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Understanding the Effects of COVID-19 Pandemic on the Tourism Industry*

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Abstract

The COVID-19 pandemic started in the People's Republic of China and spread all over the world. Therefore, borders were closed, public transportation was restricted and lots of social events were canceled to stop the spread. One of the sectors mostly affected by these restrictions was the tourism industry. The purpose of this study is to compile the previous studies conducted on COVID-19 pandemic regarding its effects on the tourism industry. The study also offers tourism enterprises what measures they can take as pandemic continues. It is recommended that tourism enterprises should be prepared for economic difficulties that may arise as a result of the pandemic crisis. Besides, the study includes the positive effects of the pandemic as well as the negative effects on the economy and employees of the tourism sector.

Keywords: COVID-19; economic effects; tourism industry; post-pandemic.

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INTRODUCTION

The COVID-19 pandemic, which started in the People's Republic of China in December 2019, spread all over the world in the first three months of 2020 with different time intervals. By October 03, 2020; 46.591.622 cases and 1.201.200 deaths have been reported worldwide. The United States of America, Brazil, India, Russia, South Africa, Mexico, Peru, Colombia, Chile, Iran, Spain, the United Kingdom, Saudi Arabia, Italy, France, Germany, and Turkey are the countries that have announced the most cases (WHO, World Health Organization, 2020).

COVID-19 disease, which has been encountered in every continent and in almost every country in the world, and which has been determined to be contagious from person to person, was declared as a pandemic (a name given to contagious diseases that threaten the health of people worldwide) on March 11 by WHO. The measures that were limited to travel restrictions only by several countries have increased remarkably since then. Many countries have preferred to use their own methods of combating the epidemic due to the fact that the vaccine to prevent disease has not been developed yet or will take a long time to develop. Curfews have been imposed in many countries, non-compulsory workplaces, schools and universities, cinemas, theaters, shopping malls and similar social areas have been closed, many activities have been canceled or banned. All the sports competitions, congresses, meetings and events have been canceled and travel bans have been introduced among the vast majority of their countries. In addition to all these, important sports organizations such as the European Football Championship and 2020 Summer Olympics, which were planned to be held in 2020, have been postponed to a later date. With these measures, governments have been trying to overcome this pandemic with the least damage in their economies, keep unemployment rate as low as possible, and set up a balance between the level of poverty and preventing their health systems from collapsing and the mortality rates from not rising too much (Abu Bakar & Rosbi, 2020; Acar, 2020; Demir, Günaydın & Şen-Demir, 2020; Gössling, Scott & Hall, 2020; Higgins-Desbiolles, 2020).

With the pandemic, most of the countries have completely closed their tourism operations and international travels (also including domestic travels in some countries) (Chinazzi et al., 2020; Kumar, 2020b; Mao, He, Morrison & Coca-Stefaniak, 2020). 97 countries have closed their borders completely or partially to tourists. 65 countries have suspended their international flights completely or partially. 39 countries have only banned the entry of the passengers

from certain countries. On 20 April 2020, for the first time in history, 100% of the world implemented travel restrictions for tourists (UNWTO, United Nations World Tourism Organization, 2020c; UNWTO, 2020d).

One of the areas mostly affected by the measures taken together with COVID-19 pandemic is the tourism industry. Along with the quarantine measures, travel restrictions and curfews, life has come to a halt. This situation has caused a global economic recession and made the activities of tourism enterprises unable to be performed. For this reason, transportation companies, accommodation enterprises and travel agencies have stopped their activities temporarily. Therefore, the purpose of this study is to reveal the effects of COVID-19 pandemic on the tourism industry in the light of the studies conducted. The study includes the review of the publications written previously on COVID-19. Therefore, no empirical data were collected. The effects of the pandemic on economy and employment, its comparison with other important crises and the negative effects of the pandemic as well as its positive effects have been compiled in the light of the studies conducted previously on COVID-19 pandemic. Furthermore, the study also offers recommendations on what kind of a path the tourism industry should follow during this period in which the spread still continues but travel restrictions are gradually removed.

