

Theoretical Analysis Of The Relationship Between Tourism Sector And Uncertainties¹

Turizm Sektörü ve Belirsizlikler Arasındaki İlişkinin Teorik Analizi

İbrahim Halil UÇAR * Erkan ALSU **

Makale Geliş Tarihi / Received : 15.05.2024

Makale Kabul Tarihi / Accepted : 30.06.2024

ABSTRACT

The tourism industry, especially in Europe, experienced rapid growth after the Second World War. Today, tourism is one of the leading economic sectors in developing countries. Global crises negatively impact the tourism sector and associated businesses by decreasing disposable incomes and reducing tourism expenditures and demand. The flexible nature of demand in the tourism industry means it is rapidly and significantly affected by factors such as wars, environmental and technological disasters, terrorist attacks, economic and financial crises, epidemics, and political upheaval. Crises in the tourism sector can be examined from a broad perspective. Political instability, health issues, natural disasters, terrorist acts, socio-cultural conflicts, wars, technological and environmental catastrophes, and economic hardships can inflict serious and sometimes permanent damage on the tourism industry. These negative impacts can alter travel habits in the long term, as negative experiences that remain in people's memories can significantly affect tourism demand. Numerous studies have highlighted the rising number of disasters and crises impacting the tourism sector, ranging from natural events to man-made occurrences. This study provides an analysis of tourism and the effects of crises in the tourism industry. The tourism sector is one of the fastest, most effectively, and most intensely affected by crises. Alongside its sensitivity to crises, tourism also has the reputation of being a flexible and rapidly recovering sector. This may be related to the nature of tourism and the ability of tourism actors to react quickly and their variable business approach.

Anahtar Kavramlar: *Crisis, Global Crises, Tourism Sector, Disasters, Epidemic*

ÖZET

Turizm endüstrisi, özellikle Avrupa'da, İkinci Dünya Savaşı'ndan sonra hızlı bir büyüme yaşamıştır. Günümüzde turizm, gelişmekte olan ülkelerde önde gelen ekonomik sektörlerden biridir. Küresel krizler, harcanabilir gelirleri azaltarak ve turizm harcamalarını ve talebini düşürerek turizm sektörünü ve ilgili işletmeleri olumsuz etkilemektedir. Turizm sektöründeki talebin esnek yapısı, savaşlar, çevresel ve teknolojik felaketler, terörist saldırılar, ekonomik ve finansal krizler, salgın hastalıklar ve siyasi çalkantılar gibi faktörlerden hızlı ve önemli ölçüde etkilendiği anlamına gelmektedir. Turizm sektöründe yaşanan krizler geniş bir perspektiften incelenebilir. Siyasi istikrarsızlık, sağlık sorunları, doğal afetler, terör eylemleri, sosyo-kültürel çatışmalar, savaşlar, teknolojik ve çevresel felaketler ve ekonomik zorluklar turizm sektörüne ciddi ve bazen kalıcı zararlar verebilir. Bu olumsuz etkiler uzun vadede seyahat alışkanlıklarını değiştirebilir, çünkü insanların hafızalarında kalan olumsuz deneyimler turizm talebini önemli ölçüde etkileyebilir. Çok sayıda çalışma, doğal olaylardan insan kaynaklı olaylara kadar turizm sektörünü etkileyen afet ve krizlerin sayısının arttığını vurgulamıştır. Bu çalışma, turizm ve krizlerin turizm sektöründeki etkilerinin bir analizini sunmaktadır. Turizm sektörü krizlerden en hızlı, en etkin ve en yoğun etkilenen sektörlerden biridir. Krizlere karşı duyarlılığının yanı sıra turizm, esnek ve hızlı toparlanan bir sektör olma özelliğine de sahiptir. Bu durum, turizmin doğası ve turizm aktörlerinin hızlı tepki verme kabiliyeti ve değişken iş yaklaşımlarıyla ilgili olabilir.

Keywords: *Kriz, Küresel Krizler, Turizm Sektörü, Felaketler, Salgın Hastalıklar*

¹Bu çalışmanın belirli bir bölümü, Çukurova Üniversitesi Sosyal Bilimler Enstitüsü'ne 2016 yılında İbrahim Halil UÇAR tarafından sunulan "2008 Küresel Finans Krizinin Türk Turizm Sektörüne Etkisi: BIST'de İşlem Gören Turizm Şirketleri Üzerine Bir Uygulama" başlıklı Yüksek Lisans tezinden türetilmiştir.

* Dr. Bağımsız Araştırmacı, bodrum351@hotmail.com, ORCID No: 0000-0002-6046-1285

** Doç. Dr. Gaziantep Üniversitesi, İktisadi İdari Bilimler Fakültesi, İşletme Bölümü, erkanalsu@gmail.com, ORCID No: 0000-0001-6102-1786

INTRODUCTION

The tourism sector is undergoing significant changes and advancements due to the increasing progress in technology and living standards. Globalization and digitalization have facilitated travel planning and reservations, enabling people to travel around the world more easily and quickly. This has led to a rapid surge in the number of individuals participating in tourism activities. The travel and tourism industry offers substantial economic and social benefits globally and has the potential to enhance people's quality of life by stimulating economic growth and development, providing employment opportunities, reducing poverty and promoting tolerance and peace through intercultural exchange and understanding. The tourism sector has recorded continuous growth in the number of international travellers and income since 1950. Forecasts for the future indicate that the sector will continue to expand in size and significance, increasing its opportunity and responsibility to play a crucial role globally. Tourism is a phenomenon in which individuals relocate from one geographic area to another for the purposes of leisure and recreation. The tourism industry plays a pivotal role in the development of nations. Through tourism, the demand for diverse goods and services increases, and the distinct cultures of the world become more homogenized into a unified global culture. While this process of development occurs, the movement of people also enables the transmission of various diseases from one country to another on an international scale. In essence, the tourism industry is intricately linked to every sector of the economy, exerting both positive and negative impacts on a country's Gross Domestic Product (GDP). The tourism industry has generated numerous employment opportunities, which have played a significant role in alleviating poverty and fostering the socio-economic advancement of the world. Multiple factors drive the global tourism industry and attract visitors to specific destinations. Among these, the natural splendor and historical sites of a region play a crucial part in the development of the tourism sector. Correspondingly, the prevalence of security and peace also serves as a vital determinant in the growth of this industry (Khan et al.,2020: 2-4).

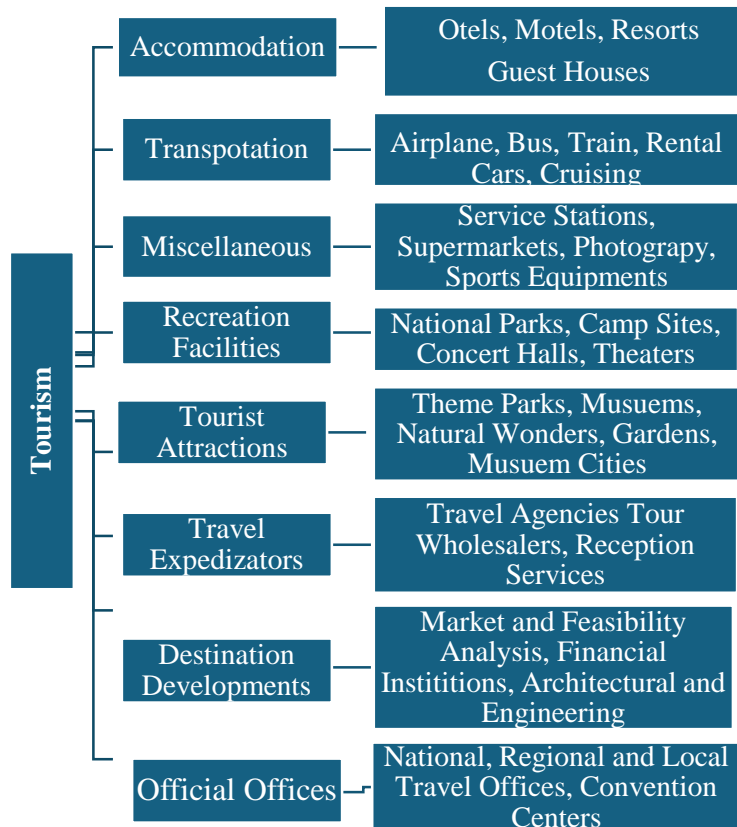
The tourism industry is often described as a fragile sector, as travel demand is highly sensitive to a variety of adverse influences such as wars, outbreaks of deadly infectious diseases, acts of terrorism, economic turmoil, currency instability, and energy crises. These events encompass a wide range from natural disasters to man-made crises. Due to the globalization of the tourism sector, small-scale crises in any part of the world can significantly affect other regions. Tourism is a sector that is highly sensitive to external factors and pressures. However, it is also an important economic domain for many countries, and the growth and existence of numerous destinations depend on tourism. This places increasing pressure on tourism managers and planners to recognize the impact of crises and natural disasters on the tourism industry and to develop strategies to cope with these impacts in order to protect tourism businesses and society at large. Recent natural disasters, internal conflicts, infectious and pandemic epidemics, technological failures, terrorist acts, biosecurity hazards, economic, political, and policy uncertainties, and global crises have had a negative impact on tourism demand to varying degrees. For instance, pandemic diseases such as SARS and COVID-19, the September 11 terrorist attacks, and the 2008 global financial crisis have reduced tourists' willingness to travel or caused them to postpone their travel plans. Such crises can cause temporary recessions and revenue losses in the tourism industry. This situation demonstrates the sensitive nature of the tourism sector and its vulnerability to external factors (Sofronov, 2018:127-130).

This study aims to analyze the relationship between external factors and uncertainties affecting the tourism sector and tourism activities. Therefore this study seeks to reveal the effects of economic, social, natural, and political crises on the tourism sector. The introduction section provides general information about the subject. The conceptual framework of the study is explained in the first and second parts and the third part presents literature studies on the topic. In the last part of the study, a general evaluation is made.

1.TOURISM CONCEPT

The history of tourism can be traced back to 1811 or even earlier, and the definitions of tourism continue to evolve over time. Tourism encompasses individuals who travel away from their homes, as well as the businesses and individuals who cater to their needs by making travel more convenient, efficient, and enjoyable. A traveler is defined as someone who journeys a certain distance from their home using various modes of transportation. Tourism economics measures the extent of travel and its direct, indirect, and induced economic impacts. The definitions and methodologies used to gather travel data are constantly changing and diversifying. The concept of tourism can be analyzed from various perspectives. Tourism essentially involves individuals traveling to destinations far from their homes for either business or leisure purposes. During these trips, tourism serves as an activity that offers a range of goods and services to travelers and encompasses all expenditures made by visitors during their travels. The tourism sector is vast, encompassing numerous businesses, both small and large, such as airlines, cruise lines, train companies, car rental agencies, and convention centers. These businesses also include accommodation services, commercial campsites, and travel-related services like retail stores, restaurants, and gas stations. (Lundberg et.al,1995:5-6).

