

Pandemic and tourism: Re-preparation of tourism post COVID- 19

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Abstract

The global epidemic of Corona's novel has not only paralyzed the entire social fabric but has also threatened globalization and the global reach of the business. Surprisingly, the potential impacts and alternatives are still uncertain. Our objective for this paper is to give some clarifications concerning the impact of COVID-19 on the tourism industry and especially in Tunisia and to show the three most promising axes that the Tunisian government must take into consideration during refresh their tourism season.

Keywords: COVID- 19, Coronavirus, Tourism, Travel, Tunisia.

Introduction

The global epidemic of Corona's novel not only paralyzed the entire social fabric but also threatened the company's globalization and global reach. Surprisingly, the potential impacts and alternatives are still uncertain. However, for early recovery and economic recovery, companies and institutions operating in many bad economic sectors are a fresh start. Traditionally, the infection has been used to attack people with food allergies, healthy doubts about their lifestyles, and often poor people. Ironically, in the novel, Corona's infection first attacked international travelers and travel-related outbreaks, and thus met the wealthiest segments of society in the world.

Since then, tourism has become one of the largest and fastest-growing industries in the world. Cove 19 is expected to play a major role in achieving social and economic stability in the wake of the epidemic [1]. It is a major contributor to the economy and one of the most important sectors of foreign exchange generation in the Tunisian economy. Like more than 195 countries, economic difficulties lie in wait for Tunisia, which, like more than 195 countries regions and territories around the world, is facing the coronavirus pandemic (Covid-19). The tourism industry will be one of the main sectors affected in Tunisia, given the importance of the sector at the level of the African continent, and the multiplicity of types of tourism that the country offers. This document

aims to help local authorities, leaders, and heads of tourism and the establishments concerned to identify effective approaches and to implement the recommended actions which make it possible to improve prevention as well as the state of preparation for the occurrence during a COVID-19 epidemic or other similar events, which guarantee an appropriate response during the epidemic as well as a successful recovery afterward. It covers different key areas specific to cultural tourism and the communication of a destination and complements other tourist forecasts concerning COVID-19, in particular the strategic plan of preparation and response as well as the updating of the strategy. Through the following research question: How to promote cultural tourism and the communication of a destination in these exceptional conditions by strengthening sanitary measures! we will present some lines of research to be able to save the tourism sector in the event of a crisis.

The impact of COVID-19 worldwide

Tourism is the main reason for the modern human movement. According to the World Tourism Organization (2020), international tourism has continued to grow in its tenth year: 1.5 billion foreign tourists will arrive by 2019 and 1.8 billion foreign tourists by 2030. Prediction forecast [2]. The report on the explosion of COVID 19, or Corona, which began in November 2019 in Hubei, China, Wuhan, and spread around the world by March 2020, suggests that the world's worst tragedy could have occurred decades

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later. World War II. says the report. It is therefore worth noting that II. In the global retail sector, food, consumer goods, health care, and the reduction of travel and tourism are the main driving factors in much of the world, especially the virus epidemic: the virus epidemic is unforgivable and more serious than expected. It takes into account the socio-economic well-being of all people, overcoming threats in the future, protecting travel and tourism spaces, and the current situation with appropriate preventive and reactive measures. Measures must be managed strategically.

However, the decision to restrict the movement of people and goods affects sectors such as tourism. This is because tourism includes air travel, shipping, food processing, accommodation, entertainment, and leisure. Consider the impact of COVID 19 in Tunisia. Tourism in Tunisia may reveal that COVID 19 has a better reputation than the rest of the world. Place personal protective equipment in their ports to manage quarantine and medical facilities for foreigners and air/passenger lines by sea, while other developed countries have announced that foreigners are leaving the country. Equipment, continuous supply of basic human needs, etc. Therefore, despite the losses suffered by the Tunisian tourism agency today, this will be beneficial to the future prosperity of Tunisian tourism.

