Responsible Tourism:
A Need of Tourism & Hospitality Industry Post Covid-19

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ABSTRACT

Covid-19 has played a devastating role in the tourism and hospitality industry. Since the inception of the pandemic caused by covid19, the hospitality, and tourism industry has suffered a lot of loss due to a decline in arriving tourists, visiting hotel guests, aviation operations, and various government strategies which were meant to control the spread of the virus also contributed to the loss of tourism and hospitality industry where we saw lockdown, social distancing, home quarantine, etc as some of the measures for the same. This, in turn, has impacted the hospitality and tourism industry by causing a dip in their revenues and incurring losses making many of the employees jobless. On the other hand, we also witnessed an excessive spike in online transactions comprising ordering of food, groceries, medicines, etc. more than before the pandemic. This certainly created hope for the food operators and created light of hope for the tourism industry too. Being hygienic and safe apart from virtual and digital became the new normal post covid19. Covid19 also made us realize while we all stayed at home most of the time, about the importance of nature, atmosphere, the upkeep of the environment, etc. as a new way of looking at our society and life at large. In this article, the researcher will attempt to explore the various effects of a pandemic on the tourism and hotel industry on their operations causing the possible novel ways of maintaining the businesses of tourism and hotels to post covid19. The researcher will also attempt to gather the data with the help of a critical literature review from quality research items, reports, articles, and journals available online. For the same purpose, the researcher proposes to use google scholar as one of the prime search databases among others for the data collection. The research article intends to explore and discuss novel views and ways that became a need of the tourism & hospitality industry post-covid-19.

KEYWORDS: *Covid19 Pandemic, Tourism Industry, Hospitality Industry, Responsible Tourism*

Aim of Study

➢ To consolidate, review, and incorporate existing research, and to investigate various elements of responsible tourism.

➢ To explore the various effects of a pandemic on the tourism and hotel industry on their operations.

➢ To understand possible novel ways of maintaining the businesses of tourism and hotels to post covid19

Introduction

The tourism & hospitality industry is badly dented by Covid-19 Pandemic. The COVID-19 Pandemic has caused serious health concerns across the world. This pandemic is amongst the most highly infectious occurrence in human history. Because of the rapid spread of the new coronavirus (SARS-CoV-2), governments throughout the world have been forced to institute lockdowns. The virus's spread has put people's lives in jeopardy, while measures like lockdowns have put people's livelihoods in jeopardy.

The pandemic's economic impacts are being felt across all industries and sectors across the world (Sharma, Thomas, & Paul, 2020). Tourism is not only a critical source of foreign money, but it also has the ability to act as a development 'tool' to reinforce supply chains, enhance local company productivity, generate one out of every ten jobs, and provide income for women and young people. Three measures are necessary for tourism to move forward. Improve traveller confidence first; second, analyse and follow new market trends and demand drivers; and third, commit to building more robust and inclusive tourism sectors, leveraging growing interest in sustainability – an essential long-term takeaway (Pangestu, 2021). To recover, vaccines must be widely distributed and legislative measures must be enacted. Some governments have provided financial assistance to the tourism sector, either directly or through soft loans and guarantees. Thailand set aside $700 million to promote domestic tourism, while Vanuatu provided subsidies to small and medium-sized businesses. Countries have also aided businesses in adapting their business models and retraining employees. In Jamaica, the government provided 10,000 tourist employees with free online training certification seminars to assist them enhance their abilities. However, many tourism-dependent economies have fiscal constraints. New measures to re-ignite the sector may be beneficial. National Holidays in Costa Rica, for example, have been temporarily changed to Mondays in order to increase domestic tourism by lengthening weekends. (Babii& Nadeem, 2021). The flexible policy solutions are required to allow the tourist sector to coexist with the virus in the short to medium term; nevertheless, it is critical to go beyond this and take efforts to learn from the crisis, which has shown weaknesses in government and industry readiness and response capabilities. Collaboration of actions between government and corporate sector is vital. The crisis provides a chance to reassess tourism's future. Tourism seems to be at a crossroad, and the policies put in place now will affect tourism in the future. Governments must assess the crisis's long-term ramifications while capitalizing on digitalization, supporting the low-carbon transition, and fostering the structural transformation required to establish a stronger, more sustainable, and resilient tourist sector (OECD, 2020). The covid-19 is a worldwide pandemic, yet its effects and reactions have varied greatly around the globe. Countries are relaxing constraints on different timeframes and in different ways, just as they imposed lockdown at different periods. This represents our world's variety. The variety of consequences and solutions will make recovery for travel and tourism sector substantially more challenging than for many other industries. Domestic tourism and individuals visiting second houses are being discouraged and prevented by national governments and local governments. Tourist and visiting destinations have been shuttered and lockdowns have drastically limited even local movement (Goodwin, 2020).