Tourism plays a crucial role in socio-economic development, offering significant opportunities for the economic progress of a given region. The tourism sector's contribution to economic development is widely acknowledged for its impact on the balance of payments, Gross Domestic Product (GDP), and employment. Tourism activities are viewed as a key driver of economic growth, providing avenues for both formal and informal employment and income generation. The rapid growth of tourism leads to increased household and government revenues through the multiplier effect, as well as improvements in the balance of payments and the overall expansion of the tourism industry.

Figure 1. Shows Some Segments Of The Tourism Sector.

Source: (Lundberg et al,1995:4)

As presented in Figure 1. above, tourism covers many fields of activity. These areas are mostly service-oriented sectors with entertainment and recreation content. Apart from its economic dimensions, tourism has many other dimensions such as the complex interactions that occur before, during and after a tourist trip and their consequences.

1.1. Scope and Size of Tourism Economy

The economic impacts of tourism can be seen at different spatial scales at global, continental, national, regional and local levels and these impacts can be evaluated with various criteria. Moreover, the importance of these impacts also varies according to scales. For example, at the national level, the effects of tourism on foreign exchange earnings are of great importance. However, at the regional or local level, job creation and leakages become increasingly important (Mayer and Wogt, 2016:173).

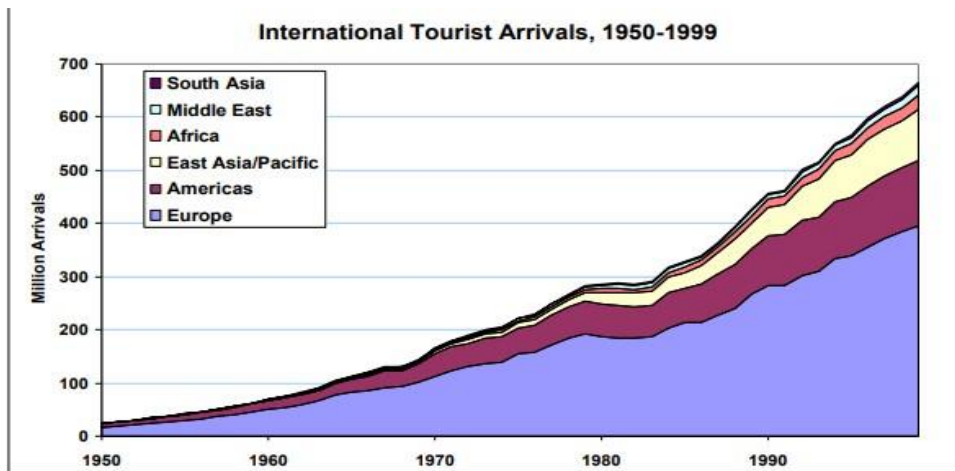
Tourism is recognised as one of the most important economic and social phenomena of the past century and is likely to remain so in this century. Every year, a larger segment of the world's population participates in tourism activities and for many countries tourism is developing as one of the most dynamic and fast-growing sectors of the economy. World tourism is usually measured by international tourist arrivals and international tourist receipts. The tourism sector can be difficult to define because, unlike other sectors, it does not have a single clear product. It encompasses many industries such as accommodation, transport, tourist attractions and more. Tourism is defined as people travelling and staying outside their normal habitat for short periods of time for leisure,

business, health or other reasons. The direct contribution of global travel and tourism to GDP in 2022 is estimated at approximately USD 7.7 trillion. This is equivalent to 7.6% of global GDP (Statista Research Department, 2023).

From a historical perspective, the most striking feature of tourism over the last 70 years has been its enormous expansion. From 25 million international tourists in 1950 to 664 million in 1999, the number of international tourists has grown at an average annual rate of 7 % over the last half century. In 2000, the number of tourists and tourism revenues were 684 million and 475 billion dollars, respectively, while this figure was 1.465 billion people and 1.494 trillion dollars in 2019, the year before COVID-19. Although there was a serious decline in 2020, 2021 and 2022 due to the COVID-19 pandemic, it increased to 1.286 billion people and 1.400 trillion dollars in 2023 (UNTWO, Tourism Highlights 2009:4, 2017:4, 2023:23, 2024:4-5).

Today, the development of tourism is characterized not only by widespread popularity but also by continuous geographical expansion. Many countries have succeeded in attracting large tourist crowds and have turned tourism into a significant source of wealth. There has been significant diversification in tourism destinations. Regions such as Asia, North Africa, Latin America, and the Caribbean are among the new destinations. In 1950, almost all international tourists were hosted by only 15 countries. By 1999, however, the number of countries and regions hosting more than one million international tourists had risen to over 70. By 1999, the share of the top 15 tourist destinations had fallen to less than two thirds and some traditional top tourist destinations had been replaced by new destinations from Asia and Central/Eastern Europe (WTO Tourism Highlights 2000:1). Figure 1 below shows international tourist arrivals by region between 1950 and 1999.

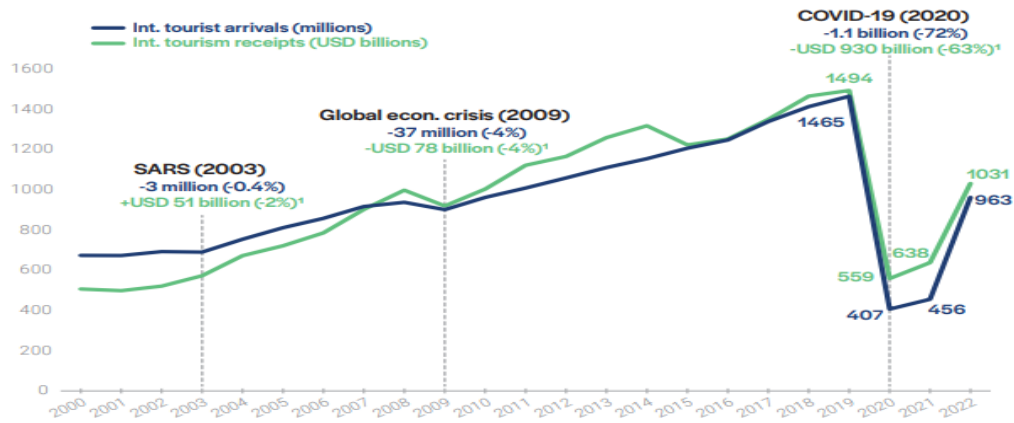
Figure 2. Number Of International Tourists (1950-1999 Period)



Source: (WTO, Tourism Highlights 2000:1)

Figure 2 shows that Europe received the largest share of international tourist arrivals between 1950 and 1999. Europe is followed by the Americas and East Asia/Pacific regions. The steady increase in international tourist arrivals and regional diversification during this period indicate that the international tourism sector has been growing rapidly.

Figure 3: International Tourist Arrivals and Tourism Receipts (2000–2022)



Source: (UNWTO Tourism Highlights, 2023)

Figure 3 shows that international tourism has been adversely affected by the global pandemic and economic crises in terms of both the number of tourists and tourism revenues. In March 2003, the SARS pandemic, which spread from Hong Kong to East Asia and the Pacific region, caused the international tourism industry to suffer a 2% and 0.4% decline in international tourism revenues and tourist arrivals, respectively. The 2008 global financial crisis led to a decrease of 78 billion USD in international tourism revenues and 37 million people in the number of tourists in 2009, with a 4% decrease compared to the previous year. The world faced a major health, social and economic crisis in 2020 due to the COVID-19 pandemic. The pandemic, which began in March 2020, has caused an unprecedented disruption in tourism, with a global lockdown and a massive drop in international travel following a drop in demand due to widespread travel restrictions put in place to contain the spread of the coronavirus. International tourist arrivals fell from 1.465 billion in 2019 to 407 million in 2020, a 72% drop. This was the lowest level ever recorded, making 2020 the worst year on record. This dramatic decline far exceeds the 4% drop experienced during the global economic crisis in 2009, reducing the number of cross-border travellers to 1990 levels. International tourism receipts fell by 63% in 2020, while export earnings from tourism (including passenger transport) fell by 62%, resulting in a loss of USD 1.1 trillion.

Table 1: Number Of International Tourists And Tourism Revenues (1990-2023 Period)

Years	90	95	2000	005	015	2019	2020	2021	2022	2023
<i>Tourist Arrivals (Million)</i>	438	534	684	804	1.189	1.465	407	456	963	1.286
<i>Tourism Revenue (Billion \$)</i>	264	405	475	680	1.196	1494	559	638	1.031	1.400

Source: (UNWTO Tourism Highlights 2009:4, 2017:4, 2023:23, 2024:4-5)

When Table 1 is analysed, the number of international tourists and tourism revenues have been in a continuous upward trend after 1990, except for the three-year pandemic period. In 1990, the number of people participating in international tourism activities was 438 million, while this figure increased to 1.465 million people in 2019. After the pandemic, 1.286 billion international tourists were registered worldwide in 2023, which corresponds to a 34% increase compared to 2022. Similarly, international tourism revenues increased from USD 264 billion in 1990 to USD

1.494 trillion in 2019. International tourism revenues totalled USD 1,4 trillion in 2023. This rate corresponds to approximately 93% of the approximately 1,5 trillion US dollars earned by destinations in 2019, the pre-pandemic period (WTO, World Tourism Barometer, 2024:5).

2.THE CONCEPT OF CRISIS

The concept of crisis, stemming from the Greek word "krisis" meaning decision-making, encompasses a broad spectrum of definitions within the literature. A crisis is characterized as a critical evaluation of adverse events that jeopardize, weaken, or undermine an organization's objectives or competitive edge. It represents an unwanted, extraordinary, unexpected, time-constrained situation that necessitates prompt decision-making and actions aimed at mitigating the negative repercussions to the organization as much as possible (Glaesser, 2007:14).

The term crisis has gained prominence in everyday discourse since the 1990s, influenced by increased transparency in global financial markets, globalization, advancements in information technology, and the evolution of financial instruments, which have added new dimensions to the crisis concept. Innovations in communication and information technologies have accelerated capital movements, while also hastening the propagation and perception of crises (Öztürk and Gövdere, 2010:379). Another perspective defines a crisis as a scenario that impacts an enterprise's high-level objectives and operational structure, posing a threat to continuity and inducing chaos that hampers the organization's ability to comprehend and respond to the crisis effectively, necessitating immediate actions (Gençtürk and Usul, 2003:125).

