

Impact of the COVID-19 Pandemic on Global Tourism: A Synthetic Analysis

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Abstract

The study aimed to analyse the general impact of the COVID-19 pandemic on global tourism. Obviously, the world tourism industry has been received unprecedented damages never ever seen before. The thematic analysis approach, comparative research method and descriptive statistical analysis are used to investigate the effects of this pandemic. In general, the empirical analysis results show having a high sensitivity to diseases, global tourism is considered as one of the hardest economic sectors hit by the COVID-19 pandemic outbreak. First, these huge losses in revenue are still ongoing because the pandemic is fastly spreading worldwide. The hurts of global tourism are serious and can put the whole travel and tourism industry in long-term disruptions. Second, although global tourism has proven strong resilience in response to other previous crises, the results suggest that the negative impacts of this pandemic will longer-lasting expand on would tourism industry compared to others. Third, the analysis result highlights that the countries need robust and urgent solutions for global tourism to reduce the huge losses received from this pandemic. However, this pandemic can have potential long-term changes in customer behaviors and the supply chain in global tourism to help efficiently combat risks from epidemics in the future. Finally, the study results suggest some implications to policymakers and business people in the reconstruction of the tourism industry in countries in the coming time.

Keywords: Global tourism; pandemic; COVID-19, coronavirus; SARS-CoV-2

Introduction

The world is currently affected by a novel coronavirus disease 2019 (COVID-19). This virus is a dangerous respiratory illness caused by the severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2). The COVID-19 has been the largest pandemic since the 1918 global influenza (Peeri et al., 2020). Obviously, the COVID-19 pandemic has had profound health and economic impact on the world and still hard-hit many countries (Lee & Morling, 2020). To emphasize the dangers of COVID-19 to human health, the World Health Organization announced a global pandemic on March 11, 2020 (WHO, 2020). The health human devastation of COVID-19 has been fastly increasing with the number of infected people being 153.4 million and 3,216 thousand deaths on May 03, 2021 (Worldometers, 2021). The COVID-19 pandemic has occurred in over 220 countries and territories (Worldometers, 2021). The world is witnessing immense the most challenge by a global crisis since the Great Depression (Gopinath, 2020). To combat the pandemic, countries have implemented powerful solutions that have not seen before, such as border blockade, social distancing, closure of schools, and work from home Seyfi, Hall, & Shabani, 2020). There are many people being negatively affected by the lockdown policy in many countries. In the context of globalization, there were many industries and service sectors harmed immediately.



Tourism is recognized as a leading service sector that brings many huge benefits for countries worldwide (Scott & Gössling, 2015; Medina-Muñoz, Medina-Muñoz & Gutiérrez-Pérez, F. J. (2016).Comerio & Strozzi, 2018), however, tourism is very sensitive to disease-related crises (Faulkner, 2001; Ritchie, 2004; Pforr & Hosie, 2008; Hall, 2010; Potter & Jennings, 2011; Alipertia, Sandholzb, Hagenlocherb, Rizzic, Freya & Garschagen, 2019; Estevão & Costa, 2020; Senbeto & Hon, 2020; Dube, Nhamo & Chikodzi, 2021). Obviously, the outbreak of COVID-19 is a huge shock to global tourism and is expected to continue to negatively affect business activities worldwide in the near future (Baum & Hai, 2020; Seyfi et al., 2020; Toubes, Vila & Brea, 2021).

The damage of the COVID-19 pandemic is maybe much more than a health crisis (Lee & Morling, 2020). Because, by stressing every people of the countries it touches, this pandemic has the potential to create devastating social, economic, and political crises (Peeri et al., 2020). The pandemic is devastating community health in traditional tourism markets such as Europe and the United States. Although the pandemic is still serious, there are positive signals when the COVID-19 has been successfully curbed by the efficient vaccines in some high-income countries. Besides, many countries have also gradually removed the blockades and reduced travel restrictions (Noor & Sundaram, 2020; Seyfi et al., 2020). Looking back at history, the global tourism industry has also faced crises from epidemics, economic or conflicts, however, the world tourism industry has overcome difficulties and headed for new development periods. The theoretical framework of tourism disaster management shows that a faster policy response can lead to an earlier recovery process (Hajibaba, Gretzel, Leisch & Dolnicar, 2015; Alipertia et al., 2019; Estevão & Costa, 2020). In this situation, a synthetic analysis of the impact of the COVID-19 pandemic on global tourism is very essential. The policy responses are needed to support the recovery process faster. Besides, the earlier the scenarios for the recovery under crises, the better the policy responses and the faster the recovery process. Although there are some governments that are announcing to development of so-called Covid-19 vaccine passports to help kick-start international travel, the recovery of global tourism is still very slowing and unsustainable. Faced with an uncertain future, statistical analysis for global tourism needs to be considered, designed to support the policy responses in the coming time. Therefore, my study has some contributions to solve these current problems of the global tourism.

