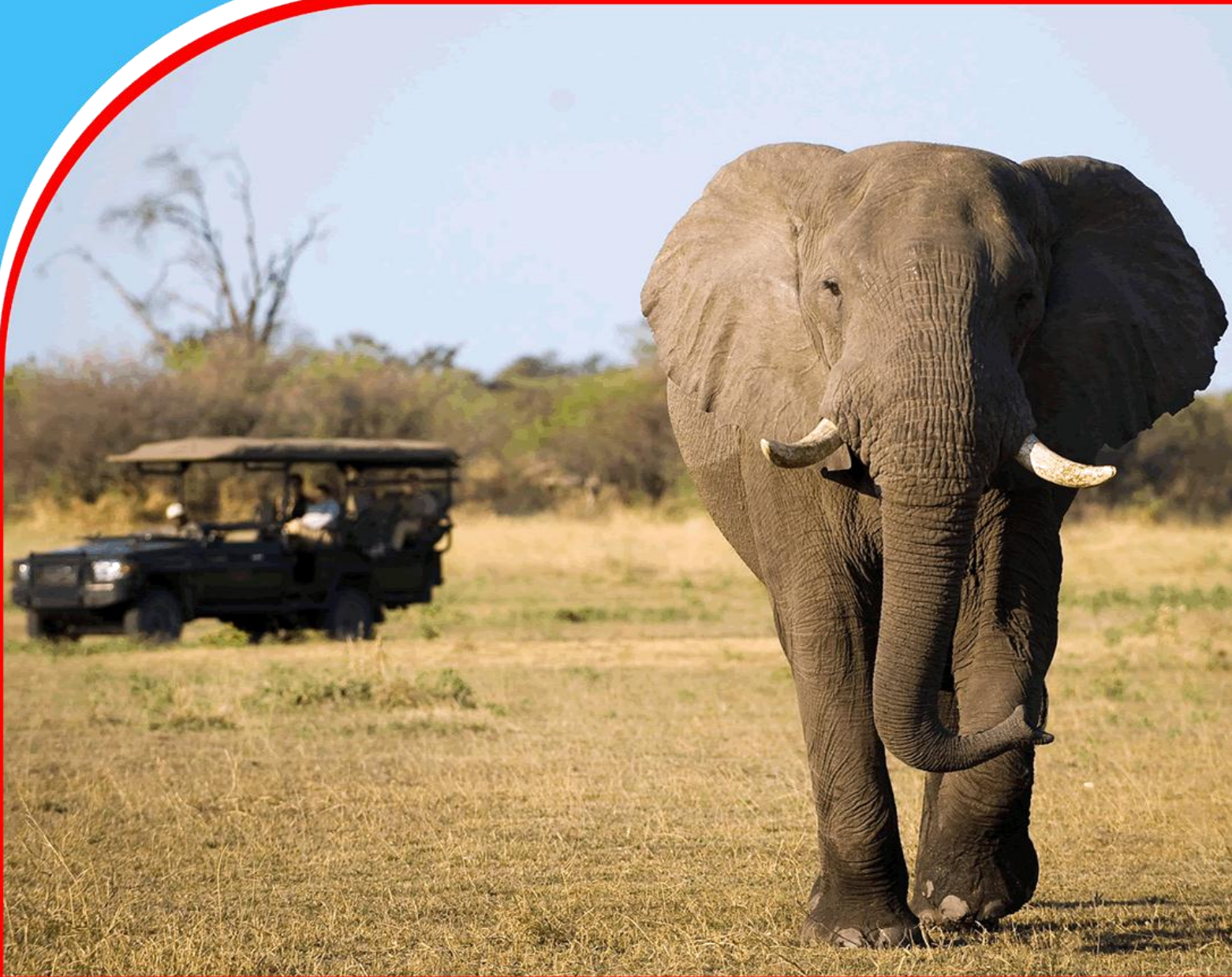


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**COVID-19'S IMPACT ON AFRICA'S TOURISM
INDUSTRY**

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COVID-19'S IMPACT ON AFRICA'S TOURISM INDUSTRY

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ABSTRACT

Introduction: The Covid-19 pandemic continues to affect all aspects of human life, the most obvious of which may be its impact on the tourism industry, since it prohibits flights. All sectors of the world economy without exception, and restrictions on movement and travel are one of the first measures aimed at curbing the spread of the virus.

