Tourism Sector Recovery Amidst of Covid-19 Pandemic

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ABSTRACT

The tourism industry is the most affected industry as, it can't continue as before because of the lockdown impose by the government. This research is about a new strategy to recover the tourism industry. In this research, we propose a resilience strategy by the government and stakeholder perspective. Furthermore, this research is also about transforming to the new global economic order, where everything to be change in order to adapt with current situation, especially when the pandemic has cause restriction many things to people. There are several keywords in this research which are, Covid-19, resilience, technology innovation, global economic order, and tourism

Keywords: covid-19, tourism, recovery, innovation, resilience

I. INTRODUCTION

Tourist industry is one business that cannot hold its ground without all the mobility of visitors. The collapse of 22 percent in tourist numbers during the first quarter of 2020 (compared to the first quarter of 2019), and the threat of 60 percent to 80 percent fall during 2020 (compared to 2019), are some indicators of the havoc that the COVID-19 pandemic will cause for the travel and tourism industry. Tourist industry is one of the most employment industries. Such a downturn in the sector might risk millions of employments, threatening to reverse progress achieved toward sustainable development goals. According to our research topic "Restoring the Tourism Sector amid the Covid-19 epidemic" the main objectives related to our topic to ensure how Covid-19 give an impact on the tourism sector. From that, we could know people respond about the tourism sector from our survey form. This study was conducted in Malaysia as our study is more focused on the Malaysian tourism industry. We focused more on teenagers to adults as this age range involved more in the tourism industry. The study has been conducted after the total lockdown to identify the impact of Covid-19 on tourism as there are some of the selected sectors have been reopened. Furthermore, we can see various responses on restoring the tourism sector amid the Covid-19 by the survey that we made.

II. LITERATURE REVIEW

The concept of a resilience-based framework for the new global economic order due to the pandemic of Covid-19 had been proposed by the author. The concept of resilience being used in this study as this concept been recognizes by the business community as a crisis management tool/strategy for business continuity and adaptability

to all forms of risks. Furthermore, this concept related to the current study as the business resilience as an organization's ability to respond to changing situations and the world in order to lessen the impact of an event.

The tourist sector is particularly effective for a variety of circumstances, including natural disasters, increasing pandemics, terrorism, insurgency, and many more. Therefore, tourist industry organizations must be prepared with preventative and recovery plans. Since society is unfamiliar with the current situation, they must understand and adapt to these new norms. According to this study, the global tourism industry has been severely impacted by the COVID-19 pandemic. For instances, in Malaysia, since mid-March, all tourist activities, inbound, outbound, and domestic, have been halted. Along with the declining volume of tourism activities, the stakeholders of the tourism industry suffered huge losses.

The research focuses on the long-term effects of the Covid-19 pandemic on resilience and the deployment of adaptive resources by providing understandings of the recovery response. This pandemic may generate a new business model that will determine the industry's sustainability by transforming it into a far more sustainable form. This research proposes that three segments, namely the government, market players, and local communities, cooperate to contribute to the industry's resilience. Aside from that, technological innovation can aid in the acceleration of tourism and hospitality creations. This can be encouraged through more flexible thinking in the tourism industry.

Therefore, we are conducting a survey on "Restoring the Tourism Sector in the midst of the Covid-19 epidemic". The purpose of this survey is to collect community data on the tourism sector. For example, public opinion on the opening of the tourism sector by the government in the current pandemic situation. In other words, their opinions and suggestions are very important for the tourism industry.

III. METHODOLOGY

Based on the research framework, we come up with several question about the recovering of tourism sector. Therefore, we conducted a questionnaire to know whether the strategy can be used to revive the tourism industry especially toward the local communities. The survey consisted of both qualitative and quantitative questions ranging from 11 demographic questions, 8 closed-ended questions, and 3 open-ended questions.

For the questionnaire, we did not specifically have any target respondent. On the other hand, the questions in the survey are open to the public starting from the age of 17. This is because, generally 17 years is the starting age for those who are able to survive on their own. We choose open target respondents because we need an opinion especially from local communities who's among teenagers to adults. This will give us more information and not only focusing on one side only.