Tunisia, with little experience of global health epidemics in recent decades, has had no clear technical difficulties due to such a serious tragedy. However, based on this limited experience, Tunisia has reported that China was the first country to follow the reduction of COVID 19 and the necessary control measures. China is also intervening in events announced by the dead. The Tunisian government began quarantining and preparing for some special health measures and a thermal scanner at the airport before the first case in the country was discovered. The first case of crown-infected patients was reported in Italy, Tunisia on March 2, 2020. (Figure: 1)

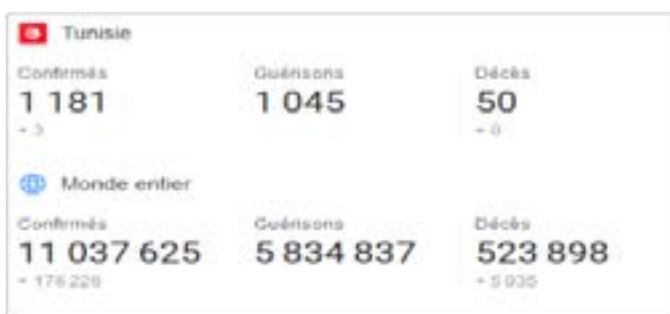


Figure: 1; COVID-19 statistics during the four months

Impact of COVID- 19 on the sector of tourism

The world economy is about to experience its worst crisis since the Great Depression of 1929, the extent of the crisis is difficult to predict, but the negative repercussions will be inevitable on our national economy. This crisis described as a “major global health crisis of our time” will cost the world economy, which according to the latest IMF estimates, 3/4 points of growth in 2020

mainly due to confinement and more than 3 billion inhabitants and the closing of borders[3]. (Figure: 2)

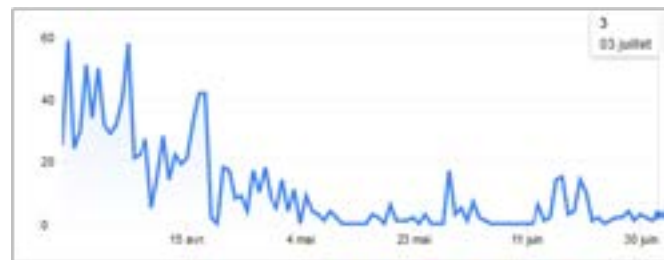


Figure 2: COVID-19 statistics during the four months in Tunisia

In Tunisia as elsewhere in the world, the coronavirus crisis has impacted practically all sectors, with an estimated decline of at least 4.5% in Tunisian GDP. Tourism has not been spared this context of upheaval; it is even at the heart of this crisis which has hit it hard. And as in every crisis, the Tunisian tourist is called to the rescue to contribute to the rescue operation of this disaster area. Indeed, it was the Minister of Handicrafts and Tourism, Mohamed Ali Toumi, who had stressed the importance of domestic tourism to save this tourist season (Jelassi, 2020). Indeed, for the Minister, the recovery will be done first with local tourists, then with those from neighboring countries if the health situation in these countries allows, and in the next step with European countries which will accept openings to Tunisia, respecting the health requirements dictated by the pandemic. But what has Tunisia prepared for its local tourist?

Axis need Immediate Attention

The domestic travel market has grown considerably compared to the global tourism market and is rapidly reducing the tensions of community homes. Most importantly, tourism products related to healing, health, heritage, culture, Ayurvedic and medicine, and further liberalization of the market are included with travelers. However, as consumers are forced by factors of value such as safety, friendship, and prices as a more accurate choice for choosing the right product, the attractiveness of events and festivals will be reduced long after the COVID epidemic. For many products, price levels can be significantly reduced to guide the availability and demand of potential market segments.

Another fast-paced market after such a pandemic is visiting friends and acquaintances (VFRs). Therefore, travel agencies should pay attention only to improved packages such as luxury seat packages. etc. Trust important and discounted options. Experiences at memorable and practical social distances significantly increase demand in rural areas compared to dense urban areas and high population density. The mass media plays a significant role in promoting national tourism and community participation. Social media plays an important role in the recovery process. After all, industry representatives need to be strengthened and encouraged to work more effectively to bring back industry processes, innovative techniques, low cost, and processes and systems. Innovations based on technology, manufacture, and deliv-

ery at low cost make the process easy for all participants without compromising security, which immediately benefits the industry recovery process. We will deal in the following paragraph, three necessary axes that Tunisia must focus on in the next period.

