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Impact of COVID-19 pandemic on Hospitality Sector and it's revival post vaccine: A Review

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Abstract

The pandemic of COVID-19 has caused in over 12.8 million confirmed cases and over 560,000 deaths globally. The countries are being challenged globally by the pandemic of COVID-19 with still no information on vaccine yet, inadequate medical facilities to cure the disease, It has also sparked fears of a looming economic crisis and recession. Unparalleled global travel restrictions, Social distancing, staying at home and self-isolation has caused the severe disruption of the global economy since World War II and it has even lead to a lesser workforce across entire economic sectors and that caused people their jobs. Education Sector, Malls and Hospitality sectors closed down and no one is still aware that when it will be back in it their full swing. The need for supplies and manufactured products got reduced however the necessity for medical goods went up. The demand of food sector saw huge surge due to panic-purchasing and amassing of various food items. As around 90% of international travellers across the globe got affected due to travel ban, the resumption looks difficult. As per UNWTO, the percentage of international travelers might decline by 20% to 30% in 2020 in comparison to 2019. Hospitality Industry in particular is much prone to an act to counter pandemics as of travel restrictions and social distancing. Lots of scientists across globe are trying their level best to bring out a vaccine to curb the effects of COVID-19. Everything will be as per normal but it all depends on how soon we can have a vaccine. The paper explores the impacts of COVID-19 that the disease might bring a change in society, economy, tourism and various sectors of hospitality.

Keywords: COVID-19 Pandemic, Economic Impact, Tourism Demand, Crises, Restrictions on Travel, Elasticity

Introduction

In Wuhan, China - An unidentified Virus got detected and it was initially conveyed to the office of WHO in China on 31st December 2019. During the initial week of January 2020, 41 victims with symptoms of coronavirus (COVID-19) infections got admitted to hospitals in China (Huang et al., 2020). Although the disease spread quickly in Wuhan region, initially it was mainly overlooked by various influential and political leaders of the world (though various intelligence services dispensed cautions of a possibly disastrous incident; Washington Post, 2020). In order to hold the virus, Wuhan City was locked down and infected cases in country calmed at about 80,000 by February Mid (ECDC 2020). But up till then, international travellers carried virus along through air travelling & it got spread to most of the continents. By mid-March, it reached up till 146 nations. The confirmed cases with symptoms doubled rapidly worldwide.

From here, the rate of infection fast-tracked through community transmission and by 15th April, confirmed infected cases reached the figure of 2 million (with deaths over 12,500) in more than 200 countries (ECDC 2020). The exact cases still remained unidentified as testing is now getting increased in lots of the countries. With vaccine under trials and limited medical intercessions available for treatment, lots of countries replied back with various non-pharmacological intercessions (NPI), which includes lockdown (staying inside, quarantining voluntary), physical / social distancing, closure of all educational places and non-crucial workplaces/ businesses, events got postponed or cancelled (i.e. bigger conferences, meetings, trade-shows, festivals & concerts, elections & political gatherings and various sport events too like Olympics etc.), and putting ban on people gatherings over some numbers.

Various local, Provincial and International travelling restrictions instantly effected economies worldwide which includes tourism, i.e. domestic and international tourism, public transport, air transport, cruises, hotels, restaurants, cafés, conferences, meetings, festivals or sports events etc. As lots of countries imposing ban on international travel, closing their borders or announcing quarantine periods, domestic and international tourism declined quickly within no time. Countries pushed their travellers to return back home as most of the people were in different countries for various reasons, i.e. Work, Leisure etc. With those coming back to their hometown another challenge was to quarantine them for at least 10-14 days.

Within countries, COVID-19 affected most of the hospitality chains virtually. The effect of hotels closing down, events getting cancelled and other attractions going to halt was felt in other sectors too, such as catering and laundry services. The operations to dine-in inside restaurants had to close as well, but within some time, home delivery was allowed to keep the operations flowing. Various companies reported lay-offs globally and bankruptcies followed too with British airline Flybe which succumbed initially to pressure of market, declaring it bankrupt on 5th March 2020 (Business Insider, 2020). The situation got unparalleled. In one month of COVID-19, there were pictures all over in social media and print media illustrating the 'before' and 'after' photographs of popular tourism sites (Condé Nast Traveller, 2020). Although few speculated as "How will the travel be like after COVID-19", (Forbes, 2020), the overall trust is that no sooner than later tourism will come back stronger from earlier crises (CNN, 2020). Though, still there's indication that this pandemic will be dissimilar and reframing for the tourism industry. Most of the governments have understood that, dissimilar to corporate world, the revenue for tourism is lost forever because of its unsold volume – as in case of hotels one cannot promote them in following months.

