

## CHAPTER 1.4.

# UNCERTAINTY IN TOURISM AND DEGLOBALIZATION CAUSED BY COVID-19: RECONSTRUCTING THE INDUSTRY WITH OPPORTUNITIES

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### **Abstract**

COVID-19 pandemic can be claimed as a disaster causing uncertainty worldwide in a hyper connected globalized world. COVID-19 created great risks with its unpredictable effects on economies and global tourism industry. It is widely accepted that global economy and tourism will never be the same as before. However, COVID-19 crisis also triggers questioning existing systems and leads to reconsider new tourism approaches. Although tourism is seen resilient to such crises, an evolution is expected in the long term. As globalization concept evolves in a more digital world, it is also criticized and deglobalization starts to get more attention (even temporarily) to re-boost local economies. Tourism systems also need to evaluate in these paradigms to keep up with the global trends. Turkey having lots of tourism sources is considered to have great potential to be one of the pioneering countries to reconstruct tourism within a sustainable way. This is seen as a significant opportunity to support rebalancing other sectors and economy in the country. The purpose of this study is to highlight the relationship among tourism, deglobalization and COVID-19. By doing so, it is suggested that while shaping emerging discussions about uncertainty, reconstructing tourism in a sustainable manner in the deglobalization process should not be ignored.

**Keywords:** COVID-19 Pandemic, Tourism Industry, Globalization, Deglobalization, Reconstruction.

## 1. Introduction

The role of uncertainty, in shaping economic decisions, is crucial. In the globalized economy of today, uncertainty in some parts of the world, effects the economic decision making of the other parts of the world (Ghosh, 2020). Therefore, the COVID-19 pandemic is a systematic shock that affects all countries, sectors, and companies equally (Felbermayr & Görg, 2020). The real economic and social impacts of the pandemic are clear and raising as countries initiate to take control of the virus and mitigate the spread of the disease (Sobieralski, 2020). The economic deterioration because of the uncertainty and COVID-19 is clearly being exposed by general disruption of global supply chains and increased financial market volatility (Evelina et al., 2020).

The fear of the COVID-19 pandemic caused an enormous vortex of uncertainty (Uzuner et al., 2020). Now people become more suspicious and they are not willing to contact anything that is strange or foreign. This is because the COVID-19 virus is a new, unfamiliar and invisible threat (Balog-Way & McComas, 2020). So far, no vaccine is accessible for this disease (Ruiz Estrada & Khan, 2020) and it is unclear when the pandemic will end (Grimwood, 2020). Until that time, the future is very much unpredictable and presents a very bleak economic outlook (Bas & Sivaprasad, 2020).

The results of the COVID-19 fear, caused a quarantine economy that influences the psychology of tourists negatively and this effect has extended to the tourism and travel industries immediately (Uzuner et al., 2020). Due to uncertainty, the holiday plans of tourists got impacted because of the postponement or cancellation (Ghosh, 2020). The importance of these effects is extremely related to the presumptions made about the duration of travel restraints, restriction measures and their possible impacts on capital, labor or demand of the consumer for goods and services (de Morel et al., 2020). For COVID-19, no-one knows what will happen, but apparently, there will be some socioeconomic changes, and these changes will have a very important impact on tourism such as transformation in movements, socialization and expenditure motivation, work and leisure systems, and many other factors (Romagosa, 2020).

There are basically two kinds of responses to uncertainty. The first one is recognizing its existence, depth and complexity but becoming paralyzed by it. The second one is brashness in the face of uncertainty. In both ways, decision makers in industries and businesses should identify the most salient uncertainty for them, use it to envision multiple different futures, use scenarios and evaluate the decisions for each of them. They also need to make an effort to

answer a couple of questions such as; how will a country's role be in global chains, trade, industries? and what will be the nature of recovery and which opportunities can be captured? (Deloitte, 2020a).

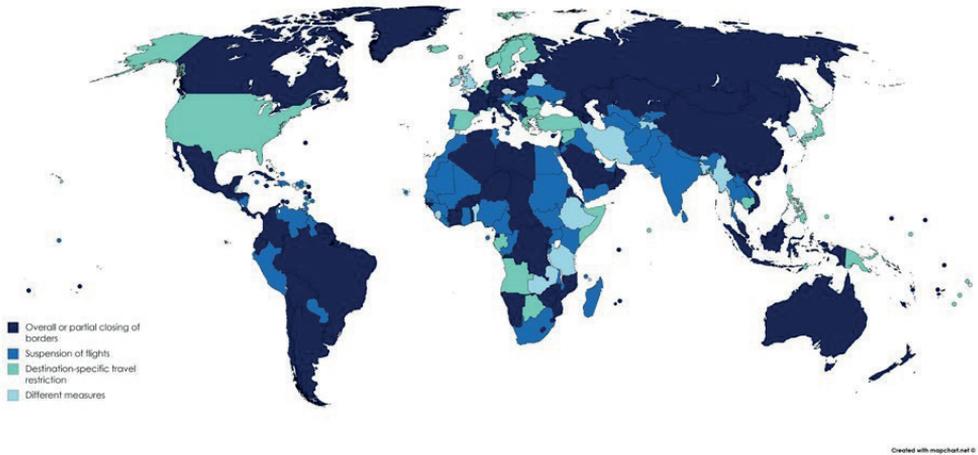
From the time COVID-19 had been announced as a pandemic and lockdowns started, no one forecasted what was going to happen to the world economy and trade. Multiple crises have emerged by suddenly facing deglobalization in a very globalized world. Some of the service industries such as tourism and travel were hit the hardest. Because, these industries are fostered by globalization in many ways. The mobility of people, goods and capital are crucial for producing tourism services.

