

SOME ASPECTS OF TOURISM THAT WILL NEVER BE THE SAME AFTER THE COVID-19 PANDEMIC

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Abstract: Tourism recently was growing at a rapid pace, thereby transforming it to most profitable business in the market. In 2019, comparatively, the fast-developing travel and tourism industry in Germany directly contributed the third largest sum to GDP, representing 143.4 billion U.S. dollars. As fast as tourism was developing in 2019, the coronavirus was spreading in the beginning of 2020. However, due to the global quarantine and closure of international boundaries, tourism became the first industry hit. There were many predictions made and, eventually, we can assume that some aspects of tourism will never be the same after the COVID-19 pandemic.

Key words: pandemic, public health, COVID-19, tourism industry, quarantine, tourism contribution, public's mind

Introduction

Tourism recently was growing at a rapid pace, thereby transforming it to most profitable business in the market. In 2019, comparatively, the fast-developing travel and tourism industry in Germany directly contributed the third largest sum to GDP, representing 143.4 billion U.S. dollars. As fast as tourism was developing in 2019, the coronavirus was spreading in the beginning of 2020.

However, due to the global quarantine and closure of international boundaries, tourism became the first industry hit. There were many predictions made and, eventually, we can assume that some aspects of tourism will never be the same after the COVID-19 pandemic. Although it is impossible to assess the potential consequences of the coronavirus objectively, one can imagine how certain aspects of the pandemic will affect the tourism industry.

In this paperwork the following methods were used: an analysis of the spread of COVID-19 was carried out, measuring the exponential growth of the global spread rate calculated, the "legacy" of previous pandemics in history was also studied. On the basis of historical experience, the public's mind was analyzed, and assumptions were put forward on the basis of this analysis.

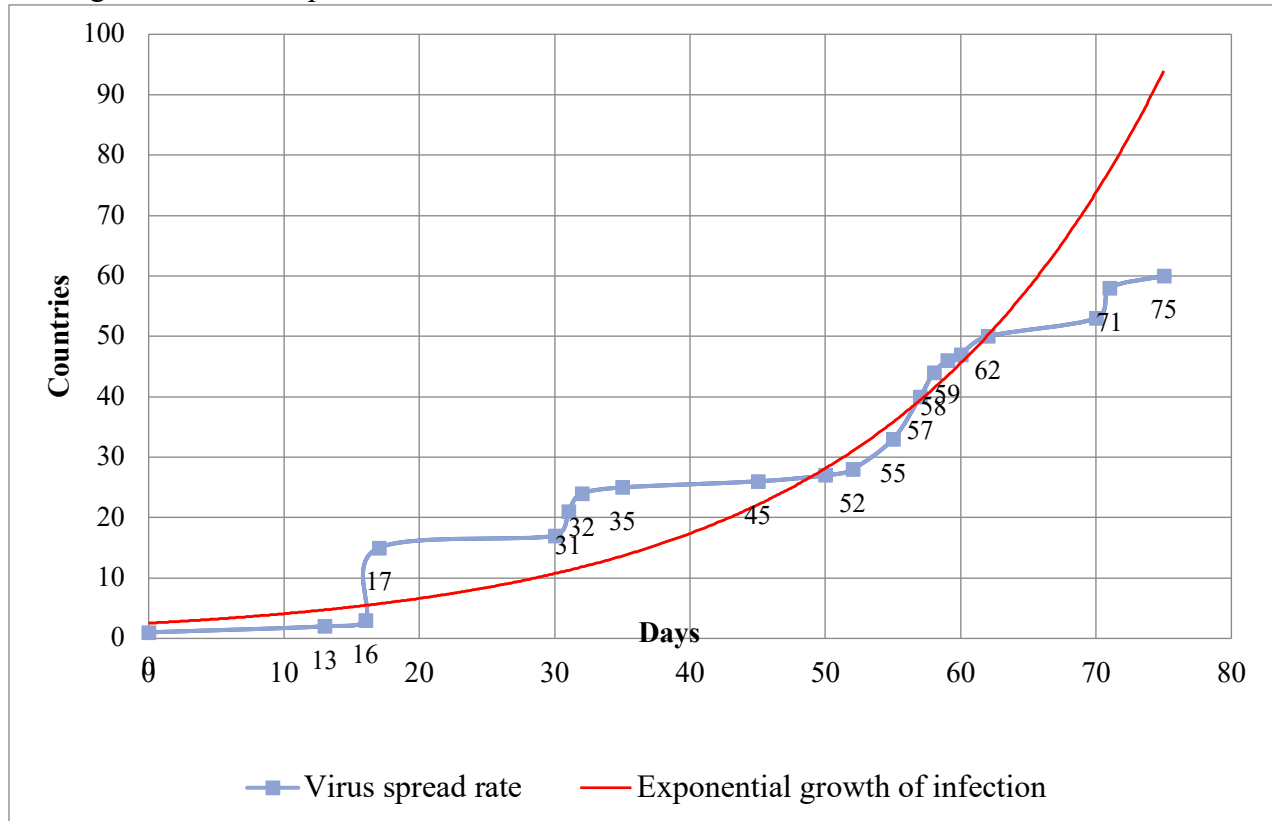
We have relied on official confirmations of states that are the members of the World Health Organization (WHO) and the statistical data represented by official mass media.

