

Tourism in Quarantine; Living in the COVID-19 Era

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Abstract

The Global tourism industry goes through considerable setbacks as a result of the global economic situation on one side and COVID-19 on the other side. The sea, sun, and shrine, silence created a collapsing of tourism economies include small and large tourism-based businesses. The disastrous impact of COVID-19 nearly on every global state has created a situation of life, business, and all at risk. Risks are considered proportional to mobility of tourist while crisis-hit travel business is harder than leisure as travel affect tourism demand. The pandemic converted into a disastrous situation globally. The controlled movement, social distancing, ban of recreational visits, closer of destination and businesses dropped the international and domestic tourism. The Global tourism peace is in sharp decline up to 70% and the experts expect a loss to business, jobs, and lifestyle activities. The COVID-19 pandemic spreads, shaken the tourism numbers drastically, and will also affect the long-term growth and momentum. The situation of Pakistan is not different from the rest of the world and seems more vulnerable to the tourism rejuvenation strategies by the present Government and the economic situation in the country.

Keywords: Corona-virus, COVID-19, Lockdown, Pandemic, Quarantine, Risk, Vulnerability**Introduction**

The sea, sun, and shrine silence created a crash of tourism economies, small and large tourism-based businesses. According to UNWTO 100% of destinations on restrictions and 72% are completely closed (UNWTO, 2020) while travel and tourism are human social phenomena that offer enjoyment, recreation, relaxation understanding of nature and culture during visitation. It has been established that tourism is important to raise revenue, provide and retain employment, attract foreign investment and facilitate business opportunities. Tourism & hospitality is among the largest economic sector. The International tourist arrivals touched with a 5% increase to 1.4 billion & earned US\$ 1.7 trillion (UNWTO 2019). Every country suffers from a variety of geopolitical, economic, biological, and political threats. Almost in the 21st century, tourism is under the influence of environmental and manmade risks created by business and financial crises. Two major forces of risk in the tourism sector during the 21st century were identified are climate change and global health crises (Jamal & Budke, 2020). Documented cases of coronavirus worldwide exceeded 22.7 million as of August 21, 2020, with 794,274 deaths (JHCR, 2020). COVID-19 is an enormous challenge with the power to undermine socioeconomic deprivation, environmental security, host-guest relationships, and even the essence of global travel & tourism. It can damage lives, disrupt markets, threaten health services, diminish asset valuation and induce long-term geopolitical transition (WTTC, 2020). The Wuhan Municipal Health Commission issued a study on December 31st 2019, showing about 27 cases of pneumonia infections were identified with that of the seafood trade in Wuhan South China and so the illness was viral pneumonia as per the preliminary examination and later on a new type of corona (Yue et al., 2020). The issues turned into a national crisis with infected people in all parts of the country. The mortality increase from 01 confirms death to 68976 confirm deaths due to COVID-19 from Jan 11, 2020, to April 6, 2020 (Roser, Ritchie, & Ortiz-Ospina, 2020).

Today, the threat of a person becoming a victim of terrorism, international conflict, health risks, or natural disasters seems to be very high. It is also vital to remember that tourism safety and

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security are not similar to many types of safety and security because of the distinctive attributes of the tourism services therefore the safety and security in the tourism industry is 'tourist surety' (Tarlow, 2007). Safeguarding tourists at destinations remains an integral prerequisite of success in tourism (Cavlek, 2002). Tourism is indeed a globally and fiercely lucrative industry, although subjected inherently to the economic crash, natural disasters, and threats of war and epidemics, international tourism has shown considerable resistance to recovering from its violent effects (UKEssays 2018).

Literature Review

Although travel is an absolute factor for tourism, any element that makes the movement difficult could have a significant effect on the tourism industry (Yeh, 2020). Crises are the disruption of businesses or services. Any of the crises that affect tourism are time- and space-limited crises, though the impact may last longer (Ren, 2000). Many crises affected tourism which has persisted for decades but the most dynamic factor that transforms and evolves tourism is hypermobile as "the maximization of physical movement"(Khisty & Zeitler, 2001). Travel and tourism definitions remain intimately related and both have substantial overlaps. According to WTO (1993), Tourism will include the actions of tourists going and living in areas outside their normal environment for no more than one successive year for recreation, business, and other reasons. (Htwe, 2019). Travel patterns between China and the rest of the world are well established therefore a clear capacity to spread along the routes of international air travel (Robertson et al., 2006). Potential travelers have an enormous economic influence on the tourism industry across the world. The top 5 countries in the global tourism map with several visitors are France 86.9 (million), Spain 81.8 (million), USA 76.9 (million), China 60.7 (million), Italy 58.3 (million) (UNWTO, 2019). The figures and facts show that the mentioned top five countries are also the top five COVID-10 affected countries. The estimation shows the fall of international tourism by about 60-80% (UNWTO, 2020).