During the pandemic, economies which realize opportunities are considered to survive and develop in the future. Even industries noticing these is thought to take advantage of recovering first. Tourism can be one of them if decision makers adapt it to new world trends. Sustainability is a concept no one can ignore particularly in tourism. Reconstructing tourism by taking sustainability and local community into consideration is not seen as impossible.

## **2. Visible Impacts of COVID-19 on Global Tourism**

Impacts of the COVID-19 has not been limited to its pace of spread and mortality rate. Due to the unavailability of a vaccine and having limited medical treatment, countries have been obliged to nonpharmaceutical interventions such as lockdown, social distancing, closure of schools, businesses, postponing events including international and mega events and conferences have had a huge impact on the economy and particularly on tourism (Gössling et. al. 2020). As a result, a multiple global crisis having irrevocably impacts on travel and the tourism industry has been triggered.

According to UNWTO COVID-19 Related Travel Restrictions Report (published on 28 April), many destinations have had international travel restrictions which have not been witnessed before in the history of modern tourism. In total, 107 destinations closed their borders or suspended flights in April when COVID-19 was announced as a pandemic and cases began climbing up rapidly worldwide. Some of these destinations implemented a different approach by prohibiting the entry of passengers from certain countries of origin and the remaining destinations have been applying some other preventions on arrivals such as quarantine for 14 days (UNWTO, 2020a).



**Figure 1:** The map of travel restrictions in destinations  
**Source:** (UNWTO, 2020a).

National and international restrictions have caused both on the supply and demand side, shocks on the tourism industry. Besides facing the evaporation of the tourist demand, the tourism industry has tried to cope with the issues on the supply side, such as, reduction on labor and disruption in the supply chain (Del Rio-Chanona, 2020). Almost all of the tourism service providers have faced challenges emerged with the demand and supply shocks.

Tourism industry basically consists of food and beverage, accommodation, travel agency and tour operator, recreation and transportation businesses. COVID-19 impacts each of these types of businesses which have been emerging in different sizes and amounts. For instance, it can be said that food and beverage businesses are affected differently from accommodation businesses. Furthermore, COVID-19 pandemic's impacts on a local small accommodation business may also be different compared to a large and international one. According to a research conducted by Deloitte in Turkey, two of the reasons of these differences of impacts are seen as, digital adaptability and estimated recovery time of the business types. In other words, for instance the accommodation sector is illustrated as one of the sectors which has the lowest estimated recovery and negative digital interactivity change while food and beverage has higher estimated recovery time and better digital interactivity change (Deloitte, 2020b). Therefore, the tourism industry is affected overall with different severity in different business types.

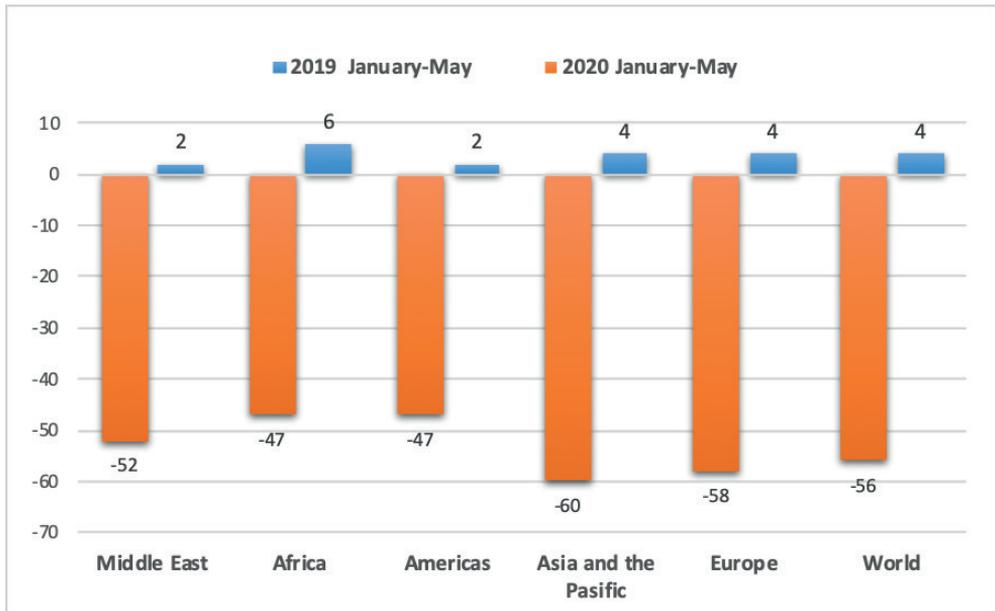
Early research about the pandemic indicates that the most affected sectors are food and beverage and accommodation with a percentage of 95% (Barrot et. al., 2020). Hotels all

around the world occupation rates decreased as low as 10% (Cobanoglu & Dogan, 2020). Airbnb, as one of the examples of a sharing economy, has announced 25% of its company's employees have been asked to leave their job due to the crisis.