A brief history of coronavirus and the calculation of virus spread rate

According to the World Health Organization (WHO), COVID-19 is an infectious disease caused by a newly discovered coronavirus. The virus spreads primarily through droplets of saliva or discharge from the nose when an infected person coughs or sneezes [1]. The beginning of the global outbreak in Wuhan, China was laid at the end of December 2019. The virus circulated in the wild and was transmitted from an infected animal to the person who caught it and from him to market workers. On December 31, 2019, Chinese authorities informed the World Health Organization (WHO) of an unknown pneumonia. Since January 23, Wuhan has been quarantined. On January 13, the first case of infection outside of China was recorded in Thailand. Two months later, on March 11, WHO announced that the outbreak had become a pandemic [2], and on March 13 that Europe had become its center.

On the basis of confirmations from the authorities of the UN countries, we compiled a

graph (Figure 1) of the approximate ratio of global infection (in countries) to the time of spread (in days). As a result, on average 0.7 countries infected every day (based on the fact that the first 75 days, on average, 11 new confirmations from around the world appeared every 15 days). It should be noted that the graph does not reflect the absolutely true epidemiological situation in the world, since not all countries presented their statistics to the WHO. Figure 1 shows two graphs: one reflecting the real exponential growth of infection, and the other the actual, showing the derivative of the growth of virus spread.



Note - designed according to the sources [3,4]

Picture 1. Ratio of global infection (in countries) to the time of spread (in days)

Since not all WHO Member States provided confirmations of registration of COVID-19 infections (probably because many countries did not have the necessary resources for testing [4]), this chart shows only a small number of the actual infected states. To see more realistic overview, it is rather better to multiply the number of countries and days by two, in any case, a doubled result will be more relevant and realistic.

In order to prevent such shortcomings in statistics, it is recommended to tighten control over the gathering and processing of information, establish a clear relationship between the government and the institutions responsible for statistics, and set up special teams to monitor the development of the epidemiological situation in the regions.

Pandemic Tourism

The virus, which with astonishing speed (0.73 country/day) has captured half of the planet; virus that has indiscriminately infected young and old people and the inexplicable and unpredictable death made a strong impression on the mind of a modern man. Undoubtedly, the pandemic will leave a tremendous mark on history, influencing economy, psychology and culture.

Tourism will suffer the most, since it is based on movement from places of the usual habitat, social contacts, visiting mass cultural events - actions prohibited under quarantine rules. Another obstacle is the restriction of international and even inter-city transport communication. And the last but not less important is the health and security concerns.

