ACADEMIC RESEARCH IN EDUCATIONAL SCIENCES VOLUME 2 | ISSUE 5 | 2021
ISSN: 2181-1385
Scientific Journal Impact Factor (SJIF) 2021: 5.723
DOI: 10.24411/2181-1385-2021-00870

THE COVID-19 PANDEMIC AND ITS CONSEQUENCES ABOUT THE GLOBAL TOURISM INDUSTRY

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ABSTRACT

The article deals with the issues related to the analysis of the consequences of coronavirus infection, which has had an extremely negative impact on the international tourism industry. The author provides extensive factual material describing the scale and depth of the crisis that has erupted. Special attention is paid to the state of the domestic tourism business. It is noted that one of the key measures to bring the industry out of the crisis is the development of domestic tourism. The author proves the inadmissibility of attempts by a number of Western countries to politicize the global problem. Such attempts can lead the world community to unpredictable consequences, including in the field of international tourism. The conclusions in the article suggest that overcoming the consequences of the pandemic will be to contribute to the solution of other global problems of our time – in the field of economy, ecology, social and humanitarian spheres [Fukuyama F]

Keywords: coronavirus infection, pandemic, crisis, stimulating, new threats and challenges, main global problems, industry of tourism, world community, confrontation.

INTRODUCTION

The coronavirus pandemic is the first disaster in scale and disaster to hit the international community since the end of the Second World War. The epidemic has caused irreparable losses to the global tourism industry. Analysts and experts cannot yet give even preliminary calculations of this damage. “From an economic point of view,” writes Stanford University professor F. Fukuyama, “a protracted crisis will mean more and more company bankruptcies, as well as devastating consequences for the tourism industry, shopping centers and various chains " COVID-19 and its consequences became the subject of research for representatives of Russian and foreign scientific and socio-political thought [Linging Guo, Prokopenko I. S.,

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Soldatova S.S., Fukuyama F., Shklyarov V., Yakovenko A. V.]. The leaders of the leading countries of the world are almost at the initial stage of the spread of coronavirus practical steps were taken to localize and eliminate as well as for the development of a vaccine from a dangerous infection. In May 2020, British Prime Minister B. Johnson invited the President of the Russian Federation V.V. Putin to take part in the work the third Global Vaccine Summit, which took place in London online. In April 2020, Russia sent in the United States humanitarian aid to combat coronavirus (medical equipment and protective masks). In May 2020, a friendly response followed from the American side - 200 ventilators were delivered to Russia. An agreement on the provision of this assistance was reached between the leaders of Russia and the United States V.V. Putin and D. Trump.

METHODS AND MATERIALS

Studying the history of human civilizations, he concluded that the survival or death of each of them was the result of how they responded to a new problem situation (challenge) for themselves. The development of civilization is determined whether the creative minority is capable of find answers to the challenges of natural the world and the human environment [Toynbee A. J]. A. Toynbee identifies the following types of challenges: challenge of a harsh climate; challenge of new lands; call sudden blows from neighboring societies; constant external pressure challenge and challenge infringement when society, having lost something vital, directs its energy to develop properties that compensate

Italy is one of the countries most affected by the coronavirus pandemic. According to the Federal Service on supervision of consumer, protection and human well-being in Russia for June in this country233.8 thousand infected with COVID-19 were registered; 33.6 thousand people died, however, by the beginning of the summer, the Italian authorities almost completely removed the restrictions introduced during the distribution period coronavirus infection. Unhindered movement within the country is allowed. Borders are open for guests from countries Europe without following the two-week quarantine. International flights to the airports of Rome, Milan and Naples. Meanwhile in everyday the lives of both Italians themselves and tourists from foreign countries remain a number of obligations and restrictions aimed at containing the proliferation coronavirus. France also suffered a serious damage from coronavirus. During a pandemic more than 160.4 thousand people, of which 29.6 thousand died. At the end of June, France began to the third stage of lifting the restrictions imposed in the country in connection with the pandemic. The French

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authorities strongly recommend their fellow citizens spend the summer season 2020 without leaving the country. Interior tourism is intended to replenish primarily the treasury of the hotel business, which has suffered large financial losses due to the absence of tourists during the quarantine period. Foreign routes are still limited to EU countries and the UK.

