

# Recovery of Eurasian Tourism from Multiple Component Dysfunction Syndrome

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## Abstract

Tourism has been an essential sector for the Eurasian economy in recent decades and is anticipated to get recovered at least gradually in 2022. In order for international travel esteem to reach pre-pandemic levels, it is necessary to regain the trust of potential tourists with practices aligned with new safety and hygiene standards. On the other hand, the ongoing conflict in Ukraine nurtures the oil and gas crisis in the Eurasian countries. Uncertainty in the global economic environment, which is another critical component of international tourism, builds a tendency to avoid purchasing decisions in consumer behavior. The aim of this paper is to determine the appropriate approaches based on the effective factors in the recovery process of tourism.

## 1 Introduction

In recent decades, tourism has been shown as one of the most important wheels while defining the dynamics of the Eurasian economy. Investments in destinations have come to the scene in the form of adaptation for the people in the tourism regions through tourism-centered life strategies, and for the destinations, through infrastructure and accommodation options at competitive standards. Tourism has become a key source of foreign investment income and the expectations nurtured by these ongoing investments have turned into an attractive marketing power that activates the travel motivation of the tourist candidates. On the other hand, considering the negative consequences of massification in favorite tourism destinations before the pandemic, it is seen that it is an opportunity to focus on sustainable strategies as a necessity.

The negative effects of the pandemic have left tourism stakeholders with uncertainties that they had not experienced before. In country-based recovery strategies, it is effective to activate domestic tourism with promotion and incentive strategies aimed at revitalizing tourism centers (Quang et al., 2022). Despite the numerous negative consequences of this period, it has contributed to the strengthening of tourism components in rural areas. (Vaishar and Stastna, 2022). In this manner, the tendency to travel in the homeland has become evident, instead of preferring popular destinations outside the country. Although there is a tendency towards domestic tourism, it is observed that events and centers where people have a high potential for close contact are avoided (Falk et al., 2022). It is observed such concerns that come with the pandemic are reflected in the travel decisions of the tourist candidates (Gyimóthy et al., 2022) Nevertheless, with the flexibility of the pandemic restrictions, international tourism started to gain popularity again, and it is seen that the current increase in demand contributes to the gradual return of flight schedules. On the other hand, while the concerns about the pandemic and the economic uncertainties continue on a global scale, the recovery may differ in destinations in different parts of the world. The global dimension of economic uncertainties, in which the conflict in Ukraine played an important role, increases the hesitations of potential tourists in their purchasing decisions. As a consequent result of the conflict, the oil and gas crisis has dramatically affected the Eurasian countries. The increase in inflation triggered by rising energy prices causes a decrease in expected travel expenses. On the other hand, the continuity of tourism activities largely depends on the number of tourists and their actual expenditures. Along with other economic intervention tools, the Keynesian view is that spending by the government can lead to an upward movement in aggregate demand and tend to full employment (Afrin and Sumaiya, 2021).

Under the pressure of such uncertainties, tourism forecasting, and related data have become essential in order to construct current tourism recovery policies (Yang et al., 2022). In order to eliminate the effects of financial difficulties and unemployment to a certain extent, governments implemented stimulus packages based on reviving liquidity and preventing recession (Randelovic, 2022).

## 2 Background

As seen in the years of Covid 19, there is a staggering correlation between the risk potential of any pandemic and tourism activities. This is because when the critical health-risk threshold is exceeded, precautionary measures, up to travel restrictions, are introduced. Besides, the global dimension of the pandemic has critically increased the perceived risk level of tourist candidates, which has led to a decrease in travel volume (Bae et al., 2022). Tourism, which encompasses many components, mainly transportation, accommodation facilities, and restaurants, has been one of the sectors most affected by the pandemic conditions (Shahzad et al., 2022). While the tourism industry is resistant to the difficulties it has been exposed to under pandemic conditions, it is obvious that it has a share in the spread of the virus (Hoarau, 2022). While tourism activities are the most affected by the negativities of the pandemic period on a global scale, they are also activities that have the potential to spread the virus the most due to their nature (Vaishar and Stastna, 2022). While there was a stagnation in international tourism flow due to travel

restrictions, which is among the measures taken on a country basis to keep the spread of the virus under control under pandemic conditions, stakeholders and supply chains were also exposed to the negative consequences of uncertainties, following the decrease in tourism activities (Rodousakis and Soklis, 2022a). When evaluated within the scope of consumer behavior, behavioral control due to both social and psychological effects shift to adapt to general social tendencies with the risk pressure during the pandemic period (Gu et al., 2022). The reflection of the stagnation in tourism activities in different regions at different rates due to the tendencies formed under pandemic conditions shows that parameters such as population density that increase the contact rate are considered criteria in domestic tourism orientations (Falk, et al., 2022). Countries that have a relatively higher share of international tourism in their socioeconomic dynamics have to announce more inclusive incentive packages (Okafor et al., 2022). Moreover, risk factors in any tourism activity can be evaluated by visitors at different levels (Torres et al., 2021). On the other hand, beyond the risk analyses carried out personally, there are international precautionary practices that turn into constraints penetrating the life strategies of societies. In this manner, VR tourism, which is one of the most effective innovative options during the pandemic process, has gained the feature of being sustainable by eliminating health risk concerns (Talwar, 2022). However, apart from VR tourism, the sustainability of international tourism largely depends on the travelers' accessibility to the destinations (Musavengane, 2022).

### 3 Main Focus of the Paper

Tourism has become a critical sector for Eurasian economic growth and employment in recent decades. However, the travel restrictions that came with the pandemic directly affected the airline industry. Although airline density tends to get recovered despite the economic uncertainties due to the conflict in Ukraine, and safety concerns due to the hygiene standards, a longer time is expected for international tourism activities to reach pre-pandemic levels. It has become clear that a generally accepted plan, both on a country basis and globally, should cover the short-term and the long-term separately. The aim of this paper is to identify the optimal planning options based on mainly Eurasian conditions in the recovery process of tourism.

### 4 Short-term Recovery through Keynesian Stimulus

Air travel has built such favorable conditions in the last decades that it has become the locomotive of the tourism sector with its low cost. In this adaptive process that has been going on for decades, tourism and travel have become defined by each other. In this interrelated symbiotic relationship, transportation is needed to bring potential tourists to destinations, and the transportation industry needs an acceptable number of visitors in order to maintain suitable and accessible conditions. The new flight routes that take the stage have become connections with different tourism centers, and international travel, which is intensified with affordable prices, has turned the life strategy of the local people into tourism oriented (Llopis, 2021). Due to these restrictions brought by the pandemic and the rising travel prices due to the conflict in Ukraine, the tourism sector has taken a shocking blow on a global scale. In order to reduce the effects of the socioeconomic crisis, which has a suppressive effect on aggregate demand, following the Keynesian view, it is seen that government support can be arranged (Yu et al., 2021) in the form of measures to increase tourism activity volumes. In line with the Keynesian view, active government interventions including tourism and airline support packages can contribute to the realization of an efficiency increase in destinations. In the expansion of stimulus packages, first of all, incentives to increase the volume of domestic tourism come. In addition, deferrals in income and corporate taxes, longer-term restructuring of business loan payments, subsidies on loan interest, and measures to keep airfares at reasonable levels can be counted. Moreover, government expenditures can close the deficit of expenditures that could not be realized under pandemic conditions at an acceptable level. However, by its nature, the potential positive effects of the Keynesian stimulus are expected to be short-term.

#### 4.1 Nature of Tourism Activities in Analogy with Carbon Monoxide Poisoning

Both small and large elements where tourism activities take place are nurtured by demand. International tourism is a socioeconomic industry that generates income and employment with many interconnected and interactive components. A possible change in environmental conditions such as economic crises and **pandemics** can break the resistance of the components, leaving the industry in a difficult situation (Santos and Moreira, 2021). In the event of crisis situations that may adversely affect international demand, these touristic income elements may lose their functionality. In analogy with Carbon Monoxide Poisoning, due to the decrease in the number of Hemoglobin proteins, there is a decrease in the efficiency of oxygen transport. In mild poisoning, pure oxygen respiration applied for treatment helps oxygen reach organs and tissues throughout the body. In severe cases, with the aim of preserving important organ tissues, pure oxygen breathing with hyperbaric oxygen therapy is carried out in the pressure chambers. Following the analogy, the Keynesian theory-based stimulus packages, it is basically aimed that people who have an extra income they are expected to spend. It is expected that the Keynesian view can provide the effect to stabilize aggregate demand in possible economic shock waves (Yu et al., 2021). In this context, aggregate demand gets increased with government expenditures in parallel to Keynesian economics which leads to an increase in touristic activities. On the other hand, in the similar results of Keynesian applications that have

been carried out for decades, it is seen that statistical determinations that can be accepted as success are concentrated in the short term. For long-term sustainable solutions, it is necessary to benefit from the components of the tourism sector. For example, ecotourism, which takes its source largely from nature, is an efficient and sustainable component that can support socioeconomic enhancement (Komasi et al., 2022).

#### **4.2 Promoting of Well-being of Local People**

The negative effects of a possible long-term recession in the tourism sector can increase exponentially (Ntounis, 2022). The decrease in the number of tourists and expenditures causes a tendency to decrease in the business volume of the enterprises involved in the sector. Unlike its impact across the country, regions, where tourism activities such as restaurants and accommodation are concentrated, are more vulnerable to recessions and uncertainties in the economy (Watson & Deller, 2021). In this situation, methods of reducing costs, including follow-up and reduction in the number of personnel, can be started to be applied. Decreased productivity and increased unemployment in the destination trigger other negative consequences, including reduced attractiveness in the region. Under such conditions, necessary measures should be taken for the recovery of small-scale tourism companies, which are considered to be the important building blocks of tourism, with both support and increasing domestic activities (Shahzad et al., 2022). In crisis situations such as pandemics, it is necessary to take urgent measures to strengthen the resistance with methods such as government interventions and stimulus packages (Kuscer et al., 2022). The well-being conditions of the people living in the tourism areas contribute positively to the interaction with the visitors, which in turn contributes to the impressions and overall satisfaction of the tourists (Kamata, 2022). In this context, on the basis of countries, an extraordinary volume of subsidy-based incentive packages has been prepared and new ones continue to be planned.

### **5 Long-term Recovery through Innovative Approaches**

In crisis periods, businesses need to strengthen their ability to adapt by gaining flexibility in their organizational structures, and even developing innovative approaches that can make harmonious changes in environmental factors (Gaffar et al., 2022). Even in the economic balance of a developed country like America, which dominates science and technology, the effects of the negative trend in the tourism sector can be observed (Rodousakis and Soklis, 2022b). Therefore, the strategies at the center of the efforts made in the recovery process of tourism are mostly innovative solutions that are compatible with the pandemic conditions. The importance of utilizing digital technologies such as Big Data has been seen in order to utilize the destination resources at the optimum level, improve the well-being of local people, and ensure the highest level of satisfaction for the visitors coming to the region (Solazzo, 2022). Although tourism recovery and bringing confidence back to reasonable levels in tourist candidates are expected to be long-term processes, it is observed that innovative approaches can turn into effective saviors in the short term. For example, it has been observed that virtual tourism, which has become popular with the adaptation of the developments in innovative technology, is an important and effective option in pandemic-like situations that may cause travel restrictions on a global scale (Lu et al., 2022). With the push of travel restrictions during the pandemic period, a significant portion of potential tourists turned to virtual tourism (Roman et al., 2022).

### **6 Future Research Directions**

Tourism has played an important role in economic growth and employment on a global scale in recent decades. There is a need for comprehensive research studies targeting the negative effect of the decrease in tourism activities on regional economic dynamics. According to the common approaches in the literature, incentive packages are mentioned within the scope of government expenditures to get out of the recession under the guidance of the Keynesian view. Sourcing strategies can be developed for predetermined global stimulus packages for categories that are described according to certain parameters and characteristics to be transferred to destinations during crisis periods such as pandemics.

On the other hand, tourism activities have the potential to increase the number of transmissions during the pandemic processes. In addition, the negative consequences of mass tourism are also the subject of many studies in the literature. If these negative effects suppress the motivation of international tourism in terms of awareness, virtual tourism can increase its share among the options in a very short time. The awareness dimension, which has the power to canalize investments, has prepared the conditions for state support policies that provide a significant expansion with incentives in the electric car market, for example. The investment volume that will be realized with incentives, and the demand that will tend to increase with the pressure of both pandemic restrictions and economic uncertainties, may increase the share of virtual tourism considerably. The measures and methods required to provide an interactive environment of mutual benefit in which domestic and foreign tourism and virtual tourism can be intertwined may be separate research topics.

## 7 Conclusion

In the last decades, the contribution of tourism to the economy on a global scale and on a state basis has become a common-true fact. Additionally, a significant percentage of people in destinations rely on tourism in their living strategy. The conflict in Ukraine, which emerged while resistance was observed against the negativities of the pandemic, has had an effect that put the recovery process into a difficult situation with uncertainties in the economy. Since the negative effects of both pandemic conditions and economic uncertainties may differ from region to region in terms of geopolitical and socio-economic parameters, it makes it difficult to build a globally accepted tourism recovery template (Musavengane, 2022). Nevertheless, a common formation with short-term and long-term measures can form the main lines of an optimum recovery plan. For the short term-survival stage, traveling is a very critical component and in order to be protected, insurance-like measures are needed as a method of risk management that provides financial coverage for unexpected losses. Especially when it is the case of short-term survival policies under crisis conditions, governments resort to stimulus packages as a remedial measure. In order for people to stay connected to the world, there is a need for the stability of travel conditions and uncertainty to be kept to a minimum. In this context, as an answer to the pandemic crises, most governments around the world have announced support packages for the aviation sector. In accordance with the Keynesian approach, which is a competent way to end the pressure of inefficient macroeconomic factors, it can be aimed to revive the sector with increased government expenditures. Following the path, tourism is one of the sectors that received the highest share of the support measures package during the pandemic period across Eurasia. It is observed that many governments support the sector in order for a sustainable and innovative tourism understanding to prevail after the pandemic.

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