

Development Of Tourism Industry: A Hope In The Dismay

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Abstract:

Travel And Tourism Business Is Contributing About 10.3 Per Cent Of The Global Gdp, 330 Million Employments Around The Globe. Both Developing And Developed Countries Are Considering Tourism As A Promising Business For The Economic Development. This Paper Using The Available Data Explains How Tourism Industry Contributes To The Economic Growth And The Challenges Faced Due To The Outbreak Of Covid19 Pandemic. The Paper Explores The Potentials Of This Industry In Enhancing The Economic Growth. Considering The Unique Character, Its Size, Contribution To The World Gdp, Global Exports, Job Potential, And Its Predicted Growth Rate Authors Explains The Need For A Constructive Effort From Countries All Over The World To Uplift Tourism Industry From The Current Crisis.

Keywords: Tourism Industry, Covid19, Pandemic, Economic Development, Employment, Issues, Challenges, Unwto.

Introduction:

In The Last Few Decades ,Globally, Tourism Industry Has Witnessed A Phenomenal Growth Contributing Towards The Development Of The Nations. This Is Contributed By Coinciding Of Different Interrelated Factorssuch As Improved Standard Of Living Of People, Innovations In Automobile Technology, More Leisure Time, Enhanced Quality Of Education, The Growth Of Tour Operators And The Holiday Package, Etc. To Name A Few.

Tourism Industry Has Been Emerging As A Promising Sector Making The World As A Global Village In The True Sense. It Is A Promising Sector To The World Economy With Its Significant

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Influence On The Socio-Economic Life Which Affect The Tourism Industry. The Industry Withstood Every Unpredictable Shock Posed By The Terrorism, Unstable Political Conditions, Natural Calamities, And Health Hazards Caused By Pandemics. According To The World Travel And Tourism Council's (Wttc) Yearly Report, There Is A 3.5 Percent Growth In Travel And Tourism Sector In 2019, Which Is One Percent Higher Than The Global Economic Growth(2.5 Percent). The Sector Is Maintaining This Growth For The 9th Consecutive Years. The Sector Is Also Looked Upon As A Promising Job Creator, Which Helped The Governments In Generating Employment. The Tourism Sector Contributes About Us\$ 8.9 Billion Equivalent To 10.3 Per Cent Of The Global Gdp, 330 Million Jobs, That Is Equivalent To One Out Of 10 Global Employment, An Estimated Us\$1.7 Trillion Tourists' Exports, Us\$948 Billion Capital Investment Which Is Equivalent Of 4.30 Percent Of The Total Investment. Countries Like China, Turkey And The Philippines Investing Remarkably In Developing Infrastructure With An Intention Of Becoming A Tourist Destination As They Realised That Tourism Is A Major Driver Of Economic Development. The Study Also Projects That In 2018-2028 Other Developing Economies Such As Morocco, India, Vietnam, And Indonesia Will Also Emerge As The Leading Tourism Destination.

Considering The Major Role Played By This Sector In Economic Growth Of Both Developing And Developed Countries And Its Vulnerability Towards Natural And Manmade Crisis, This Paper Attempts To Explain The Status Of World Tourism Industry. This Paper Also Explains The Role Of This Sector To The Development Of The Economy And Challenges Faced Especially Due To The Outbreak Of Covid19 pandemic, Among Others. The Paper Explores The Potentials Of This Industry In Enhancing The Economic Development.

Objectives:

The Paper Intended To Analyse The Tourism Sector And The Impact Of Fluctuations In The Tourism Environment With Special Reference To Covid19. This Aim Achieved Through The Following Objectives.

- a. To Examine The Status Of World Tourism Industry,
- b. To Explain The Importance Of Tourism And Hospitality Industry In The Economic Development,
- c. To Discuss The Challenges Of This Industry With Special Reference To Covid19 Outbreak,
- d. To Enumerate The Opportunities And Recommendations.