Crisis often described as an unstable situation requiring reform and regulation, synonymous with turbulence, chaos, and distress, denotes a disruption in normal operations in the face of psychological, political, economic, and social developments, where conventional solutions prove inadequate (Gençtürk et al., 2011:89).

Uncertainty is a prevalent feature during crisis periods, exacerbating the crisis itself. Uncertainties such as an unclear future, limited resources, and inadequacies in the organization's crisis prevention and forecasting units may evoke negative emotions like panic, pessimism, and tension among decision-making units. Insufficient information and time to address crisis-related issues can further exacerbate the situation, making crisis periods challenging and stressful for organizations, necessitating swift and effective crisis management strategies from management teams (Tutar, 2011:18; Asunakutlu et al., 2003:143).

2.1.Crisis Concept in Tourism Section

Due to the nature of social sciences, various definitions of the concept of crisis in tourism have been made in the literature. Crises in the tourism sector are the events that create the perception that the touristic region is not safe, reducing the desire of tourists to visit and thus causing a decrease in tourism demand and expenditures, leading to the inability of businesses operating in the sector to survive. Crises in the tourism sector are events that affect domestic and international tourism activities and often lead to a decline in the number of touristic consumers in the main markets. In recent years, the tourism sector has faced various types of crises. The causes and consequences of crises differ according to the nature of the crisis and some are temporary while others have a lasting impact. Continuous crises are often associated with the competition or the

stage of development of the tourism region. Such crises may require strategic transformations to strengthen or improve the region's position in the tourism industry. Temporary crises are usually caused by external causes. Natural disasters, such as tsunamis, earthquakes and volcano eruptions, can cause temporary crises in tourism regions. Similarly, epidemics, such as SARS, avian flu and Ebola, as well as terrorist attacks targeting tourists and the community, which threaten personal safety, can also cause temporary crises in the tourism sector. Both types of crisis can negatively affect the tourism sector, but permanent crises usually have long-term effects that require more detailed structural changes. Temporary crises usually have shorter-term effects and can be overcome quickly (Göral, 2014:90).

During periods of crisis in the tourism sector, there is not only a decrease in the number of congresses organised, accommodation facilities, cultural touristic trips, the number of visitors brought by travel agencies and restaurants, but also serious decreases in average expenditures by pushing individuals to save (Avcı and Küçükusta, 2013:573).

2.2.Crisis Management in Tourism

In crisis management, the ability of the organisation to act quickly and effectively against situations that adversely affect business activities and threaten the existence of the business is important. In this context, many factors such as organisational climate, effectiveness of communication, field of activity of the organisation, financial opportunities, management understanding, environmental conditions and organisational structure can be determinative (Firat and Açıkgöz, 2011:4).

A successful information management system that enables the appropriate use and sharing of information, training, awareness, new knowledge and financing during a crisis is an important element in overcoming the crisis with minimum cost. Lack of effective crisis management and processes may cause the effects of the crisis to last for years in times of major crisis, such as the explosion at the Fukushima nuclear power plant in Japan and the hurricane disaster in New Orleans. Therefore, decision support systems or knowledge-based crisis management systems are vital for tourism businesses operating at national and local level against a series of unexpected accidents and events that may occur in the sector (Jia et al., 2012:139-140).

2.2.1.Factors Causing Crisis in Tourism Sector

The crises experienced in the world negatively affect the tourism sector and the activities of the enterprises operating in the tourism sector as they reduce the income of people, touristic expenditures and demand. Due to the elasticity of demand, the tourism sector is very quickly and severely affected by war, environmental and technological disasters, terrorism, economic and financial crises, epidemics and socio-cultural crises. In addition, the fact that the demand for the sector depends on the income of the people, the remoteness of the destination, personal safety, prices of touristic services and products, personal preferences and tastes causes it to be more affected by domestic and foreign crises (Yıldız and Durgun, 2010:7-8).

In addition to these bilateral problems between countries, events that threaten the personal safety of tourists occurring in the touristic region, counter propaganda of rival countries, political

and economic instabilities arising from the internal dynamics of tourist sending countries can negatively affect touristic demand (Durgun and Gövdere, 2011:144).

2.2.1.1. Political and Legal Regulations

Political and legal regulations can positively or negatively affect the organisational and managerial functions of enterprises. Political risk factors in the country where businesses operate are an important source of crisis. New decisions to be taken by states in social, political, economic and legal fields may have significant effects on enterprises. In particular, decisions taken in the field of law can directly affect the activities of enterprises and lead to crises. For example, changes in legal regulations in a country may require businesses to reorganise their operational processes or new compliance requirements may arise. Factors such as increasing the rate of value added tax levied on touristic services and goods, footstep fee charged for entry and exit from abroad, directives on the sale and production of foodstuffs, minimum wage law practices, travel restrictions imposed by a country on citizens of other countries or its own country citizens, political intervention, legal structure are among the legal practices affecting the activities of accommodation businesses (Akıncı et al., 2012:82; Seçilmiş and Sarı, 2010:503).

2.2.1.2. Natural Disasters

Natural disasters are unfavourable events that cause a reduction or destruction of household savings and property, causing people to lose their jobs, homes and property, and reduce their savings, damaging general welfare.

The earthquake that occurred in Mexico on 19 September 1985 led to reservation cancellations up to 50% in the Mexican tourism sector and these cancellations caused a 10% decrease in the number of tourists coming to Mexico (Tanrısevdi, 2002:49-50).

Turkey is a country that experiences natural disasters very frequently. The 1999 Izmit earthquake had a devastating initial impact on the Turkish tourism sector. Turkey's main markets in Europe experienced cancellations and decreases in future bookings. The exaggerated coverage of the Izmit earthquake, as well as the warnings of the British Travel Agents Association that people travelling to Turkey should reconsider, had a serious impact on the touristic demand for Turkey. Therefore, domestic tourism between August-December 1999 showed a serious decrease of 34,81% compared to the same months of 1998. The earthquake led to a %40 contraction in demand in the Turkish tourism sector (Beirman, 2003:165-166). Table 2 below presents the number of tourists and tourism revenues to Turkey in the months before and after the earthquake and the rates of change compared to the previous year.

Table 2. Turkey’s International Tourist Arrivals And Tourism Receipt Between July And December

<i>Months</i>	<i>International Tourist Arrivals (Million)</i>		<i>Change Rate %</i>	<i>International Tourism Receipts (Billion \$)</i>		<i>Change Rate %</i>
	1998	1999	1999/1998	1998	1999	1999/1998
July	1 288 439	931 895	-27,67	834,4	618,0	-25,95
Augst	1 460 075	1 079 249	-26,08	1 431,2	863,0	-39,70
September	1 209 256	876 261	-27,54	1 192,5	696,0	-41,64

October	1 035 237	800 513	-22,67	1 133,4	696,0	-38,59
November	502 638	435 790	-13,30	512,1	313,0	-38,88
December	371 057	320 808	-13,54	296,5	225,0	-24,11

Source: (Uçar,2016:41)

As seen in Table 2, it is seen that the Marmara earthquake seriously affected the Turkish tourism sector in terms of both the number of tourists and tourism revenues. Compared to the same month of 1998, tourism revenues decreased by 40% on average in the months following the earthquake. During this period, the number of tourist arrivals decreased by approximately 20%. It should not be forgotten that the terrorist incidents of 1999 also had an impact on the serious decline in tourism revenues and the number of tourists arriving.

Similarly in Belize, where the tourism sector has an important place in the economy and a large part of the population is employed in the tourism sector, the hurricanes in 2000-2001 caused serious damages in the country and the cost caused by the hurricanes corresponded to 33% of the country's GDP (Akar, 2013:190).

Following the earthquake in China on 13 September 2017, visits to the Jiuzhaigou region decreased by 56% in 2017, 99% in 2018 and 93% in 2019. Over the same period, the Aba region's international (54%, 68% and 48%) and domestic (30%, 49% and 40%) tourist volumes also declined. The effects of the earthquake varied significantly in different months at both local and provincial level. In addition the relative importance of Jiuzhaigou in the tourism industry in Sichuan has changed significantly. Aba's tourism share also declined from 35% in 2004 to 8% in 2008 and 2% in 2017 after several major earthquakes (Zhang et al., 2021:6-7).

2.2.1.3.Economic Factors

Economic crises in international financial markets increase uncertainty in economic factors such as income level, savings, unemployment, inflation, decrease in purchasing and borrowing power, leading to a decrease in the number of tourists going on holiday and thus a decrease in tourism demand. In times of economic crisis, decreasing occupancy rates of enterprises operating in the tourism sector, increasing sectoral unemployment, losses of enterprises due to the fact that operating costs are higher than total revenues constitute a sign of crisis for enterprises in the sector (Karaçor and Garda, 2015: 903).

Economic crises are crises that have monetary effects in the tourism accommodation and travel sector such as not reaching sales targets, having problems in finding external financing sources, demand contraction, cancellation of reservations, increase in costs, etc.

2.2.1.4.Environmental and Technological Conditions

Information technologies have an important place in the tourism sector due to the importance of communication. Information technologies provide opportunities such as enabling tourists to access accurate and reliable information in a short time, improving service quality and contributing to higher customer satisfaction. The tourism industry can also suffer from the effects of environmental and technological crises. In this context, leakages, explosions and fires as a result of accidents such as Chernobyl, Union Carbide and Exxon Valdez are among the important crises affecting the environment at the regional level.

In 1984, the chemical gas leakage disaster that occurred in the Union Carbide factory in the city of Bhopal in the Madhya Pradesh state of India on the night of 2 December to 3 December caused approximately 8000 people to lose their lives and 200,000 people to suffer permanent disability (Porsuk and Yorulmaz, 2011:22-23).

On 26 April 1986, the accident at the Chernobyl nuclear power plant in Ukraine had significant effects on the surrounding countries. It has been determined that the Chernobyl nuclear accident has significantly reduced Sweden's foreign tourism activities and touristic demand for the country. In the period between June 1986 and December 1989, 1.8 million stays in foreign tourism were lost as a result of the accident. Moreover, the accident caused a monetary loss of 2.5 billion Swedish crowns in the Swedish tourism sector (Tanrısevdi, 2002:83).

The accident at the Chernobyl nuclear power plant had a significant impact on the Turkish tourism sector as it took place in a region close to Turkey and Turkey was among the countries where radioactive particles were detected. This situation led to a serious decrease in the number of tourists travelling to Turkey and in tourism revenues.