Purpose: The purpose of the study was to analyze the scope of the analysis in order to pay special attention to some of the best internationally recognized tourist destinations in the world, and taking into account the situation in Africa.

Methodology: Data was collected from previously published articles and this study used a mixed approach, using both qualitative and quantitative approaches. Secondary data has been collected from various published articles, libraries, newspapers, and conference reports that clearly show their relevance to our learning environment.

Findings: The conclusion of this study is that the tourism industry of countries that rely heavily on tourism income is most affected by the epidemic, while in Africa, due to the low tourism income in Africa, the impact of the epidemic on the tourism industry is relatively weak.

Recommendations: The study suggests that the Government should use the necessary technical, human and financial resources. The most important thing is that the owners of tourist products must adapt and innovate in their tourist offers in order to meet the demand for safe domestic tourism. This can prepare for international tourism and contribute to the development of tourism.

Keywords: *International Tourism, Hospitality, Crises, Coronavirus.*

INTRODUCTION

In 2019, Wuhan, a city in the Hubei province of the People's Republic of China, contracted the COVID pandemic, a form of SARS that became a global threat [1], which was essentially an intense outbreak of any disease after SARS (2000), leading to a huge number of active cases and deaths worldwide [2]. To date, the northern part of the globe is mainly affected [2]. In the aftermath of the sudden outbreak of the epidemic, the Chinese health authorities and government have taken serious steps to investigate the characteristics of the virus and how to control its spread. These steps include isolating suspects, closely monitoring a person's approach, epidemiological as well as clinical statistics of infected patients, and initiating diagnostic and therapeutic approaches. Until January 7, 2020, pathologists identified and isolated the culprit in patients, the new COVID-19 virus [1]. Similar to SARS, COVID-19 is a highly transmissible corona beta virus that is thought to be spread through intermediate hosts such as bats and seafood [3]. Due to the fact that it is found mainly in the Chinese wholesale seafood market, but in fact, it is transmitted by inhalation of respiratory droplets containing the virus [1].

The COVID-19 pandemic is not limited to life-threatening infections as it spreads in China and around the world, causing tremendous psychological pressure [4]. In this regard, the outbreak of COVID-19 has proven to be an economic problem [5]. However, the degree of damage varies from sector to country, causing huge damage to all sectors, without exception [6]. Around February, global air transport has spread the virus to all continents, and the virus has spread to 146 countries in mid-March [7]. As a result, more than 125,000 people died in more than 200 countries in April, and the number of confirmed cases was close to 2 million [8]. The COVID-19 pandemic has caused over 370,000 deaths worldwide and over 6 million confirmed cases by May 31, 2020 [7-8]. Thus, COVID-19 cases also began to spread across Africa from May 31, 2020 and turned into a major panic. However, the relatively high number of deaths and infections has put tremendous pressure on African governments, as well as on the public and health care providers. In addition, restrictions on movement were imposed due to the inability to contain the spread of the virus around the world. This was followed by the cancellation of a large number of hotels, which led to a large number of unemployed and loss of income [5-6].

With regard to the COVID-19 pandemic, the whole world is facing an unprecedented global emergency in the field of health, social and economic. The tourism industry, like any other industry, suffers from the economic, medical and emotional consequences of the COVID-19 epidemic. In this regard, a new world has not yet been resolved, and all indicators indicate that we will undergo a paradigm shift. Therefore, we must understand, accept and respond [9]. No flight measures by various countries have been in vain since the 2009 outbreak, and the damage to Mexico's tourism industry is estimated at 5 billion US dollars. Similarly, between 2002 and 2004, severe respiratory syndrome (SARS) led to the loss of 41% of Hong Kong's tourist GDP, 43% to Singapore, 25% to China and 2.8 million jobs [10]. Therefore, currently, the tourism industry caused by the spread of the COVID-19 pandemic is facing one of the most destructive crises in history [11]. In tourism and related sectors, controversy over restricting and promoting tourism has re-emerged fiercely in this challenging climate of the global COVID-19 pandemic and its impact on travel [10].

