

Effect of Tourism Industry During COVID-19 in Various Countries

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DESCRIPTION

The impact of the COVID-19 epidemic on the travel tourism business was greatly underestimated from the beginning of the crisis in China. Even today, policymakers and tourism practitioners do not have a complete knowledge of the crisis' possibilities and impacts, which will have a massive impact on the business. In the literature, there is little empirical study on the influence of pandemic epidemics on the tourism business. Our paper is one of the first to assess the COVID-19 pandemic's possible impact in the short and long term, both globally and geographically. This study aims to investigate what is predicted to have a negative influence on the global and geographical travel and tourism industries.

Kumar and Nafi made perceptual analysis on the impact of COVID-19 in tourism especially in Bangladesh [1]. Likewise, Pramana, et al. made the study focused on Indonesia tourism [2]. According to Kumar and Nafi [3] the outbreak had a significant negative impact on tourism and jobs. Airlines have cancelled flights, and hotels are nearly empty; as a result, supporting tourism businesses are facing significant financial losses and job losses. This study creates a framework and a recovery plan for future tourism under the tagline "People First, Travel Tomorrow." Foo, et al. has discussed about the impact of COVID-19 effect on tourism in Malaysia [4]. They stated that the airline and hotel businesses are particularly affected due to COVID-19 due to concerns about the virus, visitors from all over the world are cancelling their reservations and delaying their travel plans to Malaysia. Jaipuria, et al. has made a study focusing the state of tourism of industry during COVID-19 pandemic. They have made their study using advanced ANN (Artificial Neural Networks) approach. They concluded that rather of investing more in new resources, governments and stakeholders should consider how to improve the efficiency and effectiveness of existing resources.

As the volume of all forms of tourism activities decreases, stakeholders in the tourism industry are experiencing huge losses. In this context, pandemics must be carefully managed in order to resuscitate the tourism business; the following

regulations must be implemented: Tourists must safeguard themselves in order for tourism to resuscitate lives and livelihoods by following health recommendations, wearing a mask while travelling, and maintaining social distance. When it comes to reopening a tourism business, there are a lot of rules to follow. With the slogan "Putting People First," this will protect tourism, businesses, society, and the planet for a brighter future. Focus on urban tourist development throughout the COVID-19 epidemic to ensure that tourism continues to grow. Government incentive programme's or loan repayment relaxation for small and medium enterprises, including monetary support for tourism industry employees, must be accessible during and after the pandemic. This form of support must have a societal goal through advocating support for firms' ongoing operations and, as a result, for workers' jobs. Because tourism is such a labor-intensive business, it is necessary to address both formal and informal employees [5].

Following the epidemic, businesses should use cost-cutting strategies such as video conferencing, virtual tourist conferences, virtual meetings, and virtual tourism fairs in the next years. Tourist behaviour may alter as a result of COVID-19's social and economic changes, thus businesses and scholars must keep an eye on it.

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Received: 17-Jan-2022, Manuscript No. JTH-22-15910; **Editor assigned:** 21-Jan-2022, PreQC No. JTH-22-15910(PQ); **Reviewed:** 31-Jan-2022, QC No. JTH-22-15910; **Revised:** 07-Feb-2022, Manuscript No. JTH-22-15910(R); **Published:** 14-Feb-2022, DOI:10.35248/2167-0269.22.11.484.

Citation: Danilo A (2022) Effect of Tourism Industry During COVID-19 in Various Countries. *J Tourism Hospit.* 11:484.

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