We distributed our questionnaire through WhatsApp and any social media platform such as Instagram. At the end, the number of respondent that we accumulate is 127 respondents. For close-ended question, we used 5-point

Likert scale which is 1 represent strongly disagree and 5 represent strongly agree. All the question is based on variables of the research framework.
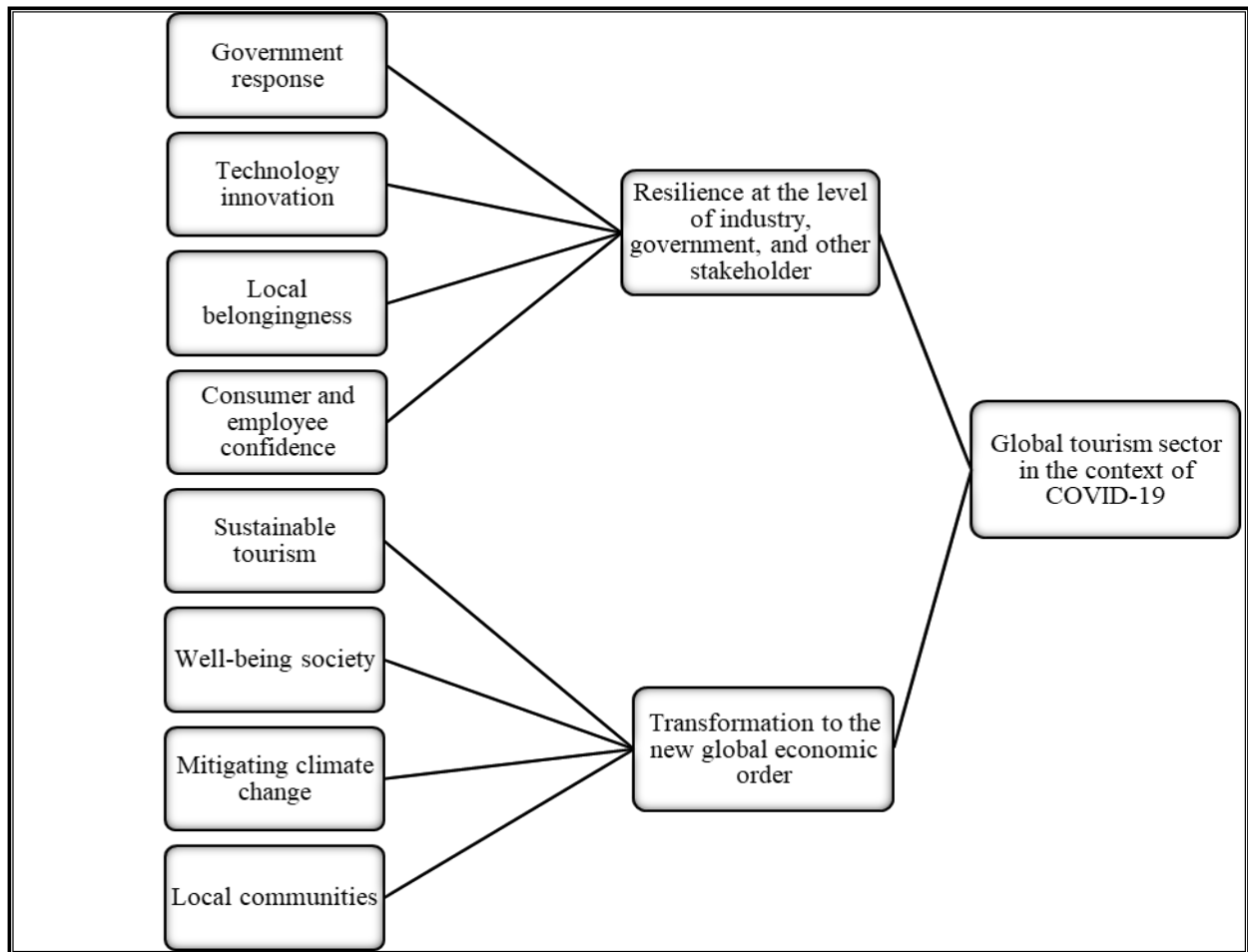

Figure 1: Research Framework

A. Hypotheses

H1: Consumer or society confidence helps in recovering the tourism industry during the pandemic.

H2: Development of new form of tourism industry give a positive impact to recover the tourism sector during the pandemic.

H3: Educating the society about conscious traveling and sustainable tourism give a positive impact to recover the tourism sector during the pandemic.

H4: Government response give a positive impact to recover the tourism sector during the pandemic.

H5: Local communities helps in recovering the tourism industry during the pandemic.

H6: Ensuring the society well-being give a positive impact to recover the tourism sector during the pandemic.

H7: Sufficient resources helps in recovering the tourism industry during the pandemic.

H8: Technology innovation give a positive impact to recover the tourism sector during the pandemic.

