



Qualitative Content Analysis: Solutions for Tourism Industry to Overcome the Crisis in a Post-Covid 19 era

Soo-Hee LEE¹

Received: August 26, 2022. Revised: September 07, 2022. Accepted: September 15, 2022.

Abstract

Purpose: The coronavirus pandemic has affected the tourism industry in a big way. The travel industry suffered intense damage from the pandemic and procedures acquainted to containing its spread because the pandemic outbreak has led to a decline in the number of tourists and a change in their behavior. At this point, this research is to investigate adequate solutions for tourism industry to overcome the crisis in a post-Covid 19 era. **Research design, data and methodology:** The current author gathered data from each included study to analyze and summarize the evidence when conducting a literature analysis. This stage involves gathering and reviewing intricate texts databases for the meta-analysis. **Results:** The current author found total five solutions from numerous literature contents, suggesting how to overcome the crisis in a post-Covid era for tourism industry. Solutions as follows, (1) Drawing beginning illustrations, (2) Introducing Government Backing Programs, (3) Increasing Promotion of Tourism Destinations, (4) Enhancing Safety and Security Measures, and (5) Improving Infrastructure and Facilities. **Conclusions:** This research suggests that although the global economic recession leads to reduced demand and intense competition from other sectors, the tourism industry will be well positioned to weather these challenges if practitioners of tourism organizations follow five solutions of this research.

Keywords : Tourism Industry, Economic Growth, Post-Covid 19 era, Qualitative Literature Analysis

JEL Classification Code : L83, Z32, F43, C35

1. Introduction^a

The travel industry economy suffered intense damage from the Covid (COVID-19) pandemic and procedures acquainted to containing its spread. Dependent upon the length of the crisis, Farooq et al. (2022) state that rethought circumstances show the way that the potential shock could go between a 60-80% diminishing in the worldwide travel industry economy in 2020. Past quick measures to help the travel industry area, nations are likewise moving to foster recuperation measures. These remember contemplations for lifting travel limitations, reestablishing tourist certainty, and reconsidering the travel industry area for what's to come.

The viewpoint of the travel industry area remains profoundly dubious. The Covid (COVID-19) pandemic keeps hitting hard worldwide, with the travel industry expected to diminish by around 80% in 2020 (Jones & Comfort, 2020). Homegrown, the travel industry is assisting with mellowing the blow, somewhat undoubtedly, and legislatures have made a tremendous quick move to reestablish and once again enact the area while safeguarding positions and organizations. Numerous nations are creating measures to construct a stronger travel industry economy post-COVID-19. This incorporated planning intends to help the travel industry's maintainable recuperation, advance the computerized progress and move to a greener travel industry framework, and reconsider the travel industry for what's in

¹ First and Corresponding Author. Assistant Professor, Department of International Tourism Management, Hansei University, Korea.
Email: sooheelee@hansei.ac.kr

© Copyright: The Author(s)
This is an Open Access article distributed under the terms of the Creative Commons Attribution Non-Commercial License (<http://creativecommons.org/licenses/by-nc/4.0/>) which permits unrestricted noncommercial use, distribution, and reproduction in any medium, provided the original work is properly cited.

store.

Reconstructing the travel industry is essential; however, the area should become more manageable and versatile later. The travel industry is one of the areas hardest hit by the Covid pandemic, and the standpoint remains profoundly unsure. The Organization for Economic Co-operation and Development (2020) anticipates that the global travel industry will fall by around 80% in 2020. Objections that depend vigorously on worldwide, business, and occasions the travel industry are especially battling, with numerous seaside, territorial and provincial regions faring better compared to urban communities (Toubes et al., 2021). Empowering news on antibodies has supported expecting recuperation, yet challenges stay, with the area expected to remain in endurance mode until well into 2021.

Homegrown, the travel industry has restarted and is assisting with alleviating the effect on positions and organizations in specific objections. In any case, genuine recuperation may be conceivable when the global travel industry revives and requires worldwide co-activity and proof-grounded arrangements so expedition limitations are securely lifted. The endurance of organizations throughout the travel industry's biological system is in danger without government support. Although legislatures have made a great move to pad the catastrophe for the travel industry, to limit employment misfortunes and fabricate recuperation in 2021, it is advisable to finish some more in a more coordinated way (Vărzaru et al., 2021). The necessary arrangement needs to include: Reestablishing voyager certainty and supporting the travel industry organizations to adjust and make due, advancing the homegrown travel industry and supporting the safe return of worldwide the travel industry, giving precise data to voyagers and organizations, and restricting vulnerability (to the degree conceivable). Advancing reaction measures to keep up with limits in the area and address holes in upholds. Reinforcing co-activity inside and between nations. Fabricating a more vital, manageable travel industry.

While flexible strategy arrangements are expected to empower the travel industry economy to live close by the infection in the short to medium term, it is critical to look past this and do whatever it may take to gain from the emergency, which has uncovered holes in government and industry readiness and reaction limit. Coordinated activity across state-run administrations at all levels and the confidential area is fundamental. The emergency is a chance to reexamine the travel industry for what's to come. The travel industry is at a junction, and the actions set up today will shape the travel industry of tomorrow. Legislatures need to consider the more drawn-out term ramifications of the emergency while exploiting digitalization, supporting the low carbon progress, and advancing the underlying change expected to fabricate a more grounded, more feasible, and

versatile travel industry economy.

2. Literature Review

The COVID emergency has prompted a breakdown in worldwide travel. As per the World Tourism Organization, global vacationer appearances declined universally by 73% in 2020, with 1 billion fewer voyagers contrasted with 2019, placing in risk somewhere in the range of 100 and 120 million direct the travel industry occupations (Şengel et al., 2022). The decline has prompted gigantic misfortunes in global incomes for the travel industry subordinate economies: explicitly, a breakdown in commodities of movement administrations (cash spent by alien guests in a nation) and a decrease in products of transport administrations (for example, carrier incomes from tickets offered to out-of-state people).