Tourism activities and motivations have also been reconsidered. Meetings and conventions have been cancelled during the pandemic. Some of them have been arranged online while others are postponed until the end of the pandemic which is unpredictable. Tourism activities such as camping, health-related etc. are getting more attention. COVID-19 is seen as a starter of a big transformation of tourism motivations.

Almost all businesses in the tourism supply chain have been subjected to shock caused by the COVID-19 lockdown. In addition, tourism requires approximately 53 different inputs from various sectors out of 100 to be able to produce a service (TUYED, 2014). Tourism has a great contribution to the economy not only by means of tourist receipts but also its multiplier effect to other sectors. This contribution ranges from agriculture, textile to creative industries. Those industries and outsourcing firms offering service to the tourism industry are the ones most affected during the COVID-19 pandemic, due to the restrictions for travelling and lockdown (UN ECLAC, 2020). For instance, according to food sector managers, due to the size of their turnover in the hotel businesses, the biggest risk for the food sector is hotel businesses' incapability of recovery in the short term (Bloomberg HT, 2020). As a result, since the tourism industry has a great number of collaborating firms, a domino effect of economic instability caused by COVID-19 is seen very likely to happen.

Statistics in the period of January-May show severity of the impacts and it is illustrated below. International tourist arrivals had shown a positive trend until the beginning of 2020. As COVID-19 was announced as a pandemic and lockdown started, international tourist arrivals were observed to decrease as much as 60% until May 2020 compared to the same period of 2019.



**Figure 2:** Change of International Tourist Arrivals for the year 2020 compared to 2019 (%).  
**Source:** (UNWTO, 2020b).

Although 22% of the destinations worldwide had started to mitigate restrictions by June 2020, most of the destinations’ borders remained closed to international tourism until late August. For instance, some of the destinations in Europe opened their borders for essential travel from specific countries. However, these travels were mostly observed as domestic or interregional (UNWTO, 2020b). It can be said that a large amount of countries continues to implement certain restrictions unless a vaccine becomes available.

### 3. Future Scenarios and Forecasts in Tourism

Numerous estimates are made by various organizations regarding the impacts of the COVID-19 pandemic on the tourism sector. It is still not clear how the pandemic will develop and how travel restrictions and massive job losses will impact tourist demand until the end of the year. Even so, COVID-19 is not an ordinary shock for global tourism and since the massive expansion of international tourism began in the 1950s there has not been a similar crisis (Gössling et al, 2020). This shock to tourism, transportation services, and domestic activities will not be recovered immediately (Mann, 2020). Continuing uncertainty of the COVID-19 pandemic raises many questions related to the tourism sector. These are (Hall et al., 2020):

- Will pandemic corroborate nationalism and tighten borders even in the longer-term;
- The role of domestic tourism in the reconstruction of the sector
- The longer-term transformation to more resilient destinations
- The behavioral demand responses of tourists in the short- and longer-term, including business travel and widespread adoption of video conferencing, etc.

Tourists think COVID-19 has created anxiety around the globe, travel is unsafe and reduced tourists travel plans, especially to big crowded cities (Nazneen et al., 2020). Tourists are more likely to travel independently or in small groups in the short term. They may also prefer less known local destinations instead of visiting crowded places (Wen et al., 2020). On the other hand, these tourists may be reluctant to participate in new experiences when the attitudes or behavior of others appear unpredictable. This situation will affect the demand for tourism differently (Zheng et al., 2020).

Mass labor and business losses may cause the effects of the pandemic to continue for a long time. Even if the pandemic passes, sectors such as tourism, travel, aviation, food and beverage will continue to struggle with hardships (Zhang et al., 2020). Not just tourism businesses but also other businesses that rely on tourism will suffer due to spillover effects. Beyond travel restrictions and quarantine practices, the cancellation of travel (Yu et al., 2020) and meetings by tourism businesses and the closure of the borders by governments supported this negative effect (Fernandes, 2020).

In terms of its effects on the world, it was stated in the projection made by OECD that the measures taken to control the effect and spread of the pandemic will create a negative shock on the economy and especially affect the working hours. In addition, it was stated that there will be a chain effect in the form of weakening in effective demand, loss of income with the employees who are laid off, and consequently reduced demand for travel and tourism services. As a result, a decrease in cash flow and deterioration of supply chains will arise (OECD, 2020). It can be said that Asian countries will be affected the most in this sense. It has been stated that it may take about 10 months for the industry to recover when the outbreak ends (Faus, 2020). Due to the magnitude of the multiplier effect, COVID-19 will present major challenges for the tourism sector, which has an impact on employment in many sectors such as agriculture, transport, handicrafts, catering and more (ILO, 2020).