Literature review

Following globalization for three decades, tourism is the leading economic sector in many countries worldwide (Scott & Gössling, 2015; Hall, 2019). Tourism helps people escape poverty, reduces income inequality, and creates many new jobs (Medina-Muñoz et al., 2016; Fahimi, Akadiri, Seraj & Akadiri, 2018). Hence, policymakers see tourism as a key service sector that brings many huge benefits for the economies (Comerio & Strozzi, 2018). However, because of the increase in transportation when tourism goes into a booming period, this service sector is very sensitive to disease-related crises (Potter & Jennings, 2011). The COVID-19 pandemic has seriously hit on global tourism and continues to negatively affect tourist activities worldwide in the future (UNWTO, 2021). To deal with a pandemic crisis, there are some previous studies that note the important role of synthetic analysis in crisis management in the tourism sector (Faulkner, 2001; Pforr & Hosie, 2008; Hall, 2010; Hajibaba et al., 2015; Alipertia et al., 2019; Estevão & Costa, 2020).

In a theoretical study, Faulkner (2001) build a framework for tourism disaster management and analysis the ways of tourism can escape from a crisis. The author argues that international tourism destinations in the global market face a disaster of one form or another at some point in their history. The solutions which can help properly developed



disaster management plans in place to help them cope with such eventualities. Faulkner (2001) concludes the importance of systematic research that has been carried out in the field. Besides, Ritchie (2004) identifies and discusses a strategic and holistic approach to crisis management for the tourism industry. The author focuses on the importance of crisis management for the tourism sector. On the other hand, the result shows a strategic approach to managers from proactive pre-crisis planning through their strategic responses. The paper also concludes that the negative effects of crises and disasters can be reduced by strategic responses of the public and private sector managers. To deal with a social crisis, Pforr and Hosie (2008) note the role of crisis management in tourism and show a preparing strategy for recovery during the crisis. The content presents that tourism must anticipate and prepare to deal with the threat of crises precipitated by crises from natural and people-made catastrophes. On the other hand, tourism is particularly affected by negative events putting the sector under almost constant threats of crises in the context of globalization. The authors also conclude crisis management in tourism was essentially a reactive response, as opposed to a state of proactive anticipation. The preparation stage of crisis management in tourism is the actual beginning of any strategic response to recovery after a crisis. Hall (2010) discusses some social-economic events that negatively affect tourism and highlight the important role of crisis management in tourism. In the context of globalization, the crises can appear in various kinds such as natural disasters, social crises, economic crises or pandemics, or global climate change. Besides, the paper notes the potential effects of crisis events on global tourism are likely to increase in both size and frequency as tourism becomes increasingly hypermobile and the global economy even more interconnected. The author concludes that the discourse on crisis management in tourism is needed to be conceptualized and constitutes normality for this kind of knowledge in the future.

Furthermore, Hajibaba et al. (2015) study managing crises in tourism focusing on crisis-resistant tourists. The research framework is defined and theoretically conceptualized. The authors show an initial profile of crisis-resistant tourists which offering guidance to the tourism industry on how to identify and communicate with this highly attractive market segment. Gössling (2016) notes that many destinations usually focus on increase tourist numbers, which is named pursuing economic maximization strategies. The study result suggests the need for policymakers to have detailed market knowledge if they want to persuade the tourism industry to change its sustainability behavior. Alipertia et al. (2019) argue that the global tourism industry is highly exposed and vulnerable to international crises. The authors aim to give directions to fill the gap by reviewing key contributions to crisis and disaster risk management in tourism. Estevão and Costa (2020) identify the relationship between tourism and natural disasters and find a shortcoming in the analysis on the strategies and operational guidelines for the crisis management of tourism destinations. A literature review focusing on this theme build from some well-known academic databases and adapting some crisis keywords to select the sources. The result notes the planning, marketing, trust, cooperation and resilience are some of the strategies, and guidelines implemented by managers after a natural crisis.

On the other hand, Seyfi et al. (2020) note that the international travel restrictions made by the pandemic can reduce the related countries' capacity to respond to the pandemic. The inconsistent application of border controls, as well as travel restrictions, can raise questions as to the politics of pandemics and how governments fulfill the health regulations worldwide. This current pandemic is forecasted that its implications are economically and geopolitically far-reaching with corresponding implications for the framing of travel and tourism within humanitarian and political contexts. Jiménez-Guerrero, Piedra-Muñoz, Galdeano-Gómez and & Pérez-Mesa (2021) perform a comparative analysis of the main



international tourism indicators on a sub-continental level in the period of 2000-2016. The recent evolution of tourism growth in different areas is identified, on the other hand, investigate how tourism has been affected by the economic crisis. The study has highlighted the demand for crisis management in the tourism sector. Chen, Law and Zhang (2021) focus on tourism-related diseases by covering many results related to the risk of tourism diseases. It is necessary to expand crisis management in practice. The findings confirm that the studies on disease risk management still lack a theoretical basis and the research themes are uneven. Besides, Toubes et al. (2021) argue that the pandemic has entailed an unprecedented health crisis with significant social impacts on consumption patterns and tourist promotion when it ends. Therefore, there are some changes in promotion and marketing in the tourism sector to increasingly practical activities in the future.