Significant research concentrates on the economic effect of the worldwide travel shock during 2020, especially the seriousness of the hit to nations exceptionally reliant upon the travel industry. Our primary outcome is that on a cross-country premise, the portion of the travel industry exercises in GDP is the absolute most significant indicator of the development shortage in 2020 set off by the COVID-19 emergency (comparative with pre-pandemic IMF gauges). In any event, when contrasted with proportions of the seriousness of the pandemic (Robina-Ramírez et al., 2022). For example, Grenada and Macao had not many recorded COVID cases corresponding to their populace size and no COVID-related passings in 2020 — yet their GDP shrunk by 13% and 56 percent, separately.

Nations that depend vigorously on the travel industry, specifically global voyagers, will often be little, have GDP per capita in the center pay and big-league salary range, and are preponderately net account holders. Preceding the COVID pandemic, middle yearly net incomes from the global travel industry, spending by unfamiliar sightseers in the most impacted nations short the travel industry spending by homegrown occupants abroad were around one-fourth of GDP, with tops around 50% of GDP (Milesi-Ferretti, 2021).

Conversely, for nations that are net merchants of movement and the travel industry administrations — that is, countries whose occupants go broadly abroad compared with unfamiliar explorers visiting the government — the significance of such spending is, for the most part, a lot more modest as a portion of GDP. In outright terms, the biggest shipper of movement administrations is China (more than \$200 billion, or 1.7 percent of GDP on average during 2015-19), trailed by Germany and Russia. The GDP influence for these economies of a sharp decrease in the travel industry expenses abroad is thus generally contained. Yet, it can have huge ramifications on the more modest economies their

sightseers travel to — a perfect representation being Macao for Chinese voyagers (Milesi-Ferretti, 2021).

Tourism-dependent economies must acquire more from abroad to cope with the disappearance of a large share of their international revenues in 2020. Their ongoing record deficiency augmented, or their excess shrank, yet diminished net worldwide spending in different classes. Imports of products declined (reflecting both a withdrawal in homegrown interest and a decrease in the travel industry data sources like imported food and energy) and installments to unfamiliar leasers were lower, mirroring the decrease as fair exchanges for unknown claimed in the foundation (Choi et al., 2022).

Proportions of the seriousness of the pandemic, the power of lockdowns, the degree of improvement, and the sectoral piece of GDP (esteem added represented by assembling and agribusiness) additionally matter, however quantitatively less so than the travel industry. What's more, results are not driven by small economies; the travel industry is as yet a critical, logical variable of the 2020 development shock regardless of whether we confine our example to enormous economies. Among the travel industry, subordinate economies, likewise, find proof that those depending all the more intensely on worldwide the travel industry encountered a more extreme hit to monetary action when contrasted with those depending more on the homegrown travel industry.

Given information accessibility at the hour of composing, the proof given is restricted to 2020. The standpoint for the worldwide travel industry in 2021, regardless, is more regrettable. However, with expanding antibody inclusion, the tide could change one year from now. The emergency presents incredibly overwhelming difficulties to more modest vacationer locations, given restricted opportunities for enhancement. Generally speaking, especially among arising and creating economies, these difficulties are intensified by high beginning degrees of homegrown and outer obligation, which can restrict the space for a forceful monetary reaction. Assisting these nations with adapting to the difficulties presented by the pandemic and reestablishing reasonable public and outer funds will need help from the global local area.

The Covid (COVID-19) pandemic has set off an uncommon emergency in the travel industry economy, given the prompt and colossal shock to the area and reexamined OECD gauges on the COVID-19 effect highlight a 60% decrease in the global travel industry in 2020 (Gupta et al., 2022). The decrease could ascend to 80% if recuperation is deferred until December. The global travel industry inside specific geographic areas (for example, in the European Union) is supposed to bounce back first. Homegrown the travel industry, which represents around 75% of the travel industry economy in OECD nations, is considered to

recuperate all the more rapidly. It offers a real opportunity for driving recovery, especially in countries, areas, and urban communities where the area upholds many positions and organizations.

The effect of the emergency is being felt all through the whole travel industry environment, and resuming and revamping objections will require a signed-up approach. The travel industry organizations and laborers are profiting from extensive boost bundles, with numerous state-run administrations presenting the travel industry with explicit measures. States and industries are zeroing in on their endeavors to lift travel limitations, working with organizations to uphold liquidity, applying new well-being conventions for safe travel, and assisting with enhancing their business sectors (Orindaru, 2021). Reestablishing explorer certainty and vital interest with new protected and clean names for the area, data applications for guests, and homegrown travel industry advancement crusades (Nagaj & Žuromskaitė, 2021).

They are getting ready thorough the travel industry recuperation plans to revamp objections, energize development and speculation, and reexamine the travel industry area. These activities are fundamental; however, to resume the travel industry economy effectively and make organizations ready, all the more should be finished in a planned manner as the travel industry administrations are exceptionally reliant. The movement, the travel industry, and legislatures should keep supporting their coordination components to go with the organizations, the littlest ones, and the specialists. Specific consideration should be given additionally to the most delicate/weak objections in the recuperation stage.

3. Research Design

When conducting a literature review analysis, the current author gathered data from each included study to analyze, present, and summarize the evidence. This stage involves gathering and reviewing intricate texts databases for the meta-analysis of data. The present author needed to describe these techniques and any measures taken to minimize bias and errors made during data extraction and collection (Nguyen et al., 2022).

The present author used a data extraction form and present it as an appendix. These forms could demonstrate to the reader what authors looked for and how they found it. Readers could learn if the authors were testing the form. The present author also carefully investigated to obtain text datasets whether any extractions were carried out in duplicate, and, if so, whether duplicate abstraction was carried out independently and how disagreements were resolved (Kim & Kang, 2022).

