

The Effect of Coronavirus (COVID-19) in the Tourism Industry in China

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Abstract - The study aims to measure the impact of the occurrence of corona virus on the tourism industry in China. The secondary research methodology has been implemented for the research. Several pieces of literature, journal articles, research or thesis paper, government documents, etc., are considered to collect the necessary information for the study. For data collection, the secondary data has been collected through extensive literature reviews. The government data about the incidences regarding corona virus has been collected. The statistical data from the renowned and authentic data sources have been collected to understand the impact of the Corona Virus on the China Tourism industry. The research findings show that the occurrence of Corona virus in China has significant impacts all across the globe. Due to this virus threat, outside people fear to mix up with the Chinese population. The global tourists have cancelled their programs to visit China and the Chinese tourists are banned to visit overseas nations. The rapid spread of the Corona virus in China has stopped the normal life of the people in China. This fear has impacted the tourism industry of the country domestically and internationally. The airlines have canceled all flights in recent times from and to China so that the virus is not carried to other countries. This has affected the economy of the country to a large extent. The intensification of the Corona virus is being thought to cause a long term impact on the tourism industry of the country China.

Keywords – Tourism, Coronavirus, Impact on the Chinese economy

INTRODUCTION

The tourism industry in China is one of the important contributors to the economy of the country. Chinese tourism is considered as one of the world's most viewed outbound and inbound tourism market. The revenue from domestic trips in the Chinese country is the most profitable sum of capital. China's annual revenue from the tourism industry is about CN¥ 5,128 bn. But with the spread of the Coronavirus in the country, the tourism industry got highly impacted [16]. The people are ordered to stay home to safeguard themselves from the virus [8]. This has created a major downfall in the tourism industry from domestic as well as international perspectives. In this paper, a detailed discussion is being done on the effect of the Coronavirus on the Chinese tourism industry. The research findings and statistics of the effect are being elucidated in the paper [15].

Coronavirus the deadly virus has almost taken half of China's lives. Beijing has postponed all of its tour groups from leaving China. Moreover, Singapore, U.S, and Australia have restricted foreign national entry to the country for those who had been in China. There are many domestic as well as international flights in china, which forced to be canceled because of the panic related to the emergence of Corona Virus. The airline industry is severely affected due to the cancellation of the flights from and to china due to coronavirus [17]. Cancellations of flights have severely impacