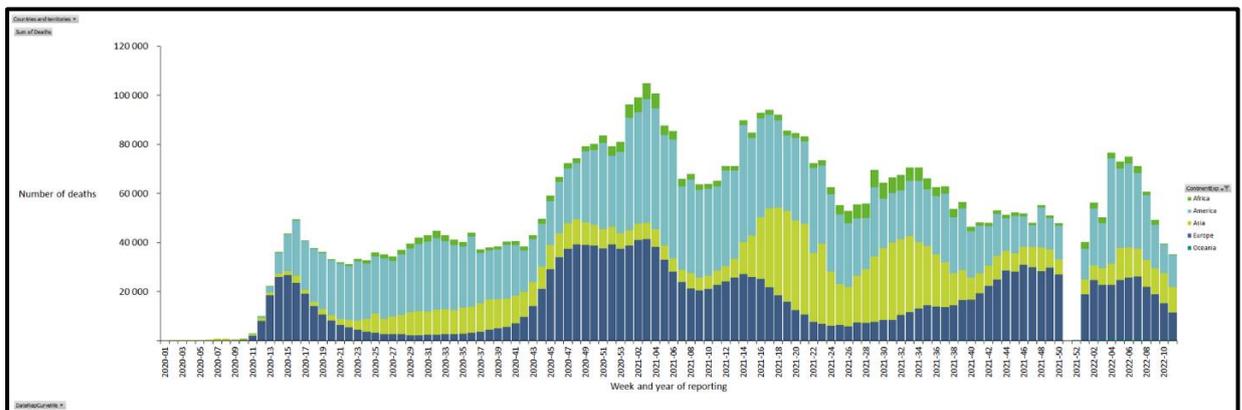
Figure 1: Coronavirus Pandemic Transmission Worldwide (2019-2022)



Source: Epidemiological Curves, 2022

Men and elderly populations have been found to have higher mortality rates. Smoking and other patient-level behaviors may potentially have an impact. The public's use of masks is thought to reduce illness by preventing the spread of respiratory droplets. The majority of the case patients were between the ages of 30 and 79. The median age is between 49 and 59 years old. There were only a few occurrences in children under the age of 15. One or more comorbid medical problems, such as hypertension, diabetes, or cardiovascular disease, were found in nearly half of the patients. Patients with comorbid medical issues had a higher case fatality rate, according to a comprehensive case study.

Figure 2: Coronavirus Pandemic Death Worldwide (2019-2022)



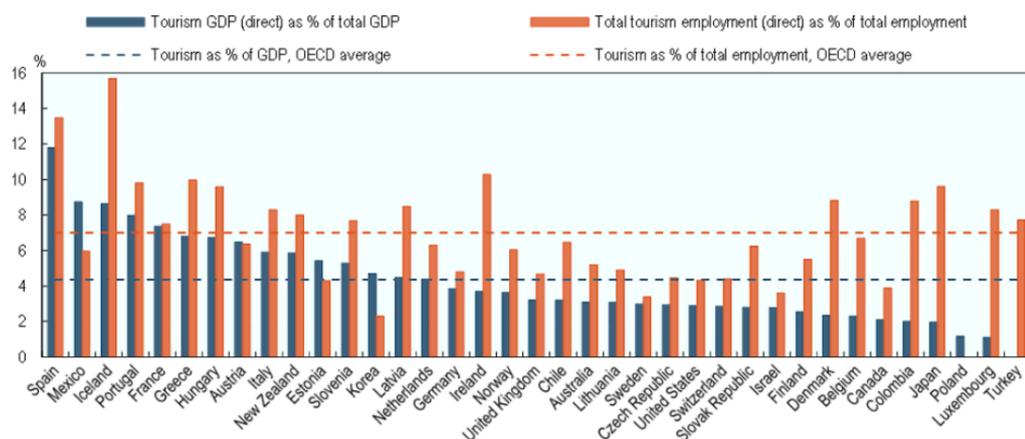
Source: Epidemiological Curves, 2022

### 3.4.1 Impacts of COVID-19

One of the most important areas in the global economy is travel and tourism. Due to the COVID-19 epidemic, the travel and tourist industry is one of the most severely impacted sectors of the economy. The tourism industry has been severely harmed as a result of the pandemic's health and economic crises. Due to the increased spread of the new coronavirus, the UNWTO estimates a loss of roughly 1.1 billion international visitor arrivals, a loss of US\$ 910 billion to US\$ 1.1 trillion in export revenues, and a loss of 100-120 million jobs. Tourism from one country to another country has been completely cut off to bound the extension of mutation and even domestic tourism has been registered to a certain cut-off percentage so that there can be a declining rate of deaths due to this fatal virus.

There are numbers of flights that have been stopped and dropped to a percentage of 22% when first independence started in 2020 (UNWTO,2020). Later it dropped to 80% and the companies lost billions and trillions of moneys. The tourist flow to Asia has decreased the most: -35% or 31.9 million people, followed by Europe: -19% or 22.9 million people and America: -15% or 8.1 million people. African countries have lost 13% of arrivals (1.9 million people), and Middle Eastern countries have lost 11% of arrivals (1.8 million people) (Nauekenzy, 2020). Tourism creates foreign exchange, stimulates regional development, and directly supports a wide range of employment and enterprises. It also serves as the foundation for many local communities.

Figure 3: Direct contribution of tourism



Source: OECD Tourism Statistics

Unemployment among unskilled workers rises by an average of 5.5 percent as tourism declines, with a range of 0 percent to 15%, depending on the importance of tourism to the

economy. According to industry experts, the number of travel providers is decreased. When claims for refunds of monies in advance for tours and air tickets are made due to force majeure, a large portion of small and medium-sized tourism businesses were unable to endure financial pressure and exited the market (close or go bankrupt). According to some estimations, around 30% of tour operators and travel companies are in jeopardy. Only businesses with sufficient financial assets to survive will remain on the market. Large tourism enterprises with diverse activities, working in various directions and types of tourism are all affected by the crisis. Laws about tourism have resulted in difficulty because the revenue that was shared to the country due to tourism has also been stopped and so economic development from tourism has created a backline. On a global scale, there have been differences in the tourism techniques because of travel restrictions and basically, because the expenditure in the business has been increased and by the declining number of customers due to quarantine and isolation procedures (Hung et al., 2018). The government has tried to reduce the rate at which the COVID-19 virus has started affecting people and taking lives. Even then coronavirus seems to be unstoppable as it is creating crises in the sectors of healthcare and finance and also is leading each country backwards when it comes to economic development. The sectors of hospital management and specially trained healthcare support staff are all on their best, working day and night to identify measures in which this virus can be stopped or decrease it from getting spread. To ensure this, processes like social distancing and even lockdown measures have been taken to create a boundary so that the unaffected people don't get in touch with the affected people and stop the spreading chain. For this reason, there have been travel bans everywhere (Welfens, 2020).

According to global finance, it has been considered correct to stop any kind of travel movements during the period COVID pandemic. There have also been several studies and illustrations made to identify how the pandemic has impacted the tourism industry as well as the industry of economic development (Williams et al., 2020). All these are very important because there are financial-economic activities along with the non-financial economic activities that are completely dependent on how tourism works for a country and also include the livelihood of several people across countries (Dolnicar et al., 2020). Recent studies have made it very clear about the tourism facilities and how related businesses support tourism and have been suffering loss. In various research papers, there has been an underscore given to make people aware of the impact on GDP and various other aspects just like tourism because of the COVID-19 on a macroeconomic gauge (Polyzos et al., 2020).

### **3.4.2 Government Response and Restrictions**

In the year 2020, the Coronavirus has had a significant impact on people's lives. The impact was not only on how people moved, worked, and studied, but also how they lived and what they valued. A new era has begun for the world, and each country determines the regime in which it will operate, based on their views on the worth of life, the economy, and security. Various measures are currently being carried out in numerous countries in order to prevent the spread of new coronavirus infections (COVID-19). Almost all countries were “unanimous” in their belief that people' freedom of movement should be limited. This decision was made primarily because it is critical to reduce direct human contact, which is the root cause of disease dissemination. This measure was enacted in the United States, Italy, the Kingdom of Spain, and a number of other countries, the Russian Federation was not an exception. Later on, at the end of 2020-beginning 2021, COVID-19 vaccinations were approved for public use in countries all around the world.

Currently, different approaches are being used by national governments to restrict the spread of COVID-19, and the contingency plans of particular countries varies greatly. When there are no effective vaccines to protect the population from the disease at the start of a pandemic, the main prevention strategy is to reduce the virus in the population. Quarantine, social distancing, cordon sanitaire, and case isolation, for example, have all been linked to improvements in key epidemiological markers like the number of infections and COVID-19-related deaths in China. Early government interventions, tight social distancing measures, contact tracing, widespread and proactive testing, and high population compliance have successfully controlled the COVID-19 outbreak in Hong Kong and Taiwan, which experienced severe respiratory (SARS) epidemics in 2002–2003.

### **3.4.3 COVID-19 Vaccination and Hesitancy**

COVID-19 vaccines were licensed for use in the general population in a number of countries in late 2020 and early 2021. Ecuador, Malaysia, Indonesia, and China had the highest rates of COVID-19 vaccination acceptability in the general population (> 90% for all countries). Kuwait, Jordan, Italy, Russia, Poland, the United States, and France, on the other hand, had the lowest rates (60 percent for all countries) (Biswas, N., Mustapha, T., Khubchandani, J. et al.,2020)

The adoption of vaccines by the general people and healthcare professionals looks to be key to the pandemic's successful management. Complacency, convenience, and confidence

are all factors that influence people's attitudes toward vaccination. Vaccination was thought unneeded due to complacency, or a low assessment of the disease's danger. Confidence relates to the belief in the safety and effectiveness of vaccinations, as well as the competency of healthcare systems. Vaccines must be available, affordable, and delivered in a comfortable environment to be considered convenient.

Vaccine hesitancy is a long-standing problem that poses a severe danger to world health. Governments, health policymakers, and media sources, especially social media corporations, must work together to address the broad occurrence of COVID-19 vaccination reluctance. It is suggested that COVID-19 vaccination trust be built among the general population by disseminating timely and unambiguous communications about the safety and efficacy of currently available COVID-19 vaccinations through trusted sources (Sallam et al., 2021).

### **3.5 COVID-19 Global Widespread Effects on The Hospitality Business**

Although precise definitions are difficult to come by, the “tourism sector” typically refers to businesses, organizations, and facilities that provide goods and services to visitors (i.e. tourists and excursionists) who are away from their usual home and work area. Travel agencies, tour operators, transportation companies, food and beverage companies, souvenir stores, attractions including entertainment and recreational facilities, and other retailers supplying tourists rather than residents or non-tourists are all typically connected with the tourism industry. Non-visitors may be able to purchase goods and services from some of these businesses. These firms are included in the tourism industry "to the extent that they provide tourists and excursionists rather than locals or non-visitors." The hospitality industry, which is closely linked to tourism, is typically defined as all enterprises that provide food, beverages, and housing to those who are away from home. Some studies, on the other hand, broaden the definition of hospitality to include entertainment (such as attractions, recreation, and special events), travel distribution channels, and transportation. These two distinct definitions of the tourism and hospitality industries share a lot in common; they're tightly linked and intertwined. The hospitality sector, or its administration, is built on how to provide security as well as physiological and psychological comfort and confidence to the visitors by gathering together and assembling as one united body so that they do not experience any disruptions (Gursoy et al., 2020). These businesses have also been impacted by the epidemic, this is because this industry is all about managing and helping people in hotels and different other industries but when it comes to this pandemic then its working

structure completely collapsed. However, there are various reported cases already in various hotels in Spain, France, Italy, and many other places where communication and collaboration have only helped in controlling the situation (Hoefer et al.,2020). There has been proper research along with the strategies and different rules and norms that have been done on some of the business sectors especially in hospitality and that have helped in changing the condition in which the business used to run with the help of the legal environment (Filimonau et al., 2020).