THE ECONOMIC EFFECTS OF COVID-19 PANDEMIC

Tourism is extremely essential for the economies of both developed and developing countries. Despite the fact that health is always thought to be the first priority and tourism should be the second in the middle of such a global crisis, this situation may not always be realistic due to the fact that tourism plays an important role in the economic growth and development plans of many countries (Higgins-Desbiolles, 2020). Tourism contributed \$8.9 trillion to the world's Gross Domestic Product (GDP) in 2019 either directly or indirectly. This quantity constitutes 10.3% of the global GDP. The countries with the highest tourism ratio in their GDP are as follows, respectively: Philippines (24.7%), Thailand (21.6%), Hong Kong (17.4%), Mexico (17.2%), Austria (15.4%), Spain (14.6%), Italy (13.2%), Turkey (12.1%), China (11%) and Germany (11%). In addition to this, one out of every 10 occupations in the world is somehow related to tourism. Around the world, tourism creates 330 million job opportunities either directly or indirectly (WTTC, World Tourism and Travel Council, 2020a). From this point of view, it can be said that the tourism industry is an important building block of the world's economy. However, the export income, economic income,

employment and investments created by tourism have become particularly vulnerable towards the impact of COVID-19 pandemic (UNWTO, 2020c). It is also stated that the regular increase in international tourist arrivals in the recent years will come to an end following COVID-19 pandemic (UNWTO, 2020b).

All the measures taken within the scope of COVID-19 pandemic are aimed at preserving human health and preventing the loss of more people (Demir et al., 2020). Governments have taken urgent measures to reduce the spread of the virus. Most of these measures are forcing people to stay home and live less interactively (Abu Bakar & Rosbi, 2020). Furthermore, the cease of tourism activities has negatively affected not only the social and sectoral aspects but also the economies of the countries (Demir et al., 2020). The restrictions experienced in such areas as airlines, travels, public transportation, accommodation, cafes and restaurants, meetings and sports events at the national and international levels have negatively affected the economies of the countries along with the tourism systems (Gössling et al., 2020). For instance, due to the pandemic, 6 out of 10 hotel rooms in the USA have remained closed. These hotels are estimated to have lost \$30 billion in revenue a month. This means that hotels will be affected more in the future and more hotels might be closed down (STR, 2020).

In the press release of the United Nations World Tourism Organization (UNWTO) (2020a) for the first time on March 6, 2020, it was predicted that the pandemic would cause international tourist arrivals to decrease 1 to 3% rather than an estimated growth of 3 to 4% (compared to 2019). However, three weeks later, on March 26, a new press release updated this assessment up to 20 to 30% loss in international arrivals and determined a 67-million fewer international tourist arrivals and a loss of \$80 billion in revenues (UNWTO 2020b; UNWTO 2020c). In their latest statement, they revealed that the international tourist arrivals would decrease by 60 to 80% in 2020 (UNWTO 2020f). Similarly, International Air Transport Association (IATA) (2020) estimates \$113 billion of revenue loss in the airline industry for 2020 but considers that there will be a much worse loss of revenue than this scenario.

COVID-19 pandemic is quite different from the other crises experienced. The world has experienced a number of major epidemics / pandemics over the past 40 years, but none have had similar conclusions for the global economy with COVID-19 pandemic (Gössling et al., 2020). Besides, the pandemic has changed the world in every conceivable way and has significantly affected the international travel, tourism demand and hospitality industry (Chang, McAleer & Ramos,

2020; Sigala, 2020). For instance, Wanjala (2020) has stated that the pandemic has affected tourism in Kenya negatively and will cause an 80% decrease in revenues if the pandemic continues till the end of 2020.

