

Forum:	Economic and Social Council (ECOSOC)
Issue:	The question of rebuilding tourism industries harmed by the COVID-19 Pandemic
Student Officer:	Lefteris Flerianos
Position:	Deputy President

PERSONAL INTRODUCTION

Honourable delegates,

My name is Lefteris Flerianos, and I am attending Erasmios Greek-German School in the 10th grade. This year, I am honoured to serve as a Deputy President in the Economic and Social Council of PSMUN 2022. I have been participating in MUN conferences for a little more than a year and this conference will mark my first time as a Student Officer. Unfortunately, my experience in MUN only consists of online conferences, and I am yet to attend a live one. However, these past two years have taught me not to let an unprecedented or unexpected situation pose a hindrance to one's personal growth.

The Economic and Social Council is a very special committee, in my opinion, as its aim is making studies with respect to international, social, financial, cultural and educational health. Promoting respect and fundamental freedoms for all, as well as working with the aim of fulfilling the Sustainable Development Goals are only some of the reasons why ECOSOC is a particularly important agency.

I am genuinely looking forward to meeting every single delegation participating in my committee and hope that a fruitful debate will take place. Should anybody have any questions regarding my topic, do not hesitate to contact me at my email: lflerianos@hotmail.com

Kind regards,
Lefteris Flerianos

TOPIC INTRODUCTION

Crises in the tourism sector are not uncommon. There have been multiple unprecedented events recorded in the past that have affected the tourism industry in various ways, the majority of such events usually resulting in recession of tourist activities. Some of those unforeseen “black swans” are the 2001 9/11 terrorist attacks, the 2008-9 world economic crisis and, the outbreak of the novel Coronavirus SARS-CoV-2.

The unexpected outbreak of the COVID-19 pandemic has brought upon great change and strain to economies worldwide. The preventive measures adopted by different nations, although managing to slow down and ultimately prevent the spread of the virus, have had a very significant effect on the finance and tourism sectors. Countries whose income is mainly based on tourism have seen great struggle, which has led to further increased unemployment.

Tourism represents 10% of Member Nations’ Gross Domestic Product on average, but in some countries, it makes up for as high as 70%.¹² In 2020, this number halved, causing loss of jobs and leaving economies in a very fragile state. This issue is a complex crisis, as there are many factors to be considered, in order to prevent economies from collapsing.

This issue calls for an urgent solution, so as to avoid any further detrimental repercussions on Member Nations’ financial status. What further increases the complexity of this issue is that all health safety measures proposed by governments need to be strictly taken into consideration while the pandemic is still ongoing, whilst also putting the most efficient measures into place to rebuild tourism industries and not exceed the Member Nations’ capacity of accommodating touristic activities, to achieve sustainable tourism.

Although there is no universal crisis response mechanism worldwide for a disaster with such a magnitude, it can be viewed as a great opportunity for improvement. Returning to the life before the pandemic may sound like a good option, however, due to the great economic and social imbalance between developed and developing nations, this would probably be the cause for more problems. The tourism sector has been characterised by unsustainability and inequalities, which can both be reduced in the long-term, by adopting viable global practises.

¹ “Macau Contribution of Travel and Tourism to GDP (% of GDP), 1995-2019.” Knoema, [https://knoema.com/atlas/Macau/topics/Tourism/Travel-and-Tourism-Total-Contribution-to-GDP/Contribution-of-travel-and-tourism-to-GDP-percent-of-GDP#:~:text=In%202019%2C%20contribution%20of%20travel,\)%20for%20Macau%20was%2072%20%25.](https://knoema.com/atlas/Macau/topics/Tourism/Travel-and-Tourism-Total-Contribution-to-GDP/Contribution-of-travel-and-tourism-to-GDP-percent-of-GDP#:~:text=In%202019%2C%20contribution%20of%20travel,)%20for%20Macau%20was%2072%20%25.)

² Statista Research Department. “Travel and Tourism: Share of Global GDP 2020.” Statista, 7 Oct. 2021, <https://www.statista.com/statistics/1099933/travel-and-tourism-share-of-gdp/>.

Therefore, a resolution that reduces instability, whilst also taking the unpredictability of the tourism industry into account is necessary, if one is aiming at rebuilding tourism industries harmed by the COVID-19 virus in an efficient and sustainable way.

