

Crises & its impact on the tourism business კრიზისები და მათი გავლენა ტურიზმის ბიზნესზე

ანა მაზმიშვილი - აღმოსავლეთ ევროპის უნივერსიტეტის დოქტორანტი
საქართველოს ეროვნული უნივერსიტეტი
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Abstract: In the tourism industry, due to crisis situations (their nature, character, scale, etc.), adverse events related to the political, economic, ecological, social and other situations of the scene are very quickly spread around the world through many media, which can bring serious negative results for a specific territorial unit.

Any large-scale crisis situation, be it economic, political, technological or environmental, has a significant impact on the globalized tourism industry. Generally, a crisis that affects tourism is manifested as an event or circumstance that seriously damages the market potential and at the same time the reputation of the tourism business or the whole region.

Extremely serious problems. Large-scale crisis, as an event, a certain anomaly, should rarely occur, but today 's reality (both internationally, regionally and nationally) proves the opposite (and maybe there's some logic in it) and has become commonplace for the modern world.

Key words: crises, business, tourism, management, impact

აბსტრაქტი: ტურიზმის ინდუსტრიაში, კრიზისული სიტუაციებიდან გამომდინარე (მათი ბუნება, ხასიათი, მასშტაბი და ა.შ.), არასასურველი გამოვლინებები მოვლენის ადგილის პოლიტიკურ, ეკონომიკურ, ეკოლოგიურ, სოციალურ და სხვა სიტუაციასთან დაკავშირებით, ძალზე სწრაფად ვრცელდება მთელ მსოფლიოში მრავალი მედია საშუალებით, რასაც კონკრეტული ტერიტორიული ერთეულისათვის სერიოზული ნეგატიური შედეგები მოაქვს.

ნებისმიერი მასშტაბური კრიზისული სიტუაცია, იქნება ეს ეკონომიკური, პოლიტიკური, ტექნოლოგიური თუ ეკოლოგიური საკმაოდ დიდ გავლენას ახდენს გლობალიზებული ტურიზმის ინდუსტრიაზე. საერთოდ, კრიზისი, რომელიც გავლენას ახდენს ტურიზმზე, ვლინდება როგორც მოვლენა ან გარემოება, რომელიც სერიოზულ ზიანს აყენებს საბაზრო პოტენციალს და ამავედროულად ტურისტული ბიზნესის ან მთელი რეგიონის რეპუტაციას. მასშტაბური კრიზისი, როგორც მოვლენა, გარკვეული ანომალია, იშვიათად უნდა ხდებოდეს, თუმცა დღევანდელი რეალობა (როგორც საერთაშორისო, ასევე რეგიონული და ნაციონალური მასშტაბით), საწინააღმდეგოს ამტკიცებს (და შეიძლება თვით ამაშიც არის რაღაც ლოგიკა) და თანამედროვე სამყაროსთვის ყოველდღიურობად იქცა.

საკვანძო სიტყვები: კრიზისები, ბიზნესი, ტურიზმი, მენეჯმენტი, გავლენა

Introduction: Crisis in any case can lead to both long-term and short-term and temporary changes, because the different consequences of a crisis depend not only on its nature, but also on anti-crisis management, which can alleviate or complicate the crisis. Management capabilities and perspectives even depend on a well-defined goal, professionalism, management skills and responsibility.

The tourism sector is very sensitive to a variety of political, economic, technological and pandemic risks and threats. It should be noted that both negative (risk factors) and positive (anti-crisis management system) results are almost instantaneous.

Nowadays, this topic is even more urgent than ever, especially in the world of the pandemic (covid 19) distribution of the background, which, as we can see, the world tourism for some time practically stopped. Aside from the fact that the twenty-first century pandemic has clearly shown how much damage health crises can do globally, different types of crises have quite a big impact on the tourism business and have more or less the same negative consequences as the global pandemic.

Undoubtedly, the security aspect is of particular importance when it comes to the image of the tourism site and the decision-making process. Marketing of a tourist destination in times of crisis and post-crisis situation is highly dependent on creating a favorable image. The "impression" of the safety of the destination is one of the main factors in the decision-making process of tourists. This is why travel companies and travel service providers need to ensure that their customers are properly and timely informed about the nature and nature of potential risks as well as targeted crisis management programs and systems.

In view of the above, crisis management is an important integral component of systemic management in the tourism and hospitality industry, which should be adequately used by public sector agencies and societies, both large and medium and small businesses.

Main text: The twenty-first century has been marked by a wave of terrorist attacks, diseases, and devastating natural phenomena. These multiple incidents have had local, regional and global consequences and have led to a tourism crisis at the corporate, industrial and local levels. Crisis and catastrophe have gained more popularity in recent years and made the modern world changeable, uncertain and vulnerable.

The fact is that tourism can't be isolated from these forces and developments in the external environment have the potential to accelerate tourism crises. all crises are different and unique, however their general characteristics include surprise and danger. They are accelerated by catalysts that are strong enough to shake structures and working systems, affecting the profitability of commercial enterprises and businesses.

The reputation of any place or business can be threatened. At this time, top managers in the public and private sectors have very little time to make difficult decisions in an atmosphere of tension and instability. Crisis also becomes crucial when changes, for better or worse, are inevitable and experiences can be beneficial to people and organizations or vice versa.