However, the current travel restrictions and low demand around the world threaten the lucrative airline bankruptcy from the aviation industry [12]. The COVID-19 epidemic crisis has had

devastating effects on sectors related to travel, tourism and activities [13]. Thus, a recent study aims to examine and assess the economic impact of the COVID-19 pandemic [14-15], the socio-economic impact [13], the global macroeconomics [17]; food safety [6, 18], e-commerce [18] and tourism [7, 11, 12, 19, and 20]. There is no doubt that tourism has become an important tool for the sustainable development of mankind, such as poverty reduction, environmental rehabilitation, employment opportunities, women's empowerment and the promotion of other vulnerable groups [21]. The restrictions on freedom of movement imposed by governments around the world to prevent the spread of the coronavirus have not only affected tourism service providers; their turnover has suffered huge losses, but also affected the demand for tourism [22].

TOURISM BEFORE AND DURING COVID-19

The tourism industry past situation

The tourism industry can contribute to the development of other sectors of the economy through relationships and cross-sectorial coordination with agriculture, horticulture, poultry, crafts, transport, construction and other sectors [21]. In this regard, the World Travel and Tourism Council (2018) believe that the impact of the global annual analysis of employment and economy in 25 regions and 185 countries shows that tourism and travel affect the global economy [23]. In addition, the global economy is US \$ 8.8 trillion, which is equivalent to 10.4% of the world's gross domestic product (GDP). Likewise, the tourism industry provides employment opportunities for over 319 million people worldwide [8]. This is 10.0% of the total number of employees. In the last five years, the industry has accounted for one-fifth of all new jobs created in the world. The world international tourists (night tourists) increased 6% to 1.4 billion in 2018, and the industry grew 3.9% in 2018, faster than the 3.2% growth in the global economy. For about 8 years, the growth rate has exceeded the rate of economic growth. In 2018, China and U.S accounted for 35.2% of global tourism and tourism GDP. China and the United States are still the most prominent tourism economies, followed by the United Kingdom, Germany and Japan [23].

In addition, due to COVID-19, service-oriented economic growth in sub-Saharan Africa is facing increasing pressure. In addition to the risks to health and livelihoods, the epidemic has also affected some of the region's most promising industries for economic growth, including the "non-smoking industry" (IWOSS). In the past few years, as part of a project to create jobs for the region's rapidly growing youth population, the Brookings Institution's Initiative for African Development has studied subsectors of services that mimic traditional production [19]. They can be used for trading. Even in this case, the possession of one of them is still inaccessible to ordinary people. Tourism without a fireplace is one of the important industries. Given this unprecedented global epidemic, its decline may be a warning for economies that rely on tourism in Africa and other countries. In fact, in the context of COVID-19, the economic prospects of African countries are particularly uncertain, and these countries industries facing Covid-19 effects such as tourism, hotel business, entertainment and transport. Nevertheless, it found that tourism is an important driving force for global economic growth. In this regard, it was found that the tourism industry provided approximately 277 million jobs, which is approximately 9.8% of global GDP in 2014. In addition, Africa is rich in wildlife, cultural attractions and beaches, and is the world's second fastest-growing tourism industry, especially before the COVID-19

pandemic. In fact, tourism accounts for approximately 8.5% of Africa's GDP and employs approximately 24 million people [21].