It is possible that the researchers published accounts of the included studies do not contain all the information needed. Researchers must explain any steps they made to get further information from the initial researchers for the purpose of data collection disclosure. The researchers might also describe their attempts to get in touch with researchers, what they requested, and how successfully they got the data they needed. The present author additionally investigated if final collected datasets are checked the integrity of the data in his or her review with the original researchers by providing them with a draft of the review. Although some prior studies are occasionally published with similar contents and findings, it may be challenging to identify duplicate publications, as including them could induce bias.

As a result, the current author needed to explain any procedures they employed to prevent double counting and combine data from many studies reported in one publication, like juxtaposing author names, treatment comparisons, sample sizes, or outcomes (Page et al., 2021). The current author also took a look at and eliminated all study reports, as contradictions could indicate significant limitations.

The validity of the included studies determined the likelihood that the treatment effect reported in a systematic review approximates the real one, as certain methodological traits might be connected to effect sizes (Park & Kim, 2022). Trials without appropriate concealment tended to overstate treatment benefits compared to those without reported acceptable allocation concealment. Consequently, the current author assessed the potential for bias in the included studies and how the author applied the data. The figure 1 points out the procedure of gathering adequate text datasets.

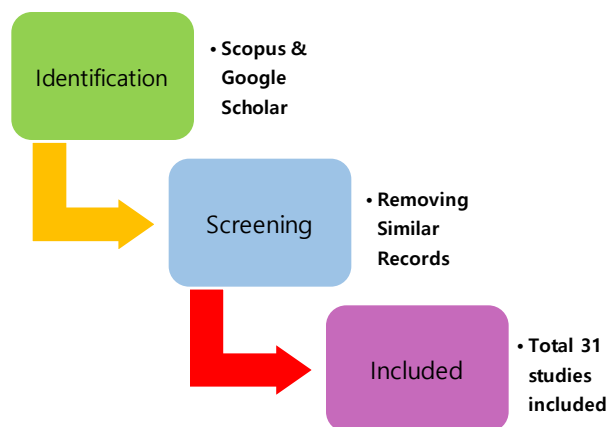


Figure 1: The Process of Dataset Collecting

4. Findings from Textual Dataset

4.1. Drawing Beginning Illustrations and Outlining a Way Forward for the Travel Industry Strategy

The COVID-19 emergency has been a tremendous shock to the travel industry economy, seriously influencing individuals' livelihoods, neighborhoods, and organizations (Abbas et al., 2021). As the pandemic keeps on developing, the total outcomes are not yet clear. In any case, a re-visitation of 'the same old thing' is improbable. Strategy creators should gain from the emergency to construct a more grounded, robust travel industry economy for what's in store. While it is still too soon to say unhesitatingly what these will be, various starting examples are framed.

Emergency has been a source of inspiration to legislatures at all levels to answer in a coordinated way. It has featured the significance of coordinating the travel industry strategy ways to deal with help recuperation (Yeh, 2021). Conveying all-around designated and open backings as fast and proficiently as conceivable to weak the travel industry organizations, laborers and sightseers has and keeps on being pivotal. Government at all levels, and the confidential area, should be more ready and able to respond and adjust rapidly. Rapid response and adjustment require more vigorous gamble appraisal and emergency reaction instruments and closer co-appointment - at the neighborhood, public and global levels.

Reinforced multi-parallel co-activity and substantial help are fundamental to reactivating the travel industry. Nations need to cooperate, as the moves made by one government have suggestions for explorers and organizations in different countries and the worldwide travel industry framework. Nations need to foster cooperative frameworks across boundaries to somewhere safe to resume travel, reestablish voyager and business certainty, animate interest, and speed up the travel industry recuperation. More effective worldwide co-appointment frameworks expected to answer future shocks

Area explicit backings are expected to address the specific requirements of the travel industry laborers, organizations' demands, and more extensive financial recuperation (Humagain & Singleton, 2021). The travel industry has benefited altogether from general monetary improvement measures. In any case, it is perhaps the most vigorously affected area and will affect more extensive macroeconomic recuperation in numerous nations. Those pieces of the travel industry biological system are not yet getting started. Where the request will probably be discouraged or obliged for quite a while will require specific consideration, as will objections. Independent companies that are generally seriously hit are usually powerless.

4.2. Introducing Government Backing Programs to Tourism

Proceeding with government backing ought to work toward a more reasonable and versatile travel industry economy. Objections and the travel industry organizations need assistance to be prepared to give the travel industry administrations to satisfy needs when the recovery comes. It will be critical to work with the travel industry organizations. Hence, they are economically finished backings and are now beginning to address the drawn-out ramifications of the emergency. It is necessary to mold measures progressively on more extensive natural, monetary and social objectives (Matiza, 2020).

Giving arrangement clearness and doing whatever it takes to restrict vulnerability (to the degree conceivable) will be urgent to help the travel industry recuperation. The standpoint for the travel industry economy remains remarkably unsure, and business and travel certainty has endured a big cheese. Clear correspondence, much-planned data strategy, and transparency in the epidemiological models will be especially significant when there is a need to change travel limitations and control estimates in light of infection flare-ups and clean-moving circumstances.

Further developing the proof base to illuminate strategy and business choices will be vital through data social events, exploration, and information examination. The emergency has featured deficiencies in the accessibility of useful, tantamount, granular information in rapidly developing circumstances. Solid and steady markers are expected to assess the viability of projects and drive and screen progress on the travel industry's recovery and flexibility. Government systems ought to secure risk-based answers to lift travel limitations safely. Making the global travel industry's biological system ready should be founded on sound logical proof (Prideaux et al., 2020). These arrangements likewise should be achievable to execute, with adequate limits accessible to guarantee these frameworks can work dependably.