Table 3. The Number Of Tourists, Tourism Income And The Share Of Tourism Income In GDP And Exports

<i>Years</i>	<i>International Tourist Arrivals (Million)</i>	<i>International Tourism Receipts (Milion \$)</i>	<i>Ratio of Tourism Income to GDP</i>	<i>Ratio of Tourism Income to Exports</i>
1985	2 190 217	1 482,0	2,8	18,6
1986	2 397 282	1 215,0	1,6	16,3
1987	2 906 065	1 721,1	2,0	16,9

Source: (Demir, 2010:40-44)

When the table is analysed, it is seen that the Chernobyl nuclear accident did not have a negative impact on the number of tourists coming to Turkey, but it had a negative impact on tourism revenues. Tourism revenues, which was 1 billion 482 million dollars in 1985, decreased by 18% and dropped to 1 billion 215 million 117 thousand dollars in 1986. The ratios of tourism revenues to GDP and exports, which were 2,8 and 18,6 in 1985, decreased to 1,6 and 16,3 in 1986. Therefore, it can be stated that technologically-induced environmental disasters have adversely affected the tourism sector.

2.2.1.5.Socio-Cultural Factors

Socio-cultural factors affect a wide range of areas, from handicrafts and arts to the basic behaviour of individuals and societies. Tourism activities can have a positive impact by increasing cultural exchange between two different communities in a region, or by revitalising or preserving local crafts that have fallen into oblivion. In addition, negative consequences such as devaluation, criticism, belittling and commercialisation of traditional ceremonies, rituals, religious rites and unique handicrafts of the local community may be encountered. This can lead to a deterioration in the mindset of a society and reduce the positive effects of cultural change (Fletcher, 2005:226).

Cultural conflicts may arise during periods when indigenous identity is threatened by the impact of tourism activities, such as deterioration in community values and behaviour, changes in

family relations, morality and communal lifestyles. Cultural disputes may occur during periods when indigenous identity is under threat, such as disruptions in the values and behaviors of society, changes in family relations, morality and communal lifestyle due to the impact of tourism activities. People travelling to various regions and interacting with different cultures results in communication between different people. These people may differ in values, languages, cultures, ethnicities, wealth levels and lifestyles. However, due to factors such as tourists' behaviour, economic and occupational inequalities, cultural conflicts as well as economic and occupational imbalances can arise. Tourists' tendency not to respect the moral values and traditions of the local community is usually not welcomed by the local people and may cause reactions. For example behaviours such as tourists talking loudly on the streets, consuming alcohol are actions that contradict the moral values of the community. In addition, the fact that local people work in low-paid jobs while foreigners work in higher-paid and respected professions may lead to a negative perception of tourists and tourism in the society and cause socio-cultural conflicts. Socio-cultural conflicts may cause a decrease in touristic demand in the region. These conflicts may bring about negative effects such as increased social pressures, deterioration of employment conditions, increase in crime rates and increase in turmoil (Aytaç, 2008:50,53).

2.3. Major Crises Affecting the Tourism Sector

The main crises affecting the tourism sector can be listed as political crises, financial crises, terrorism-induced crises and crises threatening health.

2.3.1. Political Crises

Since tourism is an industry based on the interaction of society, environment and people, sudden changes in the politics of countries, methods of governance, military coups, politically motivated internal revolts are factors that prevent the development of tourism by affecting the touristic demand for the country or region. In various parts of the world, both the way they are governed, genocide and military coups have significantly affected the tourism demand for the country. The military coups in Fiji in 1987-2000 affected the tourism demand in the region, The military coup in 1987 caused the tourism sector in Fiji, which derives 27 % of its gross domestic product from the tourism sector and employs 20% of the total employment in the tourism sector, to decline by 35% for one year. The military coup in 2000 significantly affected the touristic demand for Fiji and there was a 26,65% decrease in the number of tourists coming to the country (Beirman, 2003:135,143).

Turkey's Öcalan crisis with Italy at the end of the 1998 tourist season led to a 69,54% decrease in the number of tourists from Italy in 1999. In 2001, the Armenian genocide issue between France and Turkey led to a 2,74% decrease in the number of tourists from France in 2002 and a 9,97% decrease in 2003. Similarly, the "one minute" crisis in 2009 led to a significant decrease in the number of tourists from Israel by 44,17% in 2009 and 65% in 2010, negatively affecting the touristic demand from Israel (Uçar, 2016:20, 21, 23).

2.3.2. Financial Crises

Economic and financial crises can be defined as uncertainties and turmoil in financial markets, which usually occur when wrong decisions and moral hazards increase and the most

efficient investment funds are not used properly. These crises occur when the deterioration in the financial system severely restricts economic activities and prevents economic growth (Mishkin, 1996:17-18).

Economic and financial crises are situations that occur in the financial markets of a country and are usually characterised by obvious symptoms such as fluctuations in exchange rates and cash shortages. Such crises can adversely affect the tourism industry by affecting not only the financial sector but also other sectors. The tourism sector can react to economic volatility in a highly sensitive way; tourists' spending tendencies may decrease, travel plans may be postponed and therefore tourism revenues may decrease (Beirman, 2003, 135-145).

Examples of such crises include the 1997 Southeast Asian financial crisis, the November 2000/February 2001 local crisis in Turkey and 2008 global financial crises. In the second half of 1997, the Southeast Asian financial crisis that broke out in Thailand caused a decline in the number of international tourists and tourism revenues. Table 4 below shows the impact of the Southeast Asian financial crisis on international tourist arrivals and tourism revenues in the East Asia/Pacific region.

Table 4. International Tourist Arrivals And Tourism Revenues To The East Asia Pacific Region Between 1996-1998

<i>Years</i>	<i>International Tourist Arrivals (Million)</i>			<i>Rate of Change %</i>		<i>International Tourism Receipts /USD Billion</i>			<i>Rate of Change %</i>	
	<i>1996</i>	<i>1997</i>	<i>1998</i>	<i>97/96</i>	<i>98/97</i>	<i>1996</i>	<i>1997</i>	<i>1998</i>	<i>97/96</i>	<i>98/97</i>
East Asia/Pacific	89	88,3	86,6	-1,1	-1,6	82	76,4	68,5	-6,8	-10,2

Source :(WTO Tourism Highlights,1999:2-12).

As seen in Table 4, due to the 1997 Asian financial crisis, the number of international tourist arrivals to the East Asia/Pacific region fell by 1,1% in 1997 and 1,6% in 1998. Regional tourism revenues fell by 6,8 % in 1997 and 10,2% in 1998.

Table 5. International Tourist Arrivals And Tourism Revenues In Turkey Between 1999-2001

<i>Years</i>	<i>International Tourist Arrivals (Million)</i>			<i>% Change Rate</i>		<i>International Tourism Receipts (Billion \$)</i>			<i>% Change Rate</i>	
	<i>1999</i>	<i>2000</i>	<i>2001</i>	<i>00/99</i>	<i>001/000</i>	<i>1999</i>	<i>2000</i>	<i>2001</i>	<i>00/99</i>	<i>001/000</i>
Turkey	6 893	9 587	10 800	39,1	12,5	5,203	7,636	8,9	46,8	17

Source: World Tourism Organization (WTO), 2001, 2002, 2003

As can be seen from Table 5, the devaluation after the local financial markets crisis in November 2000 and February 2001 in Turkey had a positive impact on tourism revenues in 2001, leading to an increase of approximately 6% in tourism revenues and 11,41% in the number of tourists coming to the country due to the cheapening of touristic products and services compared to other competing countries.

2009, especially the first half of the year, was a challenging year under the shadow of the global financial crisis. In the aftermath of the global financial crisis in 2008, international tourist travel for business, holiday and other purposes fell by 4,2% worldwide.

Table 6. International Tourist Arrivals And Tourism Revenues By Region For The Period 2008-2009

<i>Years</i>	<i>International Tourist Arrivals (Million)</i>		<i>% Change Rate</i>	<i>% Market Share</i>	<i>International Tourism Receipts /USD Billion</i>		<i>% Change Rate</i>	<i>Mareket Share</i>
	<i>2008</i>	<i>2009</i>	<i>09/08</i>	<i>2009</i>	<i>2008</i>	<i>2009</i>	<i>08/09</i>	<i>2009</i>
World	919	880	-4,2	100	941	852	-5,7	100
Europe	482,2	359,7	-5,7	52,2	473,7	413,0	-6,6	48,5
Asia and the Pacific	184,0	181,2	-1,6	20,6	208,9	203,7	-0,7	23,9
Americas	147,8	140,7	-4,8	15,9	188,1	165,2	-10,1	19,4
Africa	44,2	45,6	3,1	5,2	30,2	28,9	-4,4	3,4
Middle East	55,6	52,9	-4,9	6,0	41,2	39,7	-0,9	4,8

Source: (UNWTO Tourism Highlights, 2010:4)

When Table 6 is analysed, while there was a 3% increase in international tourist trips to Africa in 2009, there were decreases of 5,7% in Europe, 4,8% in America, 4,9% in the Middle East and 1,6% in Asia/Pacific. In terms of international tourism revenues, the Americas, Europe and Africa were the regions most affected by the crisis with 10,1%, 6,6% and 4,4%, respectively. In addition, world revenues decreased by -5,7% compared to 2008.

2.3.3. Crises Caused by Terrorism

Terrorism is defined as criminal and violent behaviour targeting institutions, objects and people in order to intimidate and demoralise society or a government, and for political or social purposes. Such activities usually aim to create panic and fear and can be ideologically, religiously or politically motivated (Glaesser, 2007:46).

Tourism is a highly sensitive and fragile sector to lack of security and perceptions of danger. The perceived or existing travel risks in any tourism region will affect the perception of personal security, which is one of the basic needs of tourists, and thus significantly affect the touristic demand for the country. Tourists may cancel or change their holiday plans when they perceive a risk factor that threatens their personal safety, such as terrorist incidents in the countries they are going to. This situation may lead to a decrease in the number of tourists coming to the country and a decrease in tourism activities in the region, thus damaging the tourism sector (Brown, 2015:267-268).

Terrorist acts targeting countries and tourists in different parts of the world at different times have caused fear and terror in the public opinion and caused great damage to the tourism sector. The bomb attacks of the IRA targeting the British economy and tourism in Northern Ireland in the 1985s, the attacks of the PKK terrorist organisation targeting tourism regions in Turkey since 1991, and the actions of the ETA terrorist organisation in Spain targeting touristic hotels between 1985 and 1987 have led to a decrease in the number of tourists, tourism revenues and foreign exchange inflows in these countries (Alp, 2013:10-11; Glaesser, 2007:46).