In addition, more than three-quarters of the world's absolute poor live in Africa, and it is estimated that by 2030 [30]. However, economic growth is the key to increasing income on the African continent, stimulating growth through exports and increasing productivity through innovation and the essence of this task is to develop activities that can hire a large number of unskilled workers. This structural change has become an important growth factor. Between 1950 and 1996, about half of the economic growth in developing countries (led by East Asia) was due to increased production in manufacturing and agricultural production [16]. Although Africa has lagged behind, and the average share of manufacturing in sub-Saharan Africa in GDP in 2014 was about 10%, as in 1970. This leaves some observers frustrated with the prospects for Africa's continued rapid growth and revenue growth. Industry without a chimney: A review of African industrialization challenges this view. In addition, the food industry and horticulture are beginning to play a similar role in production in East Asia and other activities characterized by production, including tourism and other services. Since the early days of rapid growth in East Asia, it not only reflects changes in the global industrial organization, but also reflects the unique advantages of Africa. In this regard, in the coming decades, all these "smoke-free industries" will open up new opportunities for Africa's growth [20-21].

The global tourism industry contributed 9.2 trillion USD, or 10.4%, to global GDP, especially before the COVID-19 pandemic. In addition, it accounts for at least a quarter of new jobs and is considered one of the fastest growing industries in the world. The pandemic has almost paralyzed the industry in an accelerated wait for 2021 [12-13]. Moreover, the demand for entry into tourism, use of services and amenities, as well as travel decreased by 74% in 2020. It cost the industry more than 3 1.3 trillion and lost millions of jobs. Compared to 2019 levels, Africa's contribution to GDP is expected to fall by US 83 83 billion (down 49.2%), and will eliminate 7.2 million industrial jobs. However, the consequences of health crises such as Ebola and SARS differ from the scale of the devastation caused by COVID-19 epidemics. Steps and measures taken by the government to mitigate the spread and impact of the virus have exacerbated this impact. Therefore, there is a hope for the tourism industry with the help of vaccines and with the recovery of domestic tourism should begin. In this regard, domestic tourism accounted for only 50.2% of the revenue in 2019, which is lower than in sub-Saharan Africa. In the recent situation, this also opens the way for international tourism, since the promotion of domestic tourism is crucial for African destinations. The key is to be able to predict the possible effects of COVID-19 on tourist behavior [20].

PERCEIVED RISK

The researcher has reviewed the post-crisis literature on perceived health risks and their potential impact on tourism as an introduction to a series of future studies. However, the demand for domestic and foreign tourists can be anticipated, and the perceived risk will have a negative impact on the behavior of tourists. Therefore, this research provides insights into the experience and lessons learned by tourism professionals in their past work to mitigate the impact of perceived risks on tourists and past crises in the tourism industry. This study also provides for what the industry can take on the basis of practical measures to restore. However, past studies conducted in the field of tourism behavior show that the negative or uncertain consequences of

tourism often exceed crisis events. In this regard, this study examines the impact of social, psychological risks and health-related (physical) behavior during travel. In this regard, the anxiety associated with travel and tourism can lead to an increase in the perceived risk [17]. Based on the above facts, this will affect tourists' decision-making on the brand image of countries affected by the crisis. Therefore, this may be due to the tourists changing their destination choices or postponing their trips. Moreover, it would be possible to plan the cancellation of trips in other ways. Similarly, the demand for tourism in some Asian countries, such as Singapore and China, fell sharply in 2003 due to an outbreak of SARS. Therefore, tourists may prefer to avoid visiting this area for safety and health reasons. In this regard, in (2008) the Ebola outbreak in Guinea and especially in Sierra Leone and (2012) the outbreak of Middle East respiratory syndrome in Saudi Arabia also caused a similar reaction of tourists. In this regard, based on the evidence of the impact of the COVID-19 crisis on tourist behavior, many studies have been conducted on this issue internationally [26-29]. However, previous studies in the field of tourism predicted the situation with many risk factors affecting tourists. In addition, the key to tourism after the crisis can alleviate safety issues, as well as potential health problems that may hinder tourism.

