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Influence of coronavirus on the tourism sector on the example of Uzbekistan

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Abstract

On January 30, 2020, the World Health Organization recognized the outbreak of the new coronavirus as a public health emergency of international concern. On February 11, 2020, the disease was called the new coronavirus disease. The outbreak of the virus can affect the global tourism industry, starting from China itself, where tourism accounts for about 11% of the country's GDP, and ending with the countries of Southeast Asia, Europe and the USA, which are popular among Chinese. Coronavirus affected the tourism sector of Uzbekistan in the form of suspension of transport links. Tourists who have purchased certain services (transportation, accommodation, excursions) are entitled to apply for the return of their cost at the place of purchase of services. At this stage, reasonable forecasts about the development of a pandemic in the territory of the Republic of Uzbekistan by the end of 2020 are screened out, however, at the moment it is possible to talk about the crisis in the tourism sector and the need for its recovery after the end of the pandemic and the opening of borders and transport links. The new type of coronavirus epidemic has already had an unusually strong impact on the global economy, which is

already beginning to affect the economy of Uzbekistan. The negative economic consequences are likely to be quite long. The peculiarity of the tourism sector as an object of government of the Republic of Uzbekistan can be called the inability to measure certain goals and the difficulty in their initial designation. Due to economic problems, the demand for the cheapest tours will increase - people will save on the duration of trips, choose the most affordable destinations. The popularity of organized package tourism, apparently, will continue to decline, and this will contribute to concerns about the safety of leisure in hotels. The process of business development after the end of the pandemic in the tourism sector can be facilitated by the integrated implementation of such measures and measures as the development by local authorities of additional regional programs to support the tourism business, and equal information support for entrepreneurs and the public about the tourism industry. In the framework of this article, the author reveals aspects of the influence of coronavirus on the tourism sector using the example of Uzbekistan.

Keywords: Tourism, Pandemic, Economic Crisis, Tourist Flow, Measures to Restore the Tourism Industry

1. Introduction

The research problem is the impact of the pandemic on the development of the tourism industry in the Republic of Uzbekistan. The process of business development after the end of the pandemic in the tourism sector can be facilitated by the integrated implementation of such measures and measures as the development by local authorities of additional regional programs to support the tourism business, and equal information support for entrepreneurs and the public about the tourism industry.

2. Methodology

The methods that are used in the article are analysis, comparison, identification of theoretical and practical aspects of our topic.

3. Literature review

The information published on the website of the World Health Organization was used to establish the history of the pandemic. The information published on the website of the World Tourism Organization has revealed trends in the recovery of the tourism market after the end of the pandemic. Publications in media (including «The impact of the coronavirus epidemic on tourism is discussed in the Cabinet of Ministers»; «Coronavirus may deprive 50 million people of their jobs in tourism»; «How will a pandemic and flight bans affect tourism. 5 main issues»; «When will tourists be able to travel again and what will tourism look like after a pandemic»; «Coronavirus had a bad effect on the economy of Uzbekistan»; «Coronavirus began to

affect tourism in Uzbekistan. Authorities are looking for a way out»; «How coronavirus affects tourism in Uzbekistan»).

An analytical report on the macroeconomic consequences of the «new type of coronavirus» epidemic in China determined the economic consequences of the outbreak of coronavirus 2019-nCoV in 2020 after the alleged end of the pandemic.

Akbulaev, Mammadov and Aliyev ^[11] in a study identified the current and potential consequences of a pandemic caused by a new viral infection COVID-19. They also studied the impact of the introduced mandatory measures on the development of the tourism sector of the economy in Italy, Spain and Turkey.

Akbulaev and Aliyev ^[12] researched on the impact of coronavirus on the tourism sector in Africa in 2020.

Theory of Coronavirus. On January 7, 2020, Chinese scientists identified the causative agent of the disease - coronavirus 2019 SARS-CoV-2 (this is the preliminary name, now it is officially called SARS - CoV - 2, and the disease that it causes is COVID-19, abbreviation for the English Corona Virus Disease), and on January 12, they shared with WHO information on the 2019-nCoV genome sequences. The following day is especially important in the chronicle of events: January 13, according to the Chinese Center for Disease Control and Prevention, an accessible test for 2019-nCoV appeared ^[1].