DEFINITION OF KEY TERMS

Tourism industry

The term tourism industry refers to all activity related to the movement of people, usually of a short-duration, to an area different from their place of residence. There are multiple tourism motivators, such as business, education, and leisure, thus rendering the industry a very complicated one. Tourism offers a great range of financial benefits for countries, since it aids the sustainable economic development of a nation, whilst also being an incentive for relations between member nations to be maintained.³

Economic Collapse

An economic collapse is an event that occurs as a result of and follows a black swan, an economic recession of a great degree. It refers to the breakdown of an economy and can last for a varying amount of time, usually a couple years, depending on the severity of the collapse. An example of such a collapse is the 1930 Great Depression, following the 1929 stock market crash, an unprecedented crisis.⁴

Black Swan

A black swan is an unpredictable catastrophe of a great degree that has severe consequences. They are characterised by their rarity and complexity, while it may be general acceptance that a black swan could have been expected and thus prevented, when examining a crisis in retrospect. A great example of a black swan would be the Coronavirus Pandemic. It was unexpected for the vast majority of the planet, however much more effective measures could have been taken in advance, had the severity of the situation not been underestimated.⁵

Gross Domestic Product (GDP)

Gross Domestic Product (commonly referred to as GDP) is a very common term in finance which describes the total value of goods and services produced by and within

³ 16, Viktoriya AdamivnaMarch, et al. "Tourism Industry: Everything You Need To Know About Tourism: Revfine." *Revfine.com*, 5 Jan. 2022, <https://www.revfine.com/tourism-industry/>.

⁴ Chen, James. "What Happens in an Economic Collapse." Investopedia, Investopedia, 1 Dec. 2021, <https://www.investopedia.com/terms/e/economic-collapse.asp>.

⁵ Team, The Investopedia. "Black Swan." *Investopedia*, Investopedia, 30 Dec. 2021, <https://www.investopedia.com/terms/b/blackswan.asp>.

a nation, during a certain period of time. It is used to measure the economic activity of a country.⁶

GDP Growth Rate

GDP Growth Rate is defined as the average change of a nation's GDP during a specified period of time. It is used in economics, to measure how fast an economy is growing. During an economic crisis the growth rate may be negative, in which case there is a recession.⁷

Domestic Tourism

Domestic tourism refers to tourism that only consists of travelling within the nation of reference and all activities as part of it.⁸

Outbound Tourism

Outbound tourism refers to tourism that consists of travelling to another nation than that of reference, regardless of the purpose of the trip and all activities as part of it.⁹

Overtourism

The phenomenon of overtourism is caused by an extremely high number of tourists, visiting the same area of interest during the same period of time. Overtourism is one of the most common unsustainable tourism practices, along with damage to the natural environment, and pollution.¹⁰

Sustainable Tourism

Sustainable Tourism refers to sustainable practises in the tourism industry. It attempts to minimise the negative consequences of tourism on societies, whilst maximising the positive ones, such as preservation of cultural heritage, landscape restoration, and much more.¹¹

Revenge Travel

The idea of "revenge travel" or "revenge tourism" grew in popularity during the last two years. The term refers to the planning of a trip, or vacation to a nearby

⁶ "Gross Domestic Product." Encyclopædia Britannica, Encyclopædia Britannica, Inc., <https://www.britannica.com/topic/gross-domestic-product>.

⁷ Fernando, Jason. "Gross Domestic Product (GDP)." Investopedia, Investopedia, 2 Dec. 2021, <https://www.investopedia.com/terms/g/gdp.asp>.

⁸ "World Tourism Organisation." UNWTO, <https://www.unwto.org/glossary-tourism-terms>.

⁹ "World Tourism Organisation." UNWTO, <https://www.unwto.org/glossary-tourism-terms>.

¹⁰ Francis, Justin. "Overtourism. What Is Overtourism and How Can We Avoid IT - Responsible Travel." Responsibletravel.com, Responsible Travel, <https://www.responsibletravel.com/copy/what-is-overtourism>.