1999 Terrorist acts caused a serious decrease in the number of tourists coming to Turkey between February and July compared to the previous year.

Table 7. International Tourist Arrivals In Turkey For The Period 1999-1998

<i>Months</i>	<i>February</i>	<i>March</i>	<i>April</i>	<i>May</i>	<i>June</i>	<i>July</i>
1998	371 526	476 756	642 332	986 237	1 062 961	1 288 439
1999	371 727	409 483	426 558	691 313	784 642	931 895
% Change Rate (1999/1998)	0,05	-14,11	-33,59	-29,90	-26,18	-27,67

Source: (Uçar, 2016: 39)

When Table 7 is analysed, it is seen that the number of international visitors to Turkey decreased by 26,5% on average between February and July due to the terrorist acts that started in the second half of February.

Similarly, in Egypt, which attracts half of the tourism demand for North Africa, terrorist incidents targeting tourists from time to time have caused serious losses in Egypt's tourism revenues, the number of tourists coming to the country and the duration of their stay (Aytaç, 2008:48).

The developed countries of the world, such as the USA and the UK, are also targets of terrorist attacks. The 11 September 2001 attack on the World Trade Centre and the bomb attacks on the London Underground in July 2005 caused fear and terror in these countries. These attacks have led to a significant decrease in the number of visitors and tourism revenues.

Table 8. International Tourists Arrivals And Tourism Revenues For World And USA In 2001

<i>Years</i>	<i>International Tourist Arrivals (Million)</i>		<i>% Change Rate</i>	<i>Market Share</i>	<i>International Tourism Receipts (USD Billion)</i>		<i>% Change Rate</i>	<i>Market Share</i>
	<i>2000</i>	<i>2001</i>	<i>2001/2000</i>	<i>2001</i>	<i>2000</i>	<i>2001</i>	<i>2001/2000</i>	<i>2001</i>
World	696,8	692,6	-0,6	100	477,0	463,6	-2,8	100
United States	50,9	45,5	-10,7	6,6	82,0	72,3	-11,9	1,6

Source: World Tourism Organization, 2002

As seen in Table 8, the terrorist attacks of 11 September 2001 caused 0,6% decrease in international tourism activities and 2,8% decrease in world tourism revenues in 2001. The 11 September attacks caused 10,7% decrease in international tourist arrivals and an 11,9% decrease in international tourism revenues in the USA. As a result, acts of terrorism affect all sectors and especially sensitive and fragile sectors such as the tourism sector that produce services.

2.3.4. Health Threatening Crises

Infectious and epidemic diseases that threaten human health can cause crises in the tourism sector by negatively affecting tourists' decisions to visit certain regions or countries. The high incidence of HIV in Southeast Asia and Africa has negatively affected the touristic demand for these regions.

2.3.4.1. Foot and Mouth Disease:

In 2001, foot and mouth disease caused by bovine livestock seriously affected the British tourism sector, especially rural tourism. There was 22% decrease in the number of touristic consumers coming to England in April 2001 compared to April 2000 and 16% decrease in touristic consumer expenditures. In addition, foot and mouth disease caused a 37% decrease in the number of tourists from Japan in 2001 (Beirman, 2003:174-181).

Table 9. Tourist Arrivals And Tourism Revenues In The United Kingdom In 2000-2001

<i>Years</i>	<i>International Tourist Arrivals (Million)</i>		<i>% Change Rate</i>	<i>Market Share</i>	<i>International Tourism Receipts (USD Billion)</i>		<i>% Change Rate</i>	<i>Market Share</i>
	<i>2000</i>	<i>2001</i>	<i>2001/2000</i>	<i>2001</i>	<i>2000</i>	<i>2001</i>	<i>2001/2000</i>	<i>2001</i>
United Kingdom	25,2	22,8	-9,4	3,3	19,5	16,3	-16,7	3,5

Source: World Tourism Organization (WTO), 2002

As seen in Table 9, the number of tourists coming to the UK decreased by 9,4% and tourism revenues by 16,7% due to the foot-and-mouth and 11 September attacks (Tourism Highlights, 2002:2-3).

2.3.4.2. SARS Outbreak

The SARS outbreak, which spread from Hong Kong to Southeast Asian countries in early 2003, caused a significant decline in the tourism industry in the Asia Pacific region. In the second half of March, tourist arrivals in Hong Kong fell by 10,4% compared to the previous year. Airline companies had to cancel a number of flights. This led to recession and economic losses in the tourism industry in the region. Due to the SARS outbreak, the number of passengers travelling to Hong Kong in April 2003 decreased by 52% by road, 72% by sea and 77% by air. In March and April, an average 63 % drop in the number of tourists visiting Hong Kong was recorded due to SARS (Siu and Wong, 2004:74).

Tourism, especially air travel, has been among the sectors most affected by the SARS outbreak. Customers avoided going to places such as entertainment venues, restaurants and shops and many tourists cancelled their trips, which greatly strained the service sector. SARS posed a serious threat to tourism destinations such as Singapore, China and Hong Kong. The tourism industry of these countries is focused on services that are labour-intensive and require constant demand and changing human contact. Therefore, the SARS outbreak has deeply affected the tourism industry of these countries, causing a significant decline in the sector. The International Labour Organisation reported that the economic downturn and SARS disease led to the loss of 8 million jobs in the Asian tourism sector. Due to the SARS outbreak, there was a 70% decrease in air transport to Asian countries. There was 60% decline in Hong Kong, 40% in Singapore and South Korea, 37% in Bangkok and 36% in Kuala Lumpur (Lee and Warner, 2005:13-14).

The SARS outbreak caused a 33 % contraction in the accommodation and restaurant sector in the second quarter of 2003. Compared to the same period of the previous year, the number of tourists coming to the region decreased by 62 % (Lee and Warner, 2006:20-23).

SARS clearly left its mark on tourism performance in Asia and the Pacific in 2003. As a result, both international tourist arrivals and international tourism receipts fell by 9%. After a positive start for most countries in January and February, SARS brought declines of over 50% in the following months. Although the recovery was generally quick, most of the major destinations in Northeast and Southeast Asia ended the year with negative figures.

Table. 10. Asia And The Pacific Region And Major Destinations International Tourist Arrivals And Tourism Receipts The Period For 2002-2003

<i>Years</i>	<i>International Tourist Arrivals (Million)</i>		<i>% Change Rate</i>	<i>International Tourism Receipts (USD Billion)</i>		<i>% Change Rate</i>
	<i>2002</i>	<i>2003</i>	<i>2003/2002</i>	<i>2002</i>	<i>2003</i>	<i>2003/2002</i>
Asia and the Pacific	131,1	119,292	-9,0	98,691	95,438	-3,3
Australia	4,42	4,35	-1,5	8,57	10,31	20,2
China	36,80	32,97	-10,4	20,38	17,40	-14,6
Hong Kong	16,56	15,53	-6,2	7,50	7,65	2,1
India	2,38	2,75	15,4	3,01	3,52	16,9
Indonesia	5,03	4,46	-11,3	5,28	4,03	-23,6
South Korea	5,34	4,75	-11,1	5,93	5,25	-11,5
Makao (Çin)	6,56	6,30	-3,9	4,44	5,30	19,5
Malasia	13,29	10,57	-20,4	7,11	5,90	-17,1
New Zeland	2,04	2,10	2,9	3,00	3,97	32,2
Philippines	1,93	1,90	-1,3	1,74	1,46	1,5
Singapur	6,99	5,70	-18,5	4,46	3,99	-10,4
Taiwan	2,97	2,24	-24,5	4,58	2,97	-35,1
Thailand	10,87	10,08	-7,3	7,90	7,82	-1,0

Source: World Tourism Organization, 2024

When the table is analysed, it is seen that the number of tourists coming to the Asia and Pacific region decreased by 9% from 131,1 million in 2002 to 119,292 million in 2003. Similarly, tourism revenue, which was US\$ 98,6 billion in 2002, decreased by 3,3% to US\$ 95,4 billion. Therefore, the SARS outbreak had a negative impact on tourism activities in the Asia/Pacific region. The data shows double-digit declines for many destinations in the two sub-regions, including Taiwan (Chinese province) (-24,5%), Malaysia (-20,4%), Singapore (-18,5%), Thailand (-7,3%), Republic of Korea (-11,1%) and China (-10,4%). Arrivals to Australia declined by 1,5%, while arrivals to New Zealand increased by almost 2,9%. In contrast, destinations in South Asia had a very successful period, with India increasing tourist arrivals by over 15,4%.

One of the crises threatening health is Ebola virus emerged in West Africa in early February 2014. The West African countries of Guinea, Liberia, Nigeria and Sierra Leone were particularly affected. The Ebola virus showed its most severe effect in Sierra Leone, Liberia and Guinea. The Ebola virus caused the deaths of 2499 people in Guinea, 3940 people in Sierra Leone and 4807 people in Liberia and negatively affected the touristic demand for West Africa in 2014-2015 (Baker, 2015:6-9).

Table 11. Sierra Leone International Tourist Arrivals And Tourism Receipts The Period For 2013-2014

<i>Years</i>	<i>International Tourist Arrivals (Thousand)</i>		<i>% Change Rate</i>	<i>Market Share</i>	<i>International Tourism Receipts /USD million)</i>		<i>% Change Rate</i>	<i>Market Share</i>
	<i>2013</i>	<i>2014</i>	<i>14/13</i>	<i>2014</i>	<i>2013</i>	<i>2014</i>	<i>14/13</i>	<i>2014</i>
Sierra Leon	81	44	-46,2	0,1	59	32	37,3	0,1

Source: (World Tourism Organization May 2015)

As seen in Table 11, in Sierra Leon, where the Ebola virus killed 4708 people, the number of international visitors decreased by 46,2 per cent from 81,000 in 2013 to 44,000 in 2014. Similarly, tourism revenues decreased by 37,3% to 32 million USD (World Tourism Organization, 2015:11).