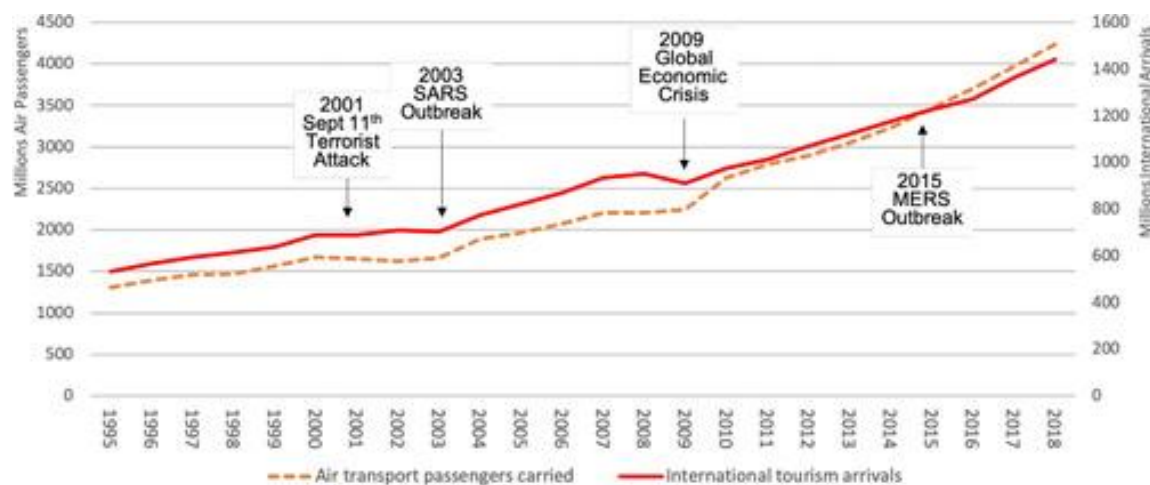
As the pandemic is evolving globally and quickly, this paper aims four interconnected things. First one is about reviewing the literature critically on effect of the earlier epidemics / pandemic on tourism industry globally and to compare all these events further to global crises. Further it's also scrutinized that whether pandemic of Corona Virus was an enigmatic hazard. Secondly, the paper also mentions a quick evaluation of stated effects of this pandemic on global tourism, including the travelling restrictions imposed by each country and shutting down hotels and air travel too. The next goal is to assess early prediction of the damage over 2020 and beyond, which happened on economy's tourism due to this pandemic. These early estimates are assessed critically for restrictions on public gatherings and travel. At last, the paper reflects how this pandemic may bring a change in society, economy, tourism and various sectors of hospitality and as per few key researchers one need to understand all these changes will bring in more sustainable tourism sector post-pandemic. As soon as their will be a vaccine, lots of people will wish to start & run business at the earliest and possibly will push for more aggressive growth to compensate previous losses.

Tourism, Pandemics, Global change and Vaccine

It is vital to make a note that tourism has been vulnerable worldwide to an extensive array of disasters in the past (Figure 1). Amid 2000 & 2015, main troublesome actions occurred which includes, Terrorist attacks on September 11th 2001, outbreak of a disease named as Severe Acute Respiratory Syndrome (SARS) (2003), the worldwide financial crisis developing in 2008/2009 & in year 2015 the outbreak of another deadly disease known as Middle East Respiratory Syndrome (MERS). But in the worldwide expansion of tourism, no one led to a decline which was for a longer-term, and some of them do not even featured in Figure 1, with only disease SARS (-0.4%)

and the worldwide financial crisis (-4.0%) which is leading to a declined situation in international arrivals (World Bank 2020a, 2020b). From all this, one will get to know that tourism as a structure has been tough to outside shocks. Though, still the indication is clear that the recovery and effect from Coronavirus will be unique.

Impact on tourism worldwide due to major crisis events. *Source of Data* : World Bank (2020a, 2020b). Figure 1



The associations amongst travel and pandemics are significant to understand global change and health security (Burkle, 2006). Various studies have established the importance of air travel in amplifying and accelerating, spreading coronaviruses and influenza (see Brown et al., 2016 for a review). Most notably, numerous warnings does exist that diseases postured a great risk to tourism and society both (Gössling, 2002; Hall, 2006, 2020; Page & Yeoman, 2007; Scott & Gössling, 2015) and government agencies (Bloom & Cadarette, 2019; Fauci & Morens, 2012), health researchers and Institutions (National Academies of Sciences, Engineering, and Medicine, 2017, 2018) (Jonas, 2014; World Bank, 2012).

The core reason for growing this pandemic threat in 21st century are: a swiftly mounting and moveable people across the globe and urbanization trends; industrial food production globally; huge intake of foods like meat and in order to spread virus globally, transport networks act as a path (Pongsiri et al., 2009; Labonte et al., 2011). Due to global impacts, the speed at which main pandemics and epidemics happen is on rise. It is usually recognized that the 20th Century faced 3 pandemics. Influenza or 'Spanish' flu of 1918-19, 'Hong Kong' flu of 1968 and the 'Asian' flu (H2N2) of 1957. The 21st Century has already faced 4 various pandemics: SARS in 2002, 'Bird flu' in 2009, MERS in 2012 and Ebola which was on its peak during year 2013-14 and with the surge in these outbursts since year 2000 supposed to be related powerfully to the transformation in issues which have been worldwide noted above. The outburst of SARS in year 2003 was declared as an epidemic by WHO, with lots of the cases in Hong Kong and China and few cases in Canada and Taiwan too. Disease SARS was considered from tourism's point of view. Siu and Wong (2004) stated that overall financial effect for Hong Kong wasn't that acute as projected but travel, tourism and retail were considerably affected and as an outcome there was a decline in visitors' rate.