Tourism Sector - A Potential Driver Of Economic Development:

Tourism Refers To An Act Of Travelling Either Within The Traveller's Own Country Or To An International Destination For The Purpose Of Business Or For Pleasure. Tourism Industry Has Become A Major Source Of Income Mainly To A Developing Economy. The Changing Lifestyle Due To The Growing Income Of The People In Both Developed And Developing Nations Is Stimulating The Demand For Holiday Markets Like Sports Holiday, Cruises, Long Duration Tours, Etc.,(Unwto Annual Report, 2017). According To World Tourism Organisation (Wto) There Are Eight Reasons For The Growth Of Tourism Industry In Different Nations - (1) Tourism Stimulates Economic Development Of Both Domestic And International Economies. (2) Tourism Helps In The Development Of Various Infrastructures Like Transport And Communication, Accommodation, And Service Providing Industries Which Are Very Essential To Bring Prosperity To The Nations. (3)

Helps In Preserving Cultural And Social Values. (4) Leads To Welfare Of The Tourist Destinations (5) It Earns Much Needed Foreign Exchange. (6) It Enhances The Volume Of Foreign Trade. (7) Tourism Encourages The Growth And Development Of Various Professional Education Institutions Essential For The Hospitality Industry. (8) It Not Only Creates Market For Local Products Leading To Growth Of Diversified Domestic But Also Leads To A Dynamic Socio-Economic Environment Around The Tourist Destination. (Kusubakti, Et.Al 2018).

Increasing National Income And Attaining Equal Distribution Of Income So As To Improve The Standard Of Living Of The People Are Priorities Of All Developing Nations. Research Studies Of Imf In Countries Such As Barbados, India, Taiwan, Croatia, And Turkey Reveal That There Is A Positive Relationship Between Tourism And Economic Development. The Studies Show That At A Static Condition Higher The Tourism Exports, Higher Will Be The Additional Annual Growth. Inspired By This Fact Many Nations Especially The Less Developed Countries Invest More In Tourism Sector To Achieve Long Run Economic Growth.

The Tourism And Development Economics Analysis Consider Tourism As A “Successful Tool To Promote Rapid Economic Growth” (Marsiglio2018). As It Is Believed That The Development Of Tourism Sector Is Key To Economic Development, A Number Of Nations, Especially The Developing Nations, Adopted A Tourism Friendly Policy Leading To The Increased Dependency On Tourism Industry(Higgins F& Desbiolles, 2021).The Economic Impact Report Of Wtc (2020) For The Year 2019 Indicate That Tourism Sector Generates A Total Of 330 Million Jobs That Is One In Every 10 Jobs, Which Is Equivalent To10.3 Per Cent Contribution To World Gdp.

Table No. 1: Number Of Foreign Tourists’ Arrival And Receipts In Different Parts Of The World

	Foreign Tourist Arrivals						
	Us\$ Mn			%Share	Change		Avg. Annual Growth (%)
	2010	2017	2018*	2018*	17/16	18*/17	‘10-’18*
World	952	1,329	1,401	100	7	5.40	5.00
Advanced Economies¹	515	730	762	54.40	6.30	4.30	5.00
Emerging Economies¹	437	598	639	45.60	7.90	6.80	4.90
Europe	486.40	673.30	710	50.70	8.60	5.50	4.80
Northern Europe	57.00	78.40	78.90	5.60	6.00	0.50	4.10
Western Europe	154.40	192.70	200.40	14.30	6.10	4.00	3.30
Central/Eastern Europe	98.10	134.60	141.40	10.10	5.60	5.00	4.70
Southern/Medit. Eur.	176.90	267.50	289.40	20.70	12.90	8.20	6.30
-Of Which Eu-28	382.20	539.30	562.90	40.20	7.70	4.40	5.00
Asia And The Pacific	208.20	3240	347.70	24.80	5.70	7.30	6.60
North-East Asia	111.50	159.50	169.20	12.10	3.40	6.10	5.30
South-East Asia	70.50	120.50	128.70	9.20	8.80	6.80	7.80
Oceania	11.50	16.60	17.00	1.20	6.10	2.80	5.10
South Asia	14.70	27.50	32.80	2.30	6.20	19.40	10.50
Americas	150.40	210.80	215.70	15.40	4.70	2.30	4.60
North America	99.50	137.10	142.20	10.10	4.30	3.70	4.60
Caribbean	19.50	26.00	25.70	1.80	3.00	-1.40	3.50

