



THE MACROECONOMIC IMPACT OF THE CORONA PANDEMIC SHOCK ON THE GLOBAL TOURISM SECTOR AND WAYS TO CONFRONT IT

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Abstract: The COVID-19 pandemic has caused a health and economic crisis with devastating effects on all countries of the world, so most economic activities have stopped due to the social distancing measures taken to confront them, which has been strongly reflected on the tourism and travel sector in a way that none of the previous crises have affected in terms of size and scope. negatively on the tourism value chain, which includes hotels, restaurants, attractions, tour operators, travel entities, etc., and had a wide-ranging impact on small and medium-sized businesses, revenue declined and the number of tourists decreased dramatically. The research aims to show the effects of the pandemic on the performance of the global tourism sector. The research found that the outbreak of the pandemic caused huge and unprecedented losses in tourism output and jobs, and the spending of tourists decreased significantly, and the sectors related to the tourism sector (air, sea and land transport) incurred very large losses.

Keywords: the shock of the Corona pandemic, the tourism sector, the global economy, tourism resilience

Introduction

The tourism industry is one of the largest and fastest growing industries in the world and comes after telecommunications and financial services. It is a complex industry with front and back links with multiple interconnections and directions with various economic, social and cultural activities. It is truly the twenty-first century industry. Over the past six decades, tourism has expanded remarkably, and has become a priority for many countries and has become a competitive advantage for countries. It is a dynamic driver of economic development, job creation, increasing foreign exchange, stimulating economic activity and enhancing macroeconomic performance.

However, the outbreak of the new Corona virus, Covid-19, which caused a state of panic, anxiety and fear, led to the suspension of most economic activities in the context of the measures taken by countries, represented by the measures of social separation and the great general closure, so that all economic sectors suffered heavy losses, and caused huge losses and resulted in unforeseen consequences. preceded by global tourism output, jobs and livelihoods for millions of people, and according to statistics and data issued by the World Tourism Organization (WTO) and the World Travel & Tourism Council (WTTC), the number of tourists declined by about 74% in 2020, which constitutes a loss It is estimated at approximately \$1.3 trillion (about 11 times the loss of tourism during the 2007-2008 mortgage crisis) and threatened between 100-120 million jobs at risk, and tourist spending fell in an unprecedented manner by nearly 70%.

After a difficult end to the year 2020, tourism suffered more setbacks in 2021, so that the devastating effects of the pandemic continued on the tourism sector, bringing the decrease in the number of tourists to about 87%. The Corona pandemic continues to cause huge losses to our economic, social and health system and loss of life in a way that the world has not witnessed for a long time, which may exceed 100 years, and while it continues to impose more economic and social pressures, it appears that the global tourism and travel sector is one of the sectors most affected. Because of the measures taken to limit its spread.

The importance of research: Given the position that the tourism sector enjoys as one of the fastest growing sectors, the importance of research stems from the main objective of identifying the effects that the pandemic has produced on the performance of the global tourism sector.

Research problem: The research problem is represented in the following question

(To what extent has the Corona pandemic affected the tourism sector? And what are the losses that this sector has suffered, either directly or through indirect and induced effects)

Research Objective: The research aims to show the negative repercussions that the Corona pandemic has produced in the tourism sector and the extent to which this sector is able to confront them in light of the high flexibility that is characterized by it.

Research hypothesis: The research stems from the hypothesis that crises of all kinds (health, economic, security, natural) have strong and negative repercussions on the tourism sector and differ from one country to another according to the extent of the importance of tourism in the economy.

Research Methodology: In light of the objective to be achieved in the research, the descriptive analytical approach and the induction approach were used by analyzing the available data on the performance of the tourism sector and knowing the size of the effects imposed by the Corona pandemic.

First: the shock of the Corona pandemic... an unprecedented crisis

During the past four years, the global economy was beset by great and dangerous challenges that were reflected in its overall conditions and main indicators. It was the worst crisis since the Great Depression in the thirties of the last century, during which it suffered an unprecedented downturn, and the deterioration of health conditions caused the deterioration of global economic conditions, and all of these were reflected in the prospects of the global economy and affected its growth rates, as it reached about 2.9% in 2019 Compared to 3.6% in 2018, the growth rates of the volume of global trade declined to 0.9% in 2019 compared to 3.8% in 2018, and unemployment increased to reach 188 million people in 2019 compared to 172 million people, and the volume of investments decreased (1) .

As soon as the World Health Organization announced the outbreak of the Corona virus and its transformation into a global pandemic, countries quickly imposed restrictions on most activities and social distancing measures. etc. This had serious social and economic repercussions on the global economy, and the whole world faced a health and economic crisis different from previous crises in light of an economy suffering from fragility and weak performance.

The spread of the epidemic in most countries of the world caused a sharp decline in economic activity, causing the global economy to face a double shock (supply and demand shock) that was reflected in economic growth rates, causing the global economy to shrink by -3.4 percent in 2020, to witness the world's worst crisis since the 1930s, while Foreign trade was greatly affected by a supply shock (decreased production) and demand shock (decreased purchases), and foreign trade became very weak, declining by 13-32% during the last quarter of 2019 and 2020 (which is more than the decrease during the mortgage crisis). The volume of goods has shrunk for the first time since 2009, as well as the movement of ports and air freight (2), and most economic sectors incurred heavy losses.