In year 2009, Swine flu was declared as a pandemic, but was comparatively mild event. However, it caused almost 2,84,000 deaths globally (Viboud & Simonsen, 2012). Russy and Smith (2013) studied the pandemic's impact on tourism in country named as Mexico and suggested that during a five-month period, country lost around a million overseas travellers which translates into a loss of around 2.8 billion US \$ and markets of Europe being the slowest to return to normalcy. During the advent of COVID-19 two more pandemics were active. First one is very deadly MERS, which is a breathing ailment caused by fatal coronavirus (MERS-CoV), recognized in Egypt in 2012 (Berry et al., 2015). Another one is Ebola, which has a usual casualty rate of about 50% (Chowell & Nishiura, 2014). The initial outburst arose in the Democratic Republic of Congo (DRC) in 1976 and Sudan and with successive eruptions happening in the DRC in 2018-19 and West Africa in 2014-16. The Ebola eruption was documented as generating broader ambiguity and adverse insights for African destinations which didn't get affected by Ebola. The Spanish flu is stated to as the Spanish Influenza as Spain was the initial

nationwhere eruption was extensively reported because war limitations over channels weregoing around in various countries.The MERS and Ebola eruptions were important in raising responsivenessagainst the hazard of pandemics globally, even if risk wasn't recognised or worked upon of those who were anxious with the health security. The National Academy of Medicine of the United States and lots of other organizations have indicated towards gaps, need for huge investment, preparation against pandemics and epidemics.

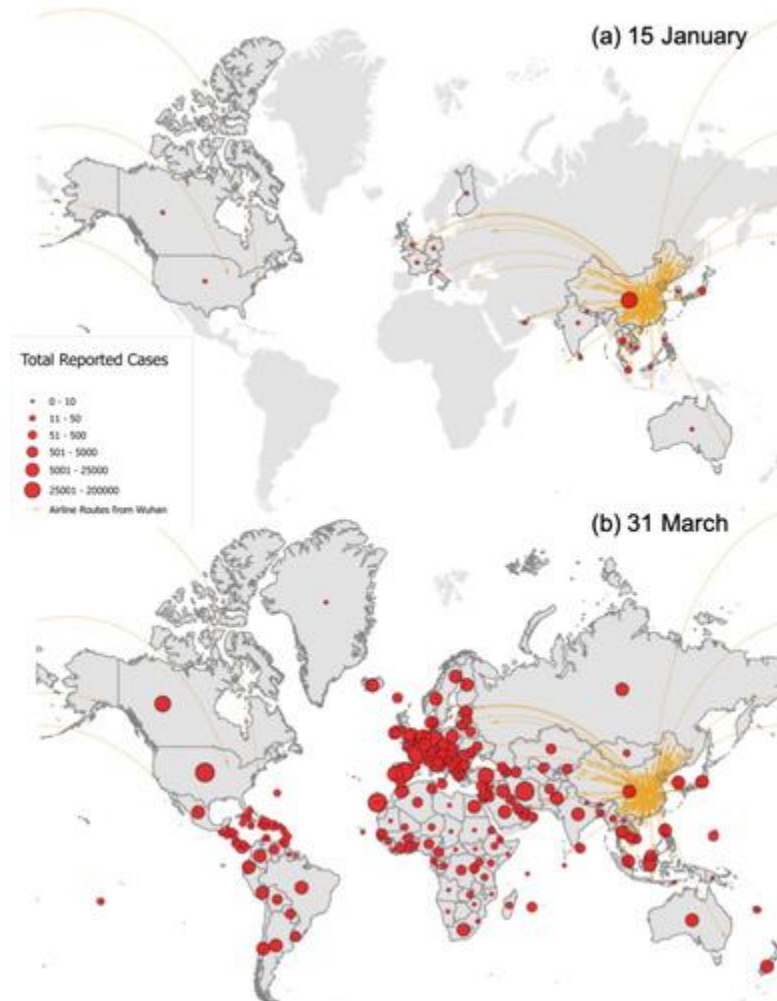
Weder di Mauro and Baldwin (2020, p.11) propose, “The bitter truth is that now in 21st Century, no one knows how to tackle or fight with COVID-19. Uptill now there’s no vaccine or treatment and no one is aware when are we going to have one. But most of the countries are putting their best foot forward ahead in order to do the trials and spend thousands of money.Nevertheless, such scenarios deliveruneven estimate of the effect of the COVID-19 pandemic. In spite of the substantialdoubt of the pandemic, during the month of early April 2020 the UN Department of Economic and Social Affairs (2020) projected a situationwhichpresume extensivelimits on financialhappenings in various countries till the mid of next quarter, the worldwide economy is likely to diminish by roughly 0.9% in year 2020, pretty low from earlier prediction of 2.5% growth. It was warned that COVID-19 pandemic is expected to put more hurdles in order to achieve the goals of 2030 sustainable development, with extremelyvarious impacts on those countries who have lesser income.