¹¹ "What Is Sustainable Tourism?" GSTC, 28 Sept. 2021, <https://www.gstcouncil.org/what-is-sustainable-tourism/>.

destination, as a means of breaking the monotony felt by the government-imposed lockdowns.¹²

mRNA vaccine technology

A vaccine utilising the mRNA technology, introduces the mRNA strand for the creation of a protein that is found on a virus's outer membrane, without exposing the individual to the virus. The natural immune response of the human body is to create antibodies against the virus, providing the vaccinated individual with immunity. The mRNA technology has been used by the companies Moderna and Pfizer BioNTech to create vaccines against the novel Coronavirus.¹³

BACKGROUND INFORMATION

The tourism industry is a sector of economic activity that can be significantly beneficial for all member nations that are active within it. The tourism sector provides employment, with multiple job positions being offered in the accommodation, transport, and the food service sectors, among others, as with increased tourist numbers, there is a greater demand for local goods and services.

Furthermore, tourism aids the economic development and growth of nations, depending on their reliance on it. For instance, the Maldives, Macau, and the Fiji islands are three of the many countries whose main income source is tourism. This is due to multiple factors, including their location, the natural landscapes in the area, and their appeal, as a destination for an excursion or leisure trip. A location can also be considered a business centre, with it seeing great tourist inflows for business. The money that is spent by tourists while on trips can be then invested in the economy of the country to further improve it and have a considerable benefit on governments and nations' residents alike.

Unsustainability of the tourism industry

Despite the numerous benefits that tourism has to offer, the field has been characterised by great unsustainability. This implies that many of the practices used in areas of great tourist appeal to further increase the businesses' profit and ensure economic growth for a Member Nation, come at a great price for the local residents of each area, the environment, and multiple other facets. Unsustainable tourism

¹² "What Is Revenge Travel or Revenge Tourism?" Moneycontrol, MoneyControl, <https://www.moneycontrol.com/news/mcminis/business/what-is-revenge-travel-or-revenge-tourism-7177371.html>.

¹³ "What Are MRNA Vaccines and How Do They Work?" MedlinePlus, U.S. National Library of Medicine, 16 Nov. 2021, <https://medlineplus.gov/genetics/understanding/therapy/mrnnavaccines/>.

practices increase pollution, and reduce the locals' quality of life, altering it for the worst.

Many areas around the world suffer from the devastating effects of overtourism and other similar applications, such as Mykonos and Santorini in Greece, the Taj Mahal mausoleum in India, Machu Picchu in Peru, and many more and, yet, governments do not focus on the issue, despite it having been prevalent in the tourism branch for decades. All things considered, it can be concluded that radical action needs to be taken, if governments wish to minimise the long-term damage that will come because of unsupportable practices in the tourism sector.

The Coronavirus pandemic has been viewed by many as an opening for redefining tourism and attempting to apply more viable methods of increasing growth, with respect to the local residents, the environment, the cultural heritage, and much more. When the first case of the COVID-19 virus was detected in China on November 2019, the dimension this problem would take in such a short period of time was unimaginable. It only took three months for countries to begin enforcing local lockdown procedures and approximately five since the first case, for the World Health Organisation to declare COVID a pandemic, as it was deemed to be posing a global threat to individuals' health.

The effects of the pandemic related to tourism

The COVID-19 pandemic is thought to be one of the most damaging and disruptive effects for the tourism industry in modern history. The lockdown measures enforced had devastating effects on the tourism sector. During the year of 2019, there were 1.466 million tourists worldwide, while in 2020 this number plummeted to a little below 400 million.¹⁴ This led to a significant reduction in jobs regarding travel and tourism, with employment in said sectors seeing a 19% drop over the span of a year, from 334 million in 2019, to 272 in 2020, with 50 million more being at stake.¹⁵

Financial Impact of the Pandemic

On the financial sector of the matter, the GDP of all Member Nations saw a 3.4% recession on average and many businesses were forced to close down.¹⁶ Macau and the Maldives were two of the countries that faced a great

¹⁴ Statista Research Department. "International Tourist Arrivals by Region." Statista, 9 Dec. 2021, <https://www.statista.com/statistics/186743/international-tourist-arrivals-worldwide-by-region-since-2010/>.

¹⁵ Statista Research Department, and Oct 7. "Number of Travel and Tourism Jobs Worldwide 2020." Statista, 7 Oct. 2021, <https://www.statista.com/statistics/1268465/number-of-travel-and-tourism-jobs-worldwide/>.

¹⁶ "GDP Growth (Annual %)." World Bank Data, World Bank, 2020, <https://data.worldbank.org/indicator/NY.GDP.MKTP.KD.ZG>.

drop, with their GDP growth rates being -56.01% and -33.5% respectively.¹⁷¹⁸ The trend that is noticed is that countries whose GDP depends on the tourism industry to a substantial extent saw some extremely lower than average values. As a result, many touristic areas lost their appeal, further deteriorating the overall situation.