COVID-19 AND ITS IMPACT ON TOURISM IN SOME COUNTRIES

Due to the high reliance on tourism, some countries may face more severe difficulties than others. However, there are the largest numbers of international tourists, such as Thailand, the United Kingdom, Mexico, Turkey, Italy, China, the United States, and Spain. It is interesting to compare these 10 destinations. Previous studies [24], have shown that the economic crisis impacting the tourism industry will cause greater harm to these countries, especially the most developed and attractive countries for tourism. In addition, the study also examined the main negative consequences of coronavirus in some countries in the following paragraphs:

Sub-Saharan Africa Tourism

The tourism industry in sub-Saharan Africa has also been hit by Covid-19 and a severe crisis, with one in ten workers earning a living from tourism. According to the latest data on the Covid-19 pandemic announced by the African Union, it is estimated that the African tourism industry could lose more than \$ 50 billion. In this regard, further research shows that indirect employment opportunities will reduce the number of people who have a catastrophic impact on tourist destinations, while at least 2 million people are directly employed in a crisis, for example, in the Gambia, Mauritius, Cape Verde and Seychelles there are at least 7% [24].

Italy Tourism Industry

Compared with 2019, Italy is likely to decrease by 60% at the end of the year. Thus, the current occupancy rate is 6% in Italian cities, including Rome, which were unintentionally affected by the Covid-19 pandemic. In this regard, the latest research report of the Rome Wanted website (2020) stated that some anecdotes show that despite the lack of data, the number of tourists from Japan, South Korea and China has dropped sharply. The study also found that Chinese tourists in Barcelona accounted for 38% of Chinese tourists, which was found in last year's retail consumption, mainly related to luxury goods and clothing [25]. Therefore, due to the impact of COVID-19 on the entire tourism industry, the number of tourists in Italy is expected to decrease by approximately 28.5 million [26]. It is estimated that the Veneto region will have the largest

decline, which will reduce about 4.61 million passengers. In addition, by 2020, Lombardy is expected to lose about 3.87 million passengers [26].

Tourism Industry of the United States

American Airlines received 25 billion U.S. dollars in government bailout funds, and in order not to go bankrupt, it also received 25 billion U.S. dollars in substantial tax relief and loans. In this regard, the revenue of the US hotel industry per available room fell by 11.6% in the week from March 7, 2020. The remaining reason is the sharp decline in demand. Since mid-February-2020, American hotel companies have lost an estimated 1.5 billion U.S. dollars, and the hotel company hopes to receive nearly 150 billion U.S. dollars as direct assistance to employees [27].

China's tourism industry

Chinese tourists spent about 227 billion US dollars abroad in 2018 [28]. In this regard, China has suffered greatly due to the Covid-19 main pandemic center. Therefore, the Chinese government has brought some insecurity to tourists, especially those who are worried that another wave or another potential virus is coming. In this regard, COVID-19 and its overall crisis have led to a sharp decline in the hotel market. Moreover, the occupancy rate in China decreased by 89% by the end of January 2020. In this regard, Liew (2020)'s research found that after the closure of Wuhan and surrounding cities, the stock price of the tourism industry showed a downward trend [28].