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Central America	7.80	11.10	10.80	0.80	4.60	-2.40	4.20
South America	23.60	36.60	37.00	2.60	7.70	1.20	5.80
Africa	50.40	62.70	67.10	4.80	8.50	7.00	3.60
North Africa	19.70	21.70	23.90	1.70	14.70	10.10	2.40
Sub-Saharan Africa	30.70	41.10	43.30	3.10	5.50	5.40	4.40
Middle East	56.10	57.70	60.50	4.30	4.10	4.70	0.90

Source: Unwto

*Provisional Figure- 2019 July)

¹ “Arrivals That Could Not Be Allocated To A Specific Region Of Origin. This Is The Case When Data On The Country Of Origin Is Not Reported, Or When It Is Grouped Under The ‘Other Countries Of The World’ Category”.

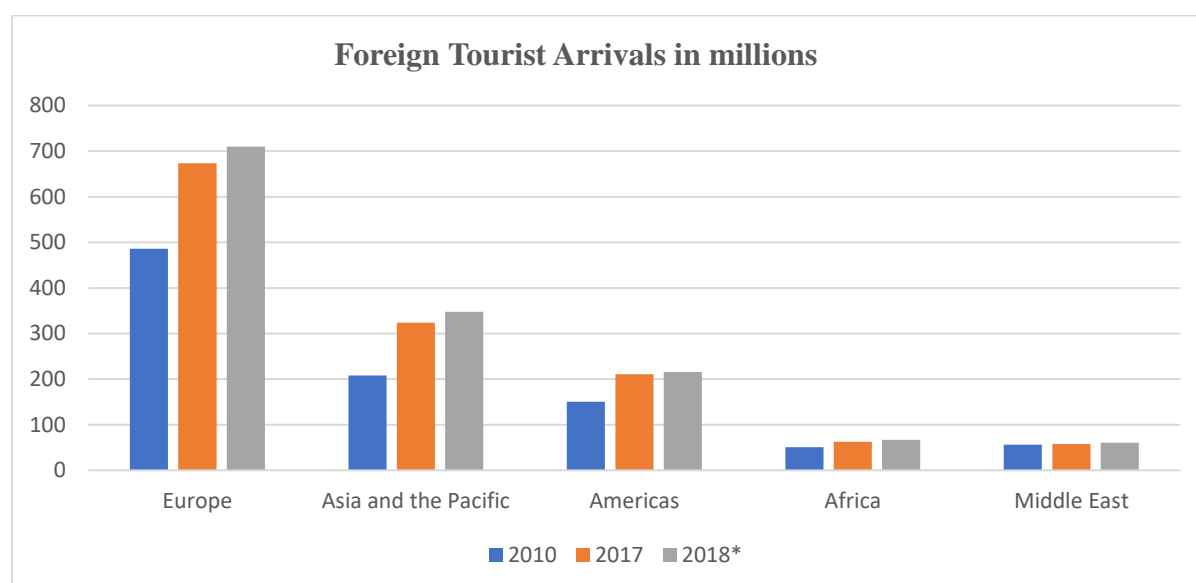


Figure Source: Author

As Mentioned In Table No. 1, The Gross Tourist Arrival Has Been Increased Worldwide From 952 Million In 2010 To 1,401 Million Recording A Growth Of 5.40 Percent During The Year 2017-18. The Percentage Share Of Tourists’ Arrival Is Not Evenly Distributed Among Different Regions. While The Percentage Share Of Tourists’ Arrival Is 54.40 Per Cent And 45.60 Percent For The Advanced Economies And Emerging Economies Respectively, The Growth Rate Of Tourist Arrivals Is Almost Same (5.00% And 4.90%) For Both Advanced And Emerging Economies.