An emergency is a unique chance to push toward more attractive, feasible, and robust models of the travel industry improvement. Once more, the pandemic has uncovered underlying weaknesses in the travel industry framework and the weakness of outside shocks (Wieczorek-Kosmala, 2022). There is an earnest need to differentiate and reinforce the versatility of the travel industry economy to the more likely to plan for future shocks, address well-established underlying shortcomings, and empower the computerized, low-carbon changes that will be vital for the shift to a more grounded, more pleasant and more supportable models of the travel industry advancement.

4.3. Increasing Promotion and Marketing of Tourism Destinations and Diversifying Tourism Products and Services

As the world continues to grapple with the outbreak of the novel coronavirus (COVID-19), tourism has been hit particularly hard (Gössling & Schweiggart, 2022). In the wake of widespread travel bans and restrictions, global tourism has come to a virtual standstill, devastating consequences for businesses and workers across the sector (Anu et al., 2022).

In light of this, many have called for increased promotion and marketing of tourism destinations to help revive the industry in the wake of the pandemic (Toubes et al., 2021). Proponents of this approach argue that by raising awareness of the many attractions and experiences destinations to offer, more people will be encouraged to travel once the crisis has passed (Galvani et al., 2020).

Critics contend that such an approach is unlikely to be effective in the current climate. They point to the fact that even before the outbreak of COVID-19, the tourism industry faced several challenges, including over-tourism (Donthu & Gustafsson, 2020). Tourism also had a negative environmental impact and a growing preference among many consumers for experiences over things. Simply promoting tourism destinations is unlikely to address these underlying problems and could worsen them (Koh, 2020).

Ultimately, it is clear that the tourism industry will need to take a variety of approaches to recover from the COVID-19 pandemic. While the promotion and marketing of tourism destinations may play a role in this effort, it is also important to address the underlying challenges that the sector is facing (Sharma et al., 2021). Only by doing so can the industry hope to come out of this crisis stronger than ever.

One of the most popular tourist destinations in the world, Spain has been hit particularly hard by the pandemic. The country has begun offering a variety of new and unique experiences to visitors to revive its struggling tourism sector. These include wine-tasting tours in the country's world-famous vineyards, Segway tours of historical sites, and even virtual reality experiences that allow visitors to explore Spain from the comfort of their homes (Szolnoki et al., 2022).

Similarly, in the wake of the pandemic, many hotels and resorts now offer extended stays and package deals that include various activities and amenities (Puspita et al., 2021). For example, many resorts now offer staycations, which are vacation packages that include everything from spa treatments and golf lessons to cooking classes and wine tastings. These extended stays allow travelers to enjoy a more complete and immersive experience at their chosen destination (Lane et al., 2022).

Another trend that has emerged in response to the

COVID-19 pandemic is the rise of “digital detox” vacations (Altınay et al., 2021). With so many of us now spending most of our time staring at screens, there is a growing demand for vacation experiences that offer a break from technology. As a result, several hotels and resorts are now offering special “digital detox” packages that include activities such as yoga, meditation, and hiking, as well as access to tech-free areas such as libraries and gardens (Díaz-Meneses, & Estupinán-Ojeda, 2022).

Finally, the pandemic has also led to a resurgence in the popularity of camping and other outdoor activities (Craig & Karabas, 2021). There has been a growing trend for “glamping” (glamorous camping), but the current crisis has seen a return to more traditional forms of camping. It is likely because camping is one of the safest and most socially-distanced forms of travel and is relatively inexpensive (Milohnić et al., 2019).

4.4. Enhancing Safety and Security Measures

In light of the COVID-19 pandemic, it is clear that enhanced safety and security measures are needed in order to protect both travelers and tourism-related businesses. Below are some specific measures that could be implemented to achieve this goal.

Improved hygiene and sanitation protocols - One of the most important ways to reduce the spread of COVID-19 is through improved hygiene and sanitation protocols. Tourism businesses should ensure that all public areas are regularly cleaned and disinfected and that hand-washing and sanitizing stations are readily available for employees and customers (Hussain et al., 2020).

Social distancing measures- Another vital measure to reduce the spread of COVID-19 is the implementation of social distancing protocols (Nilsen et al., 2020). Tourist businesses should ensure that customers can maintain a safe distance from one another by reducing capacity, implementing one-way systems, or marking distancing guidelines in queue areas (Robina-Ramírez et al., 2021).

Use of face masks- Another important measure that can help to reduce the spread of COVID-19 is the use of face masks. All employees of tourism businesses should be required to wear face masks at all times, and customers should be encouraged to do the same.

Contact tracing- If a customer or employee tests positive for COVID-19, it is important to trace their recent contacts to help contain the spread of the virus. Tourism businesses should collect contact information from all customers and employees and plan to quickly identify and isolate anyone who may have been exposed to the virus (Gardner & Kilpatrick, 2021). **Enhanced cleaning regimes**- One of the most effective ways to reduce the spread of COVID-19 is

through enhanced cleaning regimes. All tourist businesses should ensure that all public areas are regularly cleaned and disinfected, with particular attention paid to high-touch surfaces such as door handles and railings (Kamga & Eickemeyer, 2021).

4.5. Improving Infrastructure and Facilities

The tourism industry is made up of a range of different sectors, including accommodation, transportation, attractions, and events. The infrastructure and facilities that support these sectors are essential for the smooth running of the industry (Zaei & Zaei, 2013). In recent years, there has been a growing trend for businesses to focus on improving their infrastructure and facilities. It has been driven by several factors, including the need to remain competitive, the desire to improve customer experience, and the need to meet the expectations of a growing number of international visitors (Lopes et al., 2021).

The outbreak of COVID-19 has presented a new challenge for the tourism industry. The pandemic has resulted in a significant decline in international travel, which has knocked on businesses across the sector (Dube et al., 2021). In response to the crisis, businesses have been forced to make several changes to their operations. These changes have included introducing new health and safety measures, implementing social distancing guidelines, and introducing new cleaning regimes (Ares et al., 2021).