2.3.4.3. COVID-19

The tourism industry faced the biggest crisis in its history during the COVID-19 pandemic from 2020 to 2022. In 2020, the world faced a large-scale health, social and economic crisis with the COVID-19 pandemic. The pandemic, which began in March 2020, caused an unprecedented pause in the tourism industry, with travel restrictions being imposed. Strict travel restrictions imposed around the world to prevent the spread of the coronavirus have led to a massive drop in international travel, global isolation and a drop in demand. Due to the COVID-19 pandemic, hotels and tourist accommodations had to be closed temporarily or permanently, while events, festivals and tourist attractions were postponed or cancelled either due to government regulations or very low occupancy rates. Therefore, although COVID-19 affected all sectors, it affected the tourism sector more (World Tourism Organization October,2023)

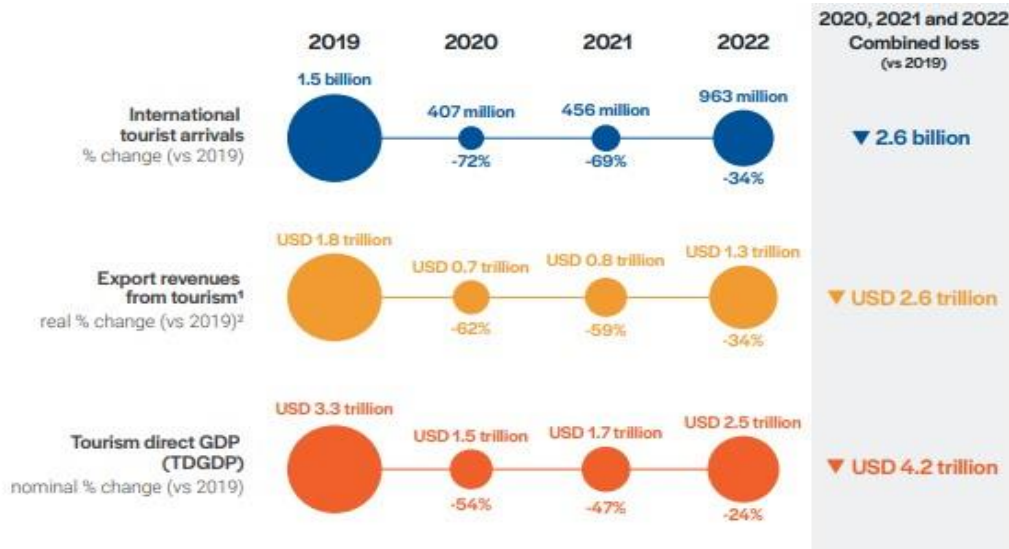
Table 12. International Tourist Arrivals To The Regions The Period For 2019-2022

<i>Years</i>	<i>International Tourist Arrivals (Million)</i>				<i>% Change Rate vs. 2019</i>		
	<i>2019</i>	<i>2020</i>	<i>2021</i>	<i>2022</i>	<i>2020/2019</i>	<i>2021/2019</i>	<i>2022/2019</i>
World	1,464	407	458	969	-72,2	-67,7	-33,8
Europe	742,1	239,6	301,3	594,9	-67,7	-59,4	-19,8
Asia and the Pacific	360,1	59,1	24,8	102,3	-83,6	-93,1	-71,6
Americas	219,3	69,6	81,7	156,2	-68,3	-62,7	-28,8
Africa	69,1	18,7	19,6	46,6	-72,9	-71,5	-32,5
Middle East	72,9	19,8	30,8	69,3	-72,9	-57,8	-4,9

Source: (World Tourism Organization October, 2023:23-28)

When Table 12 is analysed, there were dramatic decreases in international tourist arrivals in 2020, 2021 and 2022, when COVID-19 was effective, compared to 2019, the year before the pandemic. The number of international tourists, which was 1,464 billion in 2019, decreased by 72,2% to 407 million in 2020. The number of international tourists decreased by 67,7% in 2021 and 33,8% in 2022 compared to 2019. Although all regions were significantly affected by COVID-19 in terms of tourist arrivals, the most affected region was the Asia Pacific region, with a decrease of -83,6% in 2020, -93,1% in 2021 and -71,6% in 2022.

Figure 4. Impact Of Coronavirus Pandemic On Tourism, 2020, 2021 And 2022



Source: (World Tourism Organization, October,2023)

COVID-19 resulted in the loss of around 2.6 billion international arrivals during 2020, 2021 and 2022, almost twice as many as in 2019. Export earnings from international tourism fell by 62% in 2020 and 59% in 2021 compared to 2019. Although there was some improvement in 2022, it was 34% lower than before the pandemic. The total loss in export revenues from tourism is USD 2,6 trillion for 2020, 2021 and 2022, one and a half times the revenue generated in 2019. The economic contribution of tourism, measured directly by tourism gross domestic product, has halved during the pandemic period. While this rate was 3,3 trillion USD in 2019, it decreased by -54% to 1,5 trillion USD in 2020 and by -47% to 1,7 trillion USD in 2021 compared to 2019. Although this rate increased to USD 2,5 trillion in 2022, it remained 24% below the pre-pandemic period. The total loss incurred during the pandemic period reached USD 4,2 trillion.

3.LITERATURE REVIEW

Altay et al., (2013) Analysed the economic dimensions of terrorist activities in the Middle East in the context of Turkey, Egypt and Saudi Arabia. They used data on exports, imports, economic growth, tourism, foreign direct investments, unemployment and national income per capita for the period 1996-2010 by using panel data analysis method. In their study, they found that terrorism has negative effects on all macroeconomic variables analysed, especially tourism.

Akkemik and Perlaky (2023) examined the impact of COVID-19 on tourism in Turkey and Hungary. Using the traditional SAM modelling method, they found that the decrease in international tourism revenues decreased GDP by 5,9% in Hungary and 2,6% in Turkey. They also found that COVID-19 led to employment losses of 2,0% and 0,9% in Hungary and Turkey, respectively.

Avcı and Küçükusta (2013) investigated the effects of the global financial crisis on 30 travel agencies operating in Izmir. They conducted SPSS-20 statistical data analysis using 347 data collected through face-to-face interviews. In their study, they determined that new marketing policies emerged as the most important factor and were used more frequently than other practices.

In addition, they also found that adaptation to the crisis process and organisational preparation studies were also prominent.

Barbhuiya&Chatterjee (2020) examined the vulnerability of the tourism sector to different types of shocks in 22 different states of India. Using random panel regression models for domestic and foreign tourist arrivals in the period 2008-2014, they found that violent conflicts negatively affected the number of domestic tourists, but natural disasters did not. On the other hand, they found that natural disasters negatively affected international tourist arrivals but internal conflicts did not.

Baker (2015) investigated important infectious diseases that may pose a risk for tourists. Using secondary data analysis, he examined reports published by the World Tourism Organisation, the World Health Organisation, the World Bank and the US Center for Disease Control and Prevention. As a result, he found that advances in transportation have caused the rapid spread of microbial organisms and that increased travel in tourism increases the potential for the spread of infectious diseases.

Brown (2015) analysed the relative impact of prolonged negative media coverage of the Natalee Holloway incident on Aruban tourism demand. He used the number of monthly tourist arrivals to Aruba as the dependent variable and the amount of neutral and negative media coverage of the Natalee Holloway incident as the explanatory variable for the period 2005-2012. Using content analysis and least squares methods, content analysis found that negative sentiments of Arubans were framed by the media and police misconduct, while least squares regression found that prolonged negative media coverage significantly reduced the number of US tourists to Aruba

Corbet et al., (2019) examine the impact of terrorist attacks on European tourism through short-term post hoc responses of the airline industry and passengers. Using a seasonally adjusted ARMA-GARCH model with data on airline transport between 2011 and 2018, they found that business travel slowed down significantly and airline fares fell significantly due to the duty of care legislation for corporate transport.

Demir et al., (2021) examined the impact of COVID-19 on the tourism sector in terms of hotel managers. Between July-September 2020, the data obtained from face-to-face interviews were evaluated with descriptive analysis technique. In their study, it was concluded that the pandemic affected accommodation businesses in psychological, social and economic terms.

Eryılmaz and Kaya (2021) investigated the possible effects of COVID-19 on tourism regions. They examined the data collected through surveys conducted between 1-15 June 2020 by data analysis method. In their study, they determined that the participants preferred accommodation facilities before the pandemic, but tended to turn to rental houses after the pandemic. They also concluded that COVID-19 changed individuals' holiday preferences.

Haque (2015) investigated the impact of the global financial crisis on the tourism sector in Bangladesh. In his study using secondary data, he found that Bangladesh's tourism revenues decreased by 5,92% in 2009 and 3,46 % in 2010.

Kesimli (2011) investigated the effects of political crises on the tourism sector in the context of Turkey. In his study conducted with the help of literature review and secondary data, he found that political crises negatively affect the tourism sector, but these effects vary depending on the severity, size, depth and duration of the crisis.

Lee&Warner (2006) investigated the relationship between epidemics and employment and unemployment in the hospitality sector in the context of Taiwan. Using secondary data and structured interview technique, which is a qualitative research method, they found that Sars disease caused serious declines in employment, airline transport, hotel reservations and touristic demand for the region.

Manuela and Vera (2015) examined the short-term and long-term impact of the downgrading of the Philippine civil aviation system by the US FAA in 2008 and the EU's ban on Philippine carriers in 2010 on tourist expenditures, arrivals and length of stay. Using monthly data on tourism revenues, number of tourists, tourist expenditures and length of stay for the period 2000-2012, they conducted a generalised method of moments (GMM) based on the Newey-West covariance estimator and found that political failure negatively affected tourism revenues, tourist expenditures and length of stay.

Önal and Berikol (2004) examined the impact of the local crises of November 2000- February 2001 on star hotels in the Mediterranean region. Using a survey of 181 accommodation establishments, they found that the crises affected hotels negatively in some respects and positively in some respects. They found that the most important negative effects of the crisis on hotels were staff reduction, reduction in current assets and reduction in room rates.

Öztürk and Şimşek (2013) investigated the effect of political instability in Turkey on tourists' destination choice. They used T-test, ANOVA and Tukey HSD analyses with the data collected by questionnaire method. According to their findings, women and domestic tourists attach more importance to political instability. In addition, it was found that there is a linear relationship between the level of education and the importance given to political instability.

Päväluc (2020) investigated the impact of COVID-19 on the international tourism sector. Through the analysis of statistical indicators from the World Bank and the Tourism Organisation, they found that all countries and tourism destinations were negatively affected by COVID-19, but the degree of impact varied across countries and regions.

Purwomarwanto and Ramachandran (2015) analysed the tourism sector performance of the Association of Southeast Asian Nations (ASEAN) countries during the 2008 global financial crisis. In their study, they used quarterly data such as international tourist arrivals, regional (ASEAN) tourist arrivals, GDP and exchange rate. Using IBM SPSS-20 statistical software programme, they found that there was a short-term decline in the performance of the tourism sector in terms of the number of tourists and hotel occupancy rate in the first quarter of 2009.