A prominentenquirydeveloping from current work is whether leaders across the world should have predictedthis pandemic like COVID-19, subsequentlylots of institutions, economic and health agencieshave continuously been giving warnings of greaterhazardrising from the enlargedprospect of a destructive pandemic worldwide.(WEF) World Economic Forum involved global, political and business expert in professionals in evaluating the major hazards to the international economy inthat yearly report named as Global Risks Report. Duringyear 2020, transferable &communicable disease ranked thirdlast in probability and 10thin possible impact of Global Risk Report. Unexpectedly, it was also considered as one of the slightest risks which was inter-connected. In tourism as well, signs of warnings related with pandemic have been very well brought to notice and have sounded people over years to come (e.g. Gössling, 2002; Hall, 2006, 2020; Page & Yeoman, 2007), alerting regarding the requirement to rigorously scrutinize the situation of a tenacious harmful disease which make global travel a huge risk and is extremely monitored in order to avert& stop escalation of biohazard (Scott &Gössling, 2015: 278).

Tourism and COVID-19

Over the last 40 years, entire universe had been experiencing pandemics & epidemics, however none of them had similar repercussion considering the universal economy like COVID-19 widespread. Unlike measles and ebola, COVID-19 is less infectious however if someone is infected, he/she can spread the virus in advance if there are any symptoms (Bai et al., 2020; Rothe et al., 2020). There are chances that there may be no symptoms in a person with COVID-19 and may not know to self-quarantine or isolate or for that matter take precautions like social distancing. It is necessary that the infection is not allowed to spread by using masks on both nose and mouth so that the virus is stopped from spreading through coughing, sneezing or speaking. Many Countries have unavailability of tests and also lesser testing, asymptomatic COVID-19 spread is conceptualized to become functional (Li et al., 2020). The quick surge in and roll out of established cases of COVID-19 from its epicentre is being described in Figure 2. (ECDC 2020)

Figure 2. Universal distribution related to the cases of COVID-19 (January to March 2020). *Data Source: ECDC (2020).*

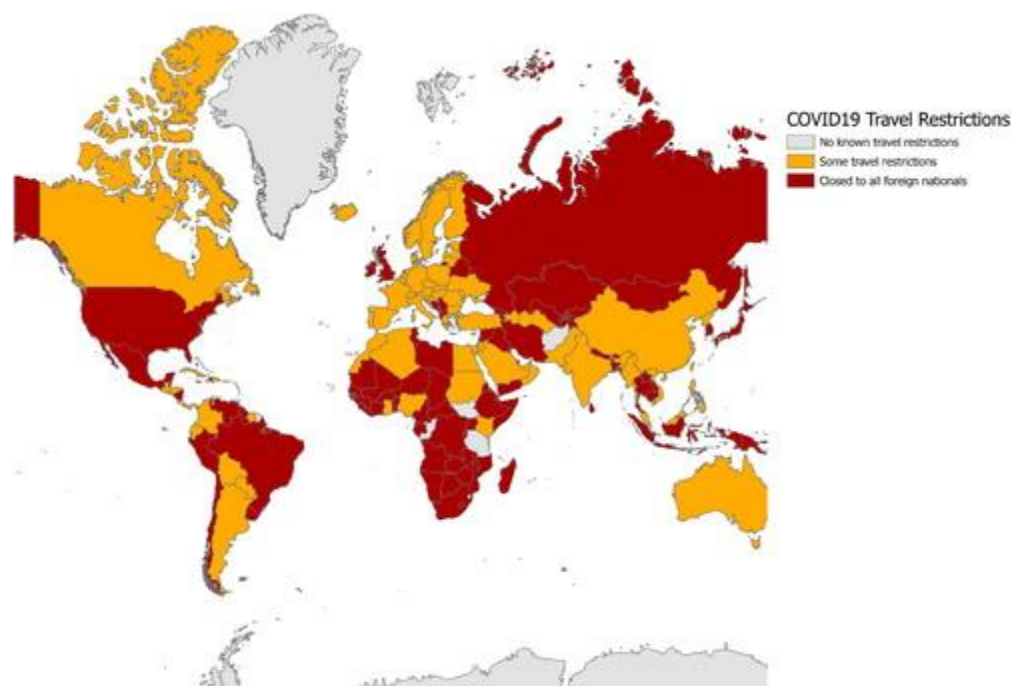


Significant impacts

There has been seen a blow up and escalated COVID-19 cases globally, The COVID Cases initiated from Wuhan region in China in the end of January and continued till the march end. Figure 3 showcases the regions that restricted the movement of non- nationals/ outside nationals partially or entirely and somewhere not all borders of the country were closed as of 31st March, 2020. using the data gathered, it can be evaluated that more than 90% of the country's had travel limitations and also a few of them have domestic travel restrictions along with reduction in air travel and also many countries released orders to stay at home and work from home. These Unprecedented circumstances also shut borders in many industrialised countries and almost each country has put in Travel curtailment in terms of land, air, sea. The countries have also banned travellers from certain countries, asked the traveller to quarantine before they proceed any further to a destination in a country and have also asked passengers to present health certificates.