Table No. 2: **International Tourism Receipts**

	Billion Usd			% Share	Change % Real Terms	
	2010	2017	2018	2018	2017/2016	2018*/2017
World	975.0	1,346	1,451	100	5.20	4.40
Advanced Economies¹	638.0	869.0	937.0	64.60	4.00	3.70
Emerging Economies¹	337.0	477.0	514.0	35.40	7.60	5.70
Europe	422.8	519.5	570.5	39.30	7.50	4.90

Northern Europe	60.6	88.6	93.9	6.50	5.70	1.10
Western Europe	152.4	170.9	187.5	12.90	4.70	3.30
Central/Eastern Europe	48.3	60.7	68.7	4.70	7.00	8.80
Southern/Medit. Eur.	161.5	199.3	220.4	15.20	11.20	6.90
-Of Which Eu-28	354.9	438.6	480.7	33.10	6.80	3.30
Asia And The Pacific	254.4	396.0	435.5	30.00	4.30	7.40
North-East Asia	123.0	168.1	188.4	13.00	-1.50	8.90
South-East Asia	68.5	130.6	142.3	9.80	9.10	4.70
Oceania	42.8	57.4	61.1	4.20	6.10	6.90
South Asia	20.1	39.9	43.6	3.00	13.90	10.40
Americas	215.5	325.8	333.6	23.00	0.90	0.30
North America	164.8	252.4	258.9	17.80	0.70	0.10
Caribbean	23.3	31.8	32	2.20	0.50	-1.30
Central America	6.9	12.6	12.8	0.90	4.80	1.00
South America	20.5	29	29.9	2.10	1.10	3.40
Africa	30.4	36.4	38.4	2.60	7.70	1.60
North Africa	9.7	9.9	10.7	0.70	9.30	3.80
Sub-Saharan Africa	20.8	26.5	27.7	1.90	7.10	0.70
Middle East	52.2	68.4	73.7	5.00	14.60	4.20

Source: World Tourism Organization (Unwto) ©*Provisional Figure-Data As Collected By Unwto, July 2019)“Arrivals That Could Not Be Allocated To A Specific Region Of Origin. This Is The Case When Data On The Country Of Origin Is Not Reported, Or When It Is Grouped Under The ‘Other Countries Of The World’ Category”.

Despite Various Shocks The Tourism Industry Maintained A Steady Growth Asserting The Strength And Spirit Of This Sector To Bounce Back (Unwto2019). The Unwto Report Shows That The Tourism Sector Witnessed A 9th Consecutive Continual Growth In The Year 2018 With A +5.00 Percent Growth In The Foreign Tourist’s Arrival And A +4.00 Percent Increase In The Exports Of International Tourism (International Tourism Receipts + Passenger Transport). Region Wise Statistics Shows That Europe Stands In The Top Of The Pyramid With 710 Million Tourists (+5.00 % Growth) And A Receipt Of 750 Billion Us\$ (+5.00% Growth) While Asia And Pacific Region With 348 Million Us\$ (+7.00% Growth) And A Receipt Of 436 Billion Us\$ (+7.00% Growth) Stands Next Followed By America (216 Million – 2.00%) And 334 Billion Us\$ (+0%), Africa 67 Million (+7.00%) And 38 Billion Us\$ (+2.00%) And Middle East 60 Million (+5.00%) And 73 Billion Us\$ (+4.00%).