Raab and Schwer (2003) examined the short and long-run volatility effect of the Asian crisis on Las Vegas gaming revenues for the period October 1983-October 1999. Using an ARCH/GARCH model, they find a significant relationship between Japanese, South Korean and

Hong Kong currencies and Las Vegas gaming revenues. They also found that Las Vegas Strip Baccarat gaming revenues were negatively affected by the Asian financial crisis in the short run.

Rossello et al., (2020) examined the impact of natural and man-made disasters on international tourism activities in the context of 171 countries. In their study using a two-sided tourism demand equation with variables such as the number of tourists, income level and population using data for the period 1995-2013, they found that different natural disasters affect tourist flows to countries and regions to varying degrees, and although they sometimes have positive effects, they generally have a negative impact on the tourism sector by reducing tourist arrivals.

Shamaileh (2013) analysed the impact of the 2008 global financial crisis on the Jordanian tourism sector. Using SPSS statistical analysis method, he found that average income and relative prices have a significant effect on tourism demand.

Siu and Wong (2004) analysed the economic impact of the SARS pandemic in Hong Kong. Based on secondary data, they find that SARS had a significant negative impact on unemployment, local consumption, restaurants, retail and air transport. However, they found that the most significant negative impact was on the demand side.

Skare et al. (2021) examined the impact of COVID-19 on the travel and tourism sector in a wide scope. Using data from 185 countries and 16 regions, they analysed annual data obtained from the World Tourism Organization with a panel structural vector auto regression (PSVAR) model. According to the results of their study, it was revealed that the impact of the COVID-19 pandemic on the travel and tourism industry was much larger and destructive.

Zhang et al (2021) examined the relationship between earthquakes and sustainable tourism development at three different spatial scales: provincial, prefectural and local in Sichuan province of China. Using time series monthly data on domestic and foreign tourist arrivals for Jiuzhaigou and Aba between January 2009 and December 2019, using time series analyses based on TBTL, ARIMA and SARIMA models, they found that earthquakes and related geological hazards have caused significant negative impacts on Jiuzhaigou's tourism industry on a local and regional scale in the short and long term.

Weber et al (2010) investigated the impact of the global financial crisis on tourist expenditure in the United Kingdom for the period 2008q3-2009q3. Using an input/output approach, they found that the global financial crisis had a negative direct impact of approximately £42 million on tourist expenditure in the UK.

CONCLUSION

The tourism industry plays a crucial role in economic development, particularly in emerging economies, by providing employment opportunities, boosting national income, addressing external deficits, and promoting regional development. However, various external factors pose significant challenges to sustainable development in tourist destinations. These factors include inter-country political issues, natural disasters, environmental and technological crises, terrorism, financial downturns, and epidemics. Such challenges can have both short-term and long-term adverse effects on the tourism sector at local and regional levels.

Tourism is a key economic sector globally, contributing substantially to local economies and serving as a significant revenue source. Nevertheless, the industry is highly susceptible to crises and disasters, as travel demand is greatly influenced by various external factors. The interconnectedness of world economies and the globalization of the tourism industry have introduced a new dynamic, making the sector more vulnerable to external disruptions. The elasticity of demand in the tourism industry renders it highly sensitive to crises such as wars, natural disasters, terrorist attacks, economic downturns, epidemics, and political instability. These crises can lead to rapid and severe impacts on the sector, prompting tourists to alter their travel plans, cancel trips, or seek safer destinations. Furthermore, crises in a specific region can have widespread or even global repercussions on tourism. Understanding the processes underlying crises and disasters, assessing their potential impacts, and devising effective crisis management strategies are essential for organizations operating in the tourism sector. The findings of this research emphasize that uncertainties have a significant impact on the revenue performance of the tourism industry. Economic and financial crises, political uncertainty, health problems and other exogenous factors may have the potential to reduce tourist flows and spending. Moreover, measures such as the implementation of targeted marketing plans for specific destinations, the creation of differentiated tourism experiences, infrastructure improvements and increased inter-industry co-operation can help the tourism sector to be more resilient to these uncertainties. Given the significant contribution of the tourism industry to the national economy, such pro-active measures should be prioritized by industry representatives and decision-makers. The goal of a longer-term and sustainable tourism is therefore a key requirement, requiring a multi-faceted and collaborative approach to protect this critical economic base in an increasingly volatile business environment.

Policymakers also need to develop a comprehensive policy framework to make the tourism sector more resilient to the challenges of various uncertainties. Firstly, it is important to establish a dedicated tourism risk management unit to proactively identify, monitor and mitigate emerging threats to the sector. This unit can lead the creation of early warning systems, emergency planning and rapid response mechanisms, enabling the sector to be more resilient and recover from disruptive events. Secondly, special fiscal incentives and tax breaks for tourism businesses can provide vital support during periods of low demand and revenue, strengthening their survival. In addition, promoting public-private partnerships in the development of robust tourism infrastructure, such as multiple transport hubs and flexible accommodation options, will strengthen the sector's adaptability. Ultimately, promoting cross-border co-operation and knowledge-sharing platforms among tourism-dependent countries can strengthen the sector's collective resilience by providing impetus for the formulation of coherent regional strategies. By adopting this comprehensive policy approach, policymakers can safeguard the long-term sustainability of the tourism industry and its critical contribution to the national economy. Future research should delve deeper into these issues to enhance our understanding of crisis management and develop more robust strategies to navigate such challenging situations.

REFERENCES

- Akar, S. (2013). Doğal Afetlerin Kamu Maliyesine ve Makro Ekonomiye Etkileri: Türkiye Değerlendirmesi, *Yönetim ve Ekonomi Araştırmaları Dergisi*, Sayı:21, ss.185-206.
- Akkemik, K.A. and Perlaky, D. (2023). Impact Of Covid-19 On Tourism: Evidence From SAM Assesments of Hungary and Turkey, *Advances in Hospitality and Tourism Research*, 11 (1), ss.140-170.
- Akıncı, Z., Kayalar, M and Demirel, O.N. (2012). Konaklama İşletmelerinde Kriz Yönetimi: Yöneticilerin Kriz Yönetimi Yaklaşımına Yönelik Bir Uygulama, *Finans Politik & Ekonomik Yorumlar*, Cilt: 49, Sayı: 572, ss.79-100.
- Alp, A.İ. (2013). Terörün Ekonomik Etkileri, *Uluslararası Güvenlik ve Terörizm Dergisi* Cilt: 4, sayı:1, ss.1-19.
- Asunakutlu, T., Safran, B and Tosun, E. (2003). Kriz Yönetimi üzerine Bir Araştırma, *Dokuz Eylül Üniversitesi Sosyal Bilimler Enstitüsü Dergisi*, Cilt:5, Sayı 1, ss.141-163.
- Aymankuy, Y.Ş. (2001). Turizm Sektöründe Kriz Yönetimi, *Balıkesir Üniversitesi Sosyal Bilimler Dergisi*, Sayı: 6 Aralık 2001, ss.105-118.
- Aytaç, N. (2008). ‘‘Krizlerin Otel İşletmeleri Üzerine Etkisi: Edirne İli Örneği (2000-2005)’’, *Trakya Üniversitesi Sosyal Bilimler Enstitüsü Yüksek Lisans Tezi*, 2008, Edirne.
- Avcı, N and Küçükusta, D. (2013). Küresel Ekonomik Krizin Seyahat Acentelerine Etkileri ve Türkiye’de Kriz Yönetimi Uygulamaları, *Dokuz Eylül Üniversitesi Sosyal Bilimler Enstitüsü Dergisi*, Cilt: 15, Sayı: 4, Yıl: 2013, ss.571-587.
- Baker, D. (2015). Tourism and the Health Effects of Infectious Diseases: Are There Potential Risks for Tourists? *International Journal of Safety and Security in Tourism/Hospitality*, pp.1-18.
- Barbhuiya, M.R and Chatterjee, D. (2020). Vulnerability and Resilience of the Tourism Sector in India: Effects of Natural Disasters and Internal Conflict, *Tourism Management Perspectives* 33 (2020) 10061, pp.1-13.
- Beirman, D. (2003). *Restoring Tourism Destinations in Crisis*, CABI Publishing CAB International Wallingford Oxon OX10 8DE UK.
- Brown, C.B. (2015). Tourism, Crime and Risk Perception: An Examination of Broadcast Media's Framing of Negative Aruban Sentiment in the Natalee Holloway Case and Its Impact on Tourism Demand, *Tourism Management Perspektifse* 16 (2015),2. pp.66–277.
- Corbet, S., O’Connell.J.F., Efthymiou, M., Guiomard, C and Luceyc, B. (2019). The impact of Terrorism on European Tourism, *Elsevier Annals of Tourism Research* 75 (2019), pp.1–17.
- Demir, Ç. (2010). 1980-2007 Türkiye Turizm Talebinin Ekonometrik Analizi: Zaman Serisi Yaklaşımı, *Dokuz Eylül Üniversitesi Sosyal Bilimler Enstitüsü Ekonometri Anabilim Dalı Doktora Tezi*, İzmir, ss.1-183.
- Demir, M., Demir, Ş.Ş., Dalgıç, A and Ergen, D.F. (2021). Impact of COVID-19 Pandemic on the Tourism Industry, *An Evaluation from the Hotel Managers' Perspective Journal of Tourism Theory and Research*, Volume: 7(1), 202, ss.44-57.
- Durgun, A and Gövdere, B. (2011). 2008 Küresel Krizinin Antalya Konaklama İşletmelerine Etkileri Üzerine Bir Analiz, *Uludağ Üniversitesi İktisadi ve İdari Bilimler Fakültesi Dergisi Uludağ* Cilt XXX, Sayı. 1, pp.139-159.
- Eryılmaz, G. and Kaya, M. (2021). Covid-19 Dönemi Öncesi ve Sonrası Turizm Destinasyonlarına Yönelik Beklentilerin İncelenmesi, *Sosyal, Beşerî ve İdari Bilimler Dergisi*, 2021, 4(1), ss.17-36.