Along with these, there are special studies that are made for hotels so that these places can at least be safe and secure because even in some place's hotels are being used as quarantine or isolation centers and also it has become very important to keep a proper track of the bookings that are being done (Cai et al., 2020). The hotel industry could take several years to recover. Even once the borders are opened, measures taken by carriers to ensure a safe distance will result in a long-term drop in tourist flows and discomfort for travelers. The only option for a hotel to endure the reality of massive losses is to build a robust anti-crisis revenue management program.

There are only some research papers done to study tourists in Greece during this pandemic and that is provided with answers related to the evaluation about how the pandemic has affected tourists especially with the post-pandemic and pre-pandemic travel plans and behaviors. Moreover, there are factors like cruise lines, airlines, hotels along with professional industries like rental cars who act as some sectors and help the tourism industry to flourish and elevate (Sharma et al., 2020). These small sub-sectors have also lost their workforce and have been facing greater disturbances due to the sustainability issue of the tourists both related to marketing as well as in processes of Management (Jiang et al., 2020).

Losses and troubles experienced by different market players are also not the same. The crisis is having a varying detrimental effect on different regions, countries, and types of hotels. It is feasible to discover criteria that are critical to the hotel's vulnerability:

- supply of a comprehensive range of services by the hotel;
- location in large cities with a substantial flow of international visitors;
- reliance on the availability of charter flights;
- lease of the building from the owners with a set rate.

There have been controlling posts for travel and movement in different countries according to their laws and order for stopping this pandemic and making an analysis that the more tourism is being allowed throughout the period of the COVID-19 outburst the more

will be the number of deaths (Karim et al., 2020). Also, there are countries where people are quarantined before they are given information for travel. There have been several articles from all over the world where scientists are discovering new ways in which the number of deaths can at least be lowered if not stopped worldwide, just like ways of social distancing and also quarantining oneself when the symptoms appear. All these are circulated in different countries through social media and are somehow authentic as it has shown help especially in the tourism and the hospitality industries and workforces to track the spread of COVID-19 (Nicola et al., 2020).

There are many ways proposed which theoretically or even practically help to reduce the impact in which COVID-19 is affecting people and has become the greatest pandemic the world has ever seen to date (Nicola et al., 2020). It is also a fact that many researchers already say that they have created a backward curve and have also resulted in a decline in all the financial sectors. For these many countries have taken forward laws and advisory measures to help the government in settling up with the fast-growing losses by posing some restrictions which would be permanent until the pandemic gets over along with strict norms for people to follow related to travelling and hotel stays. These have helped in also understanding how there is a drastic fall in the GDP of a country and how the adjustment is being made by these two industries of hospitality and tourism who are suffering a great number of losses due to this pandemic and will even face them after the pandemic is over because recovering from such a huge amount of loss is difficult for any country to bear (Mariolis et al., 2020).

### **3.5.1 The Extent of Intricacy**

It is important to understand and mention that this pandemic which is not limited to a country or two but has spread across nations all over the world, has created a series of catastrophic disasters and has changed the way in which a crisis has to be handled in adverse conditions such as this (Ritchie et al., 2019). There are a series of phenomena, be it natural or artificial, that are working in every country worldwide to protect and create a safe environment for people and to stop the harm that is being done by the COVID-19 virus (Pennington-Gray, 2018). This disaster can never be tackled by using one single formula because it is creating effects and its impact on various sectors of a country starting from the economy to business revenues, medical field etc. This makes it perfectly sensible that tourism in such a crisis period will become spas and this industry will gradually have a decline in its typologies and how it works (Zahra et al., 2007).

As a result, even after the main course of the virus has passed, the effects that this pandemic may have on the world will be met with hundreds of complex strategies and greater management with proper interconnectedness to aid in the building of communication to control the chaos and the relationships between various aspects (Zahra et al., 2007). It is critical to understand all of the different parameters that are required for a situation, just as it is critical to assess the outcomes using a variety of parameters in the case of COVID-19 and the pandemic that is sweeping the population all over the world. It is especially important to focus on the crisis industries, such as financial and medical sectors, rather than other sectors of a country that cannot have an impact on the situation (Luhmann, 2002). It is understood that there can be chaos in all the industries and even scenarios that would be complex enough to make the goals divert (Cargo et al., 2015). However, the use of proper communication and a greater understanding of the decisions made by the stakeholders according to the logic that the system requires would help to thrive during this chaotic situation (Leung et al., 2019).

Tourism is always an important sector and researches are being made about how tourism is being affected due to COVID-19 pandemic and how it is affecting the economic and political sectors of the countries. But it is very important to understand the predominant situation which is healthcare and here more research is to be made to stop chaos in even other industries like tourism and hospitality so that everything can come back to normal faster.

### **3.5.2 Alteraton in Destination Spot Potrayal**

Destination representation, or more precisely destination resemblance, is a key factor in predicting travellers' destination preferences. It is defined as a person's various intellectual and sentimental connections to a journey's end (Kock et al., 2020). Unexpected circumstances trigger a disruptive change in the entire tourism system, including its core, assumptions, and operations, resulting in a loss of bookings, arrivals, and stays (Mohanty et al., 2020). Because tourism has been subjected to numerous crises in the past (e.g., terrorist attacks, tsunamis), study in this area is well established (Schroeder et al., 2013). According to many current investigations, similarity might change over time; therefore, it is necessary to investigate how the coronavirus pandemic affects portrayal of a certain destination spot.

Tourists' decisions on where to go are influenced by their perceptions of personal and physical safety (Lepp & Gibson, 2003; Novelli et al., 2018). Past health crises, such as

SARS, Bird Flu, and Ebola, have revealed a strong relationship between health-related dangers and tourism inflow. As a result, both the image and loyalty of a place influence destination selection. Over the last two decades, epidemic and pandemic outbreaks have had a continuous impact on how people vacation, because their perception of safety is linked to the destination's image and impacted by media coverage and graphic imagery.

Nowadays, the COVID-19 economic super-shock poses an unprecedented threat to human health and economic existence in most countries throughout the world. Understanding travelers' opinions and behaviors is critical at the reopening stage for tourism locations to undertake a successful recovery strategy (Dolnicar & Zare, 2020). Covid-19 weakened ties that include entertainment, big-tourism events, and impenetrability discernments. Another study provides an organizational method for moving forward with custom-made resemblance procedures and examines them analytically (Kock et al., 2020). Initially, the locations unprotected from COVID-19 may have an obligation in future efforts to entice tourists due to their deteriorated image, particularly amongst those travelers who are sensitive to taking risks and vulnerable.

Subsequently, in contrast, these terminuses may benefit from the generous bravery of upcoming travelers who choose these coronavirus-affected tourism destinations to frugally fund them. Such considerations must move point to point through the realm of vacationer subdivision guiding, because a specific group of people will be more relevant throughout the disaster's retrieval stage depending on how they respond to the disaster (Hajibaba et al., 2015). Another study, for example, emphasizes visiting families and people as a relevant target assemblage for recuperating destinations because they are less aggressive than regular vacationers - implying that this is also a trait of travelers' etiquette (Backer et al., 2017).

The distance between tourist destinations is a significant component in their decision-making process (Yang et al., 2018). Long-distance travel, in the case of COVID-19, carries a higher physical risk than short-distance travel since tourists are more likely to use public transit, such as planes and trains, in the former, whereas they embark on a road trip in the latter. As a result, in the context of the COVID-19 pandemic, the projected loss is substantially higher than the expected gain in long-distance travel compared to short-distance travel. People, based on previous studies, place a higher value on the loss domain, thus they tend to avoid long-distance journeys in favor of options with fewer risks, such as short-distance or local visits.

### **3.5.3 Touristic Destination Changes Through Social Media**

People began relying heavily on social networks when faced with social distancing, closed borders, and isolation mandates, at the same time, COVID-19 increased consumers' use of digital media to replace other communication channels (e.g. excursions, exhibitions, travel providers etc.) that were restricted by the pandemic. COVID-19 has crushed sales of touristic products and services in addition to its communication consequences, prompting marketers to boost their attention on brand communication as a strategy to keep in touch with customers (Platon, 2020). Furthermore, due to COVID-19 lockdowns and economic disruption, destination marketing expenditures are being slashed, prompting marketers to look for more efficient, cost-effective techniques, such as social media. However, social media can be used to spread false information or to put a crisis on a specific touristic location (Zhou et al., 2021).

Tourism destinations are affected by a wide range of external elements (such as politics, economy, and the environment), making them prone to change and crises. Tourist destinations' social media posts should represent this linguistic confusion in unique linguistic terms. However, social networking comes with its own set of potential downsides. Because social media has empowered consumers to become active brand co-creators, brand communication is not limited to destination marketers. Tourists are increasingly using social media to discuss unpleasant travel experiences and dissatisfaction with places. Reliability of destination-generated and user-generated content is another issue. Users' perceptions of a destination deteriorate when the content provided by a tourism destination differs significantly from that provided by other users, because manipulated or unrealistic posts lead to unreasonable travel expectations (Cao et al., 2020).

While social media has become an important part of crisis response, organizations are still figuring out how to best use it. According to extensive study, crisis situations have a direct impact on tourism. However, a range of elements, including crisis kind, crisis frequency, culture, and tourist personality, might influence the form of crisis impact. The kind and frequency of crises have a considerable impact on how tourists react to them (D.Obembe, 2020). It was point out, however, that unlike most other crises, health-related emergencies have a more negative impact and reduce incoming tourism. The reason for this is due to the rarity and speed with which health epidemics spread. Another factor that influences the number of tourists that visit crisis-affected areas is the amount of exposure given to the events. Adopting effective communication methods is critical not only after a

disaster, but also during times of crisis. Tourists who are 'crisis-resistant' have a high proclivity for risk-taking and reluctance to change. As a result, they are more interested in and inclined to investigate crisis situations. The amount to which tourists see themselves as being vulnerable to the crisis occurrence influences the type of behavior displayed by potential visitors. This is especially true during health-related crises, where research shows that people are more likely to avoid travel in situations where their susceptibility and self-efficacy are questioned.

Tourists have had a particularly easy time expressing their opinions and shaping narratives thanks to social media (Zhai et al., 2020). The overarching aims of their communications can have various effects on travel intentions from the standpoint of potential tourists.