Literature Review

Responsible Tourism: A Need for Sustainable Tourism Development-Responsible tourism entails all stakeholders' actions and consciousness toward sustainable travel, with a focus on the 3 foundations of sustainable development: the environment, the local community, and the economy. Responsible tourism has been a major uniting force among stakeholders involved and is seen as one of the avenues to fulfilling the United Nations' 2030 Sustainable Development Goals. Responsible tourism practise maximises advantages to the local community while also assisting the local people in conserving their culture and environment(Mondal & Samaddar, 2021).Furthermore, consumers' perceptions impact responsible tourism involvement (Frey and George 2010) and environmental friendly behavior (Chiu, Lee, and Chen 2014; Zhang, Moyle, and Jin 2018), as well as socially conscious utilization traits (Song and Kim 2018) and tourists' environmental alignment (Dodds, Graci, and Holmes 2010).Tourism redevelopment, or the conversion of residential neighbourhoods into tourism attractions, is a major global concern. It often impacts just the original inhabitants, who frequently opt to leave due to the changing nature of their area or rising rents(Um& Yoon2021).While tourism redevelopment focuses on strengthening tourism places, the researcher has also found that sustainable and responsible tourism as novel framework for uplifting the current state of tourism destinations cannot ignored out. Environmental sustainability as a construct, and responsible tourism as its successful execution, portray two major issues for researchers from various fields of study, as well as tourism interested parties in locations held to account for sustainable ecotourism development, regulations, activities, and results, as responsible and sustainable tourism have merged into a single tourism discourse that has the potential to shift the contemporary framework of the responsible and sustainable tourism (Mihalic, Mohamadi, Abbasi, & Dávid, 2021). Therefore, education and training, as an additional perspective for encouraging and training the travellers and students, who are our prospective travellers for inculcating the behaviours and habits supporting the sustainable and responsible tourism, cannot dispensed. So, education is becoming more widely

acknowledged as a valuable instrument for promoting environmental action and change. With over one billion individuals travelling globally every year, it is critical that we find effective methods to engage and inspire these passengers to embrace more sustainable and long-term travel practices (Ruhanen& Bowles, 2019).The core philosophy of tourism growth has become responsible tourism, in which the tourism industry, government, and societies accept ownership for the self-sustaining use of natural resource, the participation of local communities, and the protection of them from overexploitation. In theory, the public sector, corporate sector, and community stakeholders share responsibilities for implementing responsible tourism policy. The accountable tourism slogan, based on a common accountability among government, tourist operators, community representatives, and enterprises, appears to be an ideal solution to make a connection between incompatible socioeconomic growth plans and local group development initiatives. However, the results show that, due to a sense of shared accountability, no one has taken on ultimate duty, and the acts of other stakeholders are viewed as subpar or inefficient. As a result, government initiatives do not provide stakeholders with a productive centre ground (Stoffelen, Adiyia, Vanneste & Kotze, 2020). The 2019–2020 COVID-19 pandemic has the ability to change both the tourist sector and the milieu in which it functions. This worldwide crisis, which has resulted in the closure of travel, tourism, hospitality, and events in many areas of the world, presents a chance to explore the possibilities at this historic transforming time. This is a once-in-a-lifetime chance to reconsider and reset tourism on a better course for the future. 'Responsible' tourist practises, on the other hand, will not provide enough capacity to permit such a reset. Instead, such a vision necessitates the development of a community-centered tourism framework that reinterprets and realigns tourism in accordance with the rights and needs of the local populations and citizens (Higgins-Desbiolles, F. 2020).