Asiapacific Region Is Leading In The Number Of Both Arrival And Receipts. This Region Marked A Considerable Growth In Arrivals Whereas Africa Stands Close To Asia Pacific Region. Half Of The Global Tourists’ Arrival Is Recorded By The Europe Followed By Asia Pacific Region Recording One In 4 Arrivals. About 40 Percent Of The International Tourists Earning Goes To The Europe

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Whereas One Third Of The Receipt Goes To Asia Pacific Region. This Significant Growth Can Be Attributed To The Following Reasons (Unwto 2019):

- ❖ Favourable Economic Environment Such As Growing World Gdp, Moderate Movement Of Exchange Rate And Low Rate Of Interest.
- ❖ Strong Demand For Air Travel.
- ❖ Improvement In Digital Technologies Like The Use Of Artificial Intelligence Shaping The Travellers Experience In The Field Of Tourism Industry.
- ❖ Enhanced Visa Facilitation With E-Visas And Visa On Arrival In Place Of Traditional Visas.

Covid19: Challenges And Way Forward:

The Travel And Tourism Industry Witness A Robust History Of Resistance To The General Recession Recording A Steady And Robust Growth Of Foreign Tourists' Arrivals While At The Same Time Business And Industries Are Struggling For Survival(Abiven (2012); Song & Lin (2010)). According To Hall And Lew (2009)Tourism Industry As A Model Of Economic Growth Is Less Affected By The Environmental And Social Impacts In Comparison With Timber And Mining Industries. (Hall & Lew, 2009).In Macroeconomic Point Of View, International Tourism Contributes A Major Chunk Of Export Income Of A Destination. Those Economies, Which Aim To Achieve Long-Term Economic Growth Consider Export-Oriented Growth As A Secure Means Of Investment. (Nowak Et Al., 2007).

All These Facts Force One To Believe That Tourism Sector Is A Growth Booster For The Emerging Economies. But Outbreak Of Covid-19 Pandemic Has Changed This Narrative Altogether.The Post Pandemic Travel Restrictions Like Closing Of Border, Cancellation Of International Flights Etc By Almost All Affected Nations Put This Business Under Unprecedented Crisis. The Sector Is Among The Worst Affected With A 22.00% Decrease In The First Quarter Of The Year 2020 As Arrivals In March 2020 Down By 57.00% Causing An Estimated Loss Of 67 Million Foreign Travellers Arrival Causing A Loss Of Export Revenue To The Extent Of Us\$ 80 Billion From The International Tourism. An Analysis Of Different Regions Of The World Shows That The First To Suffer The Impact Is Asia And The Pacific Region With 35.00 Percent Decrease In Arrivals In Q1 Of 2020 Followed By Europe With A 19.00 Percent Fall And By The Americas (-15.00%),Africa (-12.50), And The Middle East (-11.00%). According To The Unwto Covid 19 Projection, Depending On The Various Measures Adopted By Countries To Control The Pandemic, And Reopening Of The National Border. But The Situation Is Still Highly Uncertain As Many Countries Are Witnessing The Outbreak Of Second Wave Of The Pandemic. The Pandemic Will Cause A Decrease Of International Tourist Arrivals To 850 Million Us\$ To 1.1 Billion Us\$ With A Decrease In Export Revenue To The Extent Of Us\$ 860 Billion To 1.2 Trillion Us\$. About 100 To 120 Million Direct Tourism Employment Will Come Under Risk Due To The Pandemic. It Will Also Cause A Contraction Of The World Economy By 3 Percent In 2020 According To The Projection Of The Imf(World Economic Outlook, April 2020).

Region-Wise Impact Of Covid-19:

An Analysis Of The Region-Wise Impact Of The Pandemic Reveals That Europe Was The Second-Hardest Hit Region Hit By Covid-19 Impact After Asia Pacific Region. With Former Losing 22 Million International Arrivals And The Later About 33 Million During The Same Time. About 83 Percent Of The Europe Adopted Complete Lockdown Including Closure Of The International Border. The American Region Experience A 15.00% Fall In Arrivals Of Foreign Visitors While Decline Is 44 Percent And 41.00 Percent For Africa And Middle East Respectively During January To March Of

Year 2020. Owing To Highly Uncertain Condition Since The Outbreak Of The Pandemic, The Projections Of International Tourism Have Been Scaled Down Several Times For The Year 2020-21.