#### **3.5.4 Alteration in Traveller's Choice**

It has been proposed that the coronavirus epidemic can leave deep imprints on visitors' intelligence and sensations, as well as change how people travel. Analyzing alterations in travel behavior is critical for transportation planning, particularly in the context of making plans for the lockdown's relaxation stages as well as targeted actions during any future interruption. This interpretation differs and is supposedly more erudite than simply emotive and practical ways that show declining visitor numbers as well as reservations as an unwavering significance of the disease in addition to travel restrictions. Traveler etiquette is reformed by using psychological investigations that provide a complete picture of a disease risk and explain etiquette inconsequential and frequently hidden actions. Although recent studies have focused on the negative impact of COVID-19 on tourism (Fotiadis et al., 2021), very little is known on how tourists' behaviour and attitude and preferences change after the lockdown is lifted, and the factors that cause these changes deserve further investigation.

Primarily, various review studies display that individuals develop further collectivized character once put out to an ailment menace (Cashdan et al., 2013). As a consequence, travelers might progressively choose local over distant journeys in an effort to provision to the individual budget – a type of etiquette that the prevailing researchers have invented in the vacation industry (Kock et al., 2019). This response might establish a modification in travelers' etiquette away from foreign far away tourists to local ones. During the time of respiratory disease-related perception of risk, tourists tend to transfer destination categories, changing their preferences and allegiance from seaside to mountain

destinations, notwithstanding vocal expressions of commitment to the same place. Mountains are thought to be safer because of their open environment, natural separation provided by orographic structure, and pure, fresh air (Linda Osti, Consuelo R. Nava, 2020).

Subsequently, investigations found out that virus intimidations make individuals further attentive of and evade impenetrability (Wang et al., 2019). This tendency could pledge a concentration swing in vacationers' travel attitude, ensuing in the evasion of over-congested as well as mass-vacation tourist spots in the courtesy of further distant, less inhabited spots. Tertiarily, a virus risk stimulates personalities to circumvent unidentified possessions (Faulkner et al., 2004). As a result, travelers may show more travel chauvinism, resulting in fewer international trips, avoidance of exotic foods, increased cluster travel, and the purchasing of travel insurance (Kock et al., 2019). Traveler contentment appears to enhance destination brand loyalty and connection, as well as improve revisit intention, according to accumulated evidence. In other words, more experienced travelers have a higher urge to travel and seem more confined if they are unable to do so. However, given the exceptional health threat posed by COVID-19, international agencies and countries have encouraged inhabitants to avoid unknown places and simplify their activities. The threat of disease has lowered tourism and travellers' desire to engage in tourist activities. Travelers with greater experience are predicted to feel more limited in this situation, and to have a pent-up interest and desire in finding freedom through diversity in a place (Alegre and Cladera, 2006).

### **3.5.5 Alteration in Tenant's Etiquette**

Following the same principle, tenants may prove to be less welcoming to arriving guests and less receptive to the advancement of the holiday sector. The coronavirus could thus create in-group or out-group prejudices among nearby populaces and travelers, a phenomenon that is currently under examination, and further research is needed to understand chauvinistic proclivities among residents (Chien et al., 2018). In the short term, the coronavirus outbreak may unconsciously reshape both tourist and resident behavior into major behaviors that a future travel industry inquiry will examine.

### **3.5.6 Alteration in the Vacation Industry Business**

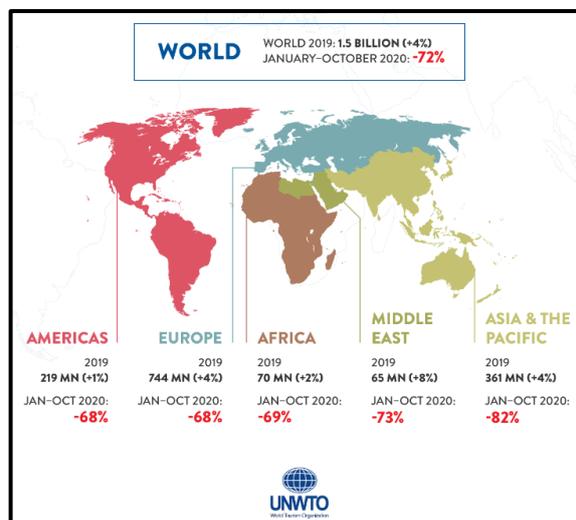
Considering the commercial matter, variations are predictable. Particularly, ground-breaking competencies show a crucial character in disaster retrieval, although travel industries frequently suffer invention insufficiencies (Martínez-Roman et al., 2015). Due to

a path reliant on attitude and low stages of partnership, primarily trivial workers, who are actually the mainstay of the trip business, are vulnerable in these esteems (Sundbo et al., 2007). On the macro-stage, the coronavirus plague though needs a robust association with exterior organizations, comprising the healthiness or backup arrangements. Considering the micro-stages, its impulses trades obsessed by new-fangled behaviors of functioning underneath, for example, communal estrangement rubrics. Cooperative accomplishment and communal bricolage may therefore partake a tougher standing for the travel business throughout as well as post-COVID-19 (Johannisson et al., 2007).

### 3.5.7 Different Effects on Tourism Repossession Owing to COVID-19

In view of the last ten years, the influence of pandemic outbursts on the travel business has acknowledged substantial impetus given its undesirable multiplier consequence on additional subsidiary businesses. Bearing in mind the current circumstance of the COVID-19, any widespread outbursts may punctually decrease the movement of incoming and outgoing travel trade owing to the choice of travelers not officially visiting some topographical areas or terminuses besides/or else administration limitations to break the chain of the virus. In this circumstance, prevalent catastrophes may aggravate vital changes in the claim for some places as tourists might deliberately choose not to get unprotected from this type of catastrophe (Seraphin, 2020). This clarifies wherefore the apparent jeopardy connected with widespread outbursts can touch explorers' attitude as well as their adoptions of going to some tourist places (Zhang et al., 2007).

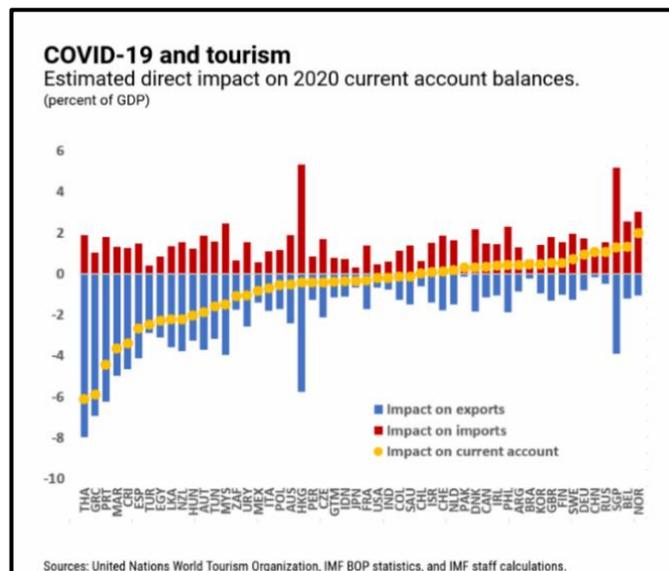
Figure 4: Downfall in Tourism sector around the world



Source: United Nation World Tourism Organization

Succeeding the SARS widespread catastrophe, numerous researches have exposed the contrary possessions of the outburst on the worldwide vacation industry business and chiefly on the frugality of the southeast nations (Huan et al., 2004). Through the research findings, it is shown that the SARS outburst in 2003 has instigated a nearly 3% diminution in worldwide travel throughout the initial four calendar month of 2003 (Abdullah et al., 2004). Considering the regions situated in the eastern and northern hemispheres of the world, the scholars described a reduction of ten per hundred in the month of March and fifty per hundred in the month of April. By means of the furthestmost exaggerated area, Hong Kong has recorded a deterioration of nearly sixty-five percent in March and sixty-eight percent in April succeeding the SARS occurrence throughout that similar time (Abdullah et al., 2004).

Figure 5: Impact of COVID-19 on tourism and current account balances



Source: IMF BOP Statistics

Considering a well-known research study, the researchers investigate the consequence of previous epidemics and contagions as well as the outcome of the COVID-19 plague on the worldwide holiday business trade, the air company, and hospitality businesses following the travel limitations and the inordinate lockdown (Gössling et al., 2020). Grounded on the consequences of the research, researchers made caution on by what means a plague outburst can alter civilization, nationwide frugalities, and the vacation industry business (Gössling et al., 2020). Consequently, they accomplish that the undesirable influence of prevalent outbursts will be superior on the vacation industry commerce and secondary subdivisions in

the ecosystem's deprived parsimonies. The undesirable possessions might be more intensified by altering exertion performance among hotel workforces (Stergiou et al., 2020).

As cited previously, the undesirable influence of widespread outbursts is not only catastrophic for the vacation industry business nonetheless also for the subsidiary segments. The research made by some researchers exemplifies the influence of a widespread eruption on the vacation industry business and the supportive subdivisions to the vacation industry merchandise and package distribution, as well as service industry (Williams et al., 2020). The scholars argue out that approximately one of the tenth non-financial monetary actions of the nation situated in the northern and eastern hemisphere of the world are connected to the vacation industry and interpret for nearly ten percent of employment amongst the dynamic populace in those nations in 2016 (Williams et al., 2020) likewise made out that lodgings and the nutrition and drink segments in those places underwrote towards 19.8% and 58.8% correspondingly for the global service in the vacation industry business. Considering this foundation, it is distinct that the inordinate lockdown, as well as the closure of the trades related to the tourism industry and subsidiary trades succeeding the COVID-19 epidemic, have brought about an unparalleled socio-economic influence.

A recent study conjectures about the post-COVID-19 steady modification in the holiday business, welcoming, and connected businesses (Tsonas, 2020). The significances display that resurrecting progressively that needs only optimistic revenues is moderately practicable, however regenerating that necessitates the similar turnover level by way of in the pre-COVID-19-time relics meaningfully more problematic and give the impression attainable by resurrecting at volume adjacent to 33%. Grounded on these outcomes, researchers accomplish those inferior volumes that demand administrative provisions that are expected to fluctuate considerably from one hotel to another. Identically, other research findings contend that the vacation industry business has been antagonized through frequent disasters in the previous times and therefore attentiveness that the contemporary catastrophe subsequent from the COVID-19 outburst remnants by faraway the greatest destructive one (Assaf et al., 2020). This dispute is similarly shared by another research work (Karabulut et al., 2020). As a result, the vacation industry trade and management have a vital role to play in the recovery efforts, as the vacation industry business will appear differently post-pandemic (Assaf et al., 2020). Steadily, it is predictable that the significances of COVID-19 will give an outcome in a noteworthy failure in price businesses guesthouses, air companies, voyage lines, and carriage rents (Sharma et al., 2020). The failure is noteworthy abundant in

every business to display worries over the longstanding viewpoint for individually all businesses. The thing that is ostensible, nonetheless, is that the furthestmost serious apprehensions are mostly associated with the voyage business.

### **3.6 Preventative measures**

The COVID-19 pandemic continues to have an impact on all aspects of human life and all sectors of the global economy. Perhaps one of the most noticeable effects was on the tourism sector and hospitality industry as banning flights and restricting mobility and travel were among the first measures taken to stop the virus from spreading. The riskiest decisions afflicting the hotel industry across infection zones are quarantine decisions. The result of which areas to isolate unswervingly distresses the nation's economy. It might distress all zones of business, particularly the vacation industry and stock restraint. Finding the isolated parts by looking at the contributory associations between the sections could help to mitigate the COVID-19's negative effects on the hotel industry. To achieve this goal, a rigorous approach must be used to control the isolated area during the COVID-19 pandemic. Holiday business organizations require to turn out to be further nimble, supple, and uncluttered (Sigala, 2018). Nonetheless, a small number of studies have been conducted on the techniques by which vacation sector companies must respond to disasters like COVID-19.