### **3.1. Travel and Tourism**

The most impacted sectors are services, especially requiring face-to-face interaction such as tourism. The biggest declines are expected in exports to Europe and East Asia and the

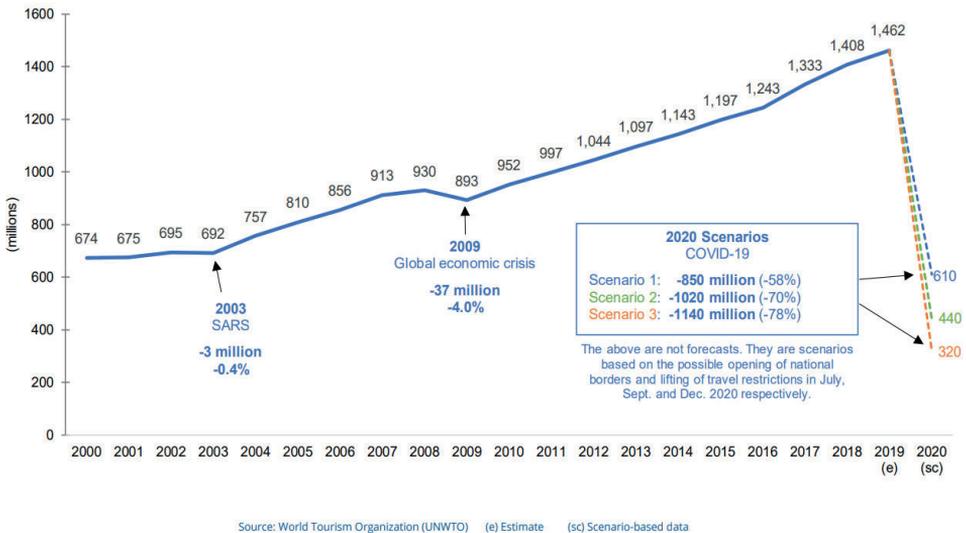
Pacific, driven by the recession and lower demand in those regions, the main destinations for US exports in services (Maliszewska et al, 2020). According to the statement made by the World Tourism and Travel Council (WTTC), this pandemic could leave 100 million people unemployed worldwide in the tourism industry, which constitutes approximately 10% of the global GDP. There may be a loss in travel and tourism GDP up to 2.7 trillion dollars in 2020. According to WTTC estimates, one million people could lose their jobs every day in the Travel and Tourism industry due to the widespread impact of the coronavirus pandemic. It is estimated that there will be \$1.04 trillion loss to Travel and Tourism GDP and 63 million potential unemployment in the Asia-Pacific region. In Europe \$708 billion loss and 13 million unemployment and for North America, potential job losses could exceed 8.2 million and amount to \$ 680 billion in total GDP losses are estimated. (WTTC, 2020a). According to Oxford Economics (2020) Losses in the USA travel industry will far exceed that of any other sector. This year a \$519 billion decline in travel spending in the US will transform into a total economic loss of \$1.2 trillion in economic output. This is more than nine times the impact of 9/11 on travel sector revenue.

Considering the quarantine measures, travel bans, and border closures in most of Europe, which represents 50% of international tourism, and in many countries, such as, America, Africa, and the Middle East, the evolutions in Asia and the Pacific and the patterns of previous crises, UNWTO predicts that in the first-quarter, International tourism was down 22% and could decrease by 60-80% over the whole year. 67 million fewer international tourists up to March means US\$80 billion in losses (UNWTO, 2020c), loss of 300 to 450 US\$ billion in international tourism receipts and also almost one third of the US\$ 1.5 trillion created globally in the worst-case scenario (UNWTO, 2020d). Not surprisingly, countries that highly rely on tourism are even more affected in this scenario, where the summer is almost entirely lost (Fernandes, 2020). Also, according to the Tourism Economics Company, it is estimated that there may be the following situations in the travel industry (Trimble et al., 2020a; Trimble et al., 2020b):

- The variety of restrictions on both international and domestic travel affect travel to all affected destinations, as well as outbound travel from all major markets.
- In the case of the impact on travel lasts for eight months and considerable uncertainty still surrounds the potential duration of travel bans, this will reduce travel by 39% globally. For Europe, a reduction in travel of 39% with 287 million fewer international arrivals is estimated.

- European cities on average have a lower dependency on long-haul tourists compared to other regions, with less than a quarter of international visits coming from long-haul source markets. This may allow European cities to enjoy a faster recovery if demand for short-haul travel (including staycations) returns more quickly than for long-haul.
- While rapid recovery is expected in 2021, 2019 volumes of international travel are not expected to be regained until 2023, as lingering effects on income impact on travel.
- Domestic city visitor arrivals are forecasted to decline 23% in 2020, a loss of 40 million visitors. Most European countries have imposed strict travel restrictions and it is likely that these restrictions will be eased first for domestic travel, therefore advancing the popularity of staycations across the region.

In 2020 revenue per room is estimated to decline 50.6%. Many businesses in the hospitality and entertainment sector have laid off a large number of employees because they have to stay closed or because of low customer traffic (Vertical IQ, 2020).



**Figure 3:** International tourist arrivals, 2000-2019 and scenarios for 2020 (millions)  
**Source:** (UNWTO, 2020e).

UNWTO creates 3 different scenarios. As can be seen in the figure, the current scenarios indicate that there will be a 58% to 78% decrease in tourist arrivals by the end of this year. In addition, the loss in international travel demand means loss of 850 million tourists and 1.1 million tourists; loss of US \$910 billion to US \$1.2 trillion in export revenues from tourism and 100 to 120 million direct tourism jobs at risk (UNWTO, 2020c):

- Scenario 1 (-58%) based on the gradual opening of international borders and easing of travel restrictions in early July
- Scenario 2 (-70%) based on the gradual opening of international borders and easing of travel restrictions in early September
- Scenario 3 (-78%) based on the gradual opening of international borders and easing of travel restrictions only in early December.