Figure 3. International Travel limitations related to COVID-19 (Dated 31st March).

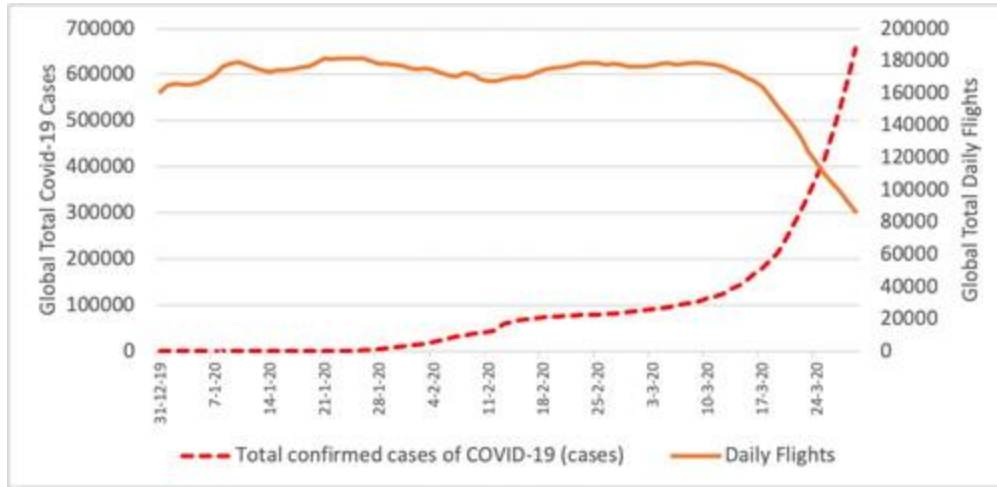
Data sources: Authors assembled from IATA (2020), Worldwide SOS Security Services (2020), and country's tourism & travel restriction/ recommendation on websites dated 31st March 2020



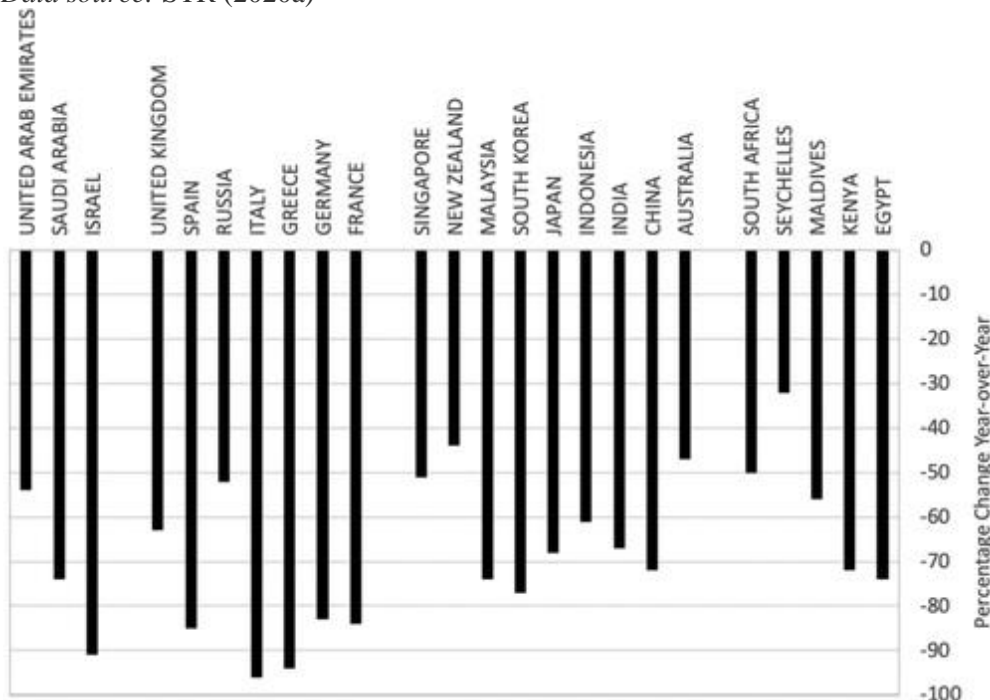
A Press release of 6th March 2020 from UNWTO (2020) forecasted that a growth of 3-4 % was estimated of the tourist arrivals, however a decline of approx. 1-3 % was seen when the data was analysed with 2019 estimated figures. On 26th March, 2020, a release in the press notified that the loss is assessed at approx. 20-30 % in International arrival of tourists. (UNWTO).