The UNWTO (2020) identified that the tourism industry is among the most challenging sectors with influences on both travel supply and demand. (Sobot & Carr, 2020). Shocks are nothing new to the tourism industry; it has faced cyclones, earthquakes, terrorist attacks, and a global financial crisis, and has had to develop strategies of risk mitigation and resilience over the years (Ritchie & Jiang, 2019). Earthquakes, tropical cyclones, and flooding account for approximately 90 percent of all devastating economic losses (Banks, 2005). Yet, Corona Virus is different in two critical ways: unlike most natural disasters its effect is global, not local, and in contrast to the global financial crisis – the risk is not only losing money, businesses but losing thousands of lives. Therefore COVID-19 is a super-shock to the tourism industry.

The world has seen an extraordinary change in health over the last 150 years indicates that life expectancy doubled in several nations (Roser, 2020). The six major outbreak of diseases that affect humanity and so the tourism are the swine flu pandemic 2009, the polio declaration 2014, the outbreak of Ebola in Western Africa 2014, the Zika virus epidemic 2015, the Kivu Ebola epidemic 2019, and the recent outbreak of COVID-19 (Jamal & Budke, 2020). The WHO reported that 2019-covid is a significant concern to global health, with a rising proportion of cases. The virus is spread by close contact through coughing or sneezing of an infectious individual or touching materials contaminated with that of the virus (W. H. Organization, 2020). The recent data show that 208 countries and territories around the world have reported a total of 78.7 million confirmed cases of the Corona Virus that originated from Wuhan, China, and a death toll of 1.74 (million) deaths (world meter, 2020). The highest mortality was recorded in Italy, Spain, and the USA. The COVID-19 created Risks and their possible consequences at the destination level. The virus might spread from person to person, which can have a major impact on tourists and the community. Therefore social distancing concept has been applied through Isolation for already sick, Quarantine for people who don't have symptoms but were exposed to the sickness, close contact i.e. 6 feet (Gordon, 2020), lockdown are all negative for the privilege of tourism. The analysis found that transport was strongly associated with the number of cases transported. It further increased with people to people contact and using the same environment with the infected person. Travelers certainly played a major role in adding additional cases to many other places, as evidenced by increasing human-to-human transmission (Corman et al., 2020). The Global spread of the Corona Virus impact on travel and tourism only broaden - as more would-be travelers stayed home and public officials tried to prevent outbreaks. States announced a ban on travelers from dozens of countries. Such phenomena have a long-term effect on tourism and development in countries while the tourism sector as a whole is

extremely resilient, small and medium enterprises are highly exposed (UNWTO, 2020) to the tourism downturn caused by the Corona Virus pandemic.

The study on the international tourism and hospitality sector by the International Labor Organization (ILO) offers details that the industry worldwide depends primarily on 'marginal jobs' such as women, young people, seasonal employees, graduates, fairly high percentages of part-time staff, and migrants (Bank, 2017). The coronavirus pandemic changed everything for small, medium, and large businesses from airlines to travel agents, from hotels to dishwashers and the destination. Business response to Corona Virus was severe: Airbnb bookings sank by 96 percent (Dolnicar & Zare, 2020). The growing phenomenon of the coronavirus ravaged the tourism industry, with famous tourist attractions have few tourists, while many carriers are engaged in restricting their flights. The WTTC (2020) The COVID-19 pandemic predicted that 50 million jobs might be cut globally, around 30 million in travel and tourism in Asia separately. When the epidemic is over, it will take more than 10 months for the sector to regenerate. The WTTC (2020) has called for authorities to eliminate or ease visas whenever possible, reduce travel taxation and offer benefits until the outbreak is under track. WTO's proposed Steps for Tourism Assurance include that Governments must implement to establish as well as provide sufficient public or private health facilities for visitors and to make information on those services accessible to tourists and their officials (W. T. Organization, 1997). Institutions and entertainment center are closed down, tourist spots, shopping malls are empty. The COVID-19 reset the hurry furry life into simplicity, human restricted also give some positive changes to nature as it will come to its original boundaries even for short time.

Objectives

- To overview, the situation arises from the Covid-19 pandemic
- To analyses the Covid-19 impact on the Pakistan Tourism industry
- To identify the trends of recovery in tourism

Significance of the study

This paper will add to the growing database of information about the COVID-19 pandemic and tourism. This work will also help to mitigate by bolstered travel, destination policies, recovery marketing for practitioners to reduce the potential impact and offers theoretical guidance for forthcoming tourism research.

Methodology

The study is based on the secondary published information and expert views through desk research to analyze the current scenario of COVID-19. This study evaluates the impact on the tourism industry through expert's opinion to cope with the objective of this research is an inductive approach This study is inductive since the COVID-19 phenomenon is still emerging and the matter is relatively unexplored (Yeh, 2000; Thomas, 2003). The study includes the views of the government and private sectors in the Pakistan Tourism Industry. The main goal is to find a suitable way to deal with pandemics like COVID-19.