The spread of the pandemic led to a shock in the labor market, a supply shock (production shock) and a demand shock (consumption and investment), which was reflected in the loss of jobs in many economic sectors and on small and medium-sized companies as a result of the restrictions and measures taken by countries to confront the outbreak of the epidemic, and reports indicate The International Labor Organization indicated that the shock had far-reaching effects on the labor market, as well as concerns about the health of workers, and confirmed that the shock affected three main dimensions: the quantity of jobs (unemployment and underemployment), the quality of

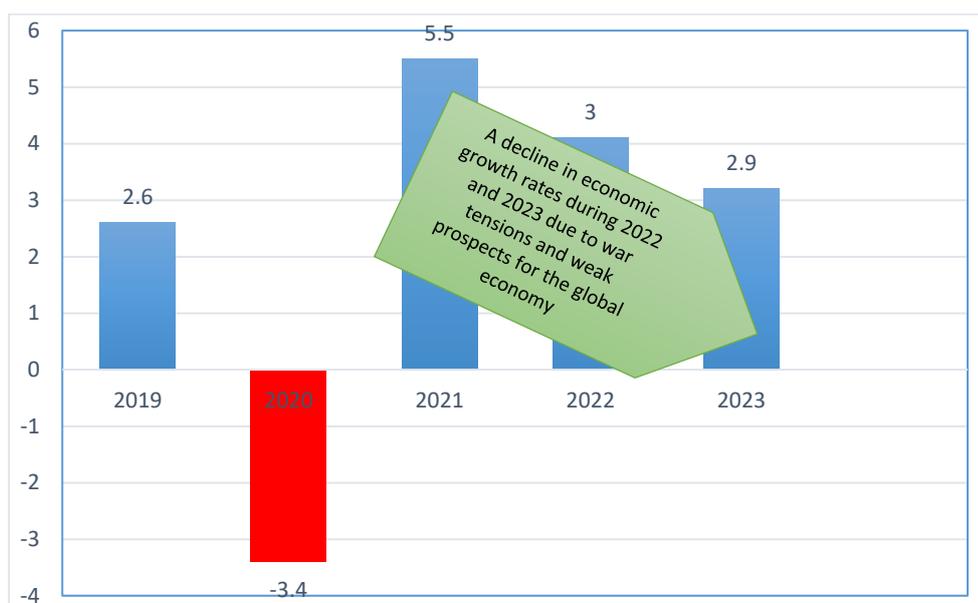
work (wages and access to social welfare), and the effects on groups. Specific are subject to negative outcomes in the labor market (3).

The World Bank estimates that between 119 and 124 million people around the world will fall into extreme poverty (the individual lives on an income of \$1.90 per day) in 2021 (the number of new poor people due to the Corona pandemic is calculated as the difference between the expected poverty rate in light of the pandemic, and the expected poverty rate without the occurrence of the pandemic).

Global financial markets were subjected to unprecedented pressure at the beginning of the pandemic, witnessed widespread turmoil and displaced \$36 billion from stock and bond funds in just one week, and global financial markets lost 15 trillion of the value of high-risk assets all over the world within a month due to the impact of Corona (). In light of the support policies, rescue packages, and unprecedented support for fiscal and monetary policies since the beginning of the pandemic to revitalize the economy and spread vaccines at an accelerating pace, economic growth returned in 2021 to reach about 5.5% globally.

In June 2022, the Global Economic Prospects report was issued, and it indicated that, after a strong recovery in 2021 due to the rescue packages and the continued support of monetary and fiscal policies, the global economy is expected to witness a sharp and strong slowdown in the midst of new risks arising from the Russian crisis. Ukraine, rising levels of inflation, debt and income inequality, declining pent-up demand, and a marked slowdown in advanced economies including (the United States and China) will affect external demand in emerging market and developing economies.

Figure 1: Economic growth rates for the period 2019-2023 according to the viewpoint of the World Bank (4)



2022 and 2023 forecast

The form of the researchers' work based on:

-World bank group, global economic prospect, Washington, January 2022, p5.

The outbreak of the Corona virus and the imposition of restrictions on economic activities and sectors to avoid transmission of infection have had very strong negative repercussions, and the tourism sector was one of the sectors most affected by the spread of the disease, as it is the most sensitive sector to the outbreak of diseases and economic shocks.

Second: The economic importance of the tourism sector

The economic importance of the tourism sector is increasingly evident through its direct and indirect effects, as well as the Induced Effect it exerts on the economy. Achieving growth and economic development.

The following table shows the different components of the direct, indirect and induced tourism effects on the economy.

Table (1) The different components of direct, indirect and induced tourism impacts on the economy (5)

Direct Contribution of Tourism	Industries	<ul style="list-style-type: none"> • Accommodation services • Food and Beverage Services • Retailing • transport services • Cultural, sports and entertainment services
	goods	<ul style="list-style-type: none"> • Residence • Transport • Entertainment • attraction
	Spending sources	<ul style="list-style-type: none"> • Resident's Domestic Expenditure • Domestic business travel spending • exports of visitors • Government spending on tourism and travel
Indirect Contribution of Tourism		<ul style="list-style-type: none"> • Private tourism investment spending • Total government spending on tourism • Effect of Procurement from Suppliers
Induced Contribution of Tourism		<ul style="list-style-type: none"> • Food and Beverages • Entertainment • for clothes • Living • Household Goods

The ability of the tourism sector to create back-and-forth links with the rest of the economy, such as agriculture, industry and others, is evident. The presence of a developed and thriving tourism sector leads to the ability to encourage manufacturing, transport and other sectors. The development of the tourism sector affects the development of infrastructure by increasing attention to infrastructure represented by increasing numbers Hotels, building airports, developing means of transportation, constructing modern roads and bridges, establishing electricity and water networks and health services. The development of infrastructure will benefit all economic activities within the country, including trade, industry, and others. The tourism sector also leads to the development of the financial sector, in addition to the above. The tourism sector has a prominent and influential role in the issue of poverty reduction, through the fact that the tourism sector is a labor-intensive sector, and thus contributes to providing more job opportunities. One of the prominent characteristics of the tourism sector is that women constitute approximately 60% of the tourism workforce compared to 39 percent of the overall economy, and that half of the workers do not exceed the age of twenty-five, and for many developing countries, the tourism services provided by their nationals working in Outward large inflows of remittances, and countries hosting migrant workers also benefit from exports of travel and tourism services generated by migrant workers' spending in their economies.