As a consequence of tourism & travel constraints & lockdowns in the countries, worldwide tourism as well as travel has reduced down notably because the numbers dropped by more than a half in case of international flights. (Figure 4): As the cases of COVID-19 rose, the travel of passengers also reduced. Many airlines also incorporated specified seating plans to support & maintain separation and distance between all the customers, so the number of travellers are likely to have decreased even more steeply. For e.g. Government's requirement to social distancing in New Zealand implies that the Air New Zealand Airlines has to operate with less than 50% capacity although when it is "full" (Air New Zealand, 2020). Because of the lockdowns and travel restrictions, international tourism has become slow moving significantly, with a drop of approx. 50% in the number of such flights. (Figure 4): Similarly as the amount of cases rose, travel bans prohibited a huge growing number of carriers of such a virus. Passenger numbers have likely to decline all the more suddenly because many airlines started specified and regulated seating regulations to enable a distance amongst all the customers. For e.g. It implies that Air New Zealand's seating constraints and various restricted measures to meet government needs and regulation of social separation by distancing from one another, Air New Zealand airline is flying at below 50 % volume of customers although when "full" (Air New Zealand, 2020).

Figure 4. Daily International cases of COVID-19 and International flight details . *Data sources:* ECDC (2020), FlightRadar24 (2020).



Knock down on the hotel sector which enables accommodation is explained in Figure 5 on 21st March,2020 for its week as compared to the similar week in the year 2019. The number of guests have declined notably in all countries by 50% and also even more. The maximum hit was on countries which were densely manifested with the pandemic along with huge no. of Covid positive cases creating first page headlines in the newspapers in the region of Italy as well as countries forcing extreme specifications and measures to limit traveller’s movement in Germany & Greece. Seychelles, New Zealand & Sweden, which appear to have been considerably better may, have had many visitors in March, with tourists waving off these crisis in the regions which were perceived as safe. Passengers are also being asked to return home despite the country being safe. Figure 5. Accommodation and Hotel occupancy change of rate for third week March,2020 (year to year). *Data source: STR (2020a)*



Norwegian Tourism Organization NHO Reisely (2020) indicated in a publishing dated 31st March 2020 that by 5th March 2020, the business had 41% of registered cancellations which included hotels, camp sites, car rental, sports and adventurous activities, and destination marketing organizations. 90% of businesses had laid off staff for the time being & 78% of businesses reduced a three quarters of theirmanpower by 26th March 2020. The report even indicated that the travel & tourism was hooked specifically hard in contrast to other various monetary divisions in Norway where gas & fuel, sea food, shipping & other different industries did not announce high slam.

Continuing further, tourism, retail and services sector recorded the highest thrust, transiently laying off 50% of the manpower.

McKinsey and Company (2020) in the United States, have reported that there could be a higher impact on the restaurant industry as 3.6 million involve food production & service (including fast food restaurant business), 1.3 million restaurant cooks and chefs and 2.6 million restaurant servers are at risk. Notably, the employees in the accommodation and food business have lower yearly earnings and lower level of education in contrast to other businesses.

Projected impacts

Many industries have already produced estimation of the repercussions of COVID-19 for the universal travel & tourism industry in the year 2020. However, these forecasts need to be dealt with extreme attention and care as it is relatively not clear as to how will this pandemic take its steps until the month of September and also how will tourism restrictions and enormous employment job losses influence the traveller's demand during the major summer season of northern hemisphere. While no organisation has a clarity, the forecasted immensity of the jolt is essential to comprehend that COVID-19 is not at all ordinary or a common surprise to the tourism.

UNWTO (2020b) highlighted a projected 20-30% downfall in 2020 international tourist arrivals which amounted to a loss of US\$300-450 billion dollars. Many economic and fiscal programs have been brought in however it still stays not so clear as to how will it benefit and profit the tourism & travel segment or whether the tourism demand be stimulated or not. The below mentioned sections talk about industry's eagerness and expectations and provide a view point for majority of tourism sub sectors which include airline & aviation; accommodation; sporting events; meetings, incentives, conferencing & exhibitions (MICE); Food & Beverage outlets & cruise liners. If someone is working and employed in tourism globally, the present scenario has even become an individual one because many organisations have laid off their huge number of employees. Major issue for the subsections of Tourism is that when shall global and national travel, hotel stays, cafes, restaurants re-open.

Airlines

The International Air Transport Association estimate a revenue loss of US\$ 252 billion (IATA, 2020) and the revenue passenger kilometres (RPK) will be 38% less in 2020 as compared to 2019. As IATA described, most airlines will not be able to sustain a prolonged phase of air transport curtailment (IATA, 2020) as most airlines have less than three month's liquidity. Table 2 explains presumption that travel limitations shall be elevated by July. Similar to airlines, Airports are also experiencing a financial crunch and an approximate loss of US 76.6 billion dollars in 2020 (Airports Council International, 2020). Campaigners related with climate have already asked governments to eliminate airlines only on prevalent circumstances like including an attention on employees, emission minimalism, pricing of carbon or even repeated flying imposition. (Stay Grounded 2020).