Psychological Impact of the Pandemic

When it comes to the psychological condition of tourists, individuals have been discouraged to travel, due to the great amount of false information spread on the media and the multiple different sources that are constantly providing updates on the virus, causing consternation among travellers. Especially when it comes to vaccines, there is a great percentage of the general population that has been indecisive regarding getting vaccinated. The information overhaul, some of which is unreliable, provided by unverified sources and people that are completely against vaccination, can form an opinion that is based on conspiracy theories. In an effort to prevent this, the World Health Organisation has partnered with governments and organisations, in order to reduce misleading information. However, this, combined with the great uncertainty about jobs at stake and increased unemployment, along with other factors have caused mental health problems to arise.

The tourism industry has a great complexity, as it depends on many different factors and variables, which may change at any time. When this is combined with a disruptive event, or an unexpected circumstance, such as the current pandemic, the matter is further perplexed, which mainly suggests the reason why experts are faced with great difficulties when trying to predict the progression of the pandemic and its effects on tourism. Nevertheless, some attempts have been made to boost tourism during the pandemic, with varying degrees of success.

Changes in travel behaviour

Apart from governments, individuals have also decided to take various measures to protect themselves from the virus, including altering their travel behaviour. There is an apparent trend, that civilians prefer individual means of transportation, with less people using public transportation when deemed possible, which has increased pollution levels, another factor contributing to unsustainable environmental practices. Moreover, lockdown measures,

¹⁷ "GDP Growth (Annual %) - Macao Sar, China." *World Bank Data*, <https://data.worldbank.org/indicator/NY.GDP.MKTP.KD.ZG?locations=MO>.

¹⁸ "GDP Growth (Annual %) - Maldives." *World Bank Data*, <https://data.worldbank.org/indicator/NY.GDP.MKTP.KD.ZG?locations=MV>.

imposed by governments have led to even more reduced travel numbers. By this, one can conclude that domestic tourism is to see an upward tendency, since in most Member Nations, the borders within provinces and cities are open, or have less strict measures, compared to international travel. Domestic travel is crucial in the midst of the pandemic since it compensates for the economic losses of countries by reduced touristic activity.

Anticipation of future booking timespan

% of U.S./UK internet users that have delayed/cancelled trips that plan to look again in the following timespan

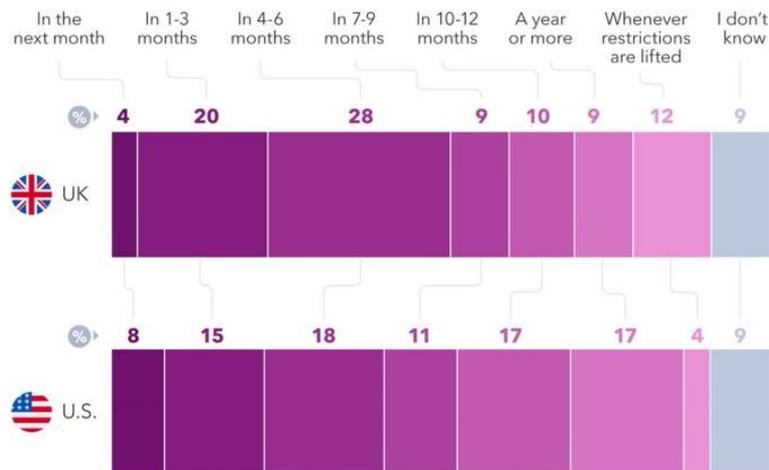


Figure 1 the time span when UK and US citizens are planning on rebooking their trip after it was cancelled due to COVID restrictive measures, as of late March 2020

The significant increase of domestic tourism

Domestic tourism has seen a great rise in the past two years, especially during the peak tourist seasons. As some member nations decided to ease their restrictions when travelling within a nation's borders, but decided not to open their international borders, travellers had to opt to domestic tourism for leisure trips and vacation.