Suggestions for ways to promote crisis tourism

Indeed, since mid-March and the start of containment linked to the Covid-19 epidemic, Tunisia has been idling. Despite some easing of restrictions announced by the government in early May, Tunisian tourism has been severely impacted by the coronavirus crisis with hotels and restaurants that cannot yet reopen, and Tunisian airspace remains closed. The tourism sector is completely at a standstill. A new blow for tourism professionals who had barely recovered from the terrorist attacks in 2015. To cushion the consequences of this crisis, several measures were decided with the main objective, the return of tourism in early July. But this recovery remains dependent on the behavior of Tunisian customers, hitherto undecided, and who closely follows the evolution of the health situation. Moreover, the finding is confirmed by the owner of a travel agency in Tunis. According to him, no reservation peak has been recorded despite the measures announced by the presidency of the government, including the reopening of hotels, cafes, restaurants and leisure centers. "Except for a few reservations, it is empty; usually, in this period, all the hotels were fully booked and the activity was at its maximum, frankly, even if the government announced the recovery of the sector and the opening of the borders, we expect an almost white season. For us, the only hope will be the so few European markets, and a surge of solidarity on the part of the local tourist, otherwise we expect a fatal drop in our income," said the head of government, Elyes Fakhfakh under cover with anonymity (Jelassi, 2020).

Axis 1: Promote the cultural tourism of the destination

The closure of more than 80% of UNESCO World Heritage properties seriously jeopardizes the livelihoods of millions of cultural professionals. To help ensure the survival of the culture sector (cinemas, arts, and many other segments), tourism must strengthen the cultural identity and branding of tourist destinations.

Despite all the challenges, the tourism and cultural sectors have an opportunity to seize new partnerships and collaborate. Together, they will have to reinvent and diversify the offer, attract new audiences, develop new skills, and support the transition to the new world.

1. The synergy between other sectors

The flow of information between sectors is essential for understanding the impact of the pandemic and for designing effective responses. We need data specifically on the socio-economic impacts of COVID-19 on culture and tourism and the solutions implemented for the survival of cultural tourism to better target mitigation plans to meet different needs and generalize good practices.

2. Launch innovative alliances

Containment has demonstrated the importance of new technology and the media in our daily lives. While millions of people are stranded at home, now is the time to develop and promote cultural experiences for this captive audience. The challenge is to offer these experiences in a way that generates benefits directly for the organizations and professionals concerned. During this digital transition, tourism and culture can forge alliances with tech companies and the private sector to improve access to capacity building programs, available online, dedicated to culture and sustainable tourism.

3. Work for a more sustainable future of cultural tourism

The tourism and culture sectors must continue to work together for a more sustainable future for cultural tourism. Tourism marketing strategies highlight local cultural expressions not only to reach new audiences but also to encourage responsible travel. Cultural destinations and sites are struggling to figure out how to survive this hibernation period and prepare for their reopening to tourism.

4. Train a more resilient workforce in the tourism and cultural sectors

The professional profiles of the lifeblood of culture and tourism will require new skills to take immediate action and take part in recovery. Both sectors need to develop creative and inventive employment solutions to ensure the resilience of the workforce after decades of precariousness. In the cultural tourism sector, the skill level of existing jobs should be maintained and raised, as the reservoir of talent and knowledge is already there.

5. Strengthen governance structures to improve coordination and information sharing

The crisis is a privileged opportunity to set up governance models with an intersectoral dimension between the key players in tourism and culture. These models should include technology partners to establish platforms and forums for exchange for coordinated action and information sharing. The platforms would allow effective communication, decision-making, and agreements to frame the development of tourism based on cultural assets.

6. Attract new audiences

By reaching out to children and young people, the culture sector is training the engaged global citizens and tourists of tomorrow. The emotional bonds that are now being created between the population and cultural creators will change the situation in the coming years. Confinement can also lead the "regulars" and senior-amateurs of cultural tourism to support culture through sponsorship and solidarity actions.