Over the past six decades, the activity of the tourism sector has demonstrated sustainable and continuous growth (with the exception of some years) and has left strong economic effects on the global economy as a sector that generates foreign exchange and provides job opportunities (labor-intensive sector) and a contributing factor in the process of economic development, not to mention the social and cultural effects it reflects. According to data issued by the World Tourism Organization, the World Tourism Council and the World Bank, the number of tourists at the international level increased from 25.3 million tourists in 1950 to reach about 1,235 million tourists in 2019, with an average annual growth rate of about 10% during the period 1950-2019. Tourism revenues from \$2.1 billion to reach nearly \$1700 billion in 2019 (equivalent to 7% of total exports and 28.3% of global service exports), with an average growth rate of approximately 14% during the period 1950-2019, exceeding the growth rates global economic.

Table (2): The number of tourists and the volume of revenues internationally for the period 1950-2019 (6)

Years	Number of Tourists (Million Tourists)	Revenue (billion dollars)
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1950	25.3	2.1
1960	69.3	6.9
1970	165.8	17.9
1980	277.6	104.5
1990	438.4	265.1
2000	684	477
2010	940	927
2016	1235	1220
2017	1326	1340
2018	1407	1462

- International Tourism in the OIC Member Countries: Prospects and Challenges, OIC: Statistical, Economic and Social Research and Training Center for Islamic Countries (SESRTC), various issues

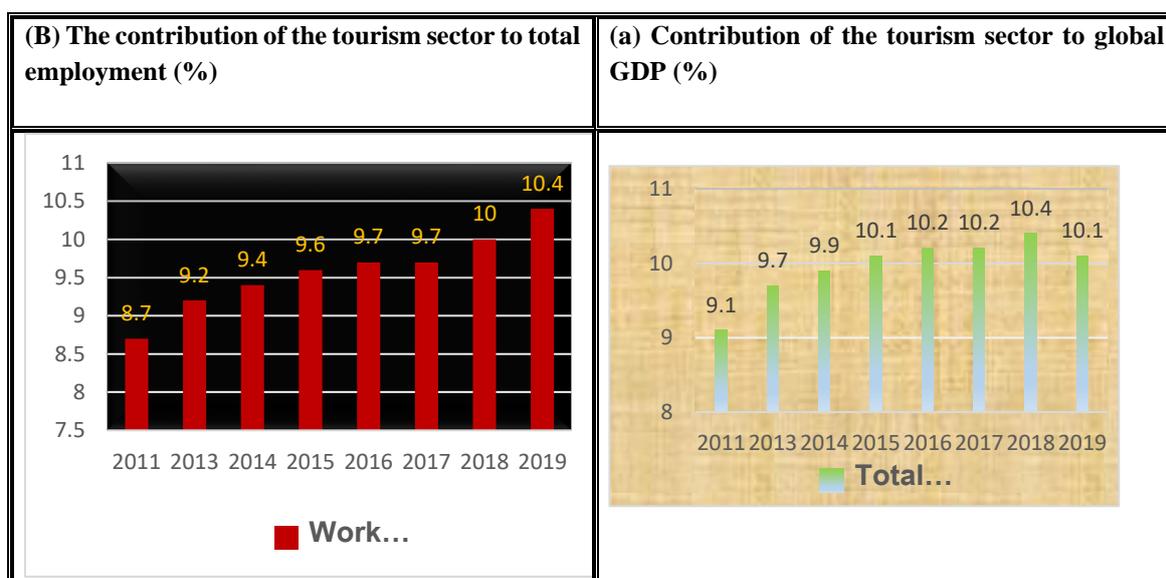
World Tourism Organization (UNWTO), Tourism Highlights, different numbers

Reports by the World Tourism Council and the World Tourism Organization in 2019 indicate that travel and tourism directly contributed about 2.3 trillion dollars and 109 million direct jobs worldwide, taking into account the indirect and induced effects on a larger scale, the sector contributed 8.9 trillion dollars to the economy. It supported 292 million jobs in 2019. This is equal to 10.4% of global GDP, and 10.6% of total employment, or 334 million jobs. The direct contribution of travel and tourism to employment increased by 1.8% in 2019, which means that nearly 2 million additional jobs were generated directly from the sector, and about 6 million new jobs created direct, indirect and emerging activities. This means that nearly 1 in 4 of all new jobs created in 2019 were related to travel and tourism.

The direct contribution of travel and tourism to GDP grew by 3.5% in 2019 and this was faster than the global economy as a whole which achieved 2.5% growth, which means that for 10 consecutive years the travel and tourism sector has outperformed the global economy.

By 2027, travel and tourism is expected to support more than 380 million jobs globally, which is equivalent to 1 to 9 of all jobs in the world and the sector, and is expected to contribute about 23% of total net job creation globally during the decade. Next, it is expected that the total GDP of tourism and tourism will represent about 11.4% of the global GDP, and the exports of tourists are expected to be about 7.1% of the total global exports.

Figure (1) The contribution of tourism to the total world product and to the total employment for the period 2011-2019



- World Travel & Tourism Council, Travel and Tourism: Economic Impact, different numbers.