It is suggested that greater attention be paid to the well-being aspects of the leisure sector trade, as well as the duty of the industry's leading enterprises in terms of valuing well-being and security values. Although there have remained numerous financial assessments of the possessions of border closing, whereas a research verdict recommends that closing the intercontinental boundaries is an operative approach for a nation to diminish the greatness of the epidemic (Boyd et al. 2017). In the current period, it is also critical for countries where the number of COVID-19 cases is still low to impose strong health and other hygienic requirements on travelers. More operational coordination between the welfare and migration establishments, party-political willpower, and observance of international borders are also required. To avoid adulteration, airdromes, aircraft, voyage depots, and ships must be sterilized more often. The air companies and voyage vacation industry businesses must set in place a vigorous and operative contagion preparation approach. Satisfaction and disownment will further intensify the outburst, making future strategy decisions less pleasurable and implying serious implications for social lives.

## **4 Practical Part**

The COVID-19 epidemic has a severe impact on the tourism industry's socioeconomics, as well as the livelihoods of hundreds of thousands of people that rely on it. Overall, tourism and hospitality contribute significantly to a country's long-term development, as well as its connections to various cultures and biodiversity goals. This industry is fully responsible for around 7% of global trade, making it the world's third-largest exporting entity (UNWTO, 2020). Owing to this industry, the one amongst the ten available employments are direct from this industry. It is being measured that the worldwide GDP might fall to about 2.8% from the percent that was in early 2019. Quarantine measures letting the tourists, as well as the service providers, restrict themselves from running the business. Frustration and boredom are forcing people to go out again, while service providers buried in the economic crisis are attempting to greet guests in any condition while adhering to various government and organization-mandated regulations. Though the psychology of both the service providers as well as the travelers is of utmost significance to examine over the current situation. What are the expectations people are having while going to visit some tourist places, what precautions, what measure the service providers are taking? These entities are getting noteworthy as to recover a little bit from this pandemic.

Aiming to this part of the thesis, an overall view of the aim, the purpose of the thesis is given while considering the research strategies and the research questions. Through this research, we would acquire a proper idea about what is the thought process of everyone and how it will help to recover from this pandemic and progress the tourism industry.

### **4.1 Thoughts on the Research Matter and Targeted Audience**

To be specific, the targeted audience of the methodology of the research is mainly international service providers of the travel industry considering all the categories, starting from hotels, restaurants up to the car rental associations irrespectively of any ages and experiences. As everyone in this industry wants to get recovered from this perilous situation of pandemic and economic crisis, individuals of all categories in this industry as well as of any experience and ages participated and responded in this questionnaire survey, since this research article and the outcome of it might benefit in the long run to cope up from this situation (Ikart, 2019). The thought towards the research topic of the targeted audience is towards the optimistic side since the outcome will provide a clear view of the way to restart

everything and the ways to properly attract the guest so that they feel safe as well as happy. As the entire travel industry is suffering from the impact of COVID-19, owing to the importance and latest trending matter nowadays, it has become very easy to achieve the purpose of the research.

## **4.2 The Strategy of Research**

Aiming towards the mentioned research methodology and thoughts, the strategy of research is mainly deliberated through the questionnaire survey mode of action. The survey was confined towards the online mode owing to the current situation of the pandemic. Considering the quantitative strategy, a set of thirteen (13) questions are made relating to the objectives of the research through which the survey is conducted and the feedback response is collected which gives the different statistics and information. After this, as the statistics and information got collected, the qualitative research strategy is conducted through which the appropriate relevant piece of information are statistics are sorted out from a sample size of 100 individuals. Keeping the objective and aim of the research, the information and statistics are objectified and sorted out considering the future strategy of action.

## **4.3 The Information and Statistics Gathering Method**

Aiming towards the strategy of the research, the gathering method of information and statistics is deliberated using the survey questionnaire procedure where the targeted audience responded according to their concern.

Firstly, the targeted group was contacted with a notice email. This was done to ask the organizations to help to participate in the survey. Few days later, a cover letter was sent to those who expressed their willingness to participate in the survey. The cover letter explained why they received the request, the purpose of the survey, what is it about, how it will help me, confidentiality and safety to participate in the survey and a “thank you” message. Considering the matter of discussion as well as owing towards the type of the questions that were to the point and non-leading, the responders did not have any difficulty to respond to the queries and were very keen and comfortable to answer them, since it is a matter depending on the future. As the research thesis topic is all about the effect and consequences of the COVID-19 on the tourism industry, the queries were all about the comparative analysis of the prevailing as well as the present situation of different reservations, the psychology working behind the queries made by the travelers, and what steps and measures

the service providers are taking to bring back tourist giving an assurance of safety and make the industry free from the debts of the economic crisis. The whole arrangement of the survey process is mainly done through the electronic media where the survey link was shared through diverse social media as well as through the e-mail addresses to the travelers' community and groups.

The major concern was to reach a more and more targeted audience in the fixed small time period, while it was a challenge to complete such a hefty task. Everything was properly administered about whether all the targeted audience got in hand with the survey questions mainly the links provided and for that lots of campaigning was done which were mainly unrehearsed and unplanned. Gathering the information was also a state of concern as the whole thing was done incognito to get the appropriate and unstructured response of information and statistics from the responders. As a solution, the concept of sampling was made use of since it is the only method to gather all the responses in a properly structured way where the appointment of sample is done as representative for a cluster of an audience (Asiamah et al., 2017). With no partial and fixed choice, the samples are chosen in an arbitrary way indicating towards the participants. In conclusion towards the approach of reliability, many amongst the targeted audience were keen to form the sample, in which a hundred number of samples are considered in this research thesis work. Viewing towards the consistent approach, the procedure of gathering of random sampling has a productive outcome over the right illustrative description of the participants.

#### **4.4 The Study Technique of the Survey Information and Statistics**

Aiming at the quantitative analysis, the survey responses are collected and the information and statistics are later segregated into various entities in an excel sheet. Segregating all the statistics and data in the format of the excel sheet and chart will definitely help in the long run it makes it extremely easy to understand all the entities whenever required. Towards maintaining a well-balanced and systematized document, there is a need to use the sorting and filtering mode of option along with the use of a unique identification coding system for every sample to segregate the pieces of evidence. In view of a constructive appropriate outcome, there is a need to execute different mathematical formula to detect the number of queries, as well as the T-test formula (hotels with higher losses) is implemented to investigate different statistics generating a fresh needed document using an appropriate table and charts.

Considering the qualitative analysis, after the segregation of the statistics and information received, the method of thematic analysis is been used to investigate the legit entities (Kiger et al., 2020). This analysis helps in getting the appropriate evidence, inspecting, and indicating the needed entities. Considering the purpose of the research themes benefits in excluding the imitating as well as the not needed unrelated response of those queries. The thematic analysis aids in categorizing and recognizing the adaption of diverse statistics, production of the primary encryptions, reviewing, defining, exploring the themes amongst the encryptions along intitling the entities. Concluding the whole procedure, the result and outcome are originated and created.

#### **4.5 Issues related to Ethics**

The proposal and objective of the research are indented towards the quantitative methodology, therefore, in consideration of the performed survey, the information gather method as well as the analysis of the information and statistics, some issues on ethics are needed to be considered further examinations. The issues related to ethics deliberate the right to stop any participants to take the part in the survey process, to stop any unethical out of the topic answers, as well as to stop breaking the decorum of the system (Facca et al., 2020). The ultimatum needs to be given at first and before the commencement of the process, that there is no forceful participation and it is not at all compulsory to be a part of this survey questionnaire process. The individuals who get to know about this survey have full liberty whether to be a part of this system. Considering the issues related to ethics, any contributors can be stopped or the response may not be received if find any problem. No partiality is done on any of the targeted audiences as well as the responses. A disclaimer from our side has been given to the participants that in any ways the responses, as well as the identity, would not be revealed to any of the other parties for any purposes.

## 5 Results and Discussion

### 5.1 Results

The tourism and hospitality industry got severely affected through the impact of this perilous pandemic COVID-19. Considering the year 2020, there is a sharp drop of about 80% amongst the arrival of the tourists to various destinations worldwide. The tourism industry is even associated with agriculture which also got affected and owing to that there is a significant drop of 2.5 points of GDP. It is been estimated that at the end of 2021, there will be a huge economic crisis of 1.8 trillion dollars up to 2.4 trillion dollars worldwide. Three circumstances are been predicted by the United Nations World Tourism Organization that will happen till the end of the year 2021 (UNWTO, 2021). It comprises:

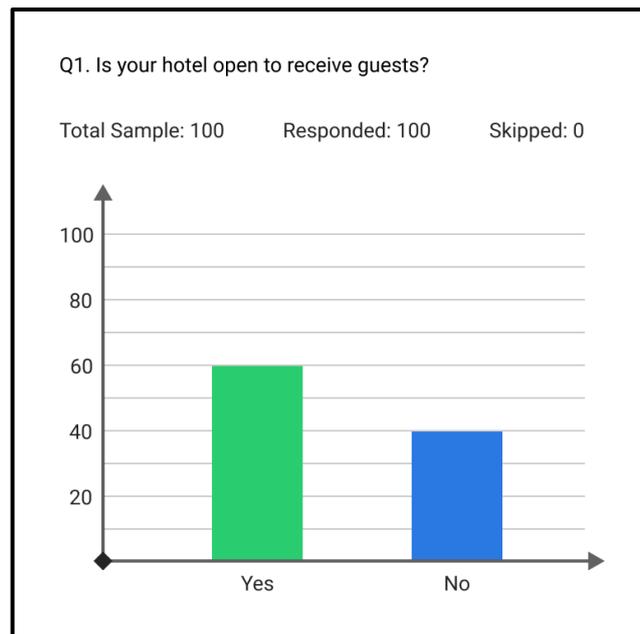
- Taking all the observations and after studying all the statistics, there is already a 75% reduction in tourist arrival considering different diversified countries in the world.
- It has been predicted that there will be a reduction in the arrival of the tourist of about 63%
- It is been projected that the nations having a high cost of vaccination as well as the low number of vaccinated people and slow rate of vaccination will suffer the most in this industry.

Considering the resulted outcome extent of the research thesis, aiming towards the research aim, objectives, the questionnaire survey that has been put on the targeted audience gives a clear view of many sides of crisis as well as the way to recover. The outcome is deliberated concentrating on the queries towards the research, fulfilling the aims and objectives. The outcome has a distinguished point of view which shows that keeping aside the quarantine measures, most of the hotels are open to tourists putting discounts on the reservation charges along with all types of safety protocols. Lots of facilities and amenities are provided to the tourist, without compromising the safety protocols. But owing to the economic crisis some are charging extra for safety, as there is a sharp fall in tourist arrivals compared to previous years. From the tourist point of view, the utmost query everyone is putting is about the different safety measures the service providers are taking into account along with the percentage of discount they are providing. Even some queries are about the availability of rental vehicles as well as the availability of food. In view of the preliminary

step of the research, 100 samples of responses have been considered for future aspects and fruitful outcomes.