Domestic tourism has many advantages over international tourism, especially during a crisis, such as the COVID-19 pandemic. First and foremost, it helps restrict the spread of the virus. Not travelling to a different country, means that there is a reduced risk of contracting or spreading the virus across a nation's border, while it is also able to keep the tourist market going, which can be a first step in returning to the pre-COVID tourist flow numbers. Domestic tourism is a great means of preparing nations for the increased inbound tourism that will be noted when restrictive measures are lifted. In spite of that, there are some hindrances posed by domestic tourism. For instance, some areas are not able to rely on domestic tourism to make up for the lost income during the pandemic. Furthermore, some heavily dependent on tourism areas cannot resort to domestic tourism, due to the low buyers'

capacity and the inability of the citizens to travel, caused by factors such as low income, among others.

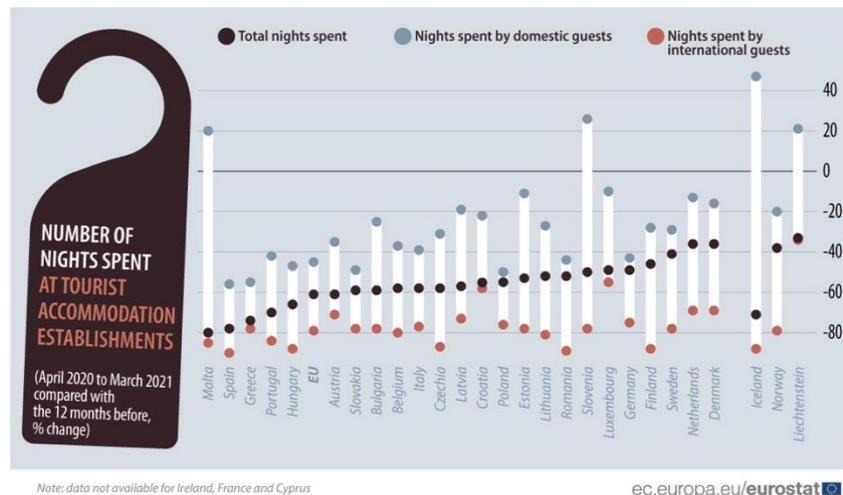


Figure 2 a comparison of nights spent at tourist accommodation establishments, in the span of a year (April 2020 – March 2021) of EU Member Nations

Measures taken to promote tourism during COVID

Depending on the reliance of different Member Nations on tourism, some common trends were observed among different member nations. Countries whose income greatly depends on tourism tried to keep their curfew measures in place for the shortest time possible, without letting the spread of the virus get out of control, whilst some others enforced measures that were so efficient in preventing the spread of the virus, that no lockdown was deemed necessary.

Manufacturing of vaccines

In order to reduce the spread of the virus, and reopen businesses, many pharmaceutical companies rushed to create vaccines against COVID. The first of those, Pfizer BioNTech, made their vaccine available at the beginning of November 2020. However, due to the swiftly development of the vaccine, the fact that the mRNA technology used to develop the vaccine is relatively new in the industry, as well as misinformation spread on the internet, the vaccine has been viewed with reluctance by individuals, adamantly refusing to get vaccinated. Companies and organisations, on the other hand, have been highly encouraging individuals to get vaccinated, or even made vaccination mandatory for all employees, so as to be able to restore the workflow to its pre-COVID pace.

The vaccine is one of the measures adopted by governments to minimise the negative effects of the pandemic worldwide. However, failure to enforce an effective vaccination policy, some Member Nations have had an unsatisfactory

number of vaccinations. An example as such is Thailand, which got very early access to vaccines, yet, as of August 2021, less than 20%¹⁹ of the population was vaccinated with one, or two doses. This was due to the fact that, despite the very stringent isolation measures imposed by the Thai government, the government decided to significantly rely on one vaccine, namely AstraZeneca. When this proved to be ineffective, the government placed orders for the Sinovac vaccine and, later, for the Pfizer BioNTech and Moderna. As a result, in spite of the great amount of criticism the government received for their vaccine rollout policy, the number of vaccinated individuals had reached 70%²⁰ by the end of 2021.

Despite Thailand managed to get their vaccinations back on track, there are multiple member nations, such as Jamaica or Bulgaria, whose vaccination percentages were overwhelmingly low, as of January 2022. Therefore governments have been forced to seek other measures in order to promote tourism. Through means such as advocating domestic tourism or trying to build confidence among travellers, by enforcing stricter social distancing measures, prohibiting non-vaccinated individuals from multiple activities that include coming in contact with other, and potentially putting them at risk, and imposing hefty fines to those who refuse to abide by safety protocols, governments have managed to create conducive circumstances, which may potentially revive the tourism industry, especially in areas affected the most by the pandemic.