In addition to exceeding global economic growth, the travel and tourism sector also outperformed many major global economic sectors in 2019 such as industry, agriculture, health, construction...etc, but was slower than the growth of the telecommunications and banking sector, the direct contribution of tourism and travel is expected to grow The GDP will average 3.9% per year over the next ten years.

Table 3: Tourism's contribution to global GDP compared to other sectors in 2019 (7)

sector	the growth (%)
Telecommunications	4.8
Financial Services	3.7
Tourism and Travel	3.5
the health	3.0
Wholesale and retail trade	2.4
Agriculture	2.3
building and Construction	2.1
Industry	1.7

Third: The tourism sector in light of the Covid-19 shock...

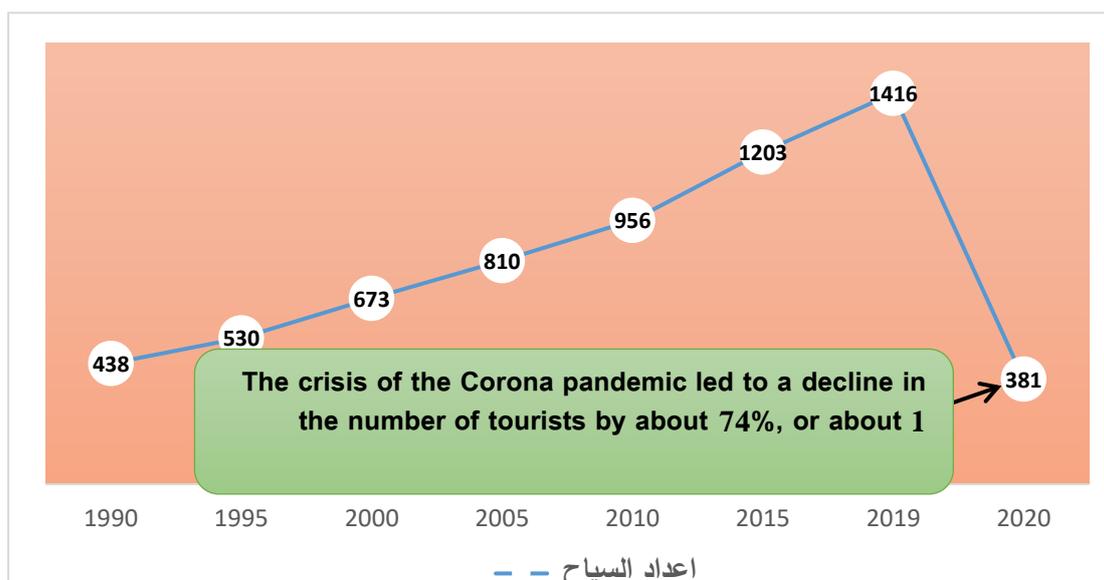
The tourism industry has suffered during the past two decades from shocks that hindered its growth, such as the events of September 11, which led to a decline of 3.1%, SARS disease by 0.5% and the global financial crisis 2007-2008 by about 4%, but it was able to recover quickly and with high flexibility and resume its growth However, this crisis (the COVID-19 pandemic) is different by all standards, as it had and will have long negative repercussions on the tourism sector in the context of the strict measures taken by the countries of the world from imposing curfews, closing institutions, banning flights, and extensive closures of businesses and services, the matter Which led to the layoffs of workers and granting some of them unpaid leave...etc.

In terms of size and scope, the COVID-19 crisis has affected the tourism sector in a way that none of the previous crises had, and negatively impacted the tourism value chain that includes hotels, restaurants, attractions, tour operators, travel entities, etc., and had a wide-ranging impact on small and medium-sized businesses. which constitute 80% of the sector.

According to the statistics of the World Tourism Organization, the number of tourists decreased by 74% to 381 million tourists in 2020, and the total sector losses (direct, indirect and induced) amounted to about 4.7 trillion dollars, including 1.3 direct losses (i.e. 11 times the losses of tourism due to the financial crisis). Global 2007-2008) with a decrease in the contribution to the GDP to reach about 5.5% (49% decrease compared to 2019), while the number of workers decreased from 334 million in 2019 to 272 million jobs in 2020, leaving 62 million jobs lost, And a decrease of 18.5%, which represents the loss of seven years of continuous growth, to be the worst crisis affecting the tourism sector during the past five decades.

According to these statistics and data, it means the return of the tourism sector's activity to the levels of the nineties, and the Secretary-General of the World Tourism Organization, Zurab Pololikashvili, indicated that "2020 was the worst year ever for tourism".

Figure (2) Number of tourists at the international level for the period 1990-2020 (8)



The figure of the researcher's work based on the data of the World Tourism Organization, the World Tourism Council and the World Bank.

The demand for international travel continued to be very weak during the first half of 2021, with the number of international tourist arrivals declining by 87%, amid a new outbreak of the virus, the emergence of new strains, the exacerbation of the epidemic, the tightening of travel restrictions and the imposition of stricter travel restrictions, including mandatory testing and quarantine and in Some cases have completely closed borders, the speed of vaccination has been slower than expected and completely uneven across countries, and the Asia Pacific region (which still has the highest level of travel restrictions in place) recorded a decline of 96% and every From Europe and Africa a decrease of 85%, while the Middle East recorded a decrease of 84%, and the number of international arrivals to the Americas decreased by 77%.

With regard to China, the country in which the virus first appeared at the end of 2019 and spread to most countries of the world, the tourism sector occupies great importance and a distinguished position, and China has emerged as a leader in the field of tourism at the international level as a source market and a leading tourist destination, as tourism provides livelihoods for millions People across the country, are a vital artery of the Chinese economy.