IV. FINDING AND DISCUSSION

The tourism industry was identified as a primary source and carrier of the new coronavirus that caused the COVID-19 pandemic. The industry's unsustainable actions did not help the cause of global sustainable living. The pandemic has nearly brought the worldwide tourism sector to a stop. We were able to acquire information for our research work on 'Recovering of Tourism Sector during Covid-19 Pandemic' through this investigation. Using the facts acquired from this research, we can assess the fundamental problem that the tourism sector faced during the Covid-19 pandemic. We believe in our framework that with the support of a resilient strategy from governments, market participants, technological developers, and the workforce employed in the business, the tourist sector may wind up evolving in a far more sustainable way post-pandemic. All industry stakeholders must collaborate to make the industry resilient enough to deal with the crisis. The participation of local communities will be critical in this journey, as international travel restrictions may last longer than expected. Such advancements would not only broaden the tourism industry's base but would also provide chances for less-developed tourism destinations to grow further.

There are some limitations to this study that must be addressed. First and foremost, majority of our respondents are female thus this study perspective is lack of men points of view towards the issue that have arisen. Another significant limitation that must be addressed is the data collection. We only have one platform in gatherings the data collection, which is through google forms, it takes time to gather all 127 respondents as we only use Whatsapp app to distribute the questionnaire as well as majority of people are not interested in answering the online survey questions. It is suggested that future research improve in the following areas which is using multiple platforms to reach a more diverse set of respondents.

Demographic Variables: Eleven demographic attributes were examined: (a) age: assessed from the age of 17 until 30 years old which the most respondents are from 22-25 years old with 59.8%. Second, (b) gender: assessed by two different types which is male and female and the most respondents are female with 83.5%. Third, (c) education: assessed from SPM level until Master and the most respondents are from bachelor's level with 55.1%. Fourth, (d) race: assessed by ethnic in Malaysia which is Malay, Indian and others and the most respondents are from Malay with 98.4%. Fifth, (e) nationality: all of the respondents of this survey are Malaysian. Sixth, (f) employment: assessed by which sector of employment from none until private and the most respondents are from student who are still studying with 60.6%. Seventh, (g) income: assessed by the amount of their income which from under RM1,000 until RM10,000 and the most respondents are from under RM1,000 with 67.7%. Eighth, (h) domestic travel: assessed by the times travel per year which is 1 and above 5 times per year and the most respondents are from once a year with 45.7%. Ninth, (i) Marital Status: assessed by two types which is single and married and the most respondents are from single with 80.3%. Tenth, (j) international travel: assessed by the times of their

international travel from 0-10 above and the most respondents are from 0-3 times of international travels with 88.2%. Lastly, (k) travel amidst pandemic: assessed by yes or no and the most respondents which is 66.9% said no to travel.

From variables above, we highlighted 3 variables that have an importance to our research. As we are researching about recovering the tourism industry, we ask our respondent about how many times they have travel domestically as well internationally. And also, we emphasized about traveling amidst of covid-19 pandemic.

According to our 127 respondents, most of them only travel domestically once a year or 2 to 4 times per year. Out of 127 respondents, 58 of them travel once a year and 54 travel 2 to 4 times per year. While the rest, travel more than 5 times per year. It shows that people still enjoy travel domestically.

In addition, we also ask the respondent, how frequent they travel overseas. We provide a choice between 0 to 3 times, 4 to 6 times, 7 to 9 times and over 10 times. Our research shows that, most of the respondent only travel internationally up to 3 times. It is understandable that not many have travel internationally as it is most costly that travel domestically.

The evidence revealed in Table 4 expresses the excellent result of testing the hypothesis using bootstrapping. To test the hypothesis, using the analytical bootstrapping technique expressed the level of significant of the path between the variables, 499 re-sampling methods of bootstrapping procedure was utilized while calculating by SmartPLS. The result indicate consumer confidence has positive relationship with recovering the tourism sector where p-value is less than 0.05, therefore H1 is accepted. The finding revealed that development of new form of tourism industry has positive relationship, therefore H2 is accepted. The result of educating society has positive relationship with resilience of government and stakeholder, therefore H3 is accepted. The values indicate that government response has positive relationship with resilience of government and stakeholder where p-value less than 0.05, it means that H4 is accepted. Local communities' behaviour also has a positive relationship, therefore H5 is accepted. The finding of society well-being has a positive relationship with the recovering of tourism industry, therefore H6 also accepted. Both of the result of sufficient resources and technology innovation have a positive relationship with resilience of government and stakeholder, it's shows that H7 and H8 are accepted.

V. CONCLUSSION AND RECOMMENDATION

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