Methodology

A pandemic is implied as to the most dangerous risk for human health coming from an epidemic, the paper uses a conceptual approach of the pandemic (Potter & Jennings, 2011) to evaluate the perspective and simulate future recovery for global tourism. Faced with an uncertain future caused by a pandemic, different perspectives are needed to have a variety of efficient solutions. Therefore, critical discourse analysis is a good approach to visualize future recovery or future development processes. The effect of the COVID-19 pandemic on the world tourism industry is discussed by the critical discourse analysis (van Dijk, 1993) and helps to build future scenarios of global tourism. The comparative research method (Esser & Vliegthart, 2017) is employed to make a historical analysis of global tourism crises. The thematic analysis approach is used to decompose themes, events, and potential happening of recovery simulations (Braun, Clarke, Hayfield & Terry, 2018). In general, it is a good approach to handle the difficulties in estimating the results of a health crisis. Besides, the descriptive statistical analysis (Mann, 2006) and the graphing techniques have been employed to represent the impact of COVID-19 on the world tourism industry in recent months. The impact analysis of the COVID-19 pandemic on global tourism uses some secondary databases sourced from the World Tourism Organization (UNWTO, 2021), International Air Transport Association (IATA, 2021), and International Labour Organization (ILO, 2021). These databases are the most reasonable and up-to-date at this time.

Results and discussion

In a year of the outbreak, the COVID pandemic has caused unprecedented damage to the global tourism industry (UNWTO, 2021). There are urgent measures are taken to combat the rapid spread of COVID-19 such as territorial blockade, social distancing, closure of schools, and work from home (Gopinath, 2020; Seyfi et al., 2020). The current statistics show that the damage caused by the COVID-19 pandemic representative is much higher than the previous epidemics (Dube et al., 2021). The exact evaluation of total loss still can not be done because the COVID-19 pandemic is continuously spreading now (Peeri et al., 2020; UNDP, 2020). Global tourism is facing huge losses through sharp declines in international tourists, revenue, or the number of temporarily closed destinations, or the number of interrupted businesses (Seyfi et al., 2020; Makoni & Tichaawa, 2021; Sao Joao, 2021). The negative impact of the COVID-19 pandemic on the world tourism industry is analysed through the below aspects.

Impact on destination performance

Because of the COVID-19 pandemic, restrictions on travel have been employed in all destinations worldwide (Seyfi et al., 2020). This perspective represents the most challenge on international travel in history because there were 100% of destinations worldwide have to



limit tourists to prevent disease. In combat with the dangers of COVID-19, countries have placed community health at first and restricted all or part of travel demand between destinations (Seyfi et al., 2020). The numbers of the COVID-19 confirmed cases and deaths are seriously increasing and there is no country that has totally lifted travel restrictions done to solve this health crisis (Chen et al., 2021). Obviously, tourism activities have been suspended in the areas with the COVID-19 outbreak (Seyfi et al., 2020).

Table 1: The number of COVID-19 infections in the global top-ten destinations

Country	International tourism arrivals		COVID-19 confirmed cases (May 05, 2021)	
	Number (Million)	2019 global ranking	Number (Thousand)	Global ranking
France	86.9	1	5,680	4
Spain	81.8	2	3,544	9
USA	76.9	3	33,274	1
China	60.7	4	90	96
Italy	58.3	5	4,059	8
Mexico	39.3	6	2,352	15
UK	37.7	7	4,423	7
Turkey	37.6	8	4,929	5
Germany	37.5	9	3,448	10
Thailand	35.4	10	74	98

Source: Author collects from UNWTO (2021) and Worldometers (2021)

The statistics indicate that the COVID-19 pandemic is high negative affecting tourism in almost the leading and traditional global travel markets (see Table 1). In detail, there are 8 countries in the 2019 top-ten destinations but they are staying on the list of 20 countries with the highest number of COVID-19 cases now (UNWTO, 2021; Worldometers, 2021). In detail, the top ten destinations have 61.8 million infections as nearly 35.9% of the global COVID-19 cases. Although the latest data shows that all destinations worldwide have now eased the restrictions placed on international tourism, this pandemic is still continuously making huge damages to the tourism industry in these leading tourist markets (Dube et al., 2021).

Impact on international tourists and tourism revenue

The global tourism system is faced with the risk of collapse due to a sharp decline in the number of tourists due to this pandemic.