A historical view of the development of Coronavirus

Among the versions of the emergence of the new coronavirus in 2019 was, among other things, the leak of biological weapons. And The Washington Times wrote at the end of January 2020 that there is a biological weapons laboratory in Wuhan where bats were examined. It was located literally next to the food market, from which the epidemic began.

The influence of Coronavirus on the tourism sector of Uzbekistan

The new type of coronavirus epidemic has already had an unusually strong impact on the global economy, which is already beginning to affect the economy of Uzbekistan. The negative economic consequences are likely to be quite long. The outbreak of the virus can affect the world tourism industry, starting from China itself, where tourism accounts for about 11% of the country's GDP, and ending with the countries of Southeast Asia, Europe and the USA, which are popular among the Chinese. In 2018, Chinese tourists made 149 million trips, spending \$ 130 billion abroad. The World Tourism and Excursions Council (WTTC) claims that the loss of the global tourism industry in a pandemic will amount to more than \$ 2 trillion ^[2].

According to the State Committee, the total number of tourists visiting Uzbekistan in 2019 amounted to 6.75 million people (+ 35% compared to 2018), including 5.8 million people from neighboring Central Asian countries. In 2019, 61.9 thousand Chinese visited Uzbekistan. Among the countries of far abroad, China takes the second place in the number of foreign citizens who have entered the Republic of Uzbekistan. A visa-free regime for Chinese citizens, which entered into force on January 1 of this year ^[7]. In February 2020, 440,119 foreigners visited Uzbekistan, according to the State Committee for Tourism Development. This is

11.9% more compared to February last year, but 96 162 less compared to January of this year. In addition, growth slowed in half, as in the first month of the year it was 23.1% ^[3].

Against this background, the government held a meeting with representatives of local authorities and entrepreneurs. In early March 2020, at the state level, Uzbekistan discussed the situation with the loss of tourist groups and the search for opportunities to attract tourists to the country ^[4].

Coronavirus affected the tourism sector of Uzbekistan in the form of suspension of transport ^[5]. Tourists who have purchased certain services (transportation, accommodation, excursions) are entitled to apply for the return of their cost at the place of purchase of services. This information was communicated to tour operators and travel agencies.

The peculiarity of the tourism sector as an object of government of the Republic of Uzbekistan can be called the inability to measure certain goals and the difficulty in their initial designation. If it is not difficult for private tourism organizations to identify the main areas of activity, including making a profit, accumulating values, moving cash, making a profit, then this causes certain difficulties for public administration in the tourism sector.

Regulation of state bodies should be aimed at increasing the demand for tourism services among the population (including among those belonging to the category of low-income), which can be carried out by regulating prices in the tourism services market. But, on the other hand, the activities of state bodies should also be aimed at supporting entrepreneurship in this area. This creates certain problems and difficulties in the management of the tourism sector ^[8]. And market participants should now focus on it - to study areas, potential demand, prepare new products.

Other countries affected by the pandemic are also hoping for their tourists. The governments of Italy, Spain, France, and Thailand expect that as soon as quarantines are over, the loading of resorts, hotels, and restaurants will begin to increase, first, by their own citizens. And foreigners will not come for a long time out of fear of contracting a coronavirus ^[6].

China is Uzbekistan's main trading partner, and a decline in exports and imports with China threatens to slow down Uzbekistan's economy. There is a big risk of delayed delivery of technological equipment from China ^[9].

According to the Central Bank of Uzbekistan, the impact of the coronavirus epidemic on total imports of investment goods is estimated at 36.3%. For imports of textile raw materials - 56%, plastics and polyethylene granules - 31.7%. In a crisis, we can expect a serious contraction in investment activity. In 2020, a decline in investments of 6-6.4% is expected. The negative contribution of investments to the general economic dynamics compared to the base case in 2020 will be 1.5-1.6%. p. GDP. The decline in investment will contribute to the general uncertainty with external and domestic demand, increased risks, as well as tightening the financial conditions of the business ^[10].

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will contribute to the general uncertainty with external and domestic demand, increased risks, as well as tightening the financial conditions of the business^[10].