Analysis and Discussion

Before the Corona episode, Tourism in Pakistan was forecasted by leading organizations as one of the top destinations in the year 2020-21 (Holiday, 2020). The Travel Tourism Industry in Pakistan is not very different from the rest of the world but seems more vulnerable due to economic and political crises prevail in the country. The Geopolitical position of Pakistan creates it more susceptible to the Corona Virus outbreak will lead to the humanitarian and economic situation. Several events in Pakistan were canceled due to the non-participation of foreign delegates and major companies called off their events as well; thus canceling airline and hotel bookings.

The PHA President Mr. Zubair expressed the expected loss of Rs100 (million) to Pakistan's lodging sector in February, due to a major decline in the number of visitors. (Hassan, 2020). The TAAP and IATA come into a confrontation when the IATA asking the fortnightly payments and refund policy (International, 2020). The tourist destinations of northern Pakistan including Gilgit-Baltistan, Kaghan valley, Galliat, Swat valley, and Chitral valley are important tourist places where thousands of families dependent on tourism income. Many SMEs business lease for one year period and refund is possible only when businesses are open. Mr. Raza Ali Habib DG GDA expresses his views about restrictions on the tourist flow into Galiyat and all possible relief to the entrepreneurs. Mr. Raza also estimated a 60 million loss in the first phase and asked the government for support to the tourism and hospitality industry. Haji Zahid a prominent hotelier and socialist expressed that the

govt should provide a bailout package for the industry in utility bills, salaries of the employees to support SMEs. "Not all owns a hotel in Swat. Most of the population is making a living by offering hotel facilities that line the area, Khan said. The situation for hotels SMEs is harsh, the Pre-Ramadan and Post-Ramadan period is known as the best season for tourism-related activities. This year seems to be worst for the tourism business than 9/11, the Recession, and 2010 Swat accidents in the combine. The visitor was enthusiastic during the Eid days to visit the summer holiday places but due to the government-enforced SOPs, route closure, no services of food and accommodation the tourist vehicles were stuck in the entry points. The Tourist places of the Malakand division including (Kalam, Kumrat, Malam Jabba, Chitral), Hazara division (Kaghan valley, Galliat), Kashmir is closed for visitors. Though Pakistan adopted social distancing policies and lockdown initiatives in the same way as in other nations the government quickly learned that because of poverty and poor economic conditions, it had been hard to enforce the lockdown policy. A new lockout policy called 'smart lockdown' was introduced by the government, only certain areas which have high levels of infection' (Farmer, 2020). The smart lockdown was a good strategy but the tourist destinations, accommodations, restaurants, recreational areas were completely curtailed, therefore the tourism & hospitality suffered in the peak season. According to Azmat, this is my second year to sprawl my tour operation business but it seems to hardly cover my expenses. Maria Gul a new entrepreneur in tourism was disappointed due to restrictions on travel. The misleading information, conspiracy theories, politics of nonpolitical people, economic situations, and closing of the business created a chaotic situation. WHO described the health crisis of COVID-19 as an "infodemic" health crisis – an overwhelming volume of information that causes it more challenging to address a crisis (WHO, 2020).

Findings

The tourist destinations have various issues to contend with, but the most apparent is a drastic decrease in the number of tourists of which the effect is felt through the whole economic system. The partial or complete close-down, social distancing, Isolation, and shifting of visitors or effective into quarantine centers created a fear even within the industry for future visits. Online shopping, home delivery, cloud kitchen are some changes that carved their way for the future. The initial results conclude that reopening restaurants and travel constraints would not attract visitors back quickly (Gursoy et al., 2020). Risks also aren't stagnant, but unpredictable, and their probability and effects will unexpectedly increase or decrease based on the relative variables. The experts assume a second wave to hit the industry or we have to live with Covid-19 and face many more epidemics with time, therefore. Risk and crisis management in the tourism context refers is advised to reduce the effects of crises in tourism-related business. The public & donor agencies should provide business recovery packages, special training, exemption packages to the industry. The sustainability of a touring destination is standing on the elasticity of acceptability. The industry should respond to exploring alternative dynamics, make effective use of resources, and achieve higher levels of risk management planning and positioning strategy. COVID-19 impacts are inconsistent in tourism space-time but the figures indicate tremendous localized economic effects on the tourist destinations in Pakistan including rural vs urban plus tourism-dependent, interdependent and nondependent places. It is estimated the situation may be continued till 2023 or more. The complete lockdown, smart lockdown, partial lockdown in the selected areas are various strategies to control the movement of travelers while the Government developed different guidelines and SoPs for tourism-related business. The country is effectively undertaking only certain approaches to deal with a continuously emerging condition, intending to identify disease spread, focused clusters/hotspots to allow selective lockdowns, and need-driven resource optimization at all levels called "TTQ" strategy "testing, tracing and quarantining" (Ahmed, 2020).

Conclusion

The impacts of tourism closer are enormous for the country where the economy is already jeopardized, and therefore the tourism depending areas suffering more. This article demonstrates that in the short term, tourism professionals should concentrate on safe tourism by saving tourism. The world will be not the same in the new normal. The pandemic may spread in many waves and the recovery situation may extend for years. The authorities must be encouraging local activities, and domestic tourism in a controlled measure to resurrect the nation's tourism industry.

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