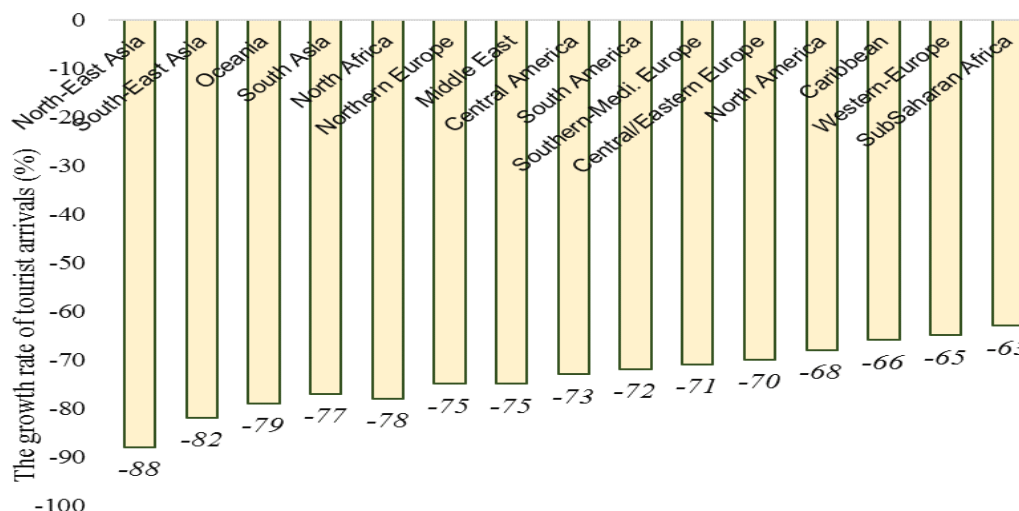


Figure 1: The growth rate of international tourists in subregions in 2020. Source: Author’s elaboration based on the statistics of UNWTO (2021)



The statistics clearly show the number of international tourists plummeted in all countries and territories around the world. At the end of 2020, the decrease in the Asia-Pacific region was the strongest with -80% compared to the same period last year, besides, Middle-East was -75%, Europe had a decrease by -70%, Americas and Africa at -69%, respectively (see Figure 1). The number of global tourists has decreased by -73% on average, compared to the same period in 2019 (UNWTO, 2021). The recent estimation was calculated by UNWTO shows that international tourists decreased by 73% in 2020 (equivalent to 1079 million visitors) compared to 2019

In the 2000-2020 period, global tourism has faced some health crises or economic crises (see Figure 2). Although the crises brought some damages, the negative effects were only felt in the short run through the decline in the number of international tourists and tourism revenue (Jiménez-Guerrero et al., 2021). In detail, there were some epidemics such as SARS (2002-2003), H1N1 (2009), MERS (2012) and Ebola (2014). These diseases have also spread across some countries and negatively affected global tourism. Besides the crises related to infectious diseases, there were other crises such as the attack on September 11 (2001) and the 2008 world economic crisis. In 2003, the SARS reduced the number of visitors by -0.4% compared to 2002. However, the growth rate maintained and showed minor impacts from the MERS (2012) and Ebola (2014). The Sept 11 event had a negative effect when the growth rate was quite small at 0.1% in 2001. Global tourism demand was recovered quickly by an increase of 3% in 2002. The world economic crisis and H1N1 pandemic made the strongest negative impact on global tourism when the growth rate was slowed down at 1.6% in 2008 and had a recorded decline at -4% a year in 2009. Despite there were some crises, the number of international tourists had an average growth of 3.9% per year and increased 2.1 times for the past 20 years (UNWTO, 2021).