- Fırat, A and Açıkgoz, İ. (2011). Konaklama İşletmelerinin Kriz Döneminde Uyguladıkları Pazarlama Stratejilerine Yönelik Bir Uygulama, *Muğla Üniversitesi Sosyal Bilimler Enstitüsü Dergisi*, (27), ss.1-21.
- Fletcher, J., Cooper, C., Fyall, A., Gilbert, D and Wanhill, S. (2005). *Tourism Principles and Practice*, Pearson Education Limited Edinburgh Gate Harlow Essex CM20 2JE England.
- Gençtürk, M., Dalğar, H and Yılmaz, T. (2011). Finansal Krizlerin İşletmelerin Finansman Kararlarına Etkileri: İMKB’de İşlem Gören İşletmeler Üzerinde Bir Araştırma, *C.Ü. İktisadi ve İdari Bilimler Dergisi*, Cilt 12, Sayı 1, ss.187-207.
- Gençtürk, M and Usul, H. (2003). Finansal Krizlerin Hisse Yoğunluğu Açısından Şirket Performansına Etkileri ve Bankacılık Sektöründe Bir İnceleme, *G.Ü.İ.İ.B.F Dergisi*, 3/2003, ss.125-132.
- Glaesser, D. (2007). *Crisis Management*, Linacre House, Jordan Hill, Oxford OX2 8DP, UK.
- Göral. R, (2014). Turizm Sektöründe Stratejik Kriz Yönetimine İlişkin Bütünsel Bir Çerçeve, *Selçuk Üniversitesi Sosyal Bilimler Enstitüsü Dergisi Sayı: 32*, ss. 89-101.
- Haque, Z. (2015). The Impact of Economic Crisis on Tourism Industry: A Bangladesh Perspective, *International Research Journal of Engineering, IT& Scientific Research*, Vol. 1 No. 1, December 2015, pp. 12~23. <https://sloap.org/journals/index.php/irjeis/>
- Jia, Z., Shia, Y., Jiab, Y and Lia, D. A. (2012). Framework of Knowledge Management Systems for Tourism Crisis Management, *Elsevier, Procedia Engineering* 29 (2012,) pp.138-143.
- Karaçor, S and Garda, B. (2015) Ekonomik Kriz Döneminde Turizm Pazarlaması. *International Conference On Eurasian Economies*, ss. 902-907.
- Kesimli, İ. (2011) Turizm Perspektifinden Politik Krizlerin Ekonomiye Yansımaları, *Electronic Journal of Vocational Colleges* December 2011, pp. 25-42.
- Khan, N., Hassan, A.U., Fahad, S and Naushad,M. (2020). Factors Affecting Tourism Industry and Its Impacts on Global Economy of The World, (*March 23,2020*). pp.1-32; https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3559353
- Lee, G.O.M. and Warner, M. (2005). The Impact of The SARS Epidemic in Taiwan: Implications for Human Resources, Labour Markets, and Unemployment in The Service Sector, *Working Paper Series* 08/2005, pp.1-38.
- Lee, G.O. and Warner, W. (2006). Human Resources, Labour-Markets and Unemployment: The Impact of The SARS Epidemic on The Hotel Industry in Singapore, *Working Paper Series*, 01/2006, pp.1-40.
- Lundberg, E.D., Krishnamoorthy, M and Stavenga, K.M. (1995) *Tourism Economics* John Wiley&Sons.Inc.,605 Third Avenue, New York, NY 10158-0012, pp 1-193.
- Manuela, W.S and Vera, M.J (2015). The Impact of Government Failure on Tourism in The Philippines, *Elsevier Transport Policy* 43 (2015), pp.11-22.
- Mayer, M and Vogt, L. (2016). Economic Effects of Tourism and Its in Fluencing Factors, *DE GRUYTER ZfTW 2016; Volume* 8(2); pp.169-198.
- Mishkin, F.S. (1996). Understandig Financial Crises: A Developing Country Perspective, *National Bureau of Economic Research 1050 Massachusetts Avenue Cambridge, MA 02138* May 1996, pp.1-65.
- Öztürk, S and Gövdere, M. (2010). Küresel Finansal Kriz ve Türkiye Ekonomisine Etkileri, *Süleyman Demirel Üniversitesi İktisadi ve İdari Bilimler Fakültesi Dergisi* Yıl.2010, Cilt.15, Sayı.1, ss. 377-397.

- Önal, Y.B. and Berikol, B.Z. (2004). Finansal Krizler ve Konaklama İşletmeleri Üzerine Etkilerinin Araştırılması, *Anatolia: Turizm Araştırmaları Dergisi*, Cilt 15, Sayı 1, Bahar 2004, ss.47-61.
- Öztürk, Y. and Şimşek, E. (2013). Politik İstikrarsızlıkların Turistlerin Destinasyon Seçimine Etkisi Üzerine Bir Araştırma, *Journal of Tourism and Gastronomy Studies* 1/2 (2013), ss.15-25.
- Păvăluc, C., Brînză, G., Anichiti, A and Butnaru, G.I. (2020) COVID-19 Pandemic and Its Effects on The Tourism Sector, *CES Working Papers*, Volume XII, Issue 2, pp.111-122.
- Porsuk, Ö. and Yorulmaz, F. (2011). Bhopal Kimyasal Kazası: Tarımda Daha Çok Verim İçin (Mi?), *Türk Tabipler Birliği Mesleki Sağlık ve Güvenlik Dergisi*, Ocak, Şubat, Mart, ss. 22-26.
- Purwomarwanto, Y.L. and Ramachandran, J. (2015) Performance of Tourism Sector with Regard to The Global Crisis A Comparative Study Between Indonesia, Malaysia and Singapore, *The Journal of Developing Areas*, Fall 2015, Vol. 49, No. 4 (Fall 2015), pp. 325- 339.
- Raab, C. and Schwer, R.K. (2003). The Short- and Long-Term Impact of The Asian Financial Crisis on Las Vegas Strip Baccarat Revenues, *Hospitality Management* 22 (2003), pp. 37–45.
- Ritchie, W.B. (2004). Chaos, Crises And Disaster: A Stratejic Approach To Crises Management in The Tourism Industry, *Tourism Management* 25 (2004), pp.669-683. Available online at www.sciencedirect.com
- Rossello, J., Becken, S. and Gallego, M.S. (2020). The effects of Natural Disasters on International Tourism: A Global Analysis, *Elsevier, Tourism Management* 79 (2020) 104080, pp.1-10.
- Shamaileh, M.O., Dalain, A.F., Allhham, I.M and Quda, A.A. (2013). The Effects of The Global Financial Crisis on The Tourism Sector, *Journal of Economics and Sustainable Development*, Vol.4, No.15, 2013, pp.161-169.
- Siu, A. and Wong, R.Y. (2004). Economic Impact of SARS: The Case of Hong Kong, *Asian Economic Papers*, Volume 3 Issue1, Winter 2004, pp.62-83.
- Skare, M., Soriano, D.R. and Rochon, P.M. (2021). Impact of COVID-19 on The Travel and Tourism Industry, *Technological Forecasting & Social Change* 163 (2021) 120469, pp. 1-14.
- Seçilmiş, C. and Sarı, Y. (2010). Kriz Dönemlerinde Konaklama İşletmelerinin Kriz Yönetimi Uygulamaları Üzerine Bir Araştırma, *Süleyman Demirel Üniversitesi İktisadi ve İdari Bilimler Fakültesi Dergisi* Yıl.2010, Cilt.15, Sayı.1, ss.501-520.
- Sofronov, B. (2018). The Development of The Travel and Tourism Industry in The World, *ICCS Annals of Spiru Haret University Economic Series, Since 2000*, Issue 4/2018, pp.123-137.
- Tanrısevdi, A. (2002). Seyahat Acentelerinde Krizlere Neden Olan Dışsal/ İçsel Etkenler ve Etkileri, *Adnan Menderes Üniversitesi Sosyal Bilimler Enstitüsü Doktora Tezi, Aydın*.
- Tutar, H. (2011). *Kriz ve Stres Yönetimi*, Seçkin Yayıncılık, ANKARA.
- Uçar, İ.H. (2016). 2008 Küresel Finans Krizinin Türk Turizm Sektörüne Etkisi: BİST’de İşlem Gören Turizm Şirketleri Üzerine Bir Uygulama, *Çukurova Üniversitesi Sosyal Bilimler Enstitüsü Yüksek Lisans Tezi*, ss.1-132.
- Yıldız, Z. and Durğun, A. (2010). 2008 Küresel Ekonomik Krizi ve Turizm Sektörü Üzerine Etkileri, *Süleyman Demirel Üniversitesi Vizyoner Dergisi*, Yıl.2010, Cilt.2, Sayı.1, ss.1-15.
- Webber, D., Buccellato, T. and White, S. (2010). The Global Recession and Its Impact on Tourists’ Spending in the UK, *Economic & Labour Market Review*, Vol 4, No 8, August, 2010, pp.65-73.
- Zhang, M., Seyler, B.C., Baofeng, D., Wang, Y. and Tang, Y. (2021). Impact of Earthquakes on Natural Area-Driven Tourism: Case Study of China’s Jiuzhaigou National Scenic Spot, *Elsevier International Journal of Disaster Risk Reduction* 58 (2021) 102216, pp.1-12.

INTERNET

- Tourism Highlights, 1999; <https://www.e-unwto.org/doi/pdf/10.18111/9789284403011> Date of Access; 23.04.2024
- Tourism Highlights, 2000; <https://www.e-unwto.org/doi/pdf/10.18111/9789284403745> Date of Access; 25.04.2024
- Tourism Highlights, 2001; <https://www.e-unwto.org/doi/pdf/10.18111/9789284406845> Date of Access 24.04.2024
- Tourism Highlights, 2003; <https://www.e-unwto.org/doi/pdf/10.18111/9789284406647> Date of Access 27.04.2024
- Tourism Highlights, 2009; <https://www.eunwto.org/doi/pdf/10.18111/9789284413591> Date of Access; 23.04.2024
- Tourism Highlights, 2010; <https://www.e-unwto.org/doi/pdf/10.18111/9789284413720> Date of Access; 23.04.2024
- Tourism Highlights, 2015; <https://www.e-unwto.org/doi/pdf/10.18111/9789284416899> Date of Access; 26.04.2024
- Tourism Highlights, 2017; <https://www.e-unwto.org/doi/pdf/10.18111/9789284419029> Date of Access; 25.04.2024
- Tourism Highlights, 2023; [https://tourismecotedivoire.ci/wpcontent/uploads/2023/12/Tourism Highlights.pdf](https://tourismecotedivoire.ci/wpcontent/uploads/2023/12/Tourism_Highlights.pdf); Date of Access; 15.04.2024
- World Tourism Barometre, January 2024: https://webunwto.s3.eu-west1.amazonaws.com/s3fs-public/2024-01/UNWTO_Barom24_01_January_Excerpt.pdf Date of Access; 28.03.2024
- Statista Research Department 2023; <https://www.statista.com/topics/962/global-tourism/#topicOverview> Date of Access; 20.03.2024.