

## Chapter 39

# Alternative Suggestion for the Sustainability of Tourism During Coronavirus Breakout

**Remenyik Bulcsu**

*Budapest Business School, Hungary*

**Cem Yesilyurt**

 <https://orcid.org/0000-0003-2193-5406>

*Adiyaman University, Turkey*

**Ali Bagdadi**

*Budapest Business School, Hungary*

### ABSTRACT

*It was once again seen during the COVID-19 epidemic how demand elasticity is in the tourism sector and how fragile the sector is. One of the most affected sectors by the pandemic was the tourism sector. Due to the restrictions imposed by governments and the measures taken to protect the health of the people, the tourism sector has suffered severely, and many tourism businesses have suffered financial damage in this long process and have had to go bankrupt by not being able to maintain their business. The situation has revealed the importance of sustainability and showed the necessity of ensuring the continuity of business life for tourism enterprises. It has also revealed the importance of sustainability for the tourism sector, which adheres to mass tourism and does not care about other alternative tourism types. In this context, how ready is the tourism sector for crises? Could these crises be responded to with new destinations and new tourism products? Thus, it seems important to consider sustainable tourism and alternative tourism types.*

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## **INTRODUCTION**

The new coronavirus species (2019-nCoV) COVID-19, which started in Wuhan city, affected the whole world and was declared as a pandemic by the World Health Organization (WHO) on March 11, 2020, in terms of its features such as spreading to continents and infecting people (World Health Organisation, 2020a). The COVID-19 Pandemic is one of the most contagious epidemics, with more than 155 million cases and more than 3.2 million deaths to date May 05, 2021 (<https://www.worldometers.info/coronavirus/>). Due to COVID-19, social distance measures have been taken in all countries of the world. The COVID-19 pandemic and its consequences and ways of dealing with this crisis have been realized within the sector, the states and international collaborations. Travelling is recognized as a major determinant of disease spread. Tourism ranked as the most vulnerable sector (Zhang, Song, Wen and Liu, 2021), one of the industries most affected by COVID-19 (Everingham and Chassagne, 2020; World Tourism Cities Federation, 2020). Global travel restrictions have been imposed to control the virus. Thus, while experiencing a wild decrease in international demand The devastating impact of the COVID-19 pandemic on global tourism has carried on into 2021, with new data showing an 87% fall in international tourist arrivals in January as compared to 2020 (World Tourism Organization, 2021) domestic tourism has become a rescue solution for people to relax even a bit during periods when there is no lockdown. The tourism industry has to look for a solution since the industry is affected seriously due to this measurement. After the pandemic broke out, people turned to alternative tourism types instead of traditional tourism types enabling them to attract tourists strongly.

Due to the infectious nature of the virus, people started to avoid being in a crowded environment. Therefore, people are turning to rural areas by focusing on alternative tourism types where they can be away from the risk of the pandemic in a way that they can spend their holidays in nature, away from the crowd with their individual or families. Due to the epidemic risks that mass tourism may face, alternative tourism types such as highland tourism, bicycle tourism, mountaineering and trekking, which are nature-based alternative tourism types, come to the fore. (Sabaratnam and Gamage, 2020). Due to the pandemic, people have moved away from mass tourism, seen as one of the exploitation models ignoring the natural beauties and the countryside, and directing them to alternative tourism type (Everingham and Chassagne, 2020). Tourism types such as the sea, sand, sun tourism, cultural tourism, and sports tourism, where the crowds are together, cause people to fear infection. Both applied social distancing policies and people's unwillingness to have social contact push them to avoid mass tourism.

It was once again seen during the COVID-19 epidemic how demand elasticity is in the tourism sector and how fragile the sector is. One of the most affected sectors by the epidemic was the tourism sector. Due to the restrictions imposed by governments and the measures taken to protect the health of the people, the tourism sector has suffered severely and many tourism businesses have suffered financial damage in this long process and have had to go bankrupt by not being able to maintain their business. The situation has revealed the importance of sustainability and showed the necessity of ensuring the continuity of business life for tourism enterprises. It has also revealed the importance of sustainability for the tourism sector, which adheres to mass tourism and does not care about other alternative tourism types. In this context, how ready is the tourism sector for crises? Could these crises be responded to with new destinations and new tourism products? Thus, it seems important to consider sustainable tourism and alternative tourism types.

The COVID-19 pandemic created an opportunity to review the global tourism industry in line with sustainable development goals, but due to the crisis, the sector needed to be revitalized as soon as the

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