Table No. 3: **Countries With Highest Tourism Spending Worldwide Affected Countries By Covid-19**

Nations With Highest Confirmed Covid19 Cases	% Share Of Arrivals Of global Tourist	% Share Of Tourism Export In The Country	% Share Of Receipts Of Global Tourism	% Share Of Expenditure On Global Tourism
United States	5.00	10.00	15.00	10.00
Spain	6.00	16.00	5.00	2.00
Russian Federation	2.00	8.00	1.00	2.00
United Kingdom	3.00	6.00	4.00	5.00
Italy	4.00	8.00	3.00	2.00
Germany	3.00	3.00	3.00	7.00
Brazil	0.00	2.00	0.00	1.00
Turkey	3.00	17.00	2.00	0.00
France	6.00	8.00	4.00	3.00
Iran	1.00	5.00	0.00	1.00
China	4.00	1.00	3.00	19.00
Canada	2.00	5.00	2.00	2.00
Total	39.00		42.00	54.00

Source: World Tourism Organisation (Wto)

Note: "12 Countries With Highest Covid19 Confirmed Cases As Of 11th May 2020 (More Than 70k), According To The World Health Organisation (Who).

Countries Are Presented In Descending Order And Data Is Reflected As Reported By Who On 11th May 2020"

Around The World Countries Are Experimenting With Variety Of Measures To Scale Down The Impact Of The Pandemic To Speed Up The Recovery Of The Tourism Sector. The Unwto Predicted Three Different Scenarios To Explain The Normalisation Process And Recovery In The International Tourist Arrivals Based On The Different Measures And Timeframe Adopted By The Countries To Ease The Travel Restrictions Including Reopening Of International Borders.

	Scenario	Effect
1 st scenario	(-58 Percent In Arrivals In 2020) – In Case Easing Travel Restrictions By Lifting The Border Restrictions In Early July.	Estimated Loss Will Be About 850 Million To 1.1 Billion.
2 nd scenario	(-70% In 2020) Expected In First Phase Of September Based The 1 st Scenario.	Estimated Export Revenue Loss Will Be About 910 Billion 1.2 Trillion Us\$.
3 rd scenario	(-78% In 2020) In The First Phase Of December Based On The 1 st Scenario.	Risk Of An Estimated Loss Of 100 - 120 Million Employment.

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“Actual Data Includes Estimates For Countries Which Have Not Yet Reported Data”.Source: Unwto

Like Any Other Crises The Present Covid 19 Crisis Carries With It A Bunch Of Opportunities. The World Tourism Barometer, Volume 18 Presented A Swot Analysis Of The Tourism And Covid 19 Which Provides A Set Of The Possible Strengths, Weaknesses, Opportunities And Threats Arising Out Of This Pandemic.

Swot Analysis

<p>Strength</p> <ul style="list-style-type: none"> • The Historical Crisis Record Sreveal That Tourism Sectors Have A Strong Inbuilt Capability Of Bounce Back. • Large Scope For The Exploitation Of Domestic Tourism Sector During Recovery Of International Tourism. • This Sector Is Adaptable To Different Situations. • Holiday Tourism Recovers Quickly Than Other Form Of Tourism. • Encouraging Institutional And State Support. 	<p>Weaknesses</p> <ul style="list-style-type: none"> • High Spending Group, Such As Sophisticated Business Travels - Which Is The Backbone Of International Tourism Affected Severely By The Pandemic. • Possible Failure Of Airline Industry. • Poor Documentation Of Previous Downturns. • Perceived Risk Of Journey. • Fall In Demand Due To Social Distancing Even Though Industries Restart.
<p>Opportunities</p> <ul style="list-style-type: none"> • Search For A New Business Model. • Opening The Doors For Innovation, Digitalisation, And Effective Data Management. • Increased Opportunities For Sustainable Tourism. • Opportunity For Collaboration And Public-Private Partnerships. 	<p>Threats</p> <ul style="list-style-type: none"> • Fluctuating Economic Environment Causing Global Downturn, Joblessness, Fear Of Closure Of Smes, Falling Spending Capacity, Fear Of Losing Confidence Among The Business Community. • No Clue On The Length Of Pandemic As Effective Remedy Is Still Underway. • The Long Duration Of Restrictions. • No Clue Of The After Recovery Situation.