At the local level, tourism occupies great importance in the Chinese economy, as it represents 11.3% of the gross domestic product, and the tourism sector in it achieved a growth of 9.3% in 2019, which is higher than the growth rate of 6.1%, and provides nearly 80 million job opportunities (10.3 % of total employment) and ranks first globally in providing job opportunities. At the international level, China represents a great importance for global tourism, as the number of Chinese tourists increased from 47.7 million in 2009 to about 159 million tourists in 2019 with a total expenditure of 277 billion It represents 20% of the total expenditure on international tourism, and is the fourth largest tourist destination, as it received about 63 million tourists in 2019.

In light of the repercussions of the Corona virus and in the context of the precautionary and restrictions used to confront the epidemic, tourism to some countries neighboring China, especially Russia, Thailand, Singapore and others, which represent important tourist destinations for the Chinese, have been affected. 30% in the number of tourists, while Thailand expected a decrease of about 2 million tourists (28% of tourism revenues in 2019), while Japan's losses amounted to one billion dollars.

As for the Arab countries, in which the tourism sector plays an important role through its contribution to providing more job opportunities, increasing foreign exchange revenues and supporting the balance of payments, the data indicate that tourism output in 2019 amounted to about \$313.6 billion (representing 11.4%). of the total output) compared to 281.5% billion dollars in 2018 (which is approximately 9.5% of the total output), and Saudi Arabia, the UAE and Egypt recorded the highest output, reaching 79.5, 58.2 and 48.3 billion dollars, respectively (). The following table shows the relative importance of the tourism sector in some Arab countries in relation to the total

output of the tourism sector for the period 2018-2019, according to the data of the Arab Monetary Fund database and the questionnaire for studying the economic impact of the tourism sector in the Arab countries.

Table (4) The relative importance of the tourism sector in the total output of the tourism sector for the period 2018-2019 for some Arab countries (9)

country	2018			2019			growth rate
	The added value of the tourism sector (millions of dollars)	Percentage of total Arab tourism (%)	Percentage of GDP (%)	The added value of the tourism sector (millions of dollars)	Percentage of total Arab tourism (%)	Percentage of GDP (%)	
Saudi Arabia	74.709	25.6	9.5	79.469	25.6	10.0	6.4
UAE	55.346	19.0	13.4	58.179	18.8	13.9	5.1
Egypt	39.587	13.6	15.8	48.299	15.6	15.9	22.0
Algeria	22.658	7.8	13.0	23.234	7.5	13.7	2.5
Morocco	12.417	4.3	10.5	12.661	4.1	10.8	2.0
Lebanon	8.770	3.0	16.0	8.914	2.9	16.3	1.6
Tunisia	5.623	1.9	14.2	5.650	1.8	14.6	0.5
Jordan	4.099	1.4	9.7	4.424	1.4	10.1	7.9

Source: Muhammad Ismail, Jamal Qassem, The Impact of the Tourism Sector on Economic Growth in the Arab Countries, Arab Monetary Fund: Abu Dhabi, 2020, p. 8.

The outbreak of the pandemic has led to significant repercussions and damage to the tourism sector in the Arab countries, especially in Saudi Arabia, Egypt, Tunisia, Morocco, Lebanon, the Emirates and Jordan. Fiscal and monetary stimulus.

It was natural for air transport and aviation to be affected, and this has already been achieved. At the international level, the output of the civil aviation sector is about \$2.7 trillion (about 3.6% of global output) and provides (65.5) million jobs around the world, either directly or indirectly. Indirect, unlike other jobs induced in global supply chains, and contributes to transporting goods valued at approximately \$6 trillion annually. In the Middle East and Arab countries, it provides approximately 2.4 million direct and indirect jobs and contributes about \$130 billion in activity. economic (approximately 4.4% of the region's total output) (10).

The measures of social divergence and the suspension of economic and social activities that countries have followed to confront the pandemic have severely affected the performance of the aviation sector, and this sector has been completely paralyzed, and the shares of major global airlines have been subjected to strong pressure and suffered heavy losses in the financial markets, according to the Standard & Poor's 500 Index Standard & Poor's Corporation. Share prices for airlines in global markets decreased by approximately 45%, as United Airlines shares decreased by 58% and American Airlines Group shares by about 33%, and similarly for shares of European companies, as AIG lost 25% of the value of its shares And Ryanair lost about (18%) and IZJ lost about (17%), and the same is true of the Air France Group KLM, on the other hand, the Dow Jones International Air Transport and Cargo Index indicates that the index reached its lowest level during the second quarter of 2020).

In the context of the measures and measures taken by countries, the declaration of a state of emergency, the partial and total closure of various activities, and the suspension and suspension of most flights to confront the outbreak of the virus, airlines around the world have incurred heavy material losses, and the following table shows this.

Table (5): losses of the global aviation sector during 2020 and the first quarter of 2021 (11)

	Number of seats (%)	Passengers (Million Passengers)	income (millions of dollars)
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	overall	international	local	overall	international	local	overall	international	local
First Quarter 2020	18-	20-	17-	287-	111-	176-	35-	20-	15-
2nd Quarter 2020	79-	92-	69-	1.044-	488-	556-	136-	86-	50-
Third Quarter 2020	56-	74-	42-	877-	471-	406-	120-	85-	36-
Fourth Quarter 2020	39- to 49-	54-to 69-	29- to 36-	566- to 712-	297- to 370-	270 -to 343-	81- to 101-	57- to 70 -	24- to 31-
average 2020	49- to 51-	62-to 65-	39- to 41-	2.766-to 2.921-	1.365-to 1.440-	1.402- to 1.480-	372 -to 393-	247-to 261-	125- to 133-
First Quarter 2021	24- to 44-	34-to 60-	17- to 33-	374- to 629-	203- to 320-	127- to 306-	55 - to 89-	39- to 61-	15- to 28-

Effects of Novel Coronavirus (COVID-19) on Civil Aviation: Economic Impact Analysis, ICAO, Canada, 16 September 2020, p5.