### 3.2. Air Transport and Aviation

With the rapid spread of COVID-19 around the world, expectations with the tourism industry have taken a dramatic turn for the worse in many parts of the world. It is expected that the spread of the coronavirus will result in the first big fall in global air travel in more than a decade (Sweeney, 2020). It is still uncertain how the virus will develop, but it can be seen the impact contained to a few markets and a \$63 billion revenue loss (IATA, 2020), or a broader impact leading to a \$113 billion loss of revenue which means a crisis for the sector (Maliszewska et al, 2020).

The International Air Transport Association (IATA) estimated 2020 global revenue losses will drop by \$ 314 billion, a 55% decline compared to 2019. Full year passenger demand is expected to be down 48% compared to 2019. Airlines may burn through \$61 billions of cash reserves due to travel restrictions. That puts at risk 25 million jobs dependent on aviation. In 2020, airlines may be faced with 1.5 billion fewer international air travelers. International seat capacity could drop by almost three-quarters, which result in a \$273 billion loss compared to previously expected revenues (WTTC, 2020a).

**Table 1: If COVID-19 Impact has a SARS-Shaped Profile (Passenger revenues)**

Region of airline registration	Impact on 2020 RPKs (% of December forecast for 2020)	Impact on 2020 passenger revenue (billion US\$)
Asia Pacific	-13.0%	-27.8
North America	-0.4%	-0.7
Europe	-0.4%	-0.6
Middle East	-0.2%	-0.1
Africa	-0.4%	-0.04
Latin America	-0.1%	-0.03
Industry	-4.7%	-29.3

Source: Pearce, 2020

According to IATA considering a similar scenario with SARS which resulted in a \$28 billion loss of passenger revenues for Asia-Pacific airlines (Pearce, 2020). Even in a limited spread scenario of COVID-19, it is estimated that a decline of 23% in passenger numbers in China, 14% in South Korea, 12% decline in Japan, 10% in Singapore, and an 11% decline in

Asia Pacific (excluding these countries). In Europe, Italy could lose 24%, Germany and France each could lose 10%, and other European countries could lose 7% of their passengers. Additionally, there would be a 16% decline in Iran and 7% decline in the whole Middle East (excluding Iran) (Garcia, 2020).

### **3.3. Food and Beverage**

The closure of restaurants and the adoption of social distancing as a fundamental strategy to manage the COVID-19 pandemic in many countries have caused restaurants with limited liquidity and small profit margins to face major recovery problems. Although the restaurants remain open for takeaway service, it has created an alternative opportunity, but it has especially adversely affected employment as it requires less staff. In addition, as the current revenue has become unable even to cover the costs, some small places such as cafes have preferred to remain closed (Gössling et al, 2020). With measures the food and beverage places accounted for 90% of the total job loss . According to The National Restaurant Association it is expected job loss for restaurants to number in the millions this year (Vertical IQ, 2020). In the USA roughly 110,000 restaurants are expected to close if these measures are not mitigated. More than 30,000 are already shuttered, according to the National Restaurant Association (Taylor, 2020).

National Restaurant Association states that in USA 8+ million restaurant employees have already been laid off or furloughed since the beginning of the coronavirus outbreak. This means 2 out of 3 restaurant employees have lost their jobs. It is estimated that the restaurant industry will sustain \$240 billion in losses by the end of 2020 (National Restaurant Association, 2020). According to the association, the full economic impact will be \$675 billion due to spillover effect, because every dollar spent in restaurants generates an additional \$2 elsewhere in the economy (Ganginato, 2020).

### **4. Drawing the Picture of Turkey**

COVID-19 pandemic has effects on the tourism sector in Turkey as well as in the world. According to scenarios, the pandemic would affect all stakeholders in short, medium and long term . It is foreseen that in the short-term, the tourism season may open in the first weeks of June; in the medium-term the tourism season is completely closed for the 2020 year, and in the long-term even if the pandemic has disappeared there will be permanent changes in the tourism industry.

Considering the statistics of the Ministry of Culture and Tourism, the number of tourists decreased by 20.52% in the first three months of 2020 compared to the same period of the previous year. In March 2019 Turkey was visited by 2.7 million people, in the same month of

2020 was visited by 968 thousand people. This means a 64.73% loss. In tourism revenues, there is a decrease of 11.4% between January and March compared to the same months of the previous year (Ministry of Culture and Tourism, 2020). 35-billion-dollar tourism revenues which was gained in 2019. (Ersöz & Öztürk, 2020). Even with the most optimistic forecasts, Turkey may lose 50% of revenues in 2019 (Bilen, 2020). In the worst scenario, with the assumption that the COVID-19 epidemic has continued so far and the normalization will take a long time, the year 2020 would be a lost year in terms of foreign tourism. However, it will be easier to gain the trust of local tourists and it will be carried out for domestic tourism. Moreover, considering the loss in package tour revenues (\$ 9 billion) and 75% in other tourism revenues, there may be a total loss of \$ 27 billion. In the best scenario with the losing effect of COVID-19 pandemic at the beginning of summer in Turkey and Europe, there may be some tourist movements in late summer and autumn. Turkey's loss in terms of tourism revenue will be approximately 11 billion dollars (Önal, 2020).