Source: Unwto- World Tourism Barometer, Volume 18, Issue 2. May2020

Apart From Causing Major Crisis In The Tourism Sector, The Pandemic Also Affected Countries At “Different Times, In Different Ways And In Varying Degrees” (Unwto). The Precaution Taken By The Entire World Against The Pandemic In Turn Hit Hard The Travel And Tourism Sector. Tourism Being A Stimulator Of The Economic Growth There Is A Need To Overcome This Impasse Through A Coordinated Effort By The Nations In The Domestic And International Level. Nations Began Stepping Into Damage Control Measures Through Various Monetary And Fiscal Policies. The Global Tourism Crisis Committee Calls For An Urgent Recovery Of The Global Tourism Sector And Stressed On The Role Of World Community To Support In This Regard With A ‘Grow Back Better’ Slogan. The Global Tourism Crisis Committee Guidelines Include 23 Possible Recommendations To Be Implemented In Three Key Areas.

1. Crisis Management And Mitigating The Possible Impacts Of The Crisis Through Protecting Jobs, Encouraging Self-Employment, Maintaining Liquidity, Skill Development, Tax Reforms Etc.
2. Providing Financial Incentives And Speeding Up Recovery Rate And
3. A Proper Plan To Utilize This Crisis As An Opportunity.

Conclusion:

The Tourism Industry Over The Period Undergone Frequent Shocks Whenever There Is A Natural Or Manmade Crisis In Any Corner Of The World As It Is Associated Mainly With The Nature And The Culture Of The Region. Covid19 Is An Addition To This Crisis Which No Doubt Pushed The Growth Of This Sector A Decade Back By Shrinking The Revenue, Employment As Well As The Gdp Of The Dependent Countries. To Quote Zurab Pololikashvili, The Secretary General Of The Unwto (2020) "The Sudden And Unexpected Fall In Tourism Demand Caused By Covid-19 Places Millions Of Jobs And Livelihoods At Risk While At The Same Time Jeopardizing The Advances Made In Sustainable Development And Equality Over Recent Years." Tourism Is A Sector, Where The Host And The Guest Have The Direct Interaction Affecting The Demand Decision And Travel Behaviour Of People. This Unique Character Of The Sector Along With Its Size And Contribution To The World Gdp, Global Exports, Job Potential, And Its Predicted Growth Rate Attracts Special Attention Of The Policy Makers Of Countries Across The World. There Is A Necessity Of Constructive Effort From Countries All Over The World To Uplift Tourism Industry From The Current Crisis. The Pandemic Is An Alarming Call For The Governments To Make A Coordinated Effort To Frame A Cohesive Strategy To Assist This Sector In Its Recovery Efforts. Apart From This Nation Across The World Must Cooperate Among Them Selves To Evolve A System To Resume Tourism, Rebuild Confidence Among The Tourists And Businessmen For The Speedy Recovery Of This Industry. A Globally Coordinated Strategy Is Also Necessary To Effectively Combat Any Such Calamities In Future. World Bodies Like Unwto Need To Step Up In Assisting The Nations Worldwide With Proper Guidelines And Through Its Guidelines And Proposals. As The World Is Witnessing Second Wave Of The Pandemic And Expecting A Third Wave, The Need To Increase The Potentials Of The Resilient Tourism Industry In The Economies Highly Dependent On Tourism.

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