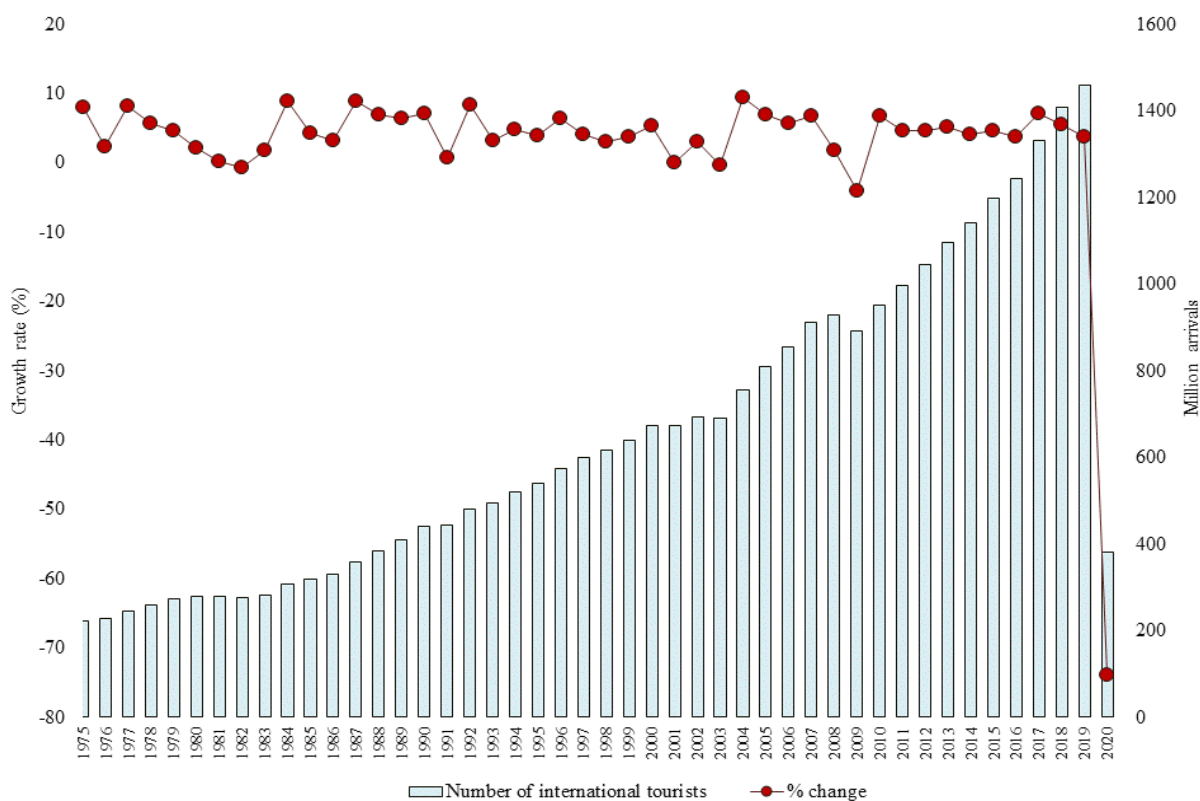


Figure 2: The number of global tourists in the 1975-2020 period. Source: Author's elaboration based on the statistics of UNWTO (2021)



The comparative analysis result has proven that global tourism only faced a decline in the crisis year and continued to grow in the following year (Scott & Gössling, 2015). There was only an exception coming from the total effect of the world economic crisis and H1N1 pandemic (in 2009) that caused global tourism demand to a significant decline before recovering and beginning a new growth period (Jiménez-Guerrero et al., 2021). Furthermore, based on the statistics of the number of global tourists and the annual growth rate for the past four decades, the decline of global tourists in 2020 is 73% and has reached a new record and robustly exceeded the reductions from the previous crises. In the period 1979-2019, the largest reduction in the number of international visitors was -4% in 2009 by the multiplier effect from the H1N1 pandemic and the world economic crisis (UNWTO, 2021). This evidence is concluded that the devastation of the COVID-19 pandemic to global tourism will far exceed all previous crises (Chen et al., 2021). Because of the closure or restriction in many destinations worldwide, tourism revenue has decreased unprecedentedly. There was USD 1300 billion of global revenue was lost in 2020. This damage to global tourism revenue is a new record when compared to the losses of revenue from previous crises. In the past 20 years (2000-2019), the world tourism industry had only 3 times with annual negative growth in revenue including the 9/11 attack caused a decrease by -2% in 2001 revenue (11 billion USD), SARS in 2003 with -1.4% (USD 7 billion) and the double crisis resonating from the world economic crisis and H1N1 caused global tourism revenue to decrease by -5.4% in 2009 (equivalent to USD 88 billion) (UNWTO, 2021).

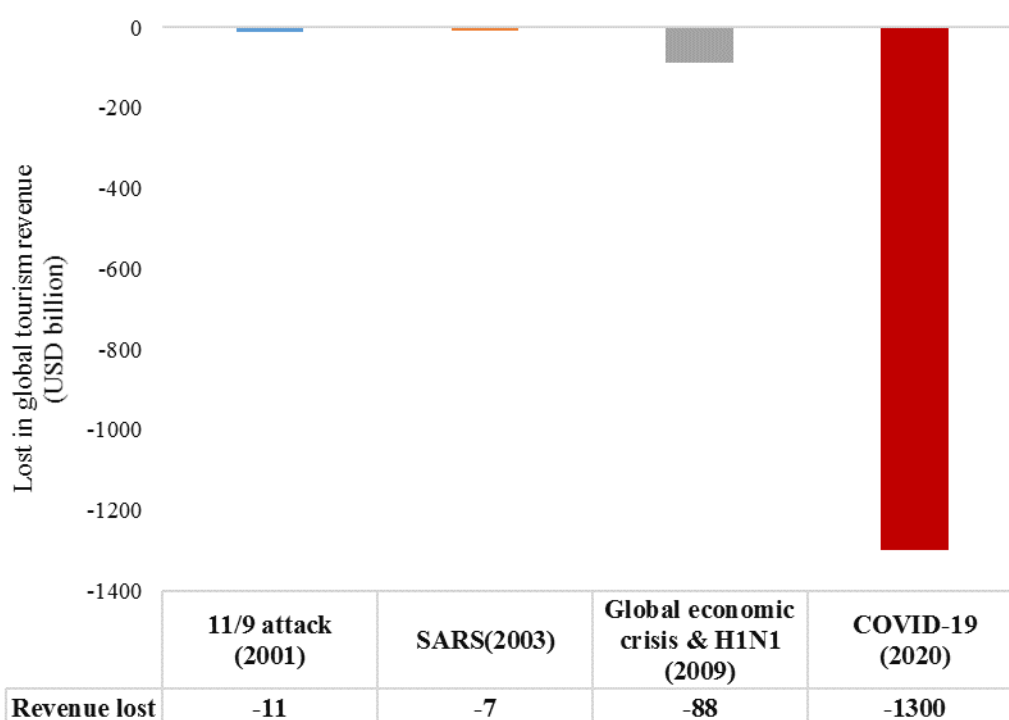


Figure 3: Comparison of the loss in global tourist revenue between the COVID-19 pandemic and previous crises. Source: UNWTO (2021)