Novel Tourism Perspective: Post Covid-19-Incorporating climatic and environmental resources into the long-term growth of modern tourism is a task that needs special attention. Trustworthy information on local tourism-related climate and bio-climate conditions is in high demand and impacts tourist's travel decisions. Barcelona (Spain) has the best meteorological and bioclimatic conditions from the end of February to the first ten days of June and from September to mid-November (Rodríguez-Algeciras, J., Rodríguez-Algeciras, A., Chaos-Yeras, M., &Matzarakis, A., 2020). Tourism is a powerful force

that is homogenizing civilizations and commodifying cultures all over the world. It is marketed as a good way of economic growth for many nations and towns who have lost their conventional industries, or for those who just want to improve their overall economic situation. Tourism, on the other hand, has historically not been a good experience for all parties involved in the development process, nor has it treated all stakeholders in the industry fairly. While multinational firms and entrepreneurs gain significantly from tourism growth, local people frequently pay the costs of such development without proper compensation (Reid, D. G., 2021). The COVID-19 pandemic has been terrible in terms of human life loss, the physical and emotional stresses imposed on enormous numbers of people throughout the world who have been confined in their homes and the costs of dealing with the pandemic and supporting businesses and residents during the era. Tourism has been severely harmed, not just in industrialized nations, but also in poorer emerging economies where tourism is an important source of revenue and jobs. The situation has been exacerbated by the quashing impact on mass tourism, which has been significantly more sensitive to the closure of transport and accommodation than ethical and responsible tourist activities centered on local sustainability (Koščak, M., & O'Rourke, T., 2021). Since the enactment of the Tourism Law in 2005 and its modification in 2017, Vietnam has increased its investment in the tourism sector as a flagship industry of the economy in order to transform Vietnam into a popular tourist destination. Along with tourist growth, the detrimental effects of tourism activities on the environment and society have been recognised to a degree (Nguyen, P. M., Vo, N. D., To, Q. L., &Dinh, V. T., 2022). As a result of both governmental and economic actions, the hospitality and tourism experiences throughout the world have been denied. Hospitality and tourism industries will surely recover from the pandemic's effects over time and at differing rates in different nations. Domestic travel, maybe prompted by visits to friends and family, will most likely lead the way in most places, followed gradually by international travel as nations reduce border restrictions and allow international flights. As a result, it is likely that the right to travel and to meaningful work in the hotel and tourist industries will be denied in full or in part for some time to come ahead (Baum, T., & Hai, N. T. T., 2020). Because of the complex and dynamic nature of the Covid-19 pandemic, the use of a diverse set of complex systems, science frameworks, and simulation modelling can make an important contribution by investigating how the synergistic effects of work and

living conditions, as well as, government and corporate responses, can influence the long-term health and safety of tourism and hospitality workers. The development and use of new technology and equipment in the tourism and hospitality industries should safeguard both guests and employees. Machine learning and artificial intelligence are being used to create a more sustainable tourism and hospitality business, as well as, to produce best practices for enhancing the industry's resilience in the future (Davahli, M. R., Karwowski, W., Sonmez, S., &Apostolopoulos, Y., 2020).