The COVID-19 pandemic has also adjusted the tourism industry in China. The most notable trends are growing popularity of domestic tourism and ecotourism; excursions by prior arrangement; priority of sanitary safety and hygiene; development of "cloud tourism". Foreign destinations are still unclaimed. Domestic tourism is gaining popularity in the country, primarily tourism related products with nature and being in the fresh air . The introduced pre-booking mode can become permanent for display objects, since it allows monitor and control tourist flows in order to secure the epidemiological situation. Epidemiological safety and health protection became the main requirements for objects tourist service and hospitality from the Chinese tourists, which may require tour operators to change their safety and hygiene standards. Wide use during the quarantine received "cloud tourism", which made it possible to attract young a generation to the tourist areas and facilities of China through online broadcasts [Smirnova Yu.].

According to the Association of Tour Operators Russia, in February 2020 the country expected to receive 45 thousand Chinese travelers and earn 45 million from them US dollars; the same amount was expected in March. Losses of tour operators from canceled tours in only four directions (China, Italy, South Korea and Iran) amounted to about 2 billion rubles [Andriyanova A.]. The pandemic has affected the entire Asian tourist market. According to the Economic Cooperation Organization and Development (The Organization for Economic Cooperation & Development, OECD), Chinese tourists make up over 30 percent of foreign tourists visiting Vietnam and Japan. The last time with a decrease in the number of Chinese tourists tourism income of many countries will drop significantly. According to the data Tourism Authority of Thailand, in February due to the epidemic, the number of tourists visiting Thailand fell 44.3 percent year on year. According to information Tourism Bureau of the Government of Japan, in addition to Chinese tourists, the number of European and American tourists will also decrease [Lingun Gou]. To gain the trust of travelers, Turkey has introduced the coronavirus safety certification. She touched hotels, airlines, transport, restaurants, museums and other areas of activity that are related to tourism [Ivanova A]. Tourist objects are obliged to provide social

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distancing, regularly disinfecting, checking the health of employees and providing them with personal protective equipment. The suspension of air travel has had disastrous consequences for the tourism business. According to the International Air Transport Association (International Air Transport Association, IATA), losses of world airlines will be about US $ 84.3 billion [IATA]. Losses of Russian airlines due to coronavirus will exceed 70 billion rubles. According to the World Travel and Tourism Council, due to the global COVID-19 pandemic, up to 50 million workers places in the travel and tourism sector are threatened with decline; about 1.1 million - in Russia. In June 2020, the European Commission published a list of 14 countries whose citizens from July 1 are allowed to enter the European union. In addition, the EU is ready to open borders for Chinese citizens, but on condition that Chinese authorities will propose a reciprocal agreement for EU travelers. At the same time the European Union does not intend to open borders for citizens of the United States, Brazil and Russia.

RESULTS

Coronavirus caused colossal damage domestic tourist industry. February 2020 of the year Association of Tour Operators announced damage in the amount of 27 billion rubles. Pandemic caused primarily a drop in profitability hotel complex. The situation is aggravated by the fact that hotels have added an additional item of expenses. In order to protect themselves from coronavirus, their owners must were to hire additional nursing staff, having allocated an equipped room for it, as well as carry out a number of other additional measures. Tourism Crisis 2020 The year is aggravated by the fact that vacationers not only annul future vouchers, but strive to get rid of them. Trips are canceled until the end of the year. Tour operators are forced to return to customers huge money, including those that have already gone towards paying for hotel accommodation. According to the management of the Association of Tour Operators of Russia, in 2020 about 30 percent of domestic travel companies and travel agents will leave the market [Smirnova Yu.]. The Russian government took a number of practical measures aimed at minimization of losses in the tourism industry. In June 2020, according to the decree President of Russia, Federal Agency on tourism was transferred from of the Ministry of Economic Development of the Russian Federation under the direct the leadership of the Government of Russia. The resubordination of Rostourism directly to the cabinet of ministers testifies to the growing importance of the tourism industry for the Russian economy. The part of them which does not postpone the deadlines for the payment of contributions to the

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personal liability funds (FPO), can use it for payments

tourists, as well as exercise the right carry-over contributions to FPO for 2021. The industry will receive 850 million rubles for execution obligations to tourists. May 25 2020 Prime Minister of Russia M. V. Mishustin announced the gradual lifting of restrictions on the Russian tourism starting from June 1. In June 2020, Russian Prime Minister M.V. Mishustin announced the country's readiness to open the tourist season, despite the losses caused by restrictive measures in connection with the coronavirus pandemic infections. Tourism remains one of the branches of the state, on which great hopes are pinned. At the same time, the head of government pointed out the need to create high-quality tourist infrastructure, as well as price level control. Russian supreme executive power for taking the industry out of the coronavirus crisis, following the example of foreign countries, took a course on the development of domestic tourism. Rostourism, tour operators and carriers have been tasked with launching new domestic routes in such areas as Kaliningrad region, Republic of Khakassia, Lake Baikal and Altai Mountain.