The negative effect of previous crises was more evident through global tourism revenue decreased significantly. There were two times that the growth of global tourism revenue was negative compared to the previous year including 2001 at -2% (Sept 11 event), and 2003 at -1.4% (SARS). In periods of MERS (2012) and Ebola (2014), although there was a slowdown in the growth rate, tourism revenue still increased by 4.2% and 4.7%, respectively (UNWTO, 2021). The worst decline in global tourism revenue was recognized by the world economic crisis and H1N1 at -5.4% (in 2009). Overall, tourism revenue decreased only in the crisis year



and quickly recovered in the short run. In the 2000-2019 period, the global tourism revenue achieved an average growth of 5.7% per year with a tripling value. Thus, the reduction by USD 1300 billion of global tourism revenue in 2020 is an unprecedented decrease as well as an unprecedented loss for the world tourism industry (UNWTO, 2021).

Impact on employment in the tourism industry

Tourism is considered a leading economic sector in many countries (Comerio & Strozzi, 2018). Tourism not only generates revenue but also a lot of jobs. According to the International Labour Organization (ILO), global tourism has provided 319 million direct and indirect jobs, accounting for about 10% of the global workforce. Due to tourism is one of the hardest-hit sectors in the COVID-19 epidemic, there were approximately 144 million people directly working in the global tourism system who faced a significant reversal in income or lost their jobs (ILO, 2021). For example, there were 45% of the active population were unemployed (in the tourism industry) on the Portuguese island of Madeira, or 41,500 jobs were lost in the tourism sector in Hungary. Besides, following the lockdown in the Caribbean region (including airport closures), there were about 300 thousand people who lost their jobs in Jamaica's tourism sector (United Nations, 2020). The negative impact of COVID-19 on tourism employment is obvious. Fastly evaluation the loss, tourism may be taken about several years to regain the speed of growth and catch opportunities missed. Because of the territorial blockade policy in destinations, if there are not strong efforts by specific activities from countries, it will impossible to overcome the current problems of the global tourism industry. The situation is becoming more urgent because there are about 100-120 million direct tourism labours can join the unemployment group by the COVID-19 pandemic (about 30-40% of the total number of tourism employees). This is a huge risk not only for the global tourism industry but also for social issues in host countries (Sao Joao, 2021).

Impact on tourism transportation

There is a sharp decrease in global air travel demand in 2020 compared to the previous years in the history of Air Travel Demand. According to the International Air Transport Association (IATA), the statistics of air travel demand shows an unprecedented decline by 75.6% in the number of flights worldwide compared to 2019 (IATA, 2021). It indicates a clear negative impact of COVID-19 on the tourism industry. In general, aviation is the most popular choice for international tourists to travel worldwide. Besides, cruise-based tourism has grown rapidly in recent years. This tourism form has brought a positive revenue and the number of tourists has fastly increased. However, large-yacht travel has been suspended because trips across many countries can worsen virus infection. This kind of tourism has nearly stopped operation due to the risk of COVID-19 spreading across countries (Seyfi et al., 2020). Bus transport companies also saw unprecedented declines in tourism transportation demand. The immediate drop in international tourism demand (as well as domestic tourists) is a shock for domestic transportation companies focusing on transporting tourists in the domestic ranges in the countries (IATA, 2021). There are some solutions to recover the international tourism transportation such as the Covid-19 vaccine passport, however, the outbreak of the COVID-19 virus in some regions is continuously slowing these plans.

Impact on the supply chain in the tourism industry

In a normal condition, the units in the tourism supply chain such as travel firms, airline companies, accommodation service providers, and excursion points will cooperate smoothly with others to serve visitors and share revenue and profit. However, Faced with a strong decline in the number of foreign and domestic tourists, there is no one can have a good



financial flow. The labour in the informal businesses in tourism is also received hard hits from the pandemic (Makoni & Tichaawa, 2021). The units in the supply chain try to keep deposit money and prioritize to settle their problems. Obviously, the COVID-19 pandemic has caused cracks, disruptions in the supply chain of the global tourism system. Many facilities such as restaurants, hotels, local tourism destinations, and entertainment spots are either closed due to blockade policy or sharply reduced wattage (Dube et al., 2021). This situation has led to a disruption of the supply chain in the global tourism industry and the recoveries can spend much time (Baum & Hai, 2020). If the COVID-19 pandemic prolongs and leads to a huge decline in international visitors in 2021, the units in the tourism supply chain will face many bankruptcies and can be seriously broken. It is a bad scenario for the tourism supply chain and needs much time to recover after the end of the COVID-19 pandemic (Sao Joao, 2021).

Recovery scenario of global tourism

The COVID-19 pandemic is still continuously spreading and showing an unpredictable trend (Seyfi et al., 2020; Sao Joao, 2021). The number of infected cases and the number of deaths are constantly increasing (Worldometers, 2021). The threats of this virus to humanity only go to the end when all the people have effective vaccines for this disease (UNDP, 2020). Have a high sensitivity to the epidemic, the recovery of global tourism much depends on the outcome of the combat to COVID-19 in the coming time (Baum & Hai, 2020; Dube et al., 2021). There are three recovery scenarios of global tourism under the COVID-19 pandemic.