All the sectors of tourism (accommodation, transportation, agency, and restaurant enterprises) were affected by COVID-19 pandemic. The fact that the tourism activities have come to a halt during the pandemic has rendered many occupations performed by travel agencies unfeasible (İbiş, 2020; Romagosa, 2020). The vast majority of the measures taken together with the pandemic have directly affected the tourism industry. Due to the fact that the accommodation and food and beverage enterprises have been closed down and the transportation companies have been unable to perform their activities because of the travels restrictions, the reservations have all been cancelled and the hotels have all been vacant (Kıvılcım, 2020). In addition to this, travel agencies have suffered financial difficulties as the frequency of visits have decreased and all the processes related to tourism have been canceled (Kumar, 2020b). Furthermore, COVID-19 has also affected the aviation industry due to the increasing number of flight cancellations and the cease of flights in the transportation sector (ACI, Airports Council International, 2020). In April 2020, airline transportation has decreased by 88% in Europe, 60% in Asia and 60% in the USA (Gallego & Fond, 2020). On the other hand, Gursoy, Chi and Hengxuan-Chi (2020) revealed in their study to what extent people would continue to use restaurants after COVID-19. According to this study, approximately 60% of the individuals stated that the restaurants in their neighborhoods were reopened. However, only 20% of them expressed that they sat at one of the restaurants and ate something. Besides, only 6% of these individuals had something to eat more than once in these restaurants. Approximately 62% of the individuals did not still want to eat in a restaurant. From this point of view, it can be thought that most of the people will not prefer to eat in the restaurants until they feel more comfortable about the pandemic. It may also be said that the restaurants will not be able to reach the period before the pandemic for about at least a 6 to 12-month period.

Thomas (2020) revealed in the study on different nationalities what kind of behaviors people would exhibit as a result of the decrease in the spread of COVID-19 pandemic. For instance, it was stated that Iranians and South Americans might not be able to travel for economic reasons after the pandemic. It was also found that the situation regarding the participants from Asia, Oceania and the Pacific was uncertain, and that those from Europe and North America would not be restricted for travel due to their financial situations.

From this point of view, it can be thought that the economic effects of the pandemic can be recovered more quickly depending on the development levels of the countries. Furthermore, the tourist market in Europe and North America can play an important role in the resurgence and revival of the tourism sector.

THE EFFECT OF COVID-19 PANDEMIC ON TOURISM EMPLOYMENT

The tourism, hospitality and travel industries are of the world's biggest employment industries along with the energy industry. However, unlike the energy industry, governments place less emphasis on the tourism industry and therefore, the sector has been affected by the crises more (Chang et al., 2020). The fact that tourism enterprises have ceased their activities completely or partially due to COVID-19 pandemic have caused employment, production, sales and services to cease, and have precisely increased unemployment and loss of income accordingly (Abu Bakar & Rosbi, 2020; Baldwin & Tomiura, 2020). In addition to this, it is also thought that income inequalities, which are already significantly worse for those working in the hospitality and food sectors (currently, the employees working in these sectors have the lowest incomes and lowest levels of education) will increase more after the pandemic (Gössling et al., 2020). Zurab Pololikashvili, the Secretary-General of UNWTO, emphasizes that

small and medium-sized enterprises make up about 80% of the tourism industry and that millions of people's source of income around the world, including especially vulnerable communities, is tourism, and many people have lost their jobs or continue to lose (UNWTO, 2020a).

The sector has had bad consequences and will continue to have worse in terms of employment especially in the countries depending on foreign demand (Baum & Hai, 2020). The direct and indirect effects of the pandemic are temporary and permanent loss of labor as well as the depressing deaths consuming health resources (Wanjala, 2020). In the different countries of the world, it is seen that such practices in terms of tourism workers as the reduction of personnel, unpaid annual leaves or short-term layoffs are performed (Lai & Wong, 2020). Due to COVID-19, it is estimated that approximately 38 million people will lose their jobs in the tourism and hospitality industry in India (Choudhury, Jha & Pathak, 2020). If the effect of Corona virus continues for a few more months, it is thought that there may be about 20% job loss in different sectors indirectly related to tourism in India (Kasare, 2020). In the hospitality industry in Malaysia, COVID-19 has led more unpaid leaves, wage cuts and layoffs (Foo, Chin, Tan & Phuah, 2020; Karim, Hague, Anis & Ulfy, 2020). In the hospitality industry in the USA, approximately 8.3 million people have