European Union Digital COVID Certificate (EUDCC)

In order to promote travelling between nations of the European Union, the European Union Digital COVID Certificate was established during July 2021. People vaccinated within any EU country were provided with a universal vaccination certificate, which enabled them to travel to and from all countries in the Union, resulting in increased tourism during the summer months.

This, however, made a new problem arise, namely non-EU countries not being eligible for issuing an EUDCC. The European Commission was quick to react, inviting Member Nations outside the European Union to participate in the program. As of mid-December, there were sixteen countries whose citizens could issue a European Union Digital COVID Certificate. Residents of the United Kingdom, although not able to issue an EUDCC, are able to travel within the

¹⁹ Suhartono, Muktita, and Hannah Beech. "Thai Protesters Are Back, and Angrier, as Government Fumbles on Covid." *The New York Times*, The New York Times, 5 Sept. 2021, <https://www.nytimes.com/2021/09/05/world/asia/thailand-protesters-covid.html>.

²⁰ (www.dw.com), Deutsche Welle. "Covid: Thailand's Slow Vaccine Rollout Sparks Anger: DW: 20.05.2021." *DW.COM*, <https://www.dw.com/en/thailand-covid-vaccination/a-57599302>.

European Union using a valid NHS COVID Pass (the equivalent of the European Union Digital COVID Certificate in UK countries).

MAJOR COUNTRIES AND ORGANISATIONS INVOLVED

This issue is of global importance and affects all Member Nations to some extent. Depending on their reliance on tourism, all countries have played a role in rebuilding the tourism industry with sustainability in mind, whilst also abiding by the protective measures proposed by organisations and government officials.

Canada

Canada was one of the many nations that decided to provide businesses and individuals with financial aid, during the pandemic. Canada provided workers who saw reduced hours, or had to stop working altogether, with a benefit of 2000C\$ per month for 4 months, including those working in the tourism sector. Furthermore, smaller enterprises affected by the virus were given a total of over 10 billion C\$, as part of the Business Credit Availability Program (BCAP). Those, in combination with extensions on the dates when citizens were required to pay their tax return were few of the multiple measures that Canada adopted to counterweigh the consequences of COVID on the financial situation of citizens and businesses, as well as those working in the tourism sector, faced with great struggle.

European Union (EU)

The European Union has been taking constant action since the start of the pandemic, acting united and with resilience. The EU has been trying to fight misinformation from various sources and has put a plan for an EU-wide recovery from the virus, while also providing epidemiological data for all member states within the Union, the European Economic Area (EEA) and the UK.

United Nations World Travel Organisation (UNWTO)

The United Nations World Travel Organisation has rebuilding tourism as one of its top priorities. It aims at providing resources and a plan to create sustainable tourism through cooperation, whilst acting in alignment to the United Nations Sustainable Development Goals. Specifically, its aim is to increase job openings and provide employees on the tourism sector with proper training, promoting economic growth and sustainable development, as a result of tourism, among others. When it comes to the pandemic, the UNWTO provides information to help governments and individuals better assess the impact of COVID on the tourism sector, through statistics, measures implemented by different nations to prevent the spread, and how to support and restart tourism in an effort to reduce the long-lasting effects of the pandemic on the economies of countries.

World Health Organisation

The World Health Organisation has been providing updates on the pandemic and is trying to publish guidelines that ensure maximum protection against the virus. On who.int, health experts have been daily publishing information on cases and deaths worldwide, providing crucial information about new variants and vaccines, and proposing new measures to reduce the spread of the virus. It is one of the main actors that has operated with civilian security in mind throughout the COVID crisis.