Firstly, the most optimistic for global tourism is a fast recovery. The risks of the virus totally disappear at the end of this year, therefore, the recovery of global tourism hits the earliest scenario. With the high effectiveness of the COVID-19 vaccine campaign, the peak period of the pandemic has been seen in the past few months and corresponds to the bottom of global tourism demand. Based on this assumption, the fast model is suitable to simulate the recovery of the global demand gradually this summer. If this scenario happens, governments should urgently prepare the policies for promoting the tourism industry to quickly regain growth momentum. Countries have controlled the disease need to gradually phase out blockades and fastly restart the economy. Support packages need to be implemented to boost business operations. Domestic tourists are the most important people in this period to help the recovery of the tourism industry. Extra-national tourism demand will increase in the context of outbound tourists is returning because of the high effectiveness of the COVID-19 vaccine in many countries. The stimulus solutions taken by governments need to focus on domestic tourism demand to help the tourism industry fully recover in the next year.

Secondly, the middle scenario is based on the assumption that the disease is controlled, however, the pandemic will be extinguished at the end of this year. Therefore, many countries will be stressed in the middle-term because of the fighting against the disease. Social distancing command is still enforced in several countries but can be reduced in intensity. The lights of recovery will take place, besides, travel demand starts increasing to help reduce the global tourism vulnerabilities. In this recovery plan, there are some hard solutions such as shrinking operations, wage cuts, and layoffs are unavoidable. In order to help businesses in the global tourism industry pass through this difficult period. If global tourism hits the middle simulation, the loss will be greater as well as the recovery period will be longer. A long-lasting pandemic will erode corporate cash funds and force businesses to cut their systems. The recovery of global tourism demand is slow. Governments need stronger and longer solutions to support tourism businesses through generous allowance packages during this difficult period. Besides, the social welfare packages for unemployed



workers are very essential in this context. Domestic tourism demand will have a leading role for countries to maintain their tourism industries (See Rogerson & Rogerson, 2021).

Finally, in the worst simulation, global tourism begins to recover, however, it then falls into the year of serious decline. This perspective is popularly known as a double-dip recession. This is the worst recovery model that shows the negative effects of the COVID-19 pandemic causing long-term damages for the global tourism industry. If the simulation is confirmed in the coming time, the COVID-19 pandemic can not be ended this year with two or three consecutive cycles. Under this model, the COVID-19 pandemic will cause unprecedented disruption to global tourism. It is the biggest concern not only for the global tourism industry but also for economies because tourism revenues are the biggest fundings for the budgets in some countries. This simulation model describes the situation that the COVID-19 pandemic cannot be totally extinguished in 2021, however, it will gradually decrease at the end of this year. This scenario is may be unlikely to occur when the world medicine system has made strong strides in recent decades (Pforr & Hosie, 2008). However, the risk is a reality because of the spread of COVID-19 to low-income countries with poor health systems. In the second outbreak of the COVID-19 pandemic, countries must reset the border blockade which has been removed before. This situation is a very bad prospect for global tourism as well as the world economy (Seyfi et al., 2020).

Following the worst simulation, the second outbreak cycle may be related to poor countries, where have out-of-date health systems (Pangescu, 2020). If this simulation works, the COVID-19 epidemic also spread to communities as seen before. The pandemic continues to outbreak in countries due to the recovering of travel demand around the world (Dube et al., 2021). However, the second outbreak year will less severe and shorter than in the first year. It can be understood that countries have gained better coping experiences and social responses will be much better. The global health system has been prepared to cope with the outbreak of the disease. The number of countries that require blockade will also diminish and blockade areas will also decrease, respectively (Seyfi et al., 2020). Global tourism will also suffer the damages caused by the COVID-19 again but it will quickly recover to have an upward trend in the coming years. In this crisis, the domestic tourism market is providing an important engine to help sustain many tourism destinations and businesses. On the other hand, the domestic market would continue to be a key driver of recovery in both the short to medium term.

Practical implications for tourism managers

Because of a fast increase in globalization in recent decades, the COVID-19 disease is easily spreading across countries through the traveling of people. The COVID-19 risks have stopped almost all international travel flows in 2020 (Dube et al., 2021). As a result of the closure of border policy in many countries, the pandemic is causing unprecedented damages to global tourism. These losses are ongoing in both tourism demand and the tourism supply chain because the pandemic is still seriously outbreaking worldwide (Dube et al., 2021). Although experiences learned from tourism history can help policymakers successfully face a crisis (Hajibaba et al., 2015), the current status indicates that the danger and damage to the human health of COVID-19 are much higher than the previous pandemics (Peeri et al., 2020). Strong solutions for global tourism must be urgently done to reduce the potential losses of this pandemic. The policy suggestions are provided to combat the crisis based on a synthetic platform of three activities including governments, tourism business communities, and international organizations (Jiménez-Guerrero et al., 2021). The suggestions can help policymakers to reduce the losses and solve the challenges of this global health crisis.