Health issues are always dominant when choosing a destination. People will be afraid to

visit countries that are most affected by the virus. People have deep fears, those are not rational. For example, since previous epidemics (plague and Spanish flu) people have developed a fear of rodents. Then they could cause serious harm to human health, so the fear was justified, but now these animals are unlikely to harm, but the subconscious fear remained. These subconscious fears may hinder the development of certain tourism industries. Take for example **gastronomic tourism**. According to the BBC Good Food, among the main centers of gastro tourism in 2019 there were France, Italy, Spain, Portugal and Israel [5]. The first three countries from this list are in the top 10 countries with the highest number of infected people. Since cooking and eating involves too many interactions between people, gastro-tourism as a type will no longer be the popular one.

In addition, most restaurant establishments were suspended during quarantine; supplies of large manufacturers are also reduced. Because of this, managers incur big losses and it is not known whether they will be able to return to the market. The most affected are establishments that do not provide personal delivery services. However, there is a big advantage - during quarantine, online-business will be especially active.

Generally, the whole **tourism market** will change. The third most successful tourism destination of 2019 according to the The Travel & Tourism Competitiveness Report [6] was Germany. As of March 24, 2020, 30357 infected people were registered there, that is fifth position in the world. There is a direct correlation between the spread of the virus and the tourist flow. The greater the receiving capacity of the destination, the more infected people will go through it. Nowadays, any virus can travel from one continent to another in under 36 hours [6] and restrictions on travel during outbreaks can have a massive economic impact on affected countries. That's why German sales revenues have crashed by 75% in the first half of 2020, according to a German Travel Industry Association [7]. Thus, the country can lose its prime position.

As for **Kazakhstan**, ignorance regarding the rules of disease prevention has become an essential factor in maintaining a pandemic. Although the number of infected people here does not exceed 1000, this does not contribute to the rapid restoration of demand for inbound, outbound or domestic tourism. At the moment, according to the director of Kazakh Tourist Association Rashida Shaikenova [8], it is generally believed that a decrease in outbound flow leads to an increase in domestic tourism, but not this time.

According to Shaikenova, there is no increase in internal migration as people try to minimize visits to any public places, including train stations and airports. In addition, there are many refusals from foreign tourists who previously booked tours to Kazakhstan. By the way, two most important international hubs in our country - Astana and Almaty, are completely quarantined [9].

As for outbound tourism, demand for tickets from Kazakhstan to Italy decreased significantly - by 46% and Italy went down 15 lines in the ranking of popular destinations.

This research and corresponding conclusion was made by analysts of the tourist service Aviasales [10]. It is difficult to calculate the losses of the industry, this is a trade secret, but one thing can be noted for sure - after the epidemic the tourist market will need to be restored literally from the ashes.

Conclusion and recommendations

In conclusion, one should note here that the Coronavirus is definitely a game changer in the global economy, and especially in the tourism industry. Recently, globalization has shown its negative side. Due to this fact, tourists will have a certain fear or squeamishness to travelling, because contacts with people, tourism, and globalization itself contributed to such a rapid spread of the virus. The countries that suffer the most from the epidemic will have to rebuild the industry, and, according to our article, we can assume that they will invest mostly to marketing in order to be able to show their potential guests concern about their safety.

Since the pandemic itself proves an interdependence of the tourist flows and the spread of COVID-19, in order to ensure the national security of all countries, it is recommended to limit the entry and exit of citizens outside their place of residence. The restriction will significantly affect the economic sustainability of tourism, but it is much more important to save the lives of future tourists.

To ensure the return of tourism enterprises to the market, it is recommended to strengthen the policy in the field of electronic commerce, organize a delivery service, and increase activity in social networks in order to stay in touch with loyal customers. Isolation can also be used for conducting an inventory and online training of personnel. There's no matter how hard it is to keep your business alive during the pandemic, since your time could be better spent.

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