TIMELINE OF EVENTS

DATE	DESCRIPTION OF EVENT
12 December 2015	The Paris Agreement is signed and adopted by 196 Member Nations. Part of the agreement, which went into force in 2016 mentions evaluating sustainable tourism practices every 5 years.
2017	The year 2017 is named “International Year of Sustainable Tourism for Development” During this year, the UN sets 7 main aspects of sustainable tourism for Member Nations to focus on.
2017	As part of its actions for the International Year of Sustainable Tourism for Development, the UN reaffirms multiple resolutions that address the issue of unsustainable tourism.
17 September 2018	The United Nations World Travel Organisation publishes a report containing information from 18 studies, titled “Overtourism? Understanding and managing Urban Tourism Growth beyond Perceptions”, addressing the issue of controlling and ultimately combatting overtourism in urban areas.
November 2019	First case of the new Coronavirus SARS-CoV-2 is detected in the Wuhan region of China
26 January 2020	China is the first country to enforce a lockdown as a precautionary measure. Two months later, most Member Nations will have enforced local or nation-wide lockdowns as well.
11 March 2020	The World Health Organisation declares COVID-19 a pandemic.
2 April 2020	The World Health Organisation records 1 million COVID cases worldwide.
9 November 2020	The first vaccine against COVID, manufactured by Pfizer and BioNTech, is made available to the general public.

31 May 2021	The Delta Variant of COVID is recognized as a variant of concern by the World Health Organisation
1 July 2021	The European Union Digital COVID Certificate is made available to the public, with the aim of promoting tourism among vaccinated people within countries of the EU.
26 November 2021	The Omicron Variant of COVID is recognized as a variant of concern by the World Health Organization

PREVIOUS ATTEMPTS TO SOLVE THE ISSUE

European Union Digital COVID Certificate

The European Union Digital COVID Certificate (EUDCC) is an initiative taken by the European Union, in an attempt to boost tourism levels within the Union. It allows vaccinated citizens, citizens with a negative rapid or PCR test or those that have recovered from the virus up to six months prior to the documents' issuing, to travel freely within Member Nations of the European Union. This boosted tourism numbers during the summer months of 2021 and is considered a great step towards reopening the tourism industries.

Financial support of individuals and businesses

For many people working in the tourism industry, a major problem they were confronted with was reduced hours, or unemployment. In the past two years, the natural rate of unemployment was tremendously increased. To outweigh the negative consequences of this and prevent businesses from closing down, apart from helping financially struggling citizens, governments decided to put different support programs into force. This, not only was a way to maintain property, but it also posed an opportunity for sustainable improvement of the tourism industry.

Travel bubbles

During the pandemic, some countries made international agreements, to keep their borders open for tourists to be able to move freely between specific "bridges" or within bubbles. An example of a travel bubble that was observed, was New Zealand and Australia, which kept their borders open for tourists coming from either of those two nations but decided to not allow any other incoming tourists from around the world. This, not only did have a positive impact on Member Nations' financial status, but it also was able to strengthen the bonds between different countries.

POSSIBLE SOLUTIONS

Ensuring all necessary safety precautions have been taken before reopening the industry

Governments from around the world should take all necessary precautions before opening international borders, as well as enforcing measures with civilian health safety in mind. That way, they will be able to slowly create favourable breeding ground for the harmed tourism industry by COVID to restore itself. This is a multiple-step solution. A very good place to begin is vaccinations citizens and putting measures for isolation and social distancing in place, which will reduce the spread of the virus. The measures that are implemented need to have citizen safety in mind, in order to increase appeal for tourists.

Observing trends that have seen an increased appeal to general public during the pandemic.

Due to the unexpected changes that the virus has brought upon societies, demand for different goods and services has changed. Research should be made in order to find what gives an area greater appeal for tourists in a post-COVID society, whether that be increased safety, or a specific service, and boost respective businesses, with the ultimate aim of reopening all touristic businesses and opening new employment positions.

Making more information about vaccines/masks available

Due to misinformation spread on the web, the use of masks and other protective measures and the vaccination of the general population have been seen with great reluctance, as to what the aims of the governments promoting vaccinations are, whether the vaccines are safe, or to what extent the vaccines are actually efficient in protecting people against the virus. Governments and health specialists should undertake the task of ensuring that all information regarding the protective measures against COVID is demystified and that the positive effects of employing vaccines and using face masks are underlined. This can be achieved via news campaigns and creating web pages that contain information approved by epidemiologists and scientists, to provide people with trustworthy and timely updates on the pandemic.

Promoting domestic tourism

If all else fails, and international borders are deemed to be better kept shut, then each country's respective governing power should promote tourism within the borders of a country. Domestic tourism can be employed independently and adjusted to each respective Member Nation's needs, while it also boosts the local economy, with money being invested in businesses within the country, rather than out of it. Campaigns to promote domestic tourism via highlighting popular tourist destinations and sights, or even discount for holiday packages within the country are only two of the many possibilities for boosting trips within the borders of a nation.

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