Crisis in Tourism: Reinforcement Process - The UNWTO (2003) defines a tourism crisis as an unforeseen event that threatens tourists' trust in destinations and hampers the ability of linked businesses to continue operating. Because tourism is particularly vulnerable to a variety of threats (Pforr&Hosie, 2008), any crisis can quickly turn into a disaster. SARS (Pine & McKercher, 2004), H1N1 influenza (Rassy& Smith, 2013), and foot-and-mouth disease (Frisby, 2003) are just a few examples of epidemics that can significantly impact travellers' security perceptions and lead to a drop in local tourism revenue (Ritchie & Jiang, 2019).This research attempts to comprehend the many aspects of augmented reality (AR) and to investigate its potential for assisting the post-COVID-19 relaunch of the tourism sector in compliance with WHO and UNWTO recommendations. This research is classified as exploratory research. It is based on a thorough examination of secondary data. Thematic content analysis was used to identify the many ways in which AR can help overcome problems in the relaunch of tourism following the epidemic (Mohanty, P., Hassan, A., &Ekis, E., 2020).The coronavirus epidemic has forced us to confront something previously thought impossible: the world as we know it has stopped turning, entire countries are in lockdown, and many of us are confined to our homes, facing an uncertain future in which, even if most of us survive, an economic mega-crisis is likely (Žižek, 2020, p. 85).In the past, disasters, pandemics, and epidemics such as Ebola, Middle East respiratory disease (MERS), and severe acute respiratory syndrome have prompted the tourism sector to quickly recover (SARS). Local, regional, and national governments are assisting in the resurgence of the industry by luring investors with tax cuts, relaxed land-use regulations, and other incentives (Brouder, 2020; Ioannides &Gyimóthy, 2020). Domestic tourism will assist the tourism industry's revival in the aftermath of the epidemic before international travel can resume. Other aspects, such as technical resilience, local belonging, and consumer and

employee confidence, may aid in the development of industry resilience, which is urgently needed. Furthermore, the economic structure and attitude that contributed to COVID-19 has guided and shaped the COVID-19 response and recovery initiatives of governments, organisations, corporations, and individuals. This has the potential to dramatically prolong and repeat crises since we are treating the symptoms rather than the causes. Economic priorities, for example, have driven government policies and practises such as: economic support (e.g. subsidies, tax reliefs) for tourism businesses and employees; debates for relaxing restrictions for re-opening and re-starting economies at the expense of a second way and human lives. Similarly, during lock-downs, people have engaged in panic buying and (over)-consumption of online experiences (e.g. virtual entertainment, dining, drinking, and travelling), demonstrating their persistence, preference, and fear of losing their 'consumerism' traditional lifestyles deemed necessary for their success and happiness. Many studies attempting to assess the economic impacts of COVID-19 trading them off to socio-cultural and biological impacts, studies hoping to anticipate and measure when visitors will start travelling again and when we can meet the old tourism targets, all support a similar worldview. As governments race to minimise economic losses and be the first to reopen borders and (tourism) businesses, and financial markets, investors, cash liquidity, and financial survival are equally pressing for multinational and small tourism enterprises, they are all looking for tourism research that can 'feed' and 'reconfirm' their mindset and help them resume operations based on the old paradigms and business models. Economic gains and losses are traded in exchange for human rights, lives, morals, and ethics in debates and research. No one has re-imagined' solutions' enabling co-existence or regenerative forces between these conceptions, and no one has discussed why trade-offs are the ideal methodology and mentality to decide. At a macro level, COVID-19 tourism research should lead to de-, re-, and un-thinking of pre-assumptions and mindsets such as (Higgins-Desbiolles, 2020): globalisation as an unstoppable force; neoliberalism as the best system and decision-making tool for organising and allocating resources; growth as the only path to development and success.

Governments' Reactions to COVID-19: A New Perspective
Businesses in all industries, including the tourism industry, are looking forward to "business as usual." To boost productivity, all industries are relying heavily on "government stimulus packages and

initiatives." For example, TUI, the world's largest multinational tourism company, is enlisting the help of the UK and German governments and has announced cost-cutting measures across the board (Higgins-Desbiolles, 2020). In the tourism economy, the government has taken on a considerable role.