Aiming towards the survey questionnaire process, the set of vital thirteen outcomes of the questions has been discussed appropriately which comprises:

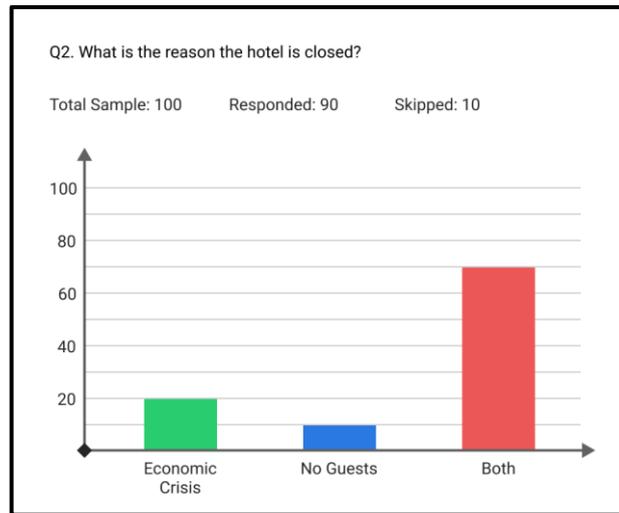
Figure 6: Is your hotel open to receive guests?



Source: own processing based on the survey responses

**Response 1.** In response to this simple question, we can see a significant 40% of negative answers, which leads to go to the conclusion that the economic crisis, no tourist despite no quarantine measures in some of the countries, might have forced the service providers to shut down the hotels, as many hotels are on lease which leads to payments to the owners. The 60% of the service provider kept their services and facilities open towards the tourist, not only to entertain or help tourists but also to recover from the crisis they are going through, some of them were open as quarantine isolators for COVID-19 positive people. Quarantine hotels, like protective masks, COVID-19 tests, and ubiquitous sanitizers, are a new phenomenon in the world of tourism. Even though some of the hotels were ready to open/re-open, another COVID-19 bans and restrictions came, so they were unable to do so.

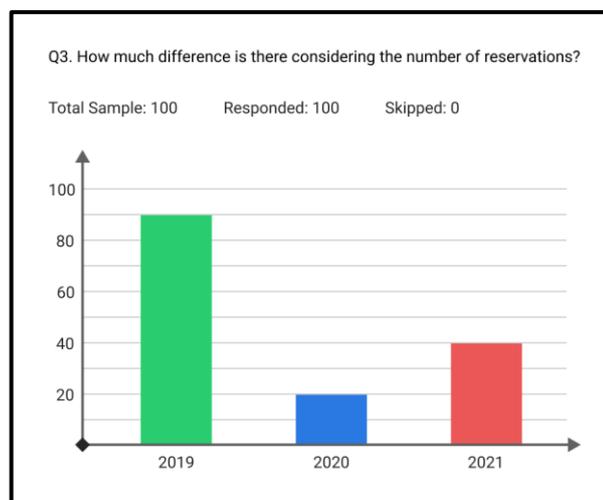
Figure 7: What is the reason the hotel is closed?



Source: own processing based on the survey responses

**Response 2.** Through this response, it can be seen that the 40% of the hotel that is closed portrayed in Response 1, is due to these main two reasons: no guests and economic crisis. No arrival of guests even it is kept open, leads to unwanted expenses, and owing to the rents and lease charges, many service providers went into debt already which is forcing them to keep their hotel closed for the tourists. People are massively cancelling their reservations not only in the capital cities, but also in the resort hotels. The reasons behind those are: closures of international borders, travel restrictions and lockdowns, airline traffic limitations and cruise ship closures, number of COVID-19 cases, and the overall fear of getting the disease. Therefore, starred properties are keeping it closed as there are no guests and most of the small properties are due to an economic crisis.

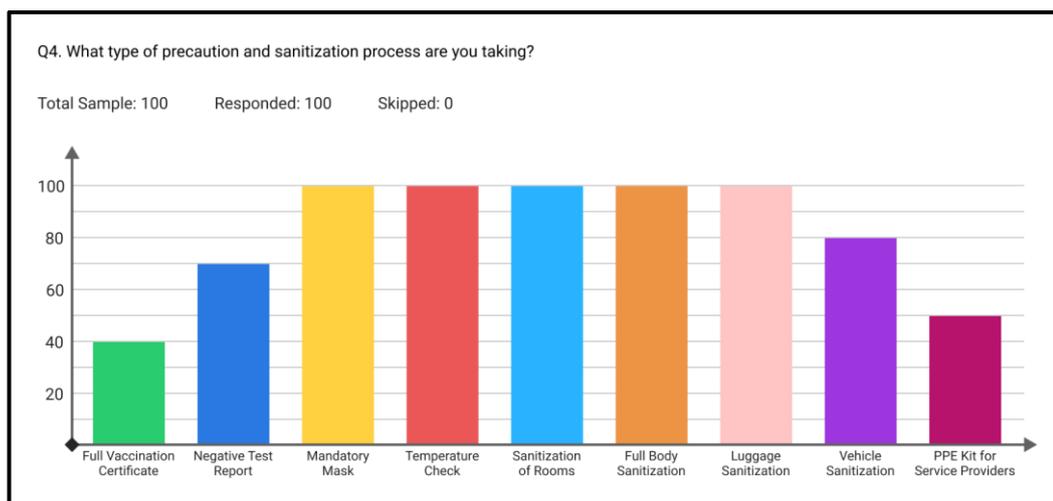
Figure 8: How much difference is there considering the number of reservations?



Source: own processing based on the survey responses

**Response 3.** In this response, it is quite visible and acceptable that a substantial fall in the number of reservations of hotels and car rents in 2020 compared to 2019. Since the pandemic started at the end of 2019, so there is not that much effect on the tourism industry but, 2020 is a huge disaster as most of the nations worldwide were restricted and quarantine measures were deliberated. The overall mobility of tourists was not expected. However, some expected at least a domestic tourism mobility in 2020. Though in 2021, people from their frustrations are taking the risk to tour somewhere in between the pandemic waves and relaxation, it shows a slight recovery in this industry. As of 2021 most of the airports have already adapted to the new reality, and airlines have increased onboard sanitary safety procedures. Many hotels offer contactless check-in and check-out as well as virtual reception to lessen guest risks, but the buffet and free use of pools and other public facilities have almost been abandoned.

Figure 9: What type of precaution and sanitization process are you taking?

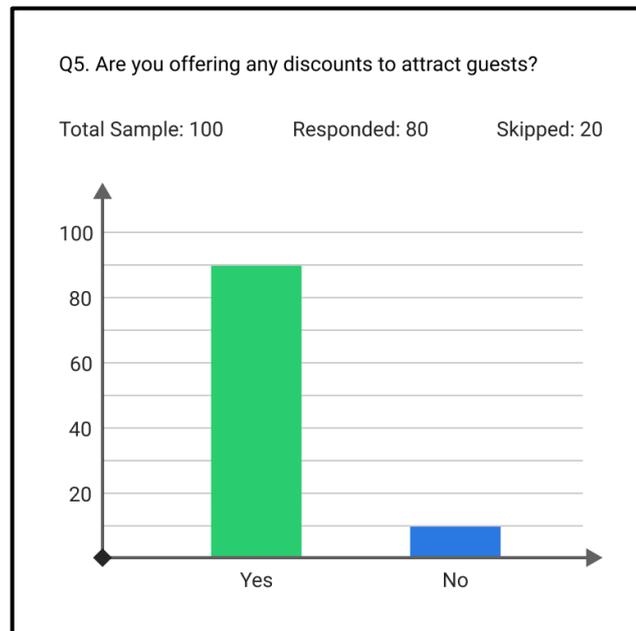


Source:own processing based on the survey responses

**Response 4.** To get free from the debts, to come to the natural livelihood, and to get rid of this hefty economic crisis, hoteliers are again opening their hotels. In this response, it can be seen that to attract guests, it is a must to provide proper sanitation measures and all types of precautions. Here it is clearly visible that all the opened properties are allowing guests if they had masks on them, the temperature is daily checked of both staffs and travelers, sanitization of rooms every day, full-body and luggage sanitization at the main entry exit. Along with it started hotels service providers wear PPE kits to serve their guests. Some hotels are asking for vaccination certificates or negative reports of the COVID test. Room cleanliness is now much more carefully controlled than it was before the pandemic: many

hotels have tables with a calendar of recent and planned cleanings, and cleaning processes have gotten stricter.

Figure 10: Are you offering any discounts to attract guests?

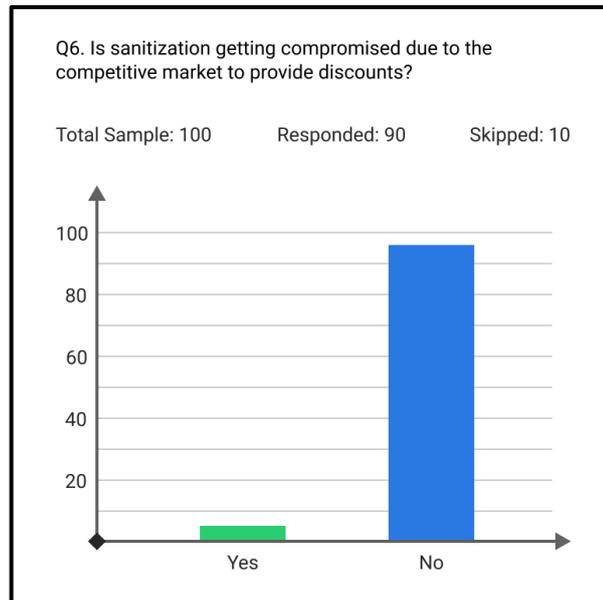


Source: own processing based on the survey responses

**Response 5.** This response shows that 90% of the reopened hotels are offering discounted rates to attract guests while 10% kept the same price list. In this competitive industry, to get rid of this economic crisis, everybody tends to provide discounts so that guests arrive at that hotel. No one wants to lose guests by not giving any discounted price. Many service providers indicated that they had invested much in marketing and sales methods in order to attract new customers, as well as developing new packages and special deals.

Aside from that, some hotels reduced fixed costs by eliminating non-essential services and combining travel, lodging, local excursions, and food and beverage to improve the client experience. Many hotels now allow to cancel or modify reservations for free up to 24 hours before the scheduled check-in date.

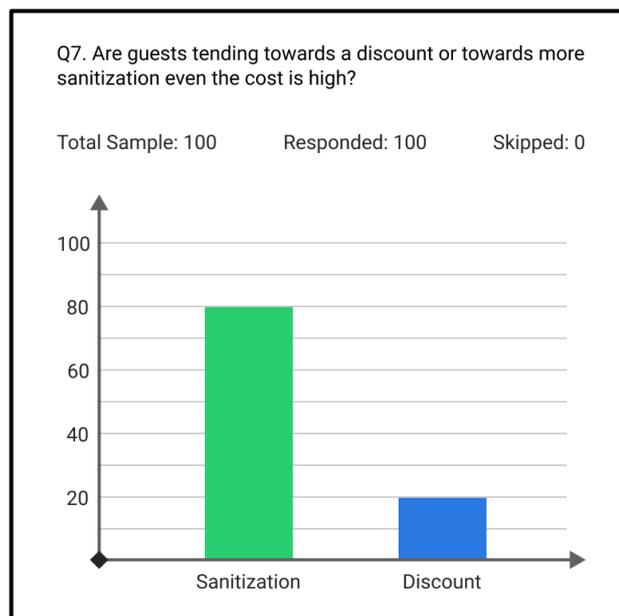
Figure 11: Is sanitization getting compromised due to the competitive market to provide discounts?