The table shows the extent of the damage incurred by the aviation sector, as the statistics indicate a significant decrease in the number of seats, which amounted to about 92% during the second quarter of 2020 compared to 2019, and the decrease in the number of seats is expected to range between 49% to 51% as an average for the year 2020 and about 24% to 44% during the first quarter of 2021.

While the number of passengers decreased by a very large amount to reach its lowest level during the second quarter of 2020, touching 1.044 billion passengers, and despite the return of economic and social activities and the return of air traffic around the world, it is expected that the decline in the number of passengers will continue to reach about 626 million. Traveling during the first quarter of 2021.

As for revenues and returns, the data indicates that airlines incurred losses of one billion dollars during the second quarter of 2020, and losses are expected to reach approximately one billion dollars on average for 2020, as well as continuing losses during the first quarter of 2021.

At the regional and geographical level, European countries were the most affected by the repercussions of the spread of the pandemic, as bookings fell by nearly 80% and a loss of about \$113 billion in airline revenues, according to data from the International Air Transport Association (IATA). It fell by 71%, followed by the French airline Air France (KLM) by 40% and then the German Lufthansa by 30.2%. These declines deepened the increase in the volume of debts for these companies during the second quarter of 2020, and the debts of the German airline Lufthansa rose by 12.4% and the airline French to 7.7% ().

In the Middle East and the Arab countries, which are distinguished by their strategic location as an air corridor linking the continents of the world, airlines have faced great pressures, and the International Air Transport Association has indicated that countries such as (Saudi Arabia, UAE, Egypt, Morocco, Tunisia, Qatar, Kuwait, Iran and Algeria) which play the aviation sector It played an important role in their economies, as it lost about 123 million passengers in 2020, which resulted in the loss of about \$20 billion in passenger and air freight revenues, in addition to damages to the economies of those countries that could reach nearly \$65 billion, in addition to the loss of 1.5 million job opportunities.).

As for cruises, the Cruise Lines International Association estimates cruise losses at more than \$150 billion during 2020 and the beginning of 2021, including \$51 billion in the United States of America with the loss of 173,000 direct jobs and about 343 of the total jobs. Major cruise companies Royal Caribbean International, Carnival Corporation and Norwegian Cruise Lines witnessed a sharp decline in their stock prices by 70-80%, and accommodation and lodging revenues decreased by nearly 75% in most major markets, compared to 25% in most

previous crises. 80% of hotel rooms were closed, and about 4 million jobs were canceled in the United States of America, and Latin American countries (Argentina, Brazil and Colombia) were the most affected (12).

Despite the significant improvement in the global economy in 2021 and the first half of 2022 and the return of economic activity after easing restrictions, the spread of vaccines and high vaccination rates, the performance of the tourism sector has improved very slightly, but the pace of recovery is still far from pre-pandemic levels. The performance of tourism is not expected to improve before 2024, and the following table shows the percentage of incoming international tourists during the period 2020-January 2022

Table (6) Percentage of international tourist arrivals for the period 2020-January 2022 compared to 2019 (%) (13)

	2020	2021	Until January 2022
the global world	-73	-71	-67
Europe	-68	-62	-53
Asia and the Pacific	-84	-94	-93
the two americans	-68	-62	-53
Africa	-76	-73	-69
Middle east	-73	-75	-63

The table is from the work of researchers based on the data of the World Tourism Organization and the World Tourism Council WTTC

Although the table data indicated that all regions witnessed a significant recovery during the beginning of 2022 compared to 2020, as the decline amounted to about -67% until January 2022 globally compared to -73% in 2020, and at the level of regions, Europe continued The Americas achieved good levels in the continuation of arrivals to reach half of the pre-pandemic levels, in contrast, the Asia and Pacific region recorded a sharp decline of -93 percent compared to -84 percent in 2020, followed by Africa by -69%, and then the Middle East came with a decline of -69% -63%.

Overall, and in light of the challenges and pressures facing the tourism sector, the leaders of the World Tourism Council and the World Tourism Organization urged the Group of Twenty to take decisive measures to save the tourism and travel sector, allocate resources and coordinate efforts to save the major sector companies, which include airlines, cruises, hotels and global distribution companies. and technology companies, as well as small and medium enterprises such as travel agents, tour operators, restaurants, freelance workers and supply chains with the goal of saving the jobs of the 330 million people who depend on the travel and tourism sector for a livelihood.

Third: Flexibility to face the pandemic.. stakeholder analysis

The world faced and faces an unprecedented health and economic crisis due to the outbreak of the Corona virus and its transformation into a global pandemic. Tourism, exacerbated by the emergence of new strains of the virus, more deadly and faster than the previous ones.

In this context, the World Tourism Organization hastened to issue periodic reports to follow up and monitor the conditions of tourism around the world and the restrictions imposed on it. The prevailing policies of more than 160 countries, and support for regional and international organizations related to tourism, the Secretary-General established a committee (tourism crisis) in coordination with international stakeholders from the private and public sectors and the committee adopted two strategic guidance documents, namely, the Tourism Organization recommendations for action - supporting jobs and economies through travel Tourism, the global guidelines issued by the World Tourism Organization for the resumption of tourism.