COVID-19 pandemic can cause short, medium, and long-term effects in the tourism sector of Turkey (Kılıç, 2020). Domestic tourism can be anticipated to recover first. It is currently unclear how accommodation businesses can make sure that rooms are safe for newly arriving guests, or how individual COVID-19 cases occurring in accommodation establishments would be handled (Gössling et al, 2020). In addition, domestic travel activities may be affected if travel restrictions and prohibition of inter-city entry and exit continue (Çobanoğlu & Doğan, 2020).

It is estimated that international tourism mobility can start with ethnic travels (Turks abroad visit our country) and Russian tourist movements. In addition to this, countries such as Asian countries, Europe, Germany, Austria, etc., will be able to start their tourism activities earlier since they are relatively recovering. The countries which were affected strongly by the pandemic such as France, Italy can block tourist mobility and this can make Turkey an alternative destination (NTV, 2020a). However, foreign currency revenues from tourism can approach zero for many countries, as the outbreak does not lose its influence in the medium term or a second wave can cause the tourism season to close completely (Çobanoğlu & Doğan, 2020).

### **5. Globalization, Tourism and COVID-19 Relationship**

Globalization is the “interaction among people, companies, and governments across the world” (Shukla, 2020). According to Held & McGrew (2003) globalization means “a shift or transformation in the scale of human social organization that links distant communities and expands the reach of power relations across the world’s major regions and continents”. In other words, globalization is a dynamic, complex, and multidimensional phenomenon that occurs synchronously at different levels. At the same time, it changes the way of seeing and

analyzing political, economic, social, and technological events in different parts of the globe (Ruiz Estrada & Khan, 2020).

The current globalization process, dating back to the 1970s, includes the structural changes in the global economic and geopolitical order, including the rise of forces emerging in Asia and the shift of the epicenter of global activity from the Atlantic to the Pacific (Olivie & Gracia, 2020). The rapid development of technology after World War II has led to a decrease in airway transportation costs, and thus to expand the tourism movements. As a result, there was an incredible increase in the cross-border mobility of people, goods, services, and capital (Czaika & Neumayer, 2017). Due to this massive globalization of production, an economy's production and the global supply chain can easily affect each other (Barua, 2020).

While tourism is an important sector that affects globalization, on the other hand, the tourism demand process is affected by globalization (Ghosh, 2020). Tourism has taken full advantage of the technology that has led to its development and increased consumer demands in this sector. This is possible in a world involved in a globalization process that allows more and more people to travel, visit, and discover (Mărcuță et al., 2020). Thus, globalization in tourism can be defined as “a process of a sharp increase in tourist flows, as well as flows of services, capital, information, and technology, which usually do not fall under the regulation of national governments” (Stezhko et al., 2020).

With the rise of globalization, people got closer to each other without barriers and they have become connected (Kitenge, 2020). Industries are connected; countries are connected; therefore, any virus can be quickly spread (Zhang, 2020). In this respect, globalization has been both beneficial and detrimental to the social, political and economic spheres when it comes to the welfare of people. With globalization, free movement of people, goods and services has encouraged socio-economic development. However, this situation has made globalization a channel for the spread of diseases (Kitenge, 2020). As people are traveling more either for business or for entertainment, they are having more exposure to other countries (Shukla, 2020). In short, the mobility of people internationally has been a driver of outbreaks, because the COVID-19 relies heavily on human-to-human interactions (Farzanegan et al., 2020).

One of the most typical examples of globalization that has an uncertain impact on the tourism industry is the COVID-19 outbreak (Stezhko et al., 2020), could be also considered as the first real pandemic of the age of globalization since it effectively combines certain underlying characteristics such as global scale, speed of transmission, impacts of interdependencies of countries in the management of epidemics (Ludovic et al., 2020). Briefly, globalization has been attacked as a ‘cause’ of this pandemic (Zimmermann et al., 2020).

Travel and tourism have been an integral element of both the positive and negative effects of the globalization process, and it is therefore not surprising that these are the industries most affected by the COVID-19 outbreak (Galvani, 2020). While countries such as Italy, Spain, the United Kingdom, and the United States with higher numbers of confirmed cases and high human mobility are highly globalized nations, it can be observed that those with fewer cases are less globalized with lower numbers of visitors, and less domestic mobility (Sigler et al., 2020). Therefore, globalized economies, with a large service sector and a heavy emphasis on tourism, see a significant impact from the pandemic as a result of the fall in visitors (Olivié & Gracia, 2020). The fear of COVID-19 resulted in almost all of the transportation systems to close and suspend international flights. Besides, the global supply chain has been stopped and imports and exports are reduced. A huge shortage of parts, food items, textile, fabric and luxury goods has been faced by the countries. It has caused a crash in the stock market and a decrease in oil prices hit the lowest level of the last 30 years. Globalization has been damaged by all these (Ruiz Estrada & Khan, 2020). Although some of these effects disappear, some will persist for a long time or may reappear in future pandemics. Being a global phenomenon in any case, COVID-19 contributes to the development of global consciousness (Galvani, 2020).

## **6. Tourism in the times of Deglobalization**

Deglobalization is mostly observed as one of the consequences of a global “economic” crisis. It is mainly discussed in studies examining global trade collapses such as, the great depression of the 1930s, the 2008/9 world trade collapse, the Asian financial crisis etc. (Van Bergeijk, 2017; Postelnicu et. al. 2015). Although it is mostly examined as an adverse meaning of globalization, Bello (2008) who has helped to define deglobalization states that deglobalization does not mean ignoring globalization completely but providing wealth by local economy. Bello (2008) also states that deglobalization refers more to “Re-orienting economies from the emphasis on production for export to production for the local market” rather than “withdrawing from the international economy” (Bello, 2008: 113). However, deglobalization is also known for a push factor to some negative social externalities at the global scale such as social complexity caused by immigration shocks, risks of contagion in financial downturns and inequality and social polarization which are very crucial for global tourism policies (Balsa-Barreiro et. al. 2020).