Improving the infrastructure and facilities in the tourism industry could help address some of the challenges businesses are currently facing. For example, improving transport links between different tourist destinations could help to increase the number of visitors to an area (Rogerson & Baum, 2020).

Similarly, investing in new accommodation options could provide travelers with more choices and improve the overall experience of visiting a destination. Finally, improving the quality of attractions and events could encourage more people to visit an area and spend money while they are there (Rogerson & Rogerson, 2021). Investing in the infrastructure and facilities in the tourism industry is not without its challenges.

There is a risk that businesses will make investments that are not aligned with the current or future needs of the industry (Caldera et al., 2022). There is also a danger that businesses will over-invest in certain areas and neglect others. However, if businesses can make the right investments, there is potential for the tourism industry to emerge from the COVID-19 pandemic stronger than ever before.

Table 1: Results of Previous Textual Dataset from Literature

Main Concept	Supporting Idea Resources
1. Drawing Beginning Illustrations	Abbas et al., 2021; Yeh, 2021; Humagain & Singleton, 2021
2. Introducing Government Backing Programs	Matiza, 2020; Prideaux et al., 2020; Wieczorek-Kosmala, 2022
3. Increasing Promotion and Marketing	Gössling & Schweiggart, 2022; Anu et al., 2022; Toubes et al., 2021; Galvani et al., 2020; Donthu & Gustafsson, 2020; Koh, 2020; Sharma et al., 2021; Szolnoki et al., 2022; Puspita et al., 2021; Lane et al., 2022; Altinay et al., 2021; Díaz-Meneses, & Estupinán-Ojeda, 2022; Craig & Karabas, 2021; Milohnić et al., 2019
4. Enhancing Safety and Security Measures	Hussain et al., 2020; Nilsen et al., 2020; Robina-Ramírez et al., 2021; Gardner & Kilpatrick, 2021; Kamga & Eickemeyer, 2021
5. Improving Infrastructure and Facilities	Zaei & Zaei, 2013; Lopes et al., 2021; Dube et al., 2021; Ares et al., 2021; Rogerson & Baum, 2020; Rogerson & Rogerson, 2021; Caldera et al., 2022

4.6. Summary

The coronavirus pandemic has affected the tourism industry in a big way. The pandemic outbreak has led to a decline in the number of tourists and a change in their behavior. Tourists are now more cautious and are avoiding places that are densely populated. It has led to a decline in the revenue of the tourism industry. The decline in the tourism industry has had a ripple effect on the global economy (Anu et al., 2022). Therefore, it is necessary to provide solutions to the impacts of the pandemic on the tourism industry.

Despite the challenges posed by the COVID-19 pandemic, the tourism industry has shown great resilience. The industry has rapidly adapted to the new normal, implementing strict health and safety protocols to protect visitors and workers. Implementing these protocols has been crucial in rebuilding consumer confidence and restoring mobility. The tourism industry's efforts have had a major impact, and international travel is slowly but surely beginning to resume. Looking to the future, it is clear that the tourism industry will continue to face challenges. The global economic recession will lead to reduced demand and intense competition from other sectors. However, the

tourism industry is well positioned to weather these challenges. The sector is resilient, and its ability to adapt rapidly will be crucial in the months and years ahead.

5. Discussions

The COVID-19 pandemic has reflected social, mental, financial, and social impacts on travel industry partners. They will experience the ill effects of the unfavorable results for an extended period, given the pandemic has given a 'bountiful' new structure in which travel industry researchers and scientists can direct examinations with appropriate exploration models. By and by, COVID-19 the travel industry influences studies need to overlook or drop the past strategies to execute the travel industry (Hall, 2011). All the while, scientists need to conduct plausibility studies. The travel industry request estimating and dynamic best practices that would be advantageous and fitting to investigate the COVID-19 outcomes on different geographic associations and partners. They hypothetically give little space to propelling the comprehension of emergency on the board and potentiating the pandemic's capacity to restart examination regions and improve the job and limits of the travel industry science and industry.

The current work urges specialists to decipher and use COVID-19 as a groundbreaking ability to reshape and update their exploration techniques in light of novel reasoning for the travel industry improvement and examination. Subsequently, it plans to modify the methodologies and targets to persuade and evaluate the goal, capability, and impact of travel industry studies' travel industry associations. Emergencies also animate events' turn and the shift of new advances (Colombo et al., 2016; Zeng et al., 2020). These are not to be treated as inescapable, unchallengeable, and testing to re-structure and adjust to address explicit issues and substantial guidelines. Health organizations must persuade researchers that COVID-19, the travel industry studies, can ensure the last outcomes.

The ongoing account concentrates on COVID-19; the travel industry influences endeavors to include all members in the similar local area of movement partners, which may not be reliable. For example, the COVID-19 pandemic fundamentally affects the travel industry associations (counting middle people, transportation organizers, and convenience or fascination suppliers) given properties like the size, scene, board, and administration kinds of the travel industry (Sigala, 2020). Essentially, the movement needs that are different from relaxation and business travel, neighborhood and individual sightseers show that the other results of the COVID-19 are expected and are essential for conversation in specific market areas.

The travel industry research on COVID-19 can uncover

different recognizable powers of the pandemic. They can likewise incorporate high-level prescient abilities, due to such contrasts in the unique circumstance, to anticipate or test particular proposals on distinguishing any errors and shortcomings that might emerge in various travel industry partner gatherings. Explicit significant travel industry partners, including the travel industry laborers, occupants, businesspeople in the travel industry field, and the travel industry training, for example, college staff, understudies, and researchers, are excluded from the examination (Mohanty et al., 2020). The most recent cases and issues connected with COVID-19 have demolished travel partners' movement business and working circumstances, making what is going on more convoluted. Examinations in COVID-19 and the travel industry partner conduct are essential.