The following table shows the recommendations of the Tourism Organization to work to alleviate the stress and shift to recovery and construction for the future.

Table (7) Recommendations of the Tourism Organization to work to alleviate the stress and shift to recovery and construction for the future (14)

stages	Measures
First: crisis management and mitigation	1- Stimulating job retention, providing support to workers and protecting the most vulnerable groups 2- Supporting corporate liquidity

	<ul style="list-style-type: none"> 3- Reconsidering fees and taxes that affect transportation and tourism 4- Ensuring consumer protection and confidence 5- Promoting the development of skills, especially digital ones 6- Inclusion of tourism in aid packages during local, global and regional economic emergencies 7- Developing mechanisms and strategies for crisis management
Second: Providing incentives and accelerating recovery	<ul style="list-style-type: none"> 1- Providing financial incentives for investment and tourism operations 2- Reconsidering the regulations and taxes that affect tourism and travel 3- Providing travel facilities 4- Enhancing the creation of new job opportunities and skills development 5- Inclusion of environmental sustainability in the stimulus and recovery packages 6- Understand the market and act quickly to restore confidence and stimulate demand 7- Promote marketing, events and meetings 8- Investing in partnerships
Third: Prepare for Tomorrow	<ul style="list-style-type: none"> 1- Diversification of markets, products and services 2- Investing in market survey systems and digital transformation 3- Strengthening tourism management at all levels 4- Prepare to face crises, build resilience, and ensure that tourism is part of the national emergency mechanism and systems 5- Investing in human capital development and talent development 6- Putting sustainable tourism firmly on the national agendas 7- The transition to a circular economy and the adoption of sustainable development goals

Source: World Tourism Organization, Middle East Tourism Organization Committee, Report of the Secretary-General, Madrid, 2020, pp. 3-4.

As for the general directions for resuming tourism, achieving recovery and returning to pre-pandemic paths, they include a number of measures, which can be clarified through the following scheme.

Figure (3) General directives for resuming tourism, achieving recovery and returning to pre-crisis paths, according to the World Tourism Organization (15)

Source: From the work of researchers based on the World Tourism Organization, the Committee of the Middle



East Tourism Organization, the report of the Secretary-General, Madrid, 2020, pp. 4-5.

On the other hand, the information indicated that governments responded quickly and strongly and adopted general economic stimulus packages (financial and monetary) and measures to protect jobs. Out of 166 countries, 139 of

them adopted financial and monetary support policies, while 93 countries implemented measures and policies to support jobs.

Table (8) shows some examples of support measures and policy responses to the Covid-19 crisis in some tourist countries.

Table (8) Support measures and policy response to the Covid-19 crisis in some tourist countries (16)

Measures The state	fiscal stimulus packages	tax credits	Deferred loan repayment	credit support	Fee waivers
United States of America	√	√	√	√	√
China	√	√	√	√	√
France	√	√	√	√	√
Spain	√	√	√	√	√
Brazil	√	√	√		
Singapore	√	√	√	√	
Malaysia	√	√	√	√	
Indonesia		√	√		√
Fiji	√	√	√		
Saudi Arabia	√	√	√	√	√
Egypt	√	√	√	√	
Lebanon	√		√	√	
Morocco	√		√	√	

Table of researchers' work based on:

International Monetary Fund, Policy Responses To Covid-19, available at: <https://www.imf.org/en/Topics/imf-and-covid19/Policy-Responses-to-COVID-19>

Despite all the measures taken, whether by international institutions and organizations such as the World Tourism Organization and others, or local governments and institutions, the impact of the COVID-19 outbreak has been tangible and negative along tourism value chains (travel agencies, marketing, transportation of all kinds, tour operators, hotels, restaurants and retail trade). and leisure activities, financial services, telecommunications, technology, etc.) in the short and long term, and small and medium-sized enterprises, which make up about 80% of the tourism sector, were the most exposed to risks.

Despite the approval of a number of vaccines, which raised hope in the face of the pandemic, the emergence of new and mutated strains has raised concern about the conditions of the global economy in general and the tourism sector in particular, and psychological factors of fear that will continue for a long time may contribute to a further decline in demand. on tourism.

Although some countries have reached advanced stages in taking vaccinations, the prediction of crossing the stage and recovering from the pandemic is not clear, and it is difficult to measure the economic and social effects that the virus outbreak has on the tourism industry in the wake of the epidemic, and the closure of tourist facilities will continue until confidence returns. For travelers and tourists, estimates and scenarios indicate that a return to pre-pandemic levels will be in 2024.

The economic effects of the tourism sector will vary from one country to another depending on its economic dependence on tourism and this depends on the flexibility on the supply side (the ability to respond and recover from the crisis) and the dynamics of demand (the resilience of tourism markets)(21).

Tourism Resilience (which is an emerging and modern concept in the field of tourism) represents the foundation and starting point for facing the crisis and laying the foundations for reconstruction and recovery. The framework of the flexible industries defines tourism resilience as the ability of companies, institutions and tourism agencies to increase competitiveness by reducing losses and damages. Achieving continuity and growth in the face of crises and disasters, protecting jobs and livelihoods, and flexible industries work on (17)(20):