Research Methodology

This study is based on a number of high-quality studies from a variety of online sites, publications, and journals. The data was gathered from high-quality research items, papers, journals and articles available online; the researchers applied Google Scholar, among other search databases, to get the information. The results were collected based on their true importance to the proposed study and were critically reviewed to improve their understanding, management of touristic affairs, and awareness of the effect of covid19 to responsible tourism and then further its need for a meaningful and improved hospitality and tourism industry post covid-19 among researchers, academicians, and hospitality and tour & travel graduates.

Conclusion

The apparent importance of the tourism revitalization experience impacts tourists' views and responsible tourism aspirations; attitudes are influenced by both operational and situational values, with the last one having a stronger impact. Responsible tourism preservation and involvement aspirations are influenced by attitudes. Conditional value impacts responsible tourism conservation intents, whereas epistemic significance affects responsible tourism preservation intents. The link between visitors' relative benefits of the experiences and their intentions for responsible tourism is mediated by attitude. Sustainability of the natural tourism will improve the effectiveness of sustainable tourism implementation and provide a better approach to combating untenable development activities induced by internally or externally powers such as neoliberal economics, global warming, epidemics, and other disasters and mishaps. Provided that changing climate is a big challenge for tourism development innovation and production, as well as future directions such as habitat destruction and social justice, it would be worthwhile to investigate if there is an educational transmission concerning political and social misunderstanding and its influence on the wastefulness of the tourism sector. Education and training have been found as a key factor for installing and supporting the sustainably responsible tourism and in alignment with Sustainable Development Goal 2030 of United nations. However monetary constraints and societal views were identified as

important impediments to passengers' capacity to participate in more environmentally and morally acceptable traveling alternatives and touristic trips. Once the funds of worldwide and national contributors are diverted to implementing a framework of processes to actually fix community discrepancies in skill sets and authority between both the collectively answerable contributors can skills development to start managing touristic affairs be substantively moved to community members. Despite promised multi-level regulations developed in the post era to avert such scenarios, these inequities still result in deadlocks over local environmental sustainability in tourism destinations.

The COVID-19 pandemic has halted worldwide travel on an unprecedented scale, gravely disrupting the neoliberal market processes of global tourism & hospitality. As a result of this predicament, many popular company models are declining while others develop. According to an analysis of prior crisis recovery procedures, the tourism & hospitality sector is likely to recover from this unexpected market shock, owing mostly to different types of government assistance. Nonetheless, although authorities aim to increase post-pandemic tourist resilience, their subsidies and other activities help to sustain a fundamentally broken market logic. As a result, the crisis has led us to a fork in the road, providing us with the perfect chance to choose a new route and move forward by taking a more sustainable path. COVID-19, in particular, provides a unique opportunity for governmental, private, and academic actors to create and cement the transition to a greener and more balanced tourism. Tourism & Hospitality Academics, for example, should take the lead in this by changing their curriculum to equip future industry leaders for more responsible travel and tourism.

The reasonable man [person] adapts himself to the world: the unreasonable one persists in trying to adapt the world to himself. Therefore, all progress depends on the unreasonable man [person]- George Bernard Shaw (Shaw, 1903, p. 124).COVID-19 is largely regarded as a test, if not a game-changer, for the travel and tourism industry. COVID-19's global crisis saw international borders close around the world, aero planes and other modes of transportation grounded, tourists forced to return home, and people in many parts of the world locked down and confined to their homes in 2019–2020. (Becker, 2020; Higgins-Desbiolles, 2020a). The problem has broader ramifications for tourism since it sparked socio-cultural and geo-strategic tensions as anti-Chinese sentiment and racism intensified in response to China's role as the virus's origin and dissemination