Tourism in Spain

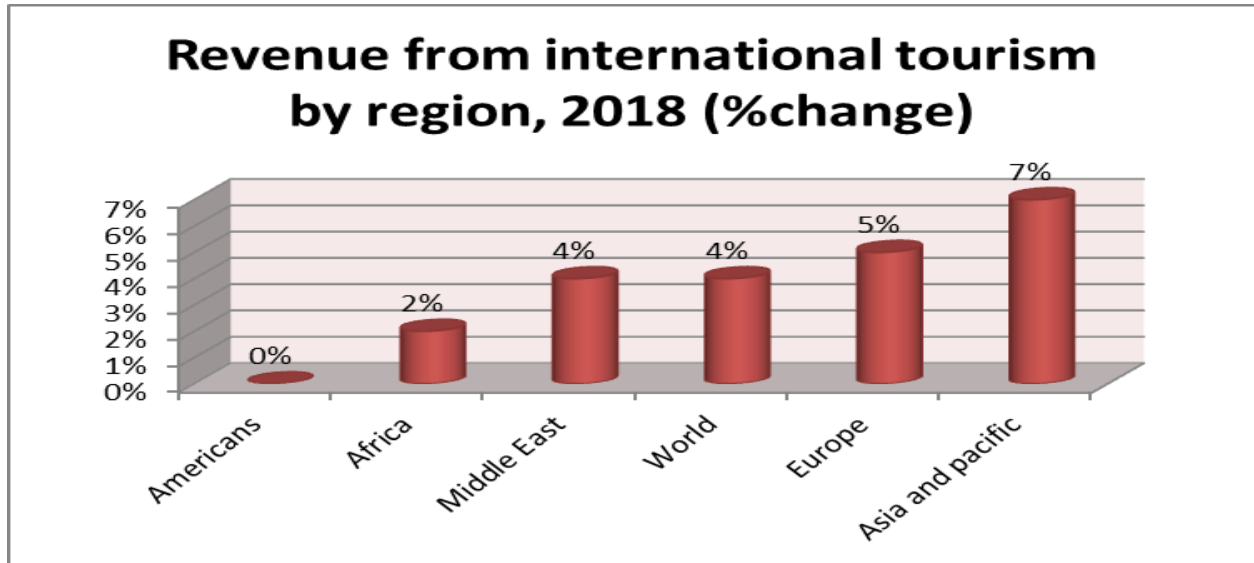
The Spanish tourism industry is losing about 55 billion euros, and the loss of tourist turnover in 2020 will amount to almost 11 billion euros. Catalonia is expected to be the most affected region [24]. The European hotel market experienced a severe decline. However, due to the COVID-19 pandemic, Spanish tourism has also caused international turmoil in the hotel industry. As of February 2020, the Spanish Federation of Hoteliers announced that holiday bookings in the Canary Islands, Balearic Islands, Valencia and Catalonia have fallen by 20-30% compared to last year. Moreover, the volume of hotel bookings in Barcelona decreased by 20%, and in Madrid-by 24%. In response, the report further revealed that due to the COVID-19 outbreak and thousands of tourists, a large number of events in other parts of Spain have been cancelled from all over the world, such as the Las Fallas Music Festival in Valencia [24].

METHODS AND PROCEDURES

The aim of the study was to analyze the scope of the analysis in order to pay special attention to some of the best tourist destinations recognized internationally in the world, and taking into account the situation in Africa. Data was collected from previously published articles and this study used a mixed approach, using both qualitative and quantitative approaches. Secondary data has been collected from various published articles, libraries, newspapers, and conference reports that clearly show their relevance to our learning environment. Thus, all journal articles, notebooks and conference materials reflecting the basics of the research were used to correctly display the results of the research.