Although the price countries are paying for the combat of the COVID-19 pandemic is enormous, fast and strong solutions need to employ for protecting the people under the risks of the epidemic (Noor & Sundaram, 2020). However, countries need to loosen the territorial blockade policy and restore economic activities when the spread of the virus is presented by a slowdown trend. Because the epidemic status is quite different among geographies, the governments can consider lifting a part of restrictions on travel in regions with good control of the epidemiological situation and health care capabilities are in such good condition to fighting the infections. Governments must consider and think about how they can minimize the negative impacts to protect business communities and enhance the recovery of tourism markets when the pandemic ends. The business bailouts need to be taken into account because the tourism industry is faced with a serious revenue decline (Gössling et al., 2016). Tax cuts for firms will help to rehabilitate the business communities. It is very good for the tourism market if governments have interest-free credit packages to stimulate domestic tourism because domestic demand has a very important role in the context that international tourism is still affected by disease risks. On the other hand, business communities in the tourism system also need to prepare for an adaptation scenario and peaceful coexistence with the epidemic COVID-19 in the future. Because the transitions to recovering from COVID-19 may be slow, supporting policies need to flexible for a variety of tourism business kinds (Toubes et al., 2021).

Transformation is a necessity to protect firms under the change from markets (Davis, Kee & Newcomer, 2010). Face with a crisis, the businesses in the tourism industry need to restructure in order to survive and maintain operations (Hall, 2010). Tourism companies need to take immediate action to help adapt to the current situation. Transformation is an urgent process to change tourism firms from the usual system to a new model that can help them to survive during this pandemic. Firms must cut operational costs by streamlining the personnel resource and narrowing their systems. Strongly apply information technology to carry out more and more activities on the internet to cut operating costs. Conducting marketing promotions through free online channels such as social networks. Because of limited resources, the promotion campaign needs to focus on the list of loyal customers of firms (Dube et al., 2021). The target market is domestic customers having small travel packages. After a great crisis, there is a new business configuration going to be established (Boschma & Martin, 2007). The domestic market is a good substitute in the context of restrictive traveling in foreign markets. Tourism firms need flexibility in exploiting the specific functions in the value chain to generate revenue for the operation process (Davis et al., 2010). Experiences from the history of global tourism indicate that there are many opportunities that appear after the end of a pandemic (Pforr & Hosie, 2008). So tourism firms can see restoration and creation across the global tourism system. Although the current situation of the COVID-19 pandemic seems dire, positive lights are appearing in many countries. The short-term business recovery efforts need to focus heavily on social events such as sports, concerts, or festivals and restart growing from short travels to long-staying visits. The recovery of tourism demand from the COVID-19 crisis can have some differences among markets and much depend on the safety of a specific country.

Cooperation is very necessary to successfully overcome a serious global health crisis like the COVID-19 pandemic, countries are forced to work together on the same path (Toubes et al., 2021). The host countries themselves will also need to show they have safe conditions for tourists. A close and transparent linking in the information system is required among countries to fastly confirm the infection status and response activities. When the outbreak of the virus is sharply reduced in almost all countries, the world will slowly turn back to normal. However, international travel restrictions can maintain in the short-run to



protect the community from the risk of a new COVID-19 outbreak in the future. There are some countries having poor health systems that can not confirm the exact number of COVID-19 confirmed cases. Therefore, the potential risk of the second outbreak cycle may be related to poor countries, where have out-of-date health systems (Pangescu, 2020). After the COVID-19 pandemic, tourism activities among partnerships must be combined with credible medicine systems in place in case tourists get the infection. In this context, international organizations (such as UNWTO or WTTC) have an important role in uniting nations within a common framework of action to gradually reverse the pandemic and restore global tourism in the coming time. On the other hand, in each country, the national tourism organization must have a specific proposal as an agenda for the recovery of the tourism sector. Finally, share the updated database, information, and recovery plan for foreign partners is necessary to have a fast recovery of global tourism in the future.

Conclusion

The outbreak of the COVID-19 pandemic not only has forced countries to take unprecedented solutions but also causing tremendous damage to the global tourism industry. This serious health crisis is still ongoing and can not exactly predict the recovery. However, experiences learned from previous crises show global tourism will successfully overcome this difficult period to start a new growth period. The COVID-19 crisis can be considered as an opportunity to restructure global tourism regarding a new growth period. There are three recovery simulations of global tourism corresponding to the best to the worst model. The recovery models are introduced from the most optimistic to the most pessimistic, respectively. Besides, the COVID-19 pandemic also asks many questions for the transformation of the growth path of global tourism, local tourism business communities, and national policymakers in the context of close linking among countries under globalization. The policy implications have been introduced to help the recovery process of the world tourism industry faster in the future. Finally, the recent news on vaccines has boosted hopes for the recovery of global tourism but many high challenges still remain. In many regions, the tourism sector has been expected to remain in survival status or temporary interruption in operation until the end of 2021. Domestic tourism in some countries has returned and is restoring the jobs and businesses in some destinations. Besides, a sustainable recovery is only possible in the case the international tourism market returns. Although the Covid-19 vaccine campaigns have been well performed in some developed countries, the outbreak of the virus is still serious in many other countries. Global tourism needs huge co-operation and effective solutions from all the countries worldwide.

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