Table 1: Job loss scenarios in the travel and tourism industry

| Regions | Scenario | Travel and Tourism Jobs losses (Million) | % |
|---------------|------------|--|-----|
| Asia-Pacific | Best Case | 59.7 | -33 |
| | Baseline | 63.9 | -38 |
| | Worst Case | 115.0 | -63 |
| Europa | Best Case | 14.2 | -38 |
| | Baseline | 18.4 | -50 |
| | Worst Case | 29.5 | -80 |
| North America | Best Case | 8.1 | -31 |
| | Baseline | 11.4 | -44 |
| | Worst Case | 18.2 | -71 |
| Latin America | Best Case | 4.7 | -28 |
| | Baseline | 6.1 | -36 |
| | Worst Case | 10.4 | -62 |
| Africa | Best Case | 7.6 | -31 |
| | Baseline | 10.9 | -44 |
| | Worst Case | 17.4 | -71 |
| Middle East | Best Case | 2.7 | -41 |
| | Baseline | 3.4 | -51 |
| | Worst Case | 4.9 | -73 |
| Global | Best Case | 98.2 | -30 |
| | Baseline | 121.1 | -37 |
| | Worst Case | 197.5 | -60 |

Source: Adapted from WTTC (2020b)

been working directly including the hotel enterprises and suppliers. However, sharp decreases in occupancy ratios have caused many employees to lose their jobs. It is estimated that about 4 million people lost their jobs in April (AHLA, American Hotel & Lodging Association, 2020).

Employees working in the hospitality and travel industry have been heavily affected by the pandemic, especially hourly workers have potentially faced the most devastating effects (Nicola et al., 2020). For instance, the International Labour Organization (ILO) (2020) estimates that 330 million losses may occur in the tourism sector in 2020 due to the pandemic. WTTC (2020b) has revealed three different scenarios for tourism and travel regions due to the pandemic (Table 1). Besides, on the basis of European countries, it is estimated that 1.8 million jobs in Germany, 1.1 million jobs in Russia, 1 million jobs in Italy, 1 million jobs in the United Kingdom, 0.8 million jobs in Spain, 0.8 million jobs in France, 0.7 million jobs in Turkey, 0.3 million jobs in Portugal, 0.8 million jobs in the Netherland may be lost (Statista, 2020).

STR (2020) predicts a 57.5% loss of income for tourism this year. It is reported that 7.7 million employees working in hospitality and travel industries will lose their jobs. Furthermore, 70% of direct hotel employees have been dismissed from their jobs in this process (STR, 2020). UNWTO (2020c) thinks that in the following period, there will be about 1 billion fewer international tourist arrivals, approximately \$910 billion loss in revenues, and 100 to 120 million tourism workers will be at risk. For example, Marriot have terminated the job contracts of about 175 thousand employees (Bomey, 2020). Hilton Worldwide also notified the lender institutions that they would receive a precautionary loan of \$1.75 billion on March 5, 2020 (Hotels Chains, 2020).