Similar to other global crises, COVID-19 pandemic is expected to affect globalization negatively by causing recession and disruption in global economy and world trade. In other words, COVID-19 is observed to cause reversing effects of globalization explained as

deglobalization (Shukla, 2020). These effects are considered even more devastating compared to other crises.

Travel and tourism take their part from the pandemic and almost all of the important factors making travel easy and supporting the tourism industry globally have been stopped (transportation, trade, mega events etc.). COVID-19 outbreak and this deglobalization process has engulfed tourism entirely (Niewiadomski, 2020). As mentioned before tourism is encouraged by globalization. Most of tourism activities requires imported products and significant collaborations are made globally such as mega events. Foreign investments are also intensive in the tourism industry and tourism is seen as a global activity in itself. Most countries have a big amount of foreign tourism capital and workforce which can be damaged by deglobalization also described as a driver of social polarization and inequality. In this perception, driving deglobalization, intentionally or not, can have an adverse impact on the future recovery of the tourism industry which is very dependent on global trends (Niewiadomski, 2020). However, tourism can be encouraged with some sustainable local policies during deglobalization and these policies can be persistent for providing sustainable tourism even in the re-globalized world.

### **7. Reconstruction with Opportunities**

In spite of disasters and crises such as terrorism, wars, earthquakes and pandemics, tourism development particularly after 1945's is seen unstoppable because tourism has become one of the largest and most global industries (Williams, 2009: 55; Niewiadomski, 2020). Tourism is seen resilient at least for the long term. Considering the entire industry recovery time can be different in every single region, but it is ranged mostly from 12 to 34 months. Among destination crises such as health, terrorism, environmental and political disasters, health crises are seen more inelastic for the relationship between the size of impacts and recovery time. Uncertainty of COVID-19's duration obstructs the ability to estimate recovery time. Nevertheless, it is claimed that past experiences indicate recovery time will be one or two years at least after pandemic. (Khalilzadeh, 2020).

Although COVID-19 has caused recession and pushed de-globalization, it is also considered to bring unlimited path-shaping opportunities and a unique chance for a re-boot for global tourism industry (Shukla, 2020; Niewiadomski, 2020). As Nepal (2020) has interpreted, COVID-19 gives a chance to learn lessons from the past mistakes of prioritizing quantity over quality. COVID-19 pandemic is seen as a reset button for more equitable and sustainable world. The pandemic is seen by advocates of sustainable tourism to create opportunities which could not even been dreamed about a very short time ago (Niewiadomski, 2020).

One of the lessons learned from COVID-19 is the importance of wellbeing of both tourists and locals. Since it has been clearer that high mass consumption is seen unsustainable for human health as well as the environment, wellbeing is getting more attention and tourism for health with sustainable ways has already become one of the top topics to consider for resetting (Everingham & Chassagne, 2020). Stakeholders should reconsider consumption patterns and sustainability of travel and tourism industry rather than try to return to “business as usual as soon as possible” (Higgins-Desbiolles, 2020). Furthermore, the tourism industry’s power of supporting economic recovery in a sustainable manner can be boosted by contributing to the decline of unsustainable sectors which are damaged during the pandemic (Everingham & Chassagne, 2020).

Destinations’ collaboration is also estimated very crucial for recovery. Destinations can take advantage of closer ones for triggering travel beyond borders. A study put forth that West Balkan countries including Turkey should be in co-opetition rather than competition for tourism in order to adapt post COVID-19 pandemic (Nientied & Shutina, 2020). Focusing on domestic tourism is the primary strategy for starting the recovery. Neighboring countries could be a very important strategic alliance providing easier travel planning as the next step after supporting domestic tourism for regrowth of tourism destinations internationally.

## **8. Conclusions**

Almost all of the economies and sectors in the world are affected by the COVID-19 disease, and the lockdown process to avoid the spread of this disease. Tourism is one of the industries to be affected hardest and the size of the effects is still seen as unpredictable. Therefore, this situation creates uncertainty in the tourism industry. In the year 2020, all policies and projects changed their focus to find a solution to return to the usual way of life and respond to the pandemic with the lowest damage. However, foreseeing the opportunities are seen as important as avoiding the effects of this process. Tourism is seen as a convenient sector to create opportunities both at the micro and macro level due to the capability of adapting to various conditions and crisis. It is becoming more resilient due to people’s increasing needs to relax, curiosity, and desire to learn, etc. During and after COVID-19 tourism needs to be planned according to the conditions. During the COVID-19 pandemic, tourism production just like others has been evolving, and “new normal” needs to be recognized by every phase of the industry to gain the ability to survive.

Globalization without doubt encourages tourism production and consumption. However, even before the COVID-19 pandemic, there were several factors to reduce globalization.