Source:own processing based on the survey responses

**Response 6.** When it came to Q6, the responses show that most of the service providers in this industry who are open to receive guests said that sanitization and safety measures are not getting compromised owing to providing the discount. Basic measures are always there for the safety of the travelers as well the service providers which are needed to be maintained. To survive they have to give discounts even if they do have some losses.

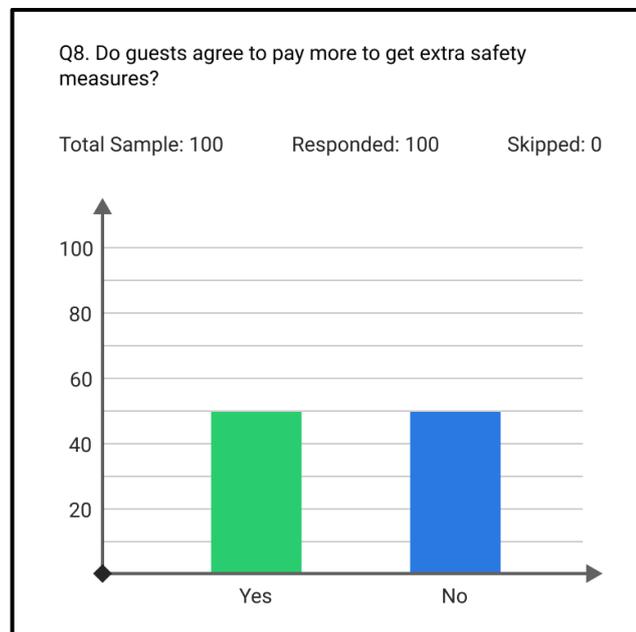
Figure 12: Are guests tending towards a discount or towards more sanitization even the cost is high?



Source:own processing based on the survey responses

**Response 7.** This response is depending on the thought process of the tourists and travelers. Even if the hotels are providing a good amount of discount rate, but 80% of the travelers based on the provided responses are considering it as the secondary entity. This priority is the measures of sanitization and safety. Since the same place is used by several people, everybody is concerned about their health. As service providers are trying their best to attract visitors, they are settling down sanitizing machines and social distancing at every turn. Electrostatic filters, air ionizers, disinfection mats, and even free medical masks are used by most of the hotels.

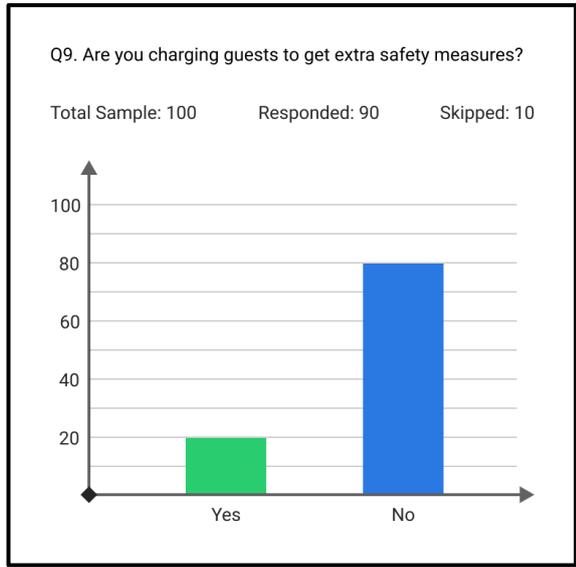
*Figure 13: Do guests agree to pay more to get extra safety measures?*



Source:own processing based on the survey responses

**Response 8.** This response is again towards the psychology of the guests. Here we can see that the response is 50-50. It can be concluded that 50 percent of the people who are ready to travel think that as it is a mandatory entity to provide all types of safety measures along with the whole sanitization procedure even if they provide discounts whereas another section of people thinks that since this industry is suffering from huge impacts of the pandemic, it is justifiable to charge a little more to deliver extra and full-fledged safety measures so that travelers feel reliable and relaxed.

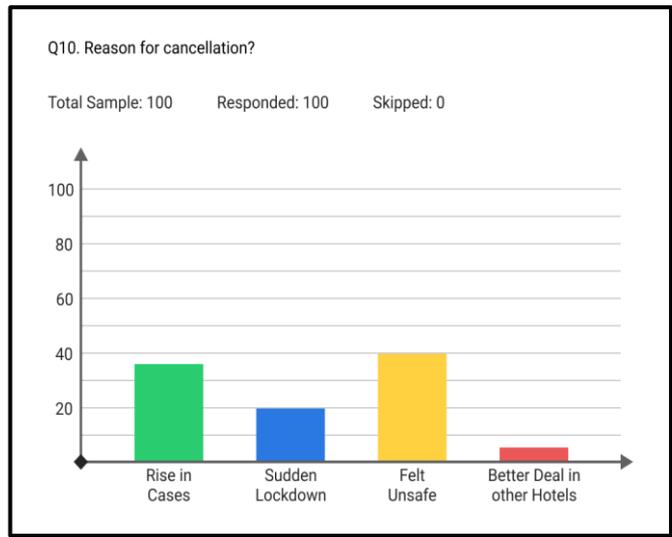
Figure 14: Are you charging guests to get extra safety measures?



Source:own processing based on the survey responses

**Response 9.** This response is the result of the competitive market of the tourism industry. The costly starred hotels are charging the tourists an extra cost for all kinds of services and safety measures, which represents 20% of the survey participants, some of them consider that guests are willing to pay extra if they know or are aware what it included in the extra fee. But owing towards the competitive marketplace, all other hotels are not charging any extra charge for the facilities even if a discount is provided to attract guests and fall for 80% of the respondents. Amongst the 80% negative comments, most of them think that sanitization is a part of the process nowadays.

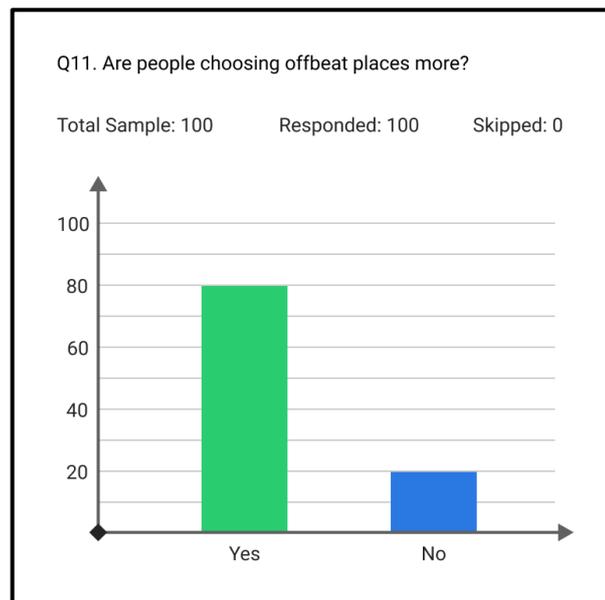
Figure 15: What is the reason for cancellation?



Source:own processing based on the survey responses

**Response 10.** This response depends on the various reason behind the cancellation of the bookings that are done already. Since people book services beforehand, in this pandemic situation it is quite unpredictable what will happen even in the next week. But looking at the chart it can be seen that though the bookings are made but a majority of the cancellation is due to the fear of being unsafe (40% of the respondents) and fall prey to the deadly virus. After that, the reason for cancellation is due to the sudden rise in daily cases (37% of the respondents) in the place where the traveler lives or in the place where the tour program is made and of course along with that the sudden lockdown measures and restrictions (20%). A very less percentage of people (5%) change their hotels to get better deals like discounts and all.

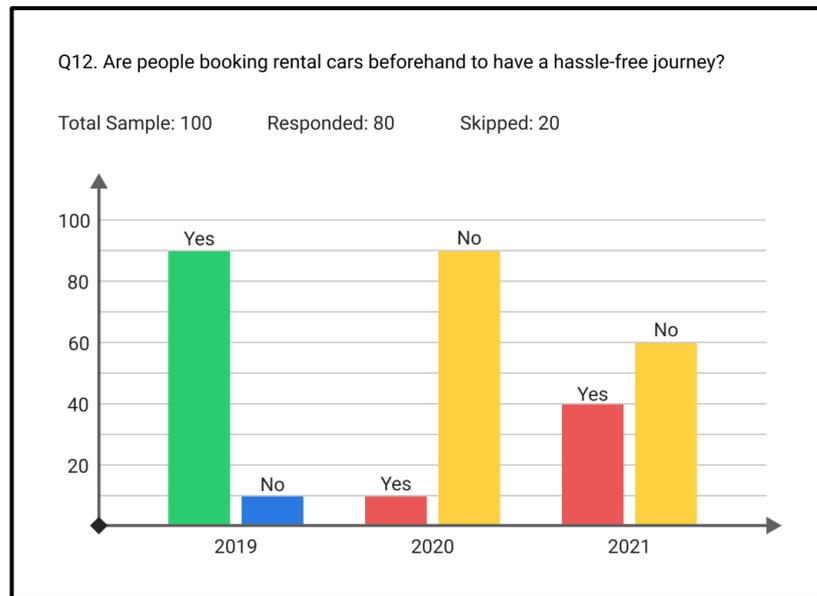
*Figure 16: Are people choosing offbeat places more?*



Source:own processing based on the survey responses

**Response 11.** When it came to Q11, we can see that 80% of the responded agreed that people are choosing offbeat places more, whereas 20% of them answered negatively. This response is quite predictable and acceptable as a majority of the travelers are looking for offbeat open places so that there would be no crowd and where they can roam around freely. In order to stay on the boat, many service providers are trying to expand to some other regions, even though they are experiencing some loses due to COVID-19 restrictions in order to reach out more people and get some profit. Many hotels are increasing their footprint in unknown and drive-to regions to respond to the growing desire for quirky, non-tourist, and non-crowded destinations for leisure visits, as a large percentage of individuals are eager to do so.

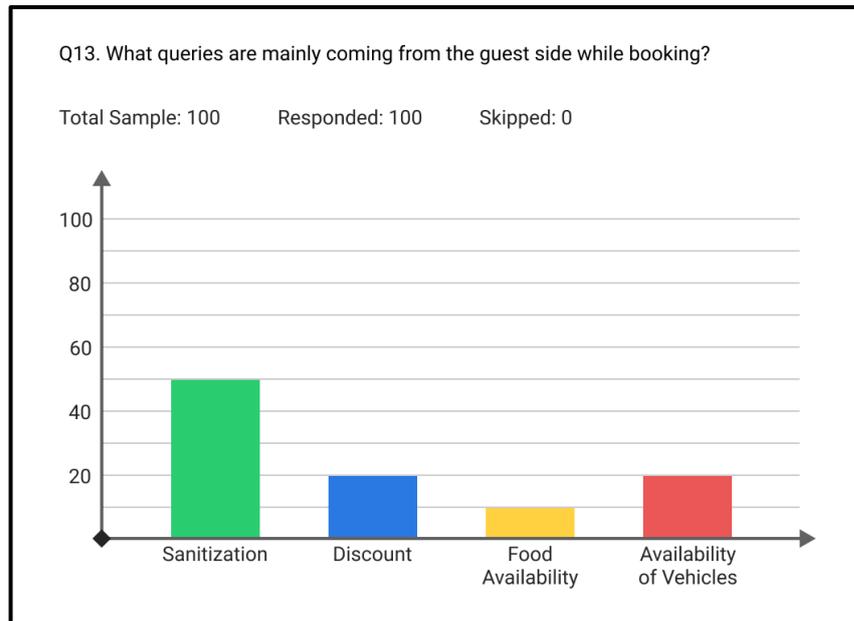
Figure 17: Are people booking rental cars beforehand to have a hassle-free journey?