THE POSITIVE EFFECTS OF COVID-19 PANDEMIC

With COVID-19 pandemic, it is regarded that tourism has come to a halt as it negatively affected tourism, but it is also assumed that there are positive aspects of the pandemic. It is stated that with the pandemic, human smuggling and child sex tourism are reduced and the importance of human rights and environmental protection in tourism is understood (Baum & Hai, 2020). Furthermore, even though the 2008 economic crisis has started a new era of green growth, the increase in global tourism emissions and the environmental damage caused by tourism have continued. However, as a result of COVID-19 pandemic, the activities of aircrafts and cruise ships

have ceased, and air pollution has reached its lowest levels of the recent years in many countries (Hall, Scott & Gössling, 2020; Ioannides & Gyimothy, 2020). On the other hand, Nepal (2020) states that the pandemic has given the opportunity to reset adventure tourism and provided the chance to reposition in performing and developing a sustainable adventure tourism. For this reason, it is thought that tourism can recover from its relationship with the environment and lessons can be taken on the logical development that can positively affect the quality of life and the environment for tourism-dependent communities.

Despite the difficulties of the right to travel as a tourist during COVID-19 crisis, the pandemic will have some positive consequences that may benefit the new forms of tourism showing up after the crisis (Baum & Hai, 2020). Higgins-Desbiolles (2020) states that COVID-19 pandemic crisis is an opportunity to rethink tourism and make it responsible as a social and ecological tourism. The victory of determination in the war to conquer COVID-19 provides a useful metaphor for the need to act decisively together with the climate change if this war is to be won. Climate change constitutes a much greater threat to mankind, but the danger continues to be delayed as it is not urgent. The success of the straightening strategies for COVID-19 curve shows the potential to fight against climate change by adopting the “straightening the curve” approach rather than ascending it (Prideaux, Thompson & Pabel, 2020). A pleasant consequence of the virtual cease of the travel and tourism activities and the decrease in wider economic activities is probably the fact that it created a positive effect on the natural environment in such a period when most of the countries have largely begun to deal with climate change crisis. This has caused fossil fuel consumption to slow down globally and petrol prices to fall down strictly (Baum & Hai, 2020). Wen, Kozak, Yang and Liu (2020) predict that tourists will travel less in the following period, but they consider that tourists will spend more time on these trips. In this case, since there will be less movement, the negative effects of travel and tourism on climate change and environmental pollution will decrease. Besides, while the world of tourism has been busy with extreme tourism lately with the climate change, the fact that the whole tourism industry has suddenly begun to collapse due to the pandemic may have ironically caused a transition from a period in which tourists were not wanted through a period in which they were desired.

CONCLUSION AND RECOMMENDATIONS

In the interdependently developing world, our movements are extremely high and fast, which makes the virus a global pandemic that spreads very rapidly

(Kumar, 2020a). This pandemic, which first began in the People's Republic of China, have spread easily all over the world together with globalization and tourism. However, the measures taken regarding the pandemic brought the globalization and tourism processes to a halt (Niewiadomski, 2020). Air and sea travel (especially in the form of mega cruise voyages) has been highlighted as one of the main reasons beneath the rapid and global spread of the pandemic (Chinazzi et al., 2020). It is thought that there is a correlation between the tourism consumption in which travel increases the risk of infection and health disaster risk (Yang, Zhang & Chen, 2020). For instance, the first cases in India were detected from a group of 15 Italian tourists. When the recent cases of the countries that have recently removed their travel restrictions are considered, it can be noticed that they have emerged from their citizens travelling overseas (Kasare, 2020). In the following period, tourism service providers will be required to take more responsibilities to prevent the infection and spread of the contagious diseases during travels (Jamal & Budke, 2020).

It is a fact that the tourism sector will start with domestic tourism for all countries. Probably, when the bans and restrictions become flexible, first of all, people will begin to travel within their own countries or to neighboring countries. These domestic travels are thought to be significant in increasing international travels and making people get out of pandemic psychology (Baum & Hai, 2020; Brouder, 2020; Thomas, 2020; Prideaux et al., 2020; Wen et al., 2020). For instance, Mehmet Ersoy, who is the Turkish Culture and Tourism Minister, have stated that domestic tourism market has come to 45% after the restrictions were made flexible. Therefore, one of the most important points here is to meet the security of both travel and accommodation primarily for domestic tourism demand. A negative situation regarding the pandemic that will occur at the point where the local tourists start traveling (for example, the quarantine of a hotel due to the pandemic) will affect international tourism demand worse. For this reason, the measures taken by international institutions for the different sectors of tourism must be well adopted and implemented. For instance, Turkey has brought the obligation of obtaining COVID-19 certificate in order for accommodation enterprises to begin their services. Despite the fact that the restrictions have begun to be released with June, accommodation enterprises have served only the local tourists. UNWTO (2020e) offers some suggestions in the border gates, accommodation facilities and airline companies at the point where tourism activities start again. These suggestions have also involved the measures to be taken by transportation enterprises, travel enterprises, and tour operators and