The COVID-19 travel industry influences on work have placed more tension on the travel industry schooling. It has genuinely impacted work creation and valuable open doors worldwide (Bakar & Rosbi, 2020). Because of virtual learning and education, understudies additionally need to manage to prepare interferences, enrollment, and unsteady work valuable open doors in the travel industry business (Donthu & Gustafsson, 2020). The travel industry projects, drives, and academic colleges face the test of lessening new understudy enlistment, promoting and government backing, and examination financing. The travel industry researchers ought to consider innovative methodologies and examination chances to decide on authoritative distance, considering the psychological well-being and security issues of partners impacted by COVID-19. Also, showing angles should be investigated, like the preparation and execution of more "economical," adaptable, and adaptable strategies for the travel industry education and the improvement of understudies with versatile and reasonable abilities in other business areas (Spalding et al., 2021).

In addition, other subjects in the field of COVID-19 merit are explored. Over the last ten years, social business ventures expanded because of the travel industry, for example, during the 2008 monetary emergency (Škare et al., 2021). COVID-19 works with these travel industry social activities, planning to fabricate social effects, address the social issues emerging from COVID-19, and help those out of luck. The quick extension of pertinent social travel industry endeavors in COVID-19 gives a few possible chances to rehearse and precisely grasp this idea in new biodiversity, partners, and conditions.

From this point forward, the bet should not be on the expansion in guest numbers but on "better, more agreeable travel, customized administration, while keeping up with reasonable costs." The travel industry should consider beginning remodels of lodgings, developing staff quality, improving the offer of visit gatherings and client enrollment,

and moving to computerized innovation. Specific consideration ought to be paid to family amusement: exceptional projects for youngsters and youths, the improvement of fitting menus, theater setups, and so on. Future pandemics will probably recuperate completely, so the travel industry should initially give extraordinary disinfection measures. For instance, all lodgings might require defensive covers and gloves for representatives, guests, and sanitizers. Cafés ought to serve their clients in shifts to abstain from congestion. Hotel managers can isolate the ocean side into blocks separated from one another to keep social separation (Zhang et al., 2022).

Additionally, researchers, the government, and the travel industry ought to concur and hold the most recent travel industry area conversations to better the travel industry. Travel organizations and accomplices in every area can utilize their opportunities to make their proposition more feasible if monetarily conceivable (Lama & Rai, 2021). The opportunity has arrived to reposition and change the travel industry items. There is a need to survey the actions and forestall deserting, in some measure to a limited extent after the Covid pandemic from mass the travel industry, which we recently knew. In particular, among the specific criteria for the travel industry advancement in the COVID-19 pandemic, the review suggests that the government fosters a massive drive with explicit recommendations to develop the travel industry further.

Little business hoteliers are in danger of losing their property resources since they can't get "convenience charges" to pay their home loans as COVID-19 is supposed to keep up with and fortify existing ideas and models, this "root" of the travel industry work (Bartik et al., 2020). The danger arises from the continuous downturn and increasing expenses for movement organizations. The COVID-19 travel industry research requires a careful investigation of laborers' psychological, physical, and mental circumstances with a COVID-19 foundation, like well-being, interest, virtual workplace, and other HR. For example, during the disconnection season of the COVID-19, virtual groups and occupations, day-to-day administration, enrollment, initiative, and advancement potential open doors neglect to support, spur, and hold workers who have re-changed their qualities and standards.

Another major limitation of the study on COVID 19 and its impact on tourism is the timeframe in which various studies are conducted (Duro et al., 2021). In the latest updates of the dangerous virus, different waves are attacking the globe causing drastic effects on the victims. If the correct containment measures for preventing the spread and contraction of the virus are not put in place by its different stages, there might be worse effects in the coming days. According to the study (Annavajhala et al., 2021), The World Health Organization screens variations and has

grouped a few distinct "variations of concern" — the latest of which, omicron, has driven a worldwide flood in COVID-19 cases. Variation structure when transformations happen in an infection's genetic code. SARS-CoV-2 changes as it spreads, making new strains that can act uniquely in contrast to the first infection. A few variations can prompt side effects that are more extreme than those brought about by different variations a lead to less serious side effects. A few variations are more effectively contagious than others; some interesting new ways to deal with counteraction and treatment (Ram et al., 2022).