7. Developing virtual tourism

Entering the new and unexpected era of containment, museums around the world have faced unprecedented difficulties and uncertainties. Since mid-February 2020, almost all of the museums have closed their doors and have had to take up an immediate

challenge: to maintain a strong relationship with their audiences, which have become virtual, but whose confinement situation gave time to learn, have fun, create at home and interact with the outside. Recycling existing digital resources quickly reached its limits, museums quickly invented new content and new forms of mediation.

By identifying its existing digital resources, the first reflex of museum institutions was naturally to “draw” on their digital resources to quickly bring content to their distant visitors.

Beyond the inventory of these resources and their “ascent” of distant sections see archives of websites, museums have made the effort to organize and present this content by the target audience or by type of activity such for example the Royal Academy of Arts in London. Others - like the Manchester Museum - have gone even further, by bringing together content adapted to this period of confinement in a new site, completely mobile, and thus particularly suitable for use at home. According to these examples, Tunisia should launch into the field of virtual by basing itself on technological development which facilitates access to national and international virtual visitors and by making it country.

Axis 2: Promote the communication of a destination

It is not always easy to know when to start a communication when many points still need to be clarified by the government. Developing scenarios is a good lead, but too much data is still unclear. So, while waiting to have more concrete elements, we offer you another approach. Why not start from the basics and start with an overview of your potential targets and their needs? To support you in this process, here are some tips for the 2020 season.

1. Contact the locals

The uncertainty about mobility, economic constraints but also the awareness of ecological and patriotic awareness points to mainly domestic tourism for this summer or even intra-regional. For a destination, addressing a French tourist, an excursionist or a resident requires adaptations of messages. To transform the inhabitants into explorers of their region, it will be necessary to awaken their desire to frequent places usually dedicated to tourists or to propose new ways to discover the places of their daily life. A museum whose classic visit has already been made or identified as “tourist” could thus offer creative workshops, the discovery of reserves, a painting course, or an escape game to (re) seduce a catchment area.

2. Adapt the students

Post-crisis behavior will vary between generations. Young people, Millennials & GenZ, will be the least sensitive to health and safety concerns. They are not afraid of the disease and their desire for discovery, travel, and leisure far exceeds their worries. They will be the most likely to want to travel quickly, but their tight budget will lead them to favor System D and non-market options. Once at their destination they will want to have fun and will be more likely to succumb to favorite purchases. The levers to attract them

will be to play on financial and geographic accessibility as well as on the entertainment offer.

3. Touching the tribes

Whether with friends or extended family, small self-organized groups can also be relevant targets for this summer. Groups of girlfriends, couples of friends, cousins, a family reunion with parents, grandparents, and children each living in different cities and homes ... after confinement and long periods without being able to see each other, the French will want to meet. Large capacity accommodation, connecting rooms, reduced rates for small groups, privatization of activities ... the tribes will be sensitive to suitable products which allow them to stay and spend time together.

4. Unloading families

Unlike the families who will have been separated during confinement, nuclear families who will have been confined together have sometimes had to juggle telework and homeschooling. They will be looking for letting go and moments between adults. All-inclusive proposals, children’s clubs, and activities that will offer total care for children for several hours will be very popular. In addition to relaxation, relaxation, spa, and fresh air activities, this target can also be attracted.

5. Break the couple’s routine

Just like families, couples’ expectations will change. They usually want to break the routine and find themselves. The routine had evolved and the time spent together having been multiplied, the couples will want to find themselves differently. Some will leave with friends and find themselves in a tribe, others will stay in pairs. In all cases, couples will be receptive to invitations to live exceptional moments, atypical experiences to break up everyday life, and spice their relationship.

6. Secure Retirees

If young people are most inclined to travel quickly, seniors will need to be reassured. More fragile and exposed, they will be more sensitive to security and will prefer stays which will offer them guarantees and will put in place measures to combat the spread of the epidemic. They will not be the only ones to await these efforts, but they will be particularly attentive to them. Provision of hydroalcoholic gel, air purifiers, household processes, control of accommodation capacity initiatives must be promoted and communicated to attract senior travelers.