The suspension of imports and exports will spur domestic producers, which ultimately minimizes the impact of coronavirus on the economy of the republic. Recent WTTC data suggests that in 2020, the number of trips around the world could drop by 25 percent. This can lead to a corresponding reduction in jobs by 12-14 percent. After extensive consultation with other tourism and travel organizations, WTTC proposes a series of measures that need to be taken to ensure a quick recovery of the sector after the coronavirus situation is under control. In this regard, the organization intends to offer its support to the governments of various countries, especially those that will pursue a strong policy for the rapid recovery of the industry. One of the deadliest conflicts in the history of mankind, the First World War, oddly enough, gave impetus to the rapid development of tourism in the interwar era. Before 1914, the popularity of beach holidays, water sports and skiing in the mountains gradually began to grow. And during the war, which became the time of the forced displacement of huge masses of people, millions sent postcards and photographs to their families. After watching the magical views, people wanted to see new places with their own eyes. All this led to a surge in travel, a passion for which was reinforced by the gradual introduction of paid vacations in European countries. Each subsequent crisis created new opportunities for tourism. So, during the financial crisis of 2008, sales of traditional tour packages fell, but real estate and other services such as Airbnb, BlaBlaCar and others began to develop rapidly, allowing consumers to travel economically. Due to economic problems, the demand for the cheapest tours will increase - people will save on the duration of trips, choose the most affordable destinations. At the same time, due to fear of large crowds of people, the popularity of ecological routes, forest hikes, outdoor trips and similar types of recreation will increase. Together, these two factors can lead to explosive growth in active tourism with tents and campsites.

After the pandemic, the popularity of buffet in hotels will decrease, as this is not the best form of food from the point of view of safety for health. In addition, hoteliers will have to disinfect rooms after each guest and generally pay much more attention to cleanliness and sanitation.

Mass tourism will become more and more individual, people will more and more actively book their trips online, build them like from lego cubes. The popularity of organized package tourism, apparently, will continue to decline, and this will contribute to concerns about the safety of leisure in hotels.

Modern tourism of the Republic of Uzbekistan, where the struggle to attract potential customers is at different levels (between individual countries, hotels, cities, travel agencies), where competition is constantly growing and supply is increasing, there can't exist without advertising and needs a marketing promotion strategy. Advertising in this case is the most effective way for a tourism company to convey information to its target audience, adjust its behavior, create a positive image and image of its product.

A constraining factor for the entire tourism sector of Uzbekistan is the inability of tour operators to provide quality service to a large flow of tourists. Often in practice it turns out that a tourist product is expensive, but its quality is

poor. Also, the inability to use the offseason affects the breakdown of the business.

The tourism sector is one of the largest advertisers - travel agencies, firms, operators spend a considerable part of the income from their activities on advertising. For employees working in the industry, it is necessary to develop a fair wage system considering the income received, which should become labor motivation.

In the conditions of modern market relations, all sectors of the tourism industry (state, social and privatized) should pay attention to the consolidation of national forces for the development of domestic and international tourism and recreation. Tourism products should be accessible and sought after by most of the population.

Uzbekistan began to actively engage in the promotion of tourism brands throughout the country, the flow of domestic and inbound tourism began to grow. National projects aimed at maintaining public health and increasing life expectancy also adjust the development of medical and health tourism in Uzbekistan. Support for enterprises that implement sports and recreational programs for employees contributes to the development of the corporate segment in health resorts.

4. Conclusions and recommendations

The tourism crisis associated with coronavirus is one of the most difficult trials for the global tourism industry in decades. The experience of past crises shows that after the pandemic, the number of tourists in the world will grow very quickly, but the financial performance of the industry will not. And the profitability of tourism will become lower. Among the measures to restore international tourism, visa regimes should be simplified, and visa costs reduced, as well as new technologies to be actively applied for border control in compliance with sanitary and epidemiological standards. It is advisable to reduce the burden of airports and facilitate tax policy, including reducing or abolishing taxes on travelers, such as airport, port and hotel taxes, which increases the cost of travel. The process of business development after the end of the pandemic in the tourism sector can be facilitated by the integrated implementation of measures and measures, such as the development by local authorities of additional regional programs to support the tourism business, equal information support for entrepreneurs and the public about the tourism industry and the development of tourism in the region, and the active development of promotional activities on offer tourist services, preservation of favorable environmental conditions by the population, development of transport infrastructure, conducting significant tourism events in the territory, increasing competition, and thereby the quality of services provided by entrepreneurs, that is, owners of guest houses.

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