References

- Abbas, J., Mubeen, R., Iorember, P. T., Raza, S., & Mamirkulova, G. (2021). Exploring the impact of COVID-19 on tourism: transformational potential and implications for a sustainable recovery of the travel and leisure industry. *Current Research in Behavioral Sciences*, 2, 100033.
- Altınmay Özdemir, M., & Göktaş, L. S. (2021). Research trends on digital detox holidays: a bibliometric analysis. *Tourism & Management Studies*, 17(3), 21-35.
- Annavaiahala, M. K., Mohri, H., Wang, P., Nair, M., Zucker, J. E., Sheng, Z., & Uhlemann, A. C. (2021). Emergence and expansion of SARS-CoV-2 B. 1.526 after identification in New York. *Nature*, 597(7878), 703-708.
- Anu, A., Gautam, N., Gautam, P. K., Singh, J., Sharma, S., Kaushik, A., & Obaid, A. J. (2022). Impact of post-COVID-19 on the hospitality tourism: Impact evaluation, survive, revive and thrive. *International Journal of Health Sciences*, 6(S2), 7152–7172.
- Ares, G., Bove, I., Vidal, L., Brunet, G., Fuletti, D., Arroyo, Á. & Blanc, M. V. (2021). The experience of social distancing for families with children and adolescents during the coronavirus (COVID-19) pandemic in Uruguay: Difficulties and opportunities. *Children and Youth Services Review*, 121, 105906.
- Bakar, N. A., & Rosbi, S. (2020). Effect of Coronavirus disease (COVID-19) to the tourism industry. *International Journal of Advanced Engineering Research and Science*, 7(4), 189-193.
- Bartik, A. W., Bertrand, M., Cullen, Z., Glaeser, E. L., Luca, M., & Stanton, C. (2020). The impact of COVID-19 on small business outcomes and expectations. *Proceedings of the national academy of sciences*, 117(30), 17656-17666.
- Caldera, S., Mohamed, S., & Feng, Y. (2022). Evaluating the COVID-19 Impacts on Sustainable Procurement: Experiences from the Australian Built Environment Sector. *Sustainability*, 14(7), 4163.
- Choi, Y., Kim, H. J., & Lee, Y. (2022). Economic consequences of the COVID-19 pandemic: will it be a barrier to achieving sustainability? *Sustainability*, 14(3), 1629.
- Colombo, M. G., Piva, E., Quas, A., & Rossi-Lamastra, C. (2016). How high-tech entrepreneurial ventures cope with the global crisis: changes in product innovation and internationalization strategies. *Industry and innovation*, 23(7), 647-671.
- Craig, C. A., & Karabas, I. (2021). Glamping after the coronavirus pandemic. *Tourism and hospitality Research*, 21(2), 251-256.
- Díaz-Meneses, G., & Estupinán-Ojeda, M. (2022). The Outbreak of Digital Detox Motives and Their Public Health Implications for Holiday Destinations. *International Journal of Environmental Research and Public Health*, 19(3), 1548.
- Dube, K., Nhamo, G., & Chikodzi, D. (2021). COVID-19 pandemic and prospects for recovery of the global aviation industry. *Journal of Air Transport Management*, 92, 102022.
- Donthu, N., & Gustafsson, A. (2020). Effects of COVID-19 on business and research. *Journal of business research*, 117, 284-289.
- Duro, J. A., Perez-Laborda, A., Turrion-Prats, J., & Fernández-Fernández, M. (2021). Covid-19 and tourism vulnerability. *Tourism Management Perspectives*, 38, 100819.
- Farooq, U., Nasir, A., Bilal, & Bashir, M. F. (2022). The COVID-19 pandemic and stock market performance of transportation and travel services firms: a cross-country study. *Economic Research-Ekonomska Istraživanja*, 35(1), 1-17.
- Galvani, A., Lew, A. A., & Perez, M. S. (2020). COVID-19 is expanding global consciousness and the sustainability of travel and tourism. *Tourism Geographies*, 22(3), 567-576.
- Gardner, B. J., & Kilpatrick, A. M. (2021). Contact tracing efficiency, transmission heterogeneity, and accelerating COVID-19 epidemics. *PLOS Computational Biology*, 17(6), e1009122.
- Gössling, S., & Schweiggart, N. (2022). Two years of COVID-19 and tourism: what we learned and should have learned. *Journal of Sustainable Tourism*, 30(4), 915-931.
- Gupta, S., Aggarwal, A., & Gupta, S. (2022). Corona's Spillover Effects on Tourism Industry-Scale Development and Validation. *Tourism Analysis*, Vol. ahead-of-print No. ahead-of-print.
- Hall, C. M. (2011). Publish and perish? Bibliometric analysis, journal ranking, and the assessment of research quality in tourism. *Tourism Management*, 32(1), 16-27.
- Humagain, P., & Singleton, P. A. (2021). Exploring tourists' motivations, constraints, and negotiations regarding outdoor recreation trips during COVID-19 through a focus group study. *Journal of Outdoor Recreation and Tourism*, 36, 100447.
- Hussain, S., Shah, F.A., & Kareem, S. (2020). Expectations of Indian guests from Hotel Preparedness in COVID-19. *Journal of Tourism, Hospitality & Culinary Arts*, 12(3), 31-51
- Jones, P., & Comfort, D. (2020). The COVID-19 crisis, tourism, and sustainable development. *Athens Journal of Tourism*, 7(2), 75-86.
- Kamga, C., & Eickemeyer, P. (2021). Slowing the spread of COVID-19: Review of "Social distancing" interventions deployed by public transit in the United States and Canada. *Transport Policy*, 106, 25-36.
- Kim, J. H., & Kang, E. (2022). The Role of Wearable Devices for the Success of the Healthcare Business: Verification from PRISMA Approach. *Journal of Economics Marketing, and Management*, 10(4), 13-24.
- Koh, E. (2020). The end of over-tourism? Opportunities in a post-Covid-19 world. *International Journal of Tourism Cities*, 6(4), 1015-1023.
- Lama, R., & Rai, A. (2021). *Challenges in developing sustainable tourism post-COVID-19 pandemic. In Tourism Destination Management in a Post-Pandemic Context* (pp. 233-244).