Briefly, there has already been a trend to question existing systems including tourism systems. In addition to that with the pandemic, the deglobalization trend is pushed further (Irwin, 2020), and looking for new production and consumption systems has been boosted. Due to the interlinked socio-cultural, economic, psychological, and political impacts of COVID-19, “old” models and approaches may be subjected to change and it is seen as an opportunity to reconstruct the tourism industry (Sigala, 2020). Deglobalization, which is a relatively new phenomenon, creates a big amount of problems on tourism forms developed earlier. In many destinations, tourism has grown too much in an unsustainable way to the detriment of local communities. Even before the pandemic tourism regrowth is suggested as in models as “Local Community-Centered Tourism” (Higgins-Desboilles et. al. 2019) and following “Re-”s to rethink tourism are offered;

- Re-evaluate and shift values,
- Re-conceptualize entrenched capitalist concepts,
- Restructure production,
- Redistributions at the global, regional and local scale,
- Re-localize the economy,
- Reduction, re-use and recycling of resources.

Deglobalization is more related to producing and consuming locally. Tourism in deglobalized times should be pushed by local products, investments, and resources in order to start constructing its future. Deglobalization causing a decrease in cross border projects, investments, and cooperation will also lead to lower employment (Buklemishev, 2020; Nientied & Shutina, 2020). Tourism (re)employment can also be supported with a qualified and local workforce.

Creating social distance between tourists in crowded places and imposing safety distances will reduce the problem of over-tourism by reducing the number of tourists at a time. Thus, environmental sustainability will also be promoted (Menegaki, 2020). Some tourism businesses and destinations will see their presence economies shrink, forcing them to turn to local consumers and their needs. Upon increasing immunity, while the tourist, the other, is once again part of the landscape, local connections established during the crisis may remain strategies of diversification and resilience (Lapointe, 2020).

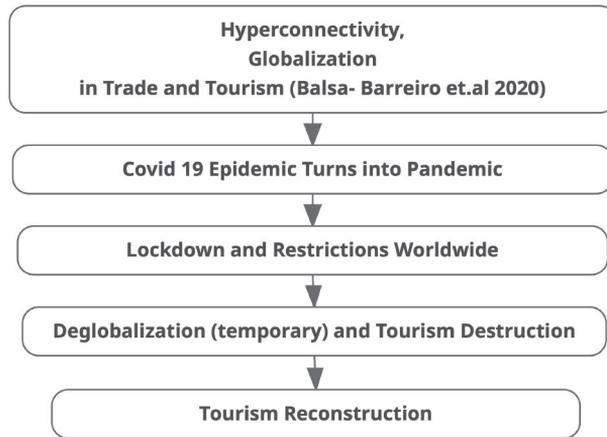
Another example to plan tourism for better is reconsidering supply chains. Multinational companies in particular operate in long supply chains to minimize production costs. But as a

result of the crisis, they may have to reconsider their practices and focus on shorter regional or local supply chains. This may require both contracting with more local suppliers of food, raw materials and services, and a change in the composition of the workforce (for example, replacing low-wage migrants with local workers) (Ioannides & Gyimóthy, 2020).

The base of the reconstruction of the industry can be planned with collaborations with neighboring countries and destinations can start marketing their local creative tourism products to closer destinations and create geographical synergy. While social distancing between countries can still remain, constructing little regional groups with controlling the virus could be a starting point for international tourism. Europe, for instance, can make collaborations inside of the union.

Sustainability in tourism has been intensely discussed in studies for more than thirty years. However, very few solutions have been implemented to make tourism benefit for everyone. The themes of scientific meetings are like “if we continue to consume resources this much there will not be any resources for the future of tourism or communities”. To describe that, “The world (and tourism) had to stop in order not to fall” (Niewiadomski, 2020) and with the pandemic all systems had a chance to stop and reset for better. The best response to the pandemic is seen to find opportunities providing better tourism plans for the advantage of everyone (employees, economies, community, tourists, policymakers, other sectors, environment, etc.). Tourism reconstruction is suggested to be community responsive in order to have a meaningful impact on society (Nepal, 2020). Now it is seen as an opportunity to make industry reborn out of its ashes and opportunities are seen too significant to be ignored, particularly for communities. Following initial steps to make tourism reborn after COVID-19 can also be taken into consideration (Darbari, 2020);

- Building consumer trust and credibility: industry should adopt health and hygiene protocols and service providers should communicate with potential tourists about safety.
- Regional cooperation towards restoration: since recovery is estimated to be proximity-based, gradually moving from domestic to regional and lastly intercontinental, cooperation need to be planned location based.
- Niche tourism push: niche tourism segments should be promoted including health and medical tourism.
- Long-term measures to build resilience: strengthening tourism infrastructure and planning tourism to push other sectors.



**Figure 4:** The Process of Tourism Reconstruction during Deglobalization Caused by COVID-19 Pandemic

This study has purposed to highlight the relations amid the tourism industry, deglobalization, and COVID-19 pandemic (Figure 2). By filling this gap future studies can be designed to find the strategies under the conditions of deglobalization and pandemic and different approaches to making tourism more sustainable. It is seen important to research tourism in the deglobalization and recession processes. Late studies have also shown that COVID-19 makes policymakers and researchers remember that tourism has made little contribution to the discipline of sociology. However, tourism needs to study more in the context of sociology and will need to address important and emergent topics such as deglobalization and isolationism (Cohen & Cohen, 2019). World tourism policy trends are observed to be more for the benefit of communities and COVID-19 is seen as a crucial push factor of this trend.

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