Source:own processing based on the survey responses

**Response 12.** Being a responsible traveler as well as a traveler who wants a peaceful happy journey always do all the bookings and car rentals beforehand to avoid hectic issues. In this response, it is quite clear that in 2019 90% of the travelers used to do the bookings beforehand, but there is a drastic change in 2020, as due to the unavailability of cars as well as whether the traveler will be able to reach the destination. People were unaware of their steps. Since 2021 is a little bit on the positive side, lots of bookings have been taking place compared to 2020. Owing to the increase in the price of gasoline and other fuels to run cars, considering the economic crisis, many agencies have shut their businesses, and those who are running them are bound to book their cars with no return of cancellation fee to avoid further crisis. Even the travel agencies are keeping the charges of rentals significantly high to recover from the damage.

Figure 18: What queries are mainly from the guest side while booking?



Source:own processing based on the survey responses

**Response 13.** This response is again on the psychology of human beings, as it is mainly focused on the queries that people are having before planning to travel to any place. COVID-19 changed the way some travelers think. First and foremost, all eager tourists are asking for proper sanitization and safety measures' presence, they fall for 50% of the respondents. Followed by that, tourists are concerned about the availability of touring vehicles (20%), along with discounts the service providers and agencies are giving (also 20%). A major part of the query is towards the availability of food in those places, but most of the people did not bother about that so much, since in 2021 there is a lot of normalizations taking place in every circumstance. They represent only 5% of the respondents.

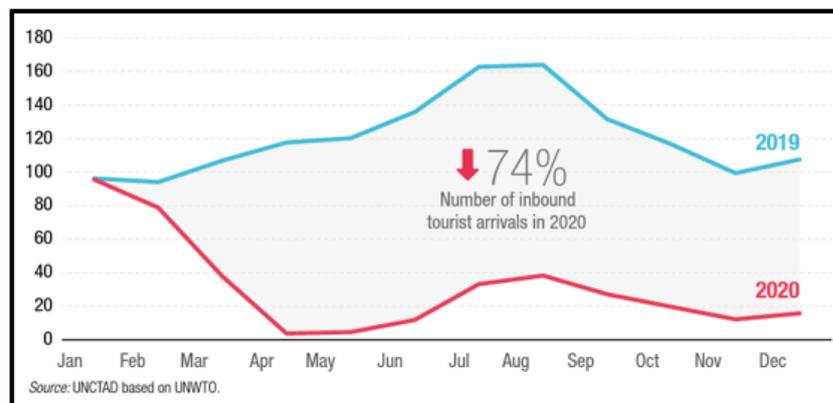
The above-mentioned responses are all the contributions through the online survey since the procedure is executed online. Comparing the outcomes, it can be seen that, the thought process of the service providers are identical and more or less same regarding the impact of the COVID-19 pandemic on the tourism industry and the detection of the thought process of the tourists also.

## 5.2 Discussion

Aiming towards the pandemic of COVID-19, there is a huge economical catastrophe as well as degradation in health with distressing impacts on evolving nations, particularly those nations that are solely dependent on this tourism industry. As managements have made an

effort towards the protection of populaces from this situation, quarantine measures, lockdowns including foremost limitations on nationwide and worldwide movement were executed. This, attached with the choice of customers to bound worldwide as well as nationwide traveling, gives rise to a strident shrinkage for the travel segment with unembellished financial significances, predominantly on nations that depend on this segment. The arrivals of tourists deteriorated by 74% in 2020 comparing with the preceding year. Considering the most developed nations, the arrival of tourists reduced by 80 to 90%. The commencement is worse for many tourist places of the nations in the year 2021, of a usual worldwide failure of 88% as associated in the direction of pre-pandemic stages, even though the northerly summer, as well as autumn season, might see a noteworthy development for some destinations, being specific for national and local traveling. The unintended consequences of these shifts are even more disturbing, as employment and investment opportunities remain untapped, and the lack of a mandate for transitory buildings and facilities has an unfavorable impact on numerous categories.

Figure 19: Tourist Arrival Fluctuations in 2020

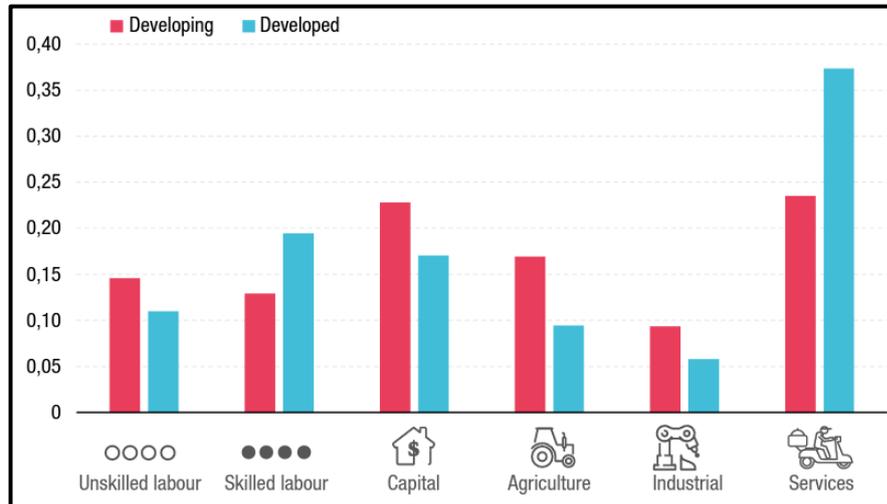


Source: UNCTAD

Travelling has altered to the influence of COVID predominantly in relation to travel boundaries. National transportability has improved, but this has a limited impact on developing countries that rely on international travel. Senior citizens, who incline to devote further per journey, are more likely to stay in their home. Teenage travelers comprising the hikers, who appear extra eager to travel throughout this pandemic situation to vacation extensively but then devote less than older tourists. Voyage vessels are likely to be less popular due to the possibility of long-term confinement. Developed nations reliant on

voyage vessel arrivals might want to expand their businesses. The below figure illustrates the inputs in the tourism industry.

Figure 20: Entities and Inputs in Tourism Industries



Source: IMF BOP Statistics

A decline in production in one segment leads to a reduction in the mandate for contributions from other subdivisions, as well as a significant drop in the supply chain. It likewise resources that labor besides wealth no longer desirable in one segment might be transferred into further segments. When there is a downfall in the claim for employment and investment, salaries and charges of investment necessary to decrease or engagement falls. Indolent aspects of invention chief to a downfall in productivity, restrained through GDP at the nationwide stages.

After reducing the damage from 74% to 63%, a fractional recovery reduces the global GDP loss by 30% to 1696 billion dollars. As a result of immunizations being more widely available in some countries than others, fatalities have decreased in most established countries, but have increased in emerging countries where the lack of widespread vaccinations drives travelers away. Considering a provincial level, noteworthy alterations are there amongst two scenarios but then again, the foremost recipients in complete standings are Germany, France, the United States of America, Switzerland as well as the United Kingdom. These republics have high stages of travelers and high immunization charges. Emerging nations will transport the extreme load. Universally, the setback to worldwide tourism assumed through COVID-19 has instigated a forfeiture in GDP of further than four trillion dollars solitary for the century 2020 along with 2021.

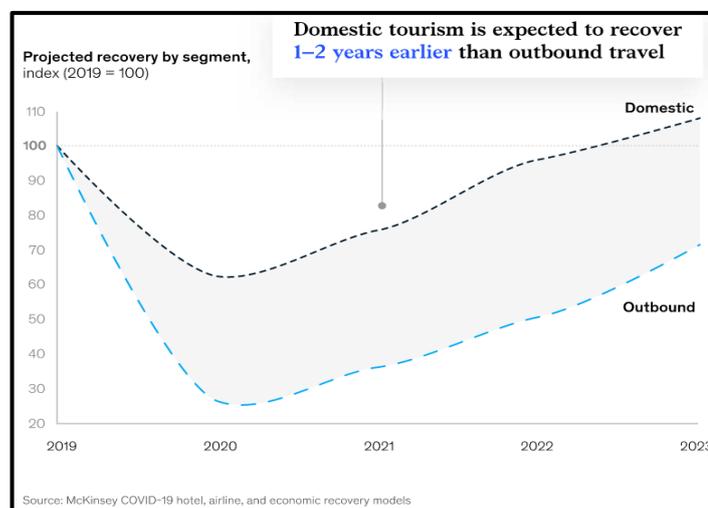
The estimated GDP losses of the experimental vacation loss are designed to indicate that worldwide travel subsidizes roughly 5% of the GDP in Turkey, and the country had a 69% drop in international tourists in 2020. The reduction in tourism mandate is assessed at 33 billion dollars as well as these losses towards losses in segments that source vacation industry, which comprises nourishment, drinks, marketing employment, transportations, and conveyance. The overall reduction in productivity is 93 billion dollars, which is about three periods the preliminary shudder. The deterioration in tourism individually subsidizes towards a factual GDP loss of around 9%. This deterioration was partially counterpoising in realism through financial procedures to arouse the economy. The losses diverge bestowing to the quantity of untrained labor working in the travel business in addition to the degree to which the tourism subdivision is hit in a precise budget. There is a slightly comparable reduction in salaries besides charges of reappearance for accomplished labor as well as investment.

If employment and investment could be willingly re-employed in new firms, the global influence of a decline in worldwide tourism requests would be significantly less than its unwavering possessions. The forfeiture of tourism earnings might be incompletely counterpoising through productivity in other subdivisions. Perceptibly, in travelers reliant on emerging nations this is problematic to prepare in the brief timing, nonetheless, it is more attainable in the extended timing. Due to the fact that tourism is not expected to fully return until possibly 2023, the question of how to support the segment until then emerges.

## 6 Limitations of the Research and Future Recovery Strategies

Similar to other research findings, even this research thesis also has certain limitations and boundaries which are necessary to detect and discuss to have a better pathway next time. Aiming towards this research thesis, the first limitation is the inbounded timing in which the entire processes need to be completed, for which a secondary plan needs to be always executed. Monetary issues were there along with the consideration of this pandemic, it was not good and possible to do every entity and reach everyone whilst keeping the survey procedure online most of the time, which let to miss many eager participants to participate who do not have a stable internet connection. Other limitations were there as the questions were bounded to a limit, the responders who wanted to make more issues and statements they are experiencing on the impacts could not do it freely, as time was also a concern. Aiming towards the quantitative strategy, a limitation is there is that everything cannot be included in the process of detection and it takes a lot of time to find out the simplest mistake from a huge statistic. Aiming towards the qualitative strategy, the foremost limitation was to execute the information and statistics of the secondary entities, which is really not easy to find out but then again it has a much more potential to detect many important multiple outcomes. A vital limitation considering the topic deliberates that as everything is unpredictable, and it is still not clear when this pandemic situation gets over, and everything becomes similar to previous years, it is very difficult to measure the actual points of recovery plans as well as the different steps need to take to upsurge the economical development of the national tourism industry.