travel agencies. These suggestions are;

For transportation enterprises: It includes such suggestions as; - Continuous aircraft and cabin cleaning, - Ensuring that all the passengers and crew wear masks throughout the entire flight, - Implementing boarding and landing processes that provide physical distance, - Limiting the movements within the cabin, - Simplifying or removing in-cabin catering services, - Ensuring that passengers do not sit next to each other as much as possible, - Reducing the number of items within the cabin, - Providing disinfectants for passengers during boarding and landing, - Reducing airport costs by means of state aids (UNWTO, 2020e).

For accommodation enterprises: It includes such suggestions as; - Frequent cleaning of highly contacted surfaces, - Providing guests with easy and up-to-date information regarding current protocols - Indicating the last cleaning time, - Informing customers through digital and social media, - Using new methods such as electrostatic sprays and ultraviolet lights, - Developing non-contact check-in and check-out systems, - Reserving spare rooms for possible quarantine situations and infected guests, - Ensuring the protection of social distance in all common areas, - Establishing positions such as hygiene manager and guest safety protector, - Ensuring to act together with health and security centers (UNWTO, 2020e).

For tour operators and travel agencies: It includes such suggestions as; - Implementing health and security protocols and promoting digital communication, - Developing sustainable products focused on nature, rural areas and culture: like eco-tourism, small group or individual sports, history, bird watching tourism, and traditional routes, - Creating personalized and small group tours and packages, - Promoting the visits to domestic destinations, short trips and close destinations in the short term, - Creating tour packages with interest-free installment and suspended payment packages, - Providing coordination with insurance companies in order to offer 100% comprehensive insurance products (UNWTO, 2020e).

Gursoy et al. (2020), on the other hand, have revealed the most important measures that consumers expect from *restaurants*. These measures include; providing hand hygiene, wearing gloves and masks by the staff, following the social distance rule around the tables, serving a limited number of customers at the same time, cleaning frequently used places more, training the staff about health, measuring the body temperature of the employees continuously, using disposable materials (Gursoy et al., 2020). Besides, it is also recommended to make disposable tableware in the restaurants, reduce the number of seats and leave

the necessary spaces between tables (Wen et al., 2020). In the tourism enterprises in the future, an increase in the demand of sterilized kitchens, disinfected means of transportation and hotel rooms, masks and gloves for tourism personnel and tourists will be experienced and new technological systems in bellboy services, non-contact uses in room door cards and other innovations will also be seen. Despite the fact that the financial burden of all these is high, it appears that we will experience this as a new marketing technique. All-inclusive system will be replaced by all-hygienic system (Kivilcim, 2020). The impact of all these measures recommended for tourism enterprises will be extremely significant on the image of the tourism enterprise. It is possible that the tourists who will travel for their holidays together with these measures will not only feel safe but also have a significant contribution to the enterprise with the positive word of mouth marketing they will do.