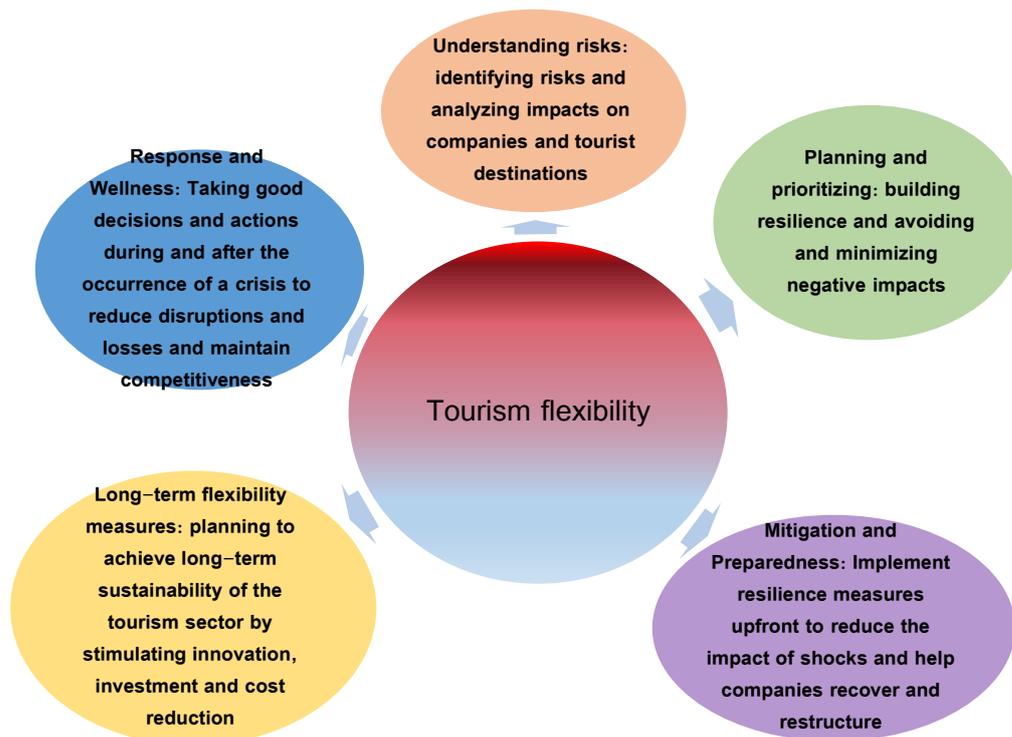
- Minimizing losses and disruptions in major physical and human assets and business operations, as well as closing times and associated losses for both institutions and individuals, and actions taken before, during and immediately after a disaster are critical.

- Continue or quickly resume operations during and immediately after disasters, this can be enabled by continuity of preparations and disaster response plans that guide post-disaster actions.

- Sustaining and increasing competitiveness and tracking disasters Through large-scale disaster response and recovery actions, industries need to keep operating and recover quickly within markets, disaster competitiveness requires innovations to restore market share and consumer confidence, and rebuild better and more resilient businesses, rather than Back to work as usual (18).

The Resilient Tourism Framework (according to the World Bank) proposes directing governments and companies to integrate flexibility into tourism development to reduce losses and disruptions, enable stronger recovery and enhance competitiveness, and the following diagram illustrates this.

Scheme (2) Incorporating resilience into tourism development to enable recovery, enhance competitiveness, reduce losses, and protect jobs and livelihoods (19).



The form of the researcher's work based on:

REBUILDING TOURISM COMPETITIVENESS: Tourism response, recovery and resilience to the COVID-19 crisis, Markets & Technology Global Tourism Team World Bank Group, Washington, 2020, p30-31.

Conclusions

- 1- The tourism sector is an influential factor in the back and front links to the rest of the sectors. The tourism sector also leads to the development of infrastructure, through increasing the number of hotels, building airports and developing means of transportation, as well as providing job opportunities and increasing national income through the provision of foreign exchange, and influencing in the balance of payments, and then achieve growth and economic development.
- 2- The outbreak of the new Corona virus, Covid-19, caused the cessation of most economic activities in the context of the measures taken by countries, represented by the measures of social separation and the great general closure, so that all economic sectors incur heavy losses, and caused huge losses and resulted in unprecedented repercussions on tourism output, jobs and livelihoods For millions of individuals, the number of tourists decreased by about 74% in 2020, which constitutes a loss of approximately 1.3 trillion dollars (about 11 times the loss of tourism during the mortgage crisis 2007-2008) and threatened between 100-120 million jobs at risk, and decreased Tourist spending is unprecedented, at nearly 70%.
- 3- The economic sectors related to the tourism sector have incurred heavy losses, especially the air, land and sea transport sectors, in addition to the incurred by most countries dependent on the tourism sector in their revenues a great loss and this affected the foreign domestic product and the number of the unemployed increased as well as the imbalances in the balance of payments and the budget general states.

- 4- Despite the slight recovery that the tourism sector witnessed during 2021 and the beginning of 2022, this sector is still very far from the pre-pandemic level, and it may need more than 3 years to return to its previous tracks.

Recommendations

- 1- Countries, especially those dependent on the tourism sector, must work to provide incentives for this sector and accelerate recovery through a set of measures, including providing financial incentives for financial investment in the tourism sector and providing travel facilities, as well as investing in companies, understanding the market and acting quickly and effectively to restore confidence and stimulate demand.
- 2- The countries that have had a direct impact of the Corona pandemic on the tourism sector, should prepare and work for the aftermath of the crisis by diversifying markets, products and services and strengthening tourism management at all levels.
- 3- Prepare to face crises, build resilience, ensure that tourism is part of the national emergency mechanism and systems, restore confidence through safety and security measures and open borders to tourists responsibly, as well as the need for cooperation between the private and public sectors to reach the restoration of confidence for tourists, and to maintain a healthy, safe tourism from Through safe and smooth border measures.
- 4- Work to remove all obstacles and solve all the problems facing this sector, in order to accelerate the pace of recovery to return to pre-pandemic levels.

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