FINDINGS

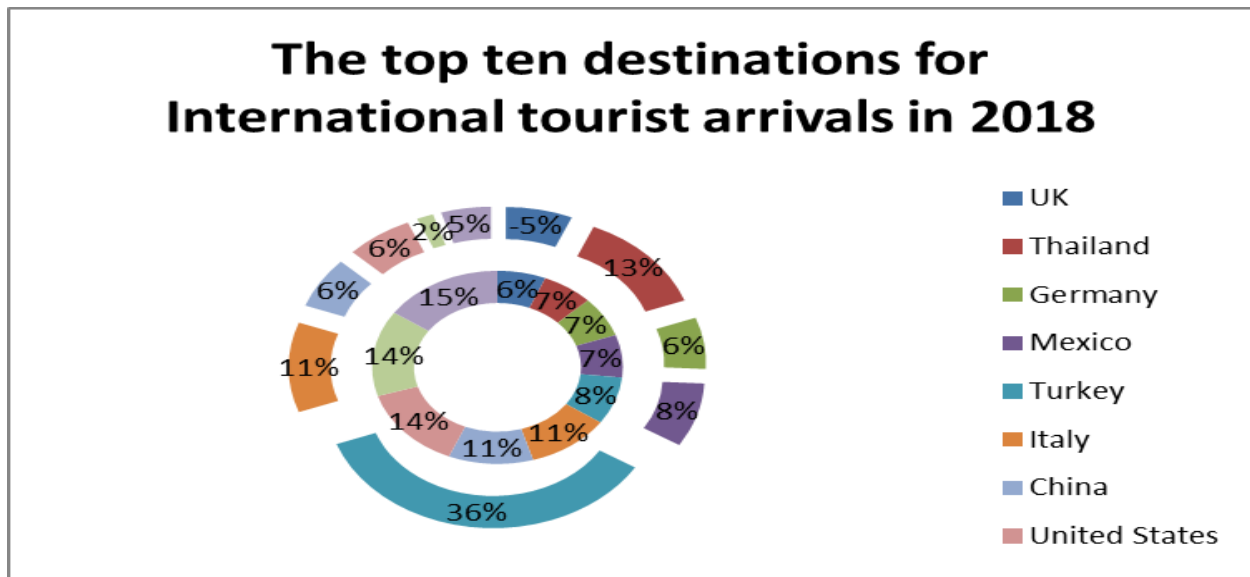
Figure 1: Income from international tourism by region in 2018 (percentage change)



Source: WTO-(2019), P.6 [Reference No-29]

The above (Figure-1) indicates that the countries of America have not achieved any significant growth rates. While in Africa, the growth rate was less than 2%. In this regard, the global average growth was 4%, which corresponds to the same rate as in the Middle East countries. European countries also experienced growth of 5%, and the countries of the Asia-Pacific region achieved significant income growth in 2018 by 7% compared to 2017.

Figure (2): The top ten destinations in terms of number of international tourists in 2018



Source: WTO, (2020), P.9 [Reference No-27]

Figure-2 indicates the ten most popular tourist destinations of international tourists. These ten destinations account for 40% of all international tourists in the world. In this regard, the United Kingdom recorded a negative growth rate of 4% and has successfully ranked tenth in the world, Thailand 8%, Germany 4%, and Mexico 5%. Turkey ranks sixth in the world with its potential to attract 46 million tourists with a record growth rate of 22%. This is the highest growth rate among the top ten tourist destinations. Italy is 62 million, with a growth rate of 7%, and China with 63 million. The United States ranked third with 80 million, Spain with 83 million tourists, an expected growth rate of 1%, and France ranked first in the world with 89 million tourists in 2018 with growth rate of 3 % compared to 2017.

CONCLUSION

The coronavirus pandemic has completely changed people's behavior and thinking. In view of the government's strict instructions on social distancing and blockade, the tourism sector is facing unprecedented cancellations and a sharp decline in demand. We use our research to determine the impact of the coronavirus pandemic on the global tourism industry. We have concluded that the spread of the coronavirus pandemic has dealt a serious blow to the tourism industry. China has had a catastrophic impact, which may last a long time, but we have also seen that this pandemic has triggered global turmoil, which eventually led to economic recession and depression. However, Africa is far from experiencing the same damage or the same major losses as destinations in the top ten countries. Therefore, the impact of this epidemic on the tourism industry in Africa is minimal, because its impact is most affected by airlines and private travel agencies. The conclusion is that in order for countries to heal the damage caused and still caused by the coronavirus to the tourism industry, several scenarios need to be developed and carefully reviewed and studied.

SUGGESTIONS AND RECOMMENDATIONS

To support the recovery of the tourism industry, the government should use the necessary technical, human and financial resources. It is vital to open the tourism economy responsibly to international and domestic tourists so that the government can effectively manage the effective implementation of the vaccination plan. The most important thing is that the owners of tourist products must adapt and innovate in their tourist offers in order to meet the demand for safe domestic tourism. It can prepare for international tourism and promote the development of tourism.

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