



Special Session Proposal

COVID-19 impacts on the tourism industry and recovery strategies in East Central Europe

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Abstract

After 2 years of responding to the Covid-19 pandemic, The World Tourism Organization forecasts that international tourism will take three to four years to recover. Meanwhile, the Covid-19 pandemic has eroded the capacity of businesses, most tourism businesses are facing financial difficulties to restore operations, many businesses transfer or redirect their businesses; employees' incomes are reduced, the psychology of limiting spending greatly affects tourism consumption of the majority of people, market demand declines; support policies have not yet reached businesses and employees in the tourism industry.

The profound impact of the Covid-19 on global travel has made travel demand forecasts obsolete and unusable. Since the outbreak of the epidemic, studies on tourism loss and recovery solutions from many countries around the world have appeared a lot, which is an urgent warning and recovery solution for the future (Fotiadis et al., 2021; Kock et al., 2020; Qiu et al., 2020; Sharma & Nicolau, 2020; Škare et al., 2021; Sobaih et al., 2021).

Currently, the outbreak of the new variants - Delta and the latest, Omicron in many major tourism destinations of the Region have seriously affected more to the recovery and development of economy. Till the time for total reopening, it will take longer to

restore its development as before because of its sensitivity, and it cannot be done quickly. The study of losses, resilience, and survival of businesses in the tourism sector will supplement data for the governance process in general and risk control before natural disasters - epidemics in particular. Moreover, sharing experiences between businesses is useful and necessary. Linking and supporting each other to overcome difficulties is one of the success criteria of the global economy. *The ability highlighting the role of digitalization to maintain and recover is the vital issue of tourism businesses, therefore, the planned studies are expected to address the following main objectives:*

- (1) Statistics of tangible and intangible damages of the tourism industry,
- (2) Responses and survival strategies of travel and leisure businesses,
- (3) Responses and survival strategies of accommodation and catering businesses,
- (4) Some solutions for the tourism industry after the pandemic,
- (5) Some experience in pandemic management and handling from different regions.