Figure 21: Projected Domestic Tourism Recovery



Source: McKinsey

The COVID-19 catastrophe is a turning point minute to bring into line the exertion of supporting maintenances reliant on tourism and confirming a stronger, comprehensive, carbon unbiased, and reserve well-organized future. To get rid of the limitations, the upcoming research findings and policies might find out new methods and strategies preventive towards the inconstant measure to incorporate the viewpoint of comprehensible achievement on the way to deal with the impact of the pandemic of the tourism industry. Further upcoming survey procedure may comprise a better-modified alternative of selection of the responders which may include the comparative sampling procedure performed by a professional corporation, to have a much wider thorough investigation through the study of the statistics. Considering the future recovery aspects of the tourism department, there are five strategies and pathways which are in great need to be maintained to emerge again and sustain over this pandemic. They comprise:

- Reducing the impact of social-economic factors on the source of revenue, particularly on female engagement and financial security.
- Boosting keenness as well as building suppleness, comprising through monetary divergence, with the elevation of national and provincial tourism were conceivable, and simplification of encouraging corporate atmosphere for micro, minor as well as medium-sized establishments.
- Innovation and the digital revolution in the tourism business, as well as an increase in modernization and speculation in digital assistances, mostly for workers who are temporarily unemployed and job seekers.
- Promoting sustainability and environmentally friendly progress in order to move toward a thriving, modest, resource-efficient, and carbon-neutral travel sector. Investment in environmentally sustainable tourism development for retrieval could focus on endangered zones, renewable energy, smart structures, and the global budget, among other possibilities.
- Synchronization, which allows companies to resume and convert segments in the direction of completion, ensuring tourism's resumption and retrieval, puts people first while also working to improve and lift portable constraints in a responsible and synchronized manner.

Because of the COVID-19 pandemic's uncertainty and volatility, tourism recovery should be a gradual process focused on a phased-action plan directed at matching markets.

Rebranding destination imagery is a vital component of domestic and short-haul market revival. Tourist conceptions of safety, health system, mass touristic events, and other COVID-19-affected connections may have an impact on destination imagery. The mass media can help promote communication between a place and potential tourists, as well as influence public impressions of tourist destinations. Governments, in their turn, must establish discretionary policies to strengthen social welfare, allocate resources, improve stakeholder communication, and give financial aid.

## **7 Implication of the Policies**

Tourism is the foremost financial subdivision and has a specific social-economical reputation, as it engages many females and teenage individuals besides providing a living towards many casual workforces in emergent nations. The current outbreak is having a negative impact on the tourism and hospitality industries. The United Nations World Tourism Organization evaluates that 100 to 120 million unswerving tourism professions are at pale (UNWTO, 2021). Considering the influence on closely connected subdivisions into interpretation, the reduction in worldwide tourist arrivals has instigated a projected loss of around 2.4 trillion dollars in GDP in the year 2020, besides that, a comparable loss probably befalls over the year 2021. Additional favorable circumstances for 2020, including a strong bounce in tourism in the second half of the year, nonetheless show a loss of about 1.7 to 1.8 trillion dollars compared to the same period in 2019. The retrieval will be dependent in large part on the acceptability of vaccinations, the elimination and harmonization of transportable constraints within nations, and the improvement of traveller's confidence.

The three different policies that need to be implicated comprise:

The first implication of the policy deliberates the need of taking tourism back on the pathway as well as in emerging nations. Lots of steps and works need to be deliberated towards restoring the self-confidence of tourists, who are mainly worried about well-being, as well as the hazard of canceled travel strategies and fetching aground abroad. Immunizations appear to be the utmost significant section. Up till this time, the vaccine rollout has diverged momentarily amongst nations, from practically comprehensive to barely in progress. It was crucial to get the shot out to the rest of the world as soon as it was possible. 40% of vaccination of the worldwide populace this year along with 60% vaccination at the commencement of 2022 is a self-improving goalmouth, nevertheless, it is tough to accomplish and might cost 50 billion dollars, conferring towards the data and statistics of the organizations dealing with this situation. Nonetheless, the anticipated benefits significantly outweigh the costs. Although immunization is unfinished and people resistance is not attained, treading up organization and communication on travel necessities is life-threatening. For instance, airline companies and a variety of other enterprises have made vaccination certificates and a negative COVID-19 report necessary. Many have introduced standardized reliable low-cost testing on the move. It can be made like this, that

if all the reports are in favor of the traveling situation, there will be no need of staying in quarantine.

The second approach deliberates that it is significant to alleviate the social-economical influences on livings. Industrialized nations have used financial procedures to provide tourism industries and workforces. This is fundamentally deriving from the imminent, besides whereas supportive as a transitional entity, suffers a liability that will be a necessity to be reimbursed at around phase. Wherever the sustenance is well for industries, it is probable to settle properly. This approach is a contest for utmost emerging nations, being specific where tourism is huge. Communal safety nets are frequently absent, and casualness is excessive. Workforces must be put in safety relatively than detailed professions in decreasing subdivisions, overtraining them.

Lastly, the nations need to make premeditated choices concerning the imminent of tourism in the nations. There are tourism industries that will not subsist even when travel limitations are put off. Managers need to resolve in what way and for how long they need to provide the support. Elongated period insinuations of the pandemic are necessary to be well-thought-out. Some organizational modifications are needed to be made. It is predictable that this COVID-19 pandemic will not leave or reduce in a short time. It is expected that nothing would be completely normal before 2023. Furthermore, conservational considerations, for example, may become more important, leading to an increase in the cost of long-distance flights or, alternatively, an increase in social compression to avoid them. Further changes could include a decrease in the safety of cruise liners, as well as an increase in national tourism in the three largest suppliers of visitors, China, Europe, and the United States of America. Evolving nations reliant on tourism may think of other different resources of business to income.

## 8 Conclusion

Aiming towards the conclusion of the research thesis, the topic delivers the serious impact of the COVID-19 pandemic on the tourism industry. This thesis discussed the present condition of the tourism and hospitality industry which has a huge downfall owing to this pandemic. This sector is one of the worst affected segments of all. There is a huge fall in the GDP of the whole world. The places and nations which solely depend on the tourism industry are in hazardous situations burdened by debts and huge economic crises. Even when there is relaxation and no quarantine measure, even at that time some of the service providers of this industry could not able to open their property owing to a huge monetary crisis.

Considering the research methodology, through the usage of the mixed qualitative and quantitative process, a questionnaire survey was executed mostly online where the responses are collected which gives comparative and interesting outcomes. A 100 number samples are considered in this research where 13 non-leading questions were asked. The quality of the samples is segregated with the use of thematic analysis, as well as putting them in excel tables and making considerable charts using unique codes for all.

Viewing at the perilous condition, the service providers are reopening their properties according to the relaxation made to recover from this situation a little bit. Many of them cannot even reopen their properties as they do not have the money to pay the lease or rent. Most of the properties are providing their rooms at a huge discount to attract guests. Proper sanitization norms and safety measures are taken into consideration. Some starred hotels are taking extra money to provide full safety but most of them are providing the basic standard safety measures. Significant measures are made mandatory to travel even from the hotel as well the places where the individual is going to travel. To recover and to provide helping hands in this current pandemic situation, many starred as well as organizations related to the tourism industry are making their hotels quarantine centers and treatment places at a standardized fixed everyday rate. This prodigious decision is welcomed by all as well as the hotels are making some money to recover from the situation. According to the industry, most travelers are targeting offbeat places to travel to get free from crowds and tension-free journeys. Vehicle, as well as the restaurants, are maintaining standard safety measures but some are charging extra as according to them it is not possible to provide top-notch services in the prevailing rates since, the arrival of the tourists to the destination spots reduced to near 80% comparing to the year 2019.

In view of the thought process of people who are thinking of traveling has a mixed outcome. Most of them are scared of the safety measures and sudden spikes of the COVID making them cancel the reservations made. Most travelers are searching for properties that are giving the most discounted rates. The sanitization and safety measures are the main concern of the people traveling. Some are willing to pay more for extra safety measures where some are not willing to pay more as they think that it should be a part of the procedure as it is of the utmost significance must include a thing. In this situation, most travelers are not willing to book their rental vehicles as they are not sure of their traveling. Some queried about the availability of foods.

The limitations in the research work as well as the restrictions that are faced while executing the research have been discussed. Future implications and policies have been made and projected which shows that to be again in the normal situation, it may take at least two years that is 2023 since the pandemic situation is unpredictable and the COVID is mutating day after day. It is also been predicted that even if the situation gets completely normal many service providers will be not able to reopen their business and need to think of an alternative to being in the right situation.

At the time of finishing the following thesis (March 2022), the world is slowly getting out of the pandemic situation. Anti-coronavirus measures are still being relaxed in several countries. COVID passes are becoming more obsolete, and some governments are eliminating all restrictions entirely. There have even been major protests in a number of states. The hospitality industry has just started its way to recover as more and more people are travelling each day, even though the situations still remains unpredictable.

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## 10 Appendix

### 10.1 Survey questions:

Q1. Is your hotel open to receive guests?

- a) Yes                      b) No
- 

Q2. What is the reason the hotel is closed?

- a) Economic crisis  
b) No guests  
c) Both
- 

Q3. How much is the difference there considering the number of reservatons?

- a) 20%  
b) 40%  
c) 60%  
d) 80%  
e) 100%
- 

Q4. What type of precaution and sanitization process are you taking?

- a) Full Vaccination Certificate  
b) Negative Test Report  
c) Mandatory Mask  
d) Temperature Check  
e) Room Sanitization  
f) Full Body Santization  
g) Luggage Sanitizatiom  
h) Vehicle Sanitization  
i) PPE Kit for Service providers
-

Q5. Are you offering discount to attract guests?

- a) Yes                      b) No
- 

Q6. Is sanitization getting compromised due to the competitive market to provide discounts?

- a) Yes                      b) No
- 

Q7. Are guests tending towards a discount or towards more sanitization even the cost is high?

- a) Sanitization    b) Discount
- 

Q8. Do guests agree to pay more to get extra safety measures?

- a) Yes                      b) No
- 

Q9. Are you charging guests to get extra safety measures?

- a) Yes                      b) No
- 

Q10. Reason for cancellation?

- a) Rise in cases
  - b) Sudden lockdown
  - c) Felt unsafe
  - d) Better deals in other Hotels
- 

Q11. Are people choosing offbeat places more?

- a) Yes                      b) No
-

Q12. Are people booking rental cars beforehand to have a hassle-free journey?

2019:

a) Yes                      b) No

2020

a) Yes                      b) No

2021:

a) Yes                      b) No

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Q13. What queries are mainly coming from the guest side while booking?

- a) Sanitization
  - b) Discount
  - c) Food availability
  - d) Availability of Vehicles
-