People confined together will want to take the air, those who have not seen each other will organize a reunion and the urban residents will all the more seek the countryside. Finally, whatever the clientele, the most basic reasons for traveling have not changed: the stay is always a solution to break the routine, change the environment, and find yourself.

A good sign for our resilient sector. Tourism is not dead, once again it must adapt to the challenges of its environment and reinvent itself. A good opportunity for all of us to develop more sustainable tourism, against the flow of mass tourism.

Axis 3: Promote sustainable tourism

The tourism sector often shows itself as high resilience and the ability to adapt and overcome itself from catastrophic or impromptu phenomena [4]. However, the sector will have to pass a very severe resistance test, these last periods with the health crisis. Based on the theory of the black swan, some specialists estimate that at the time when the bad previous period disappeared, we will come back progressively- they do not dare to propose a time scale - at a certain level of normality, or at least at a situation relatively similar to that which existed before the crisis [5]. According to Taleb (2007), the black swan theory requires that the moment an impromptu phenomenon that has a major socio-economic influence (sanitation crisis) disappears, it becomes more rationalized and making it appear foreseeable or understandable and allowing show that his appearance was arranged. According to this observation, the crisis facing the world today does not require a substantial transformation in the tourism sector, especially in terms of future management and planning [4]. Indeed, this would be worrying if we consider the successively repeated warnings that the tourism industry has received both for its unsustainability as an example of the inability to predict in the long term and for the risks increasingly more periodic on climate change and global health crises[6]. The current situation has been asked to take advantage of this stop period before leading to large-scale structural transformations in the tourism industry, by undertaking a thought on its sustainability. Based on criticisms made in recent years (academic research) concerning sustainable tourism, they present a necessary rethinking of this concept and bringing it closer to resilience [4]. During the COVID-19 crisis [7] wondered if this crisis was exactly an epically catastrophic phenomenon. From this observation, it is clear that human behavior must change if we are to avoid the worst impacts of climate change. COVID-19 challenged everyone to reflect on the unsustainability of the pre-crisis tourism industry. This confirms the argument that appeared a few years ago and which dealt with the obligation to curb the uncontrolled and unsustainable growth of international tourism and to choose growth strategies, especially in over-tourism destinations [7]. Unfortunately, the destinations which undergo before this issue are henceforth encountered a reverse concern which presents the absence of tourism (under-tourism). According to [8], even if the COVID-19 crisis ends relatively quickly, the levels of travel will not be the same as those recorded previously, especially the richest niche of the world population. Indeed, it is not due solely to the social unrest caused by over-tourism, but also to environmental disasters in the industry, namely climate change and pollution, which are unsustainable. Also, the current restrictions and controls on the travel of individuals subject to the health crisis demonstrate that it would be possible to control tourist traffic based on certain sustainability standards - even though reality shows the impossibility of things [8]. Despite the known doubt, one of the most profitable consequences of this crisis is the enhancement of local tourism [5]. This forecast is based on the fact that with greater social and environmental awareness [9], tourists emerging from the crisis will probably choose to travel to destinations closer to

their place of residence [4].

Conclusion

Today, the unprecedented public health crisis is a devastating economic crisis worldwide, and hence the hotel and youth tourism sector. The recovery must be in line with other sectors, fight disease outbreaks, and restore economic performance. Therefore, the proposed measures must be implemented more and more in response to changing circumstances. Therefore, ensuring the safety of guests and employees is a major concern for stakeholders in the hospitality industry. At the same time, to recover corporate losses and rebuild a positive image in the minds of our guests, we need to start strong marketing and promotion campaigns locally and internationally. Besides, promoting "flexible service" will be another strategic tool to attract potential customers. Therefore, through flexible rates, cancellation policies, flexible work environments, etc. To view; Achieving long-term sustainability for the hospitality sector will be very beneficial. The exhibition and conference industry was among the first to realize its impact and one of its most influential fields. Since the outbreak, hundreds of events around the world have been canceled. Besides, this will directly affect the exhibition and conference industry in Sri Lanka and the country's development. Besides, it is very important to play a major role in the global economic recovery of Covid-19. Consequently, assumptions and mix events are viewed as additional options for assessing interference and we may encounter a host of benefits such as increased financial benefits.

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