Economic downturns and recessions, exchange rate volatility, loss of market confidence and investment, war, military coups, deteriorating international

relations, sanctions and terrorism, civil unrest, rising crime, earthquakes, typhoons, volcanic eruptions, volcanic eruptions Diseases- This is just a small list of the types of crises that can lead to a temporary or long-term tourism crisis and virtually stop tourism.

The main crises in the tourism industry can be divided into several types:

1. **Ecological crises and natural cataclysms** - This category of crises includes hurricanes and cyclones, earthquakes, volcanic eruptions, tsunamis, etc., or all the unexpected events associated with natural disasters and accidents. While it is possible to track extreme weather events such as tropical storms and take precautions to transport tourists to safer places, it is impossible to predict many types of geological events. Depending on where they occur and how they affect their impact. Significant geological events may cause significant disruption to the normal functioning of tourism: infrastructure, communications and facilities may be damaged and become dysfunctional, while electricity and water supply will be cut off. These cases in themselves create a number of problems and challenges related to the evacuation of tourists from the affected areas and most importantly such an event can lead to stress and at worst panic among tourists.
2. **Technological events** - This category of crises includes crises caused by technological events such as traffic accidents and IT system failures, which can be caused by hardware malfunctions or human errors while working with technical systems. The technical reliability and reduction of accidents on airplanes, ships and trains is crucial, as in the United States, for example, 46,901 people were killed in road accidents between 2000 and 2009, 0.29 percent of departures (Boeing, 2015). It is a fact, however, that air traffic accidents attract much more media coverage than road accidents.
3. **Public / Political Events** - Public and political events affecting tourism include crime, political unrest, terrorism, war, and human rights abuses. When the threat is related to external influences and this is added to the internal unrest of the country, the situation becomes especially difficult.

A country with a high crime rate, especially physical assaults, makes it clear why a tourist avoids visiting such a country. For example, in 2008, the South African Minister of Tourism said that the country's criminal measures had prevented more than 22 million tourists from visiting the country in the last five years. It seems that crime perception and threatening reputation are still a significant concern for some segments of the visitor market.

4. **The economic crisis caused by the pandemic in Georgia-** In recent years, tourism has become one of the most lucrative sectors of the Georgian economy, accounting for about 11% of GDP. The economic crisis affecting tourism includes global recessions, a weak national economy and sudden changes in the exchange rate. All of this can lead to a loss of customer confidence and alter the visitor's plan when it comes to travel planning.

After a millennium, the most important economic event affecting international tourism was the financial crisis of 2008/09 and the subsequent global economic regression. This led to a decrease in the number of international tourists and incomes in 2009, although in 2010 the tourism sector returned to its normal rhythm faster than expected and the increase in international arrivals was 7%. The fear of travel caused by COVID-19 and the closed borders have the most negative impact on the tourism industry. According to an analysis published by the World Tourism Organization (UNWTO), the number of world tourism travelers has decreased, while according to preliminary forecasts, the number of visitors should have increased by 3-4%. This puts the world tourism at a loss of about \$ 30-50 billion. Since travel restrictions have already been extended to virtually all countries, including neighboring Azerbaijan and Armenia, the impact on the tourism sector has clearly increased. Travel restrictions and closed borders have affected Georgia's tourism sector, which is likely to slow down the market diversification process. The decrease in tourists is also reflected in the restaurant business, the turnover of shopping facilities, etc. These businesses have been affected not only by the reduction of tourists, but also by various restrictions and policies pursued by the government against coronavirus.

Conclusions/Recommendations

The issues discussed above have clearly shown the need for crisis management, its role and importance in the crisis management process. Here are some recommendations that I think should be taken into account during the anti-crisis management. In particular:

Public & Private Sector Communication - - Proper communication between the state and private organizations working in the state and tourism, identifying specific needs and developing an appropriate anti-crisis plan to combat the crisis are very important issues both during the crisis and in the post-crisis situation.

State support (benefits and subsidies to the tourism industry) - State support (benefits and subsidies to the tourism industry) - One of the most important funding and benefits for businesses operating in the tourism industry, in particular tourism companies, hotels and food outlets, which should be reflected in: Several months of income / profit tax cancellation or deferral, property tax cancellation, loan subsidies, WTO regulations are implemented and promoted, and so on.

The image of a safe country - Security plays the biggest role in the decision-making of tourists when planning a trip, so it is unequivocally and above all important in this regard the international marketing campaign, creating a safe image in tourist areas as a safe destination.

Sharing the experience of other countries - Another very important issue for Georgia is sharing the practices and experiences of other countries. Crises, like any important event or issue, need proper planning and management. I think that successful experience / practice of other countries in this direction is very useful and actually crucial for the country.

I think this is not only important but also necessary, because it is a pre-understanding of the expected problems or consequences that any country may face at this or that stage of tourism development. We will be able to minimize the probability of making mistakes and incorrect decisions. Consequently, if we have a practical model / models of crisis management already implemented and implemented by another country, we will be able to reduce the probability of making mistakes and wrong decisions.

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