Accommodation Business

As many hotels are being shut and experiencing major lower tourism numbers in 2020, this industry yield forecasts aims to an unusual decline (Revenue of Hotel per available room in USA was forecasted to decline to approx. 50.6% STR, 2020b). It is observed that the Domestic markets can be expected to improve first. It is presently not clear as to how accommodation businesses can provide safe environment for the guests arriving or as to how can the COVID-19 positive cases be handled. Large group of hotels would also be required to rethink and reconsider the international supply chain.

MICE and sport events

All countries are taking plans to fight back & avoid intensification in COVID-19 cases, social distancing was the only option to limit the movement and prevent close gatherings for upcoming months. It states that the large size of groups will be restricted to meet including diverse events like meetings, concerts, conferences, social

gatherings like weddings, sports events etc. Majority of sports leagues of North America & Europe found it beneficial to have major games postponed like Summer Olympic Games or the EEFA EURO 2020. It is yet unknown about the overall economic impact however it will be estimated to be in billion dollars. Obviously this is going effect the other linked industries or sectors very badly, out of which one has to be the food catering sector. This puts a clear indication that the MICE business and the sports tourism are the first in the list which is going to face the difficult times post COVID.

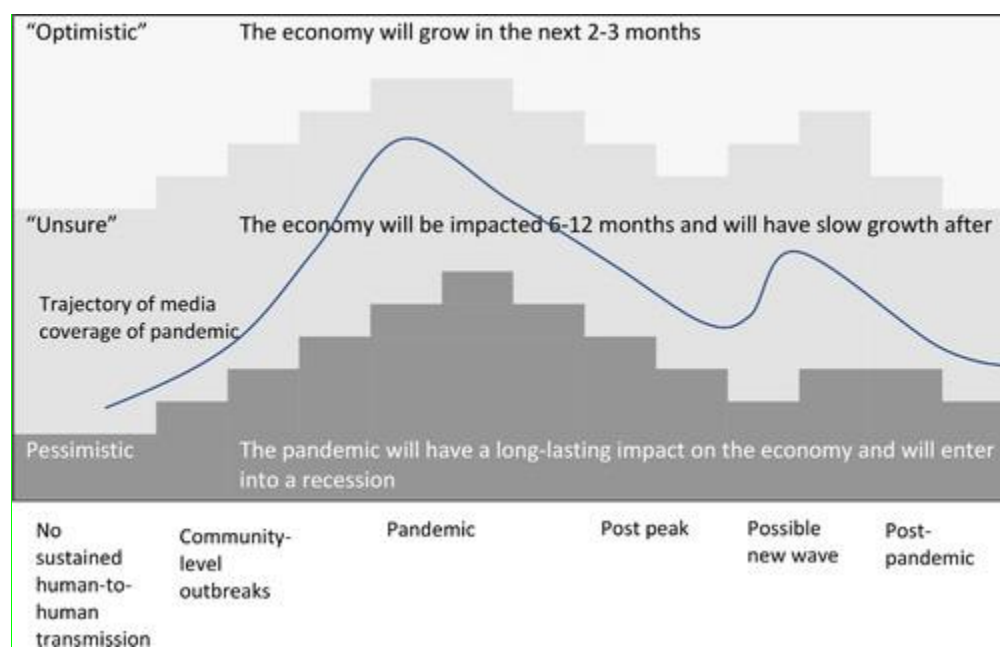
Restaurants / Food & Beverage outlets

There have been restaurant closures in almost all the countries and it is expected that social distancing will be the key anecdote to manage and operate post COVID-19 for many future months. It is anticipated that restaurants will face difficulty to recuperate, especially as restaurants have less liquidity and low profits. At some places, restaurants have been allowed for take-aways and this is a nice alternative as it also requires less staff for the same. Many small outlets and QSR's including cafes, have decided to remain closed as lost consumer footfall does not allow to operate at a good profit. The ease and advantage of fast food and take away is advantageous over fine dining restaurants.

Cruises

After air travel and roadways, cruise is one of the majorly used mode to travel & tourism. Cruises can also play a crucial role in boosting the spread of the corona virus, hence requires a careful consideration by the Tourism Government. Similar interest has been shared by Moriarty (2020), where Moriarty et al. (2020, p. 347) states: "Cruise ships are often settings for outbreaks of infectious diseases because of their closed environment, contact between travelers from many countries, and crew transfers between ships". Under the plan of phase -III (establish immune protection and life physical distancing), until and unless any vaccine or medicine is invented and receive legal authorization for use, physical distancing, other restrictions and limitations cannot be lifted up. Once we enter phase-III and worldwide vaccination process is completed, then only the international tourism will be safe to revive back into position. Magnificent research study is being done to fast-track the invention and testing procedure of vaccines, but the forecasted approximate timeline for manufacturing will be approximately 12- 18 months, after invention. It is mandatory to rearrange readiness plans for subsequent pandemic and countries needs to invest more in research field, technology and medicines, health care set-up and workforce diversity, and enhancement of governance plus stronger communication techniques. With all above considerations cruise lines will ready to regenerate huge revenues as it has previously done before CVID outbreak.