- Emerald Publishing Limited.
- Lane, B., Kastenholz, E., & Carneiro, M. J. (2022). Rural Tourism and Sustainability: A Special Issue, Review and Update for the Opening Years of the Twenty-First Century. *Sustainability*, 14(10), 6070.
- Lopes, J. M., Oliveira, M., Lopes, J., & Zaman, U. (2021). Networks, innovation and knowledge transfer in the tourism industry: An empirical study of SMEs in Portugal. *Social Sciences*, 10(5), 159.
- Matiza, T. (2020). Post-COVID-19 crisis travel behaviour: Towards mitigating the effects of perceived risk. *Journal of Tourism Futures*, 8(1), 99-108.
- Milesi-Ferretti, G. M. (2021). The COVID-19 travel shock hit tourism-dependent economies hard. *Hutchins Center Working Papers*.
- Milohnić, I., Bonifačić, J. C., & Licul, I. (2019). Transformation of camping into glamping—trends and perspectives. *Tourism in Southern and Eastern Europe*, 5, 457-473.
- Mohanty, P., Dhoundiyal, H., & Choudhury, R. (2020). *Events tourism in the eye of the COVID-19 storm: impacts and implications. Event Tourism in Asian Countries: Challenges and Prospects* (1st ed.): Apple Academic Press.
- Nagaj, R., & Žuromskaitė, B. (2021). Tourism in the Era of Covid-19 and Its Impact on the Environment. *Energies*, 14(7), 2000.
- Nguyen, L. T., Nantharath, P., & Kang, E. (2022). The Sustainable Care Model for an Ageing Population in Vietnam: Evidence from a Systematic Review. *Sustainability*, 14(5), 2518.
- Nilsen, P., Seing, I., Ericsson, C., Andersen, O., Stefánsdóttir, N. T., Tjørnhøj-Thomsen, T., & Kirk, J. W. (2020). Implementing social distancing policy measures in the battle against the coronavirus: protocol of a comparative study of Denmark and Sweden. *Implementation Science Communications*, 1(1), 1-10.
- Organization for Economic Co-operation and Development. (2020). *Rebuilding tourism for the future: COVID-19 policy responses and recovery*. OECD Publishing.
- Orîndaru, A., Popescu, M. F., Alexoaci, A. P., Căescu, Ș. C., Florescu, M. S., & Orzan, A. O. (2021). Tourism in a post-COVID-19 era: Sustainable strategies for industry's recovery. *Sustainability*, 13(12), 6781.
- Page, M. J., McKenzie, J. E., Bossuyt, P. M., Boutron, I., Hoffmann, T. C., Mulrow, C. D., & Moher, D. (2021). The PRISMA 2020 statement: an updated guideline for reporting systematic reviews. *Systematic reviews*, 10(1), 1-11.
- Park, H. R., & Kim, S. G. (2022). Employee's Negative Psychological Factors Based on Excessive Workloads and Its Solutions Using Consultation with the Manager. *East Asian Journal of Business Economics*, 10(1), 59-69.
- Prideaux, B., Thompson, M., & Pabel, A. (2020). Lessons from COVID-19 can prepare global tourism for the economic transformation needed to combat climate change. *Tourism Geographies*, 22(3), 667-678.
- Puspita, N. P. L. A., Astawa, I. P., & Mudana, I. G. (2021). Hotel Strategy in Facing the Covid-19 Pandemic (The Westin Resort Nusa Dua Experience). *International Journal of Global Tourism*, 2(1), 28-39.
- Ram, Y., Collins-Kreiner, N., Gozansky, E., Moscona, G., & Okon-Singer, H. (2022). Is there a COVID-19 vaccination effect? A three-wave cross-sectional study. *Current Issues in Tourism*, 25(3), 379-386.
- Robina-Ramírez, R., Medina-Merodio, J. A., Moreno-Luna, L., Jiménez-Naranjo, H. V., & Sánchez-Oro, M. (2021). Safety and health measures for COVID-19 transition period in the hotel industry in Spain. *International Journal of Environmental Research and Public Health*, 18(2), 718.
- Robina-Ramírez, R., Sánchez, M. S. O., Jiménez-Naranjo, H. V., & Castro-Serrano, J. (2022). Tourism governance during the COVID-19 pandemic crisis: A proposal for a sustainable model to restore the tourism industry. *Environment, Development, and Sustainability*, 24(5), 6391-6412.
- Rogerson, C. M., & Baum, T. (2020). COVID-19 and African tourism research agendas. *Development Southern Africa*, 37(5), 727-741.
- Rogerson, C. M., & Rogerson, J. M. (2021). COVID-19 and changing tourism demand: Research review and policy implications for South Africa. *African Journal of Hospitality, Tourism and Leisure*, 10(1), 1-21.
- Şengel, Ü., Işkın, M., Çevrimkaya, M., & Genç, G. (2022). Fiscal and monetary policies supporting the tourism industry during COVID-19. *Journal of Hospitality and Tourism Insights*, Vol. ahead-of-print No. ahead-of-print.
- Sharma, G. D., Thomas, A., & Paul, J. (2021). Reviving tourism industry post-COVID-19: A resilience-based framework. *Tourism management perspectives*, 37, 100786.
- Sigala, M. (2020). Tourism and COVID-19: Impacts and implications for advancing and resetting industry and research. *Journal of business research*, 117, 312-321.
- Škare, M., Soriano, D. R., & Porada-Rochoń, M. (2021). Impact of COVID-19 on the travel and tourism industry. *Technological Forecasting and Social Change*, 163, 120469.
- Spalding, M., Burke, L., & Fyall, A. (2021). Covid-19: Implications for nature and tourism. *Anatolia*, 32(1), 126-127.
- Szolnoki, G., Bail, S., Tafel, M., Feher, A., & Veith, C. (2022). A Cross-Cultural Comparison of New Implemented Sustainable Wine Tourism Strategies during the COVID-19 Crisis. *Sustainability*, 14(8), 4688.
- Toubes, D. R., Araújo Vila, N., & Fraiz Brea, J. A. (2021). Changes in consumption patterns and tourist promotion after the COVID-19 pandemic. *Journal of Theoretical and Applied Electronic Commerce Research*, 16(5), 1332-1352.
- Vărzaru, A. A., Bocean, C. G., & Cazacu, M. (2021). Rethinking tourism industry in pandemic COVID-19 period. *Sustainability*, 13(12), 6956.
- Wieczorek-Kosmala, M. (2022). A study of the tourism industry's cash-driven resilience capabilities for responding to the COVID-19 shock. *Tourism Management*, 88, 104396.
- Yeh, S. S. (2021). Tourism recovery strategy against COVID-19 pandemic. *Tourism Recreation Research*, 46(2), 188-194.
- Zaei, M. E., & Zaei, M. E. (2013). The impacts of the tourism industry on the host community. *European journal of tourism hospitality and research*, 1(2), 12-21.
- Zhang, H., Wang, Q., Chen, J., Rangel-Buitrago, N., & Shu, Y. (2022). Cruise tourism in the context of COVID-19: Dilemmas and solutions. *Ocean & Coastal Management*, 228, 106321.