Even though the restrictions on tourism at the end of the pandemic in the following period have been made flexible all over the world, it still remains uncertain. It is not known how the pandemic, which has especially been effective in the northern hemisphere, will affect tourist demand (Gössling et al., 2020). It is estimated that the ratio in the spread of the disease and the number of cases in the countries will lead to significant decreases in tourist demand. Hence, considering the measures or restrictions to be taken in order to stop the pandemic, tourism demand will also be directly affected by them (Yang et al., 2020). Issues such as restrictions for the target market in terms of travelling abroad, psychological readiness, and having sufficient economic power for spending will also be the determinant of international tourism movements (Demir et al., 2020). The vast majority of people have not yet been able to get rid of the effects of the pandemic. For this reason, these measures should be taken for all tourism enterprises and they should emphasize in their promotion and marketing activities that the safety and security of the tourists are provided with these measures. Furthermore, business processes and online opportunities of the tourism sector adapted to the contemporary digital environment should be foregrounded according to the expertise of the sector in different areas (Kumar, 2020b). It can be anticipated that after the pandemic, the digital era will be mostly utilized in the tourism industry and technology will be used for isolation. Robotization and technological development, which has rarely begun to take place within the sector, can be thought to increase its speed together with the pandemic (Kivilcim, 2020).

As a result of COVID-19, tourism will pass through a change and some destinations will rediscover the

nature of the tourism industry. Most of the countries that are currently trying to stop the pandemic and regulate their internal financial and education systems will focus on more local and more sustainable types of tourism (Hall et al., 2020). It is a fact that the pandemic will also cause changes in tourist types and preferences in the forthcoming period. For this reason, the entire tourism industry, primarily the travel agencies, should be prepared for these changes. Travel arrangements of the individuals should be made carefully to reduce potential health risks and minimize the stress of tourists. For example, it should be ensured that COVID-19 disease is included in travel insurances. Travel insurances should be made compulsory and COVID-19 disease should be included in the scope of insurances. In addition to this, the fact that the tourist profile has been changing in the recent years and that the young tourists have begun to design independent and individual travel routes have reduced the necessity of these individuals for traditional travel agencies. Together with COVID-19 pandemic, this process is thought to gain momentum more. For this reason, it is required that travel agencies alter their business processes and focus on the tour packages that will enable the tourists stay healthy during their travels (Wen et al., 2020). Furthermore, the consumers who have had to stay home because of the pandemic have begun to use technological tools and online services more. Tourism enterprises should take these services into consideration and focus on these services in their promotional and marketing activities. In this way, it is thought that the enterprises focusing on promotion and marketing will gain competitive advantage (İbiş, 2020). Besides, social distance, which is one of the important rules for preventing from the pandemic, will lead to important changes especially in collective tourism types or in mass tourism (Brouder, 2020).

Another factor that will be important for tourists to start traveling is the behavioral effects arising from the fear of catching the disease. The behavior manifests itself by social isolation, quarantine oneself and relatives, and the measures taken so as to avoid being infected (Wanjala, 2020). In parallel with this behavior, the trend towards second houses and caravans has increased in order to ensure social distance and contact with fewer people (Baum & Hai, 2020). The changing behaviors of people will lead them to be more local-oriented and more conscious towards the environment, travel individually or in small groups, and prefer less crowded tourism facilities and destinations rather than more crowded ones (Baum & Hai, 2020; Demir et al., 2020; Wen et al., 2020). In addition to this, for short trips or longer vacations, tourists may be offered travels to unfamiliar destinations rather than nature-based and well-known destinations (with the idea that these

destinations will be crowded). Vacations that involve such outdoor activities as walking, using recreational tools or swimming will help tourists not only stay outdoors, which is one of the measures for the virus, but also get rid of the stress of the pandemic (Wen et al., 2020).