Figure 6. Changes in consumer sentiment over the stages of a pandemic. Source: Authors



Implications for the future of tourism

European Centre for Disease Prevention and Control (ECDC). (2020). COVID-19 Situation update worldwide. In this process of the research review, the calculated cases of COVID-19 infections all over the world went beyond 1.2 million and deaths marked over 69,000, as reported by European Centre for Disease Prevention and Control (ECDC) and simultaneously increased case resulted in loss of jobs and it raised the unemployment bar for many countries with reference to US Bureau of Labor Statistics, (2020), demonstrating the cemetery aftermaths that the pandemic already has for country economies. If we study the panorama of past and present pandemics, it has given a reason and a chance in advance to re-examine the global economic growth strategies amongst the countries, and the unambiguous role of tourism as catalyst and victim in the concurrence of pandemics.

As per earlier discussion in the paper and literature review, we can understand tourism as the movement of people from one destination to the other hence it has subconscious association to travel & transport, it act as a carrier for the germs, microorganism at global level (Gössling, 2002; Hall, 2020). A close study also shows in one or the other way, tourism ignites pandemic directly or indirectly. There are enough evidences that pattern of food production is responsible for these repeated and continuous outbreak of the dangerous corona infection including respiratory syndrome like SARS, MERS & COVID-19 (Pongsiri et al., 2009; Labonte et al., 2011). Tourism as a face for a potential tourist has direct involvement with the food industry & food from locales. Another major factor of virus outburst is human intrusion with wildlife as an outcome of forest destruction & deforestation including alteration of the remaining leftover wildlife habitat (Barlow et al., 2016; Lade et al., 2020). One of the major negative impact of tourism is emissions of unsafe harmful gases, and thus a boosting factor accelerating the risk of pandemics in both the ways directly or indirectly.

As a result this COVID-19 pandemic will provide a way forward to open channels of reconsideration of the global growth model strategy in the field of tourism. This pandemic has come up as an eye –opener for all of us so that we can check upon, are we actually capable and prepared to handle and fight back such pandemic outbreaks? COVID-19, being a threat to the human mankind also emerged as an opportunity to reconsider the economic planning strategies and preparedness towards any such future pandemics. Giving a chance to nature & environment to revive itself for a 2nd start. Though pandemic has badly affected many business and sectors, in turn with decline in demand of travelling, shut airlines, transport etc., has actually purified nature from long going dirt, dust & pollution.

This has proved potentially capable of running the entire working job/task load, not from offices but from home. During lockdown everything being shifted from “work from office” scenario to “work from home”. Be it IT sector, customer helpines, academics, institutions all came out with flying colors efficiently. As affirmed by Cohen et al., (2018), many business travellers will welcome opportunities to fly less. Importantly, even high-level exchanges, such as the G20 Leader’s meeting on 26 March 2020, have for the first time been organized through videoconference (European Council, 2020). Accompanying these business and policy viewpoints is the question of changes in consumer behaviour and travel demand. Behaviour is prejudiced by a number of factors that include personal economic wellbeing and disposable income, changes in cost, perceived health risks, and changed capacities for consumption as a result of pandemic restrictions (Lee & Chen, 2011).

Once the aftermaths of the pandemic crises vanish everything comes back on track. According to Downs (1972), modern public reacts to many concerns in a recurring fashion. Any problem “which leaps into prominence, exist there for a short time, and then, if still it’s basically unresolved, it gradually fades away from the centre of community attention” (1972, p.38). Best example of this is being illustrated very well in 2003, the SARS outbreak, as tourism evolution to Asia picked up very swiftly once the perceived threat diminished (McKercher & Chon, 2004). Vaccine or any medication discovered will be marked as a boon to the entire public. Countries government have to gear them up for handling such unforeseen pandemic crises in future considering a helping hand for each and every sector.

Conclusions

This rapid assessment of the present situation has given an overview of the ongoing crises of pandemic and the effects post lockdown in March 2020. And discussed how it compares to past bygone crises. With the magnitude of the COVID-19 pandemic, there is an urgent need not to return to business-as-usual until and unless there is some vaccine for it, which is still under process. The only way to end these hard times is the VACCINE for COVID-19. Paper investigates the most eye opening challenges in upcoming days and opens the research need for the pandemics related questions i.e. whether the country is pre-prepared for fighting back, will pandemic would support nationalism & tighter borders even in the longer –term , role of domestic tourism in the recovery of revenue, changed behavioural patterns of the tourist, job security in low-paid jobs, as this segment got very disproportionately hit by pandemic, less of travelling and widespread adoption of digital communication /video conferencing.

COVID-19 provided remarkable lessons to the tourism industry, strategy makers and tourism researchers about the effects of global change. The challenge is now to mutually learn from this worldwide tragedy how to accelerate the makeover of sustainable tourism for the upcoming future days.

Disclosure statement

No potential conflict of interest was reported by the author(s).

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