The tourist destinations named at the disposal of the government have an insufficiently developed infrastructure. AT Russia still has a problem quality rest, which is not yet in able to provide local business and regional executive authorities. Lack of hotels of all levels, services food and service, lack of an extensive road network, transport problems, a small number of means of collective accommodation of economical and medium price category with a modern level of comfort is only part of the problems that hinder the development of domestic tourism. The choice of the Republic of Khakassia as one of the subjects of the development of domestic tourism is due to the fact that the region has great potential. Khakassia has a colossal cultural, historical and natural heritage as well as opportunities for active summer and winter holidays. However, at the beginning of 2018, among the constituent entities of the Russian Federation, the republic ranked 60th in terms of the share of roads with improved coating. According to the National rating of inbound tourism, in 2019 Khakassia was ranked 57th in Russia. At the same time, Khakassia is one of the three most disadvantaged regions of Russia in anti-drug rating. The development of domestic tourism in Russia is not possible without solving acute socio-economic problems. In any country, the availability of citizens to rest and entertainment is determined by the level of their income. Today for one Russians have an average of about 0.4 trips per year [Chernishenko.]. In countries that are considered leaders in tourism, citizens make five to seven travel. It seems to us that at present, a significant proportion of Russians cannot afford even one trip a year. Overcoming by the global

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community pandemics could be exacerbated by the fact that the United States of America, hardest hit by the effects of the coronavirus, almost at the initial stage of its distribution on a global scale, they took policy of politicizing the problem. The US political leadership has put forward direct accusations against China, which allegedly provided the international community inaccurate information about the scale of the epidemic and underestimated its danger to other countries. Official Washington develops a long-term action plan against Beijing, which may include new sanctions. Among the measures - sanctions, cancellation of US debt obligations, and the development of a new trade policy. In May 2020 D. Trump threatened to finally stop funding the World organization of health care (WHO), motivating its actions by the fact that the organization allegedly made mistakes that turned out to be “extremely costly for the whole world ”. In May 2020, Australia and the EU countries took the initiative investigation into the source of origin and the spread of the coronavirus. This idea was supported by more than 120 states, including Russia. Searching for the culprit, trying to give the problem is not political in any way will contribute to its solution. There is no reason to say that the coronavirus was "thrown in by someone", said in June 2020 year President of Russia V.V. Putin. According to him the world community needs to work together to effectively discourage the proliferation of virus. The article on the consequences of the coronavirus by the patriarch of international diplomacy is written in an academically calm tone, former US Secretary of State G. Kissinger, published in the April issue of the Wall Street Journal. “The millennial question of legitimacy and authorities cannot decide at the same time with an attempt to overcome the COVID-19 plague, - notes G. Kissinger. – Necessary restraint on all sides - both in domestic political life and in international diplomacy "[Kissinger H. A.].

DISCUSSION

In conclusion, we would consider it appropriate to draw some conclusions. Coronavirus pandemic in full force demonstrated how vulnerable and unprotected from new threats and challenges turned out to be a world civilization. It is impossible exclude the emergence and arrival of new epidemics. COVID-19 has become another reminder that the world community is called upon to solve the global problems it itself has generated. The coronavirus crisis has caused the largest wave of layoffs in the structures, related to the tourism industry. Considerable degree of confidence can be assume that after the international community has overcome the consequences of the pandemic, the world will come to realize the need to find solutions that contribute

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to minimization of economic and financial risks in the event of a recurrence of similar disasters, including in tourist industry. Leading tourist powers of the world, overcoming the consequences of the pandemic, they actively implement the possibilities of domestic tourism. Russia is no exception. We believe that overcoming the consequences of the epidemic will help to find ways stimulating the development of regional socio-economic systems, including the number of domestic tourism. Currently, there is a social order of the state for patriotic education of Russian citizens. In our opinion, the tourism industry is capable of making a significant contribution to the solution of this problem. The country does not fully realize the possibilities of historical and cultural tourism, the historical environment of most Russian cities is in a state of crisis. Monuments in many regions history and culture are in need of restoration and restoration. The pandemic will contribute to solving the long-standing problems of the world community - economic, demographic, humanitarian. Meanwhile bye today prematurely make futurological forecasts. Analysts and experts do not rule out the onset of the second wave of coronavirus epidemics.

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