The tourism policies and implementations of the countries will be extremely significant for the development and recovery of tourism in the new normal period (Cheer, 2020; Prideaux et al., 2020). Despite the fact that most of the countries immediately announced their financial and monetary programs for their economies, it is still uncertain how the service sector, especially the tourism sector, will benefit from these aids and how they will be affected by them (Gössling et al., 2020). Governments should take measures against the negative effects caused by the virus and provide financial assistance to enterprises (Chen, Huang & Li, 2020; Dube, Nhamo & Chikodzi, 2020). Sector-government partnerships should be brought to the forefront in terms of surviving this process with less damage, because it will not be easy to overcome the current situation and the possible economic crisis after the COVID-19 pandemic without government aid. Governments should provide relief in the tax burdens of tourism enterprises and offer them loans with low interest rates. For example, Turkey has developed such strategies as “short-time working allowance”, in which two-thirds of the salaries of all employees are paid and prohibiting layoffs in order to overcome unemployment and thus, the country has tried to prevent unemployment. Tourism enterprises should also consider the possibility that this process will continue for a longer period and organize short- and long-term strategies of the enterprise in terms of cost control and employee regulations. Besides, in order to provide cash flow, tourism enterprises may have to suspend their unnecessary and least important operational purchases in this process, delay their outsourcing payments, and encourage their employees to use annual or unpaid leaves (Kumar, 2020b).

Small and medium-sized enterprises (SMEs) make up 80% of the tourism industry and these enterprises are the most vulnerable segment of the industry (UNWTO, 2020a). Also, the measures taken to reduce the spread of the pandemic affect these enterprises first. Syriopoulos (2020) states that SMEs have been seriously injured; they cannot provide services to their customers, they cannot pay their employees and cannot comply with their commitment to their suppliers from the very beginning of the pandemic. As a result, he noted that many SMEs went bankrupt after COVID-19. Therefore, Ranasinghe, Karunarathna and Pradeepamali (2020) express that exemptions,

delays or waivers of taxes, low-interest loans and grants should be extended for SMEs. Besides, although many governments pay a certain part of their private sector employees' salaries, this may not be enough. It is recommended that governments expand aid support for SMEs. For instance, it should reduce electricity and natural gas bills, provide rent support, provide long-term credit support that will start in the next period, and expand the scope of tax reductions.

In the light of all this information, recommendations for the tourism and travel industry are as follows.

- Domestic tourism should be brought to the forefront in marketing as tourism will first start in nearby destinations.
- Price policies should be developed based on local tourists' income.
- Digital applications should be developed in business processes.
- Tourism enterprises should continue their activities in accordance with social distance, hygiene, mask, and sanitation rules.
- Since the intention to travel to crowded places will decrease due to the social distance rule, mass tourism-oriented destinations should offer alternative tourism types.
- Policies such as flexible prices, cancellation policies, and refunds until a certain date should be featured in pricing and marketing strategies.
- Social media marketing should be prioritized as it is cheap and easy to reach more people.
- Tourism enterprises should establish partnerships with health institutions.
- People who have survived the disease should be encouraged to participate in tourism activities on condition that they prove and marketing activities should be focused on these people.
- Covid-19 disease should be added to travel health insurance.
- Governments should expand their support packages and announce aid packages that will include small and large all enterprises.

Setting travel bans because of the pandemic will decrease tourism travels and revenues. Besides, the economic crisis following the pandemic will be inevitable since the most important impact of the pandemic is on the economies of the countries.

Tourists whose welfare levels have decreased due to the economic crisis may also have difficulties in making travel decisions (Wen et al., 2020). Therefore, it is likely that the tourism sector will be negatively affected by the economic crisis after the pandemic. In addition to this, because the international flights have been closed down, the domestic tourism market has become the only market of accommodation enterprises and it is uncertain how the tourism will be shaped in the future. Transportation and accommodation enterprises have gradually started their activities. However, since pandemic still continues, it is recommended that accommodation enterprises do not work with full occupancy rate. It is crucial to state how easily the virus have spread on Princess Dimound cruise (Mallapaty, 2020). It is still unclear what steps to follow when a virus is detected in an individual during travel or accommodation. At this point, both transportation and accommodation enterprises should explain the path they will follow when they are confronted with such a situation. Finally, the most significant point to be taken into consideration is that the most important role in the economic recovery of the countries will be in tourism. In dealing with the negative social and economic effects caused by COVID-19 pandemic, tourism will play a key role.

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