(Jamal &Budke, 2020).Even small-scale local-level activity is regarded damaging now that the tourism sector has come to a halt and social distancing acts are significant. People must consider the local community as a whole (Lapointe, 2020). According to Renaud (2020), the cruise tourism industry should approve a "local mobility" concept, which would prohibit large cruise ships but allow a fleet of smaller ships. During a pandemic, societal togetherness, self-sacrifice, and compassion are just as important as donning a face mask to protect oneself and others. After COVID-19, service providers will be able to rethink and reset the tourism business for the future. In the interests of local communities, a "community-centered tourism framework" with appropriate techniques to reset, re-describe, and refamiliarize the tourism business is required. A better awareness of the issues and actions faced by rural populations could aid in the sector's transformation (Tremblay-Huet, 2020). According to certain assessments, these are critical moments for resetting the tourism business (Higgins-Desbiolles, 2020). Domestic or "proximity tourism" is being considered by developed countries, based on local thought and action theory. Even after the COVID-19, it was discovered that social alienation and reduced mobility will be observed. As a result, mobile and Web-based AR will be in high demand to assure tourist safety while also creating unique, accessible, personalised, context-specific, deep, and memorable experiences. Consequences in Practice This work can help various tourism DMOs and policymakers build futuristic strategies for AR-driven tourism management and development, in addition to adding to the existing body of knowledge. COVID-19 is a pandemic: never seen in the past beforehand. In this context, the study distinguishes itself by focusing solely on the components of AR that can aid in the post-pandemic relaunch of tourism. Some tourist scholars saw the COVID-19 issue as a window of opportunity for transformational thinking. The dispute dubbed "the war on tourism" is more accurately described as a struggle of ideas over tourism, pitting those who defend the status quo through a return to business as usual against others who see opportunities for greater sustainability, equity, and justice. Tourism's post-pandemic future is far from certain, and it is up to us, as members of the tourism academy, to play our part, not as combatants but as researchers. From a variety of perspectives, the tourism business must demonstrate its resilience. To make the industry more resilient, we recommend that three segments, namely governments, market participants, and local communities, work together. In order to speed up developments in tourism and hospitality, technological advancements must progress to a greater level. Artificial intelligence (AI), the Internet of Things (IoT), and technology related to location, navigation, drones, and robotics are just a few examples of areas where improvements are needed. This can help the tourism business think more creatively. This pandemic has prompted industry leaders to investigate and evaluate other technologies that are more suited to reviving the sector and restoring consumer confidence. According to existing literature, the tourism sector has traditionally recovered quickly from the effects of diseases, pandemics, and global crises. Governments, on the other hand, recognise that COVID-19 is a one-of-a-kind shock since unsold capacity will be impossible to market in the future years, producing a permanent setback for the industry. Governments should attempt to create an environment in which they can attract investors by offering a variety of incentives in the spirit of neoliberalism, such as tax rebates, loosening rigid land-use rules, and so on (Brouder, 2020). To strengthen the sense of belonging, governments may encourage tourism enterprises to become more rooted in their communities. Large-scale international firms in the market have a different problem, focusing on local supply chains to reduce costs. They might have to rethink their strategies and rely on smaller, subnational supply chains. This could mean obtaining more resources locally, whether it's food, raw materials, service providers, or the workforce's makeup. Post-pandemic times may see a long-term decline in the appeal of some growing areas that are now judged too dangerous. A situation like this could bode well for less popular, less inhabited locations by allowing them to boost their appeal as potential tourist destinations.

Future Research Agenda

COVID-19 has resulted in unparalleled human casualties in life-altering circumstances. Because of the magnitude of the pandemic's shock and impact, research in all domains is classified as pre-COVID-19 or post-COVID-19. Economic, environmental, and social setbacks, as well as policy recommendations to address them, will undoubtedly characterise post-COVID-19 research. Given the sensitivity of the tourism industry to this pandemic crisis, the body of knowledge in the field of tourism need some swift and sound work to prepare for the future.

Overall, COVID-19 tourism research should serve as a tool for more than just overcoming the crisis and resuming previously established economic growth paths. It should lead the refocusing, repurposing, reframing, and re-interpretation of research topics, methodology, and conclusions, allowing tourism

stakeholders to re-direct their actions, conduct, and evolution. To that aim, embedding, adapting, reflecting, and expanding the theoretical lenses and viewpoints of a much broader diversity of disciplines and constructs to lead and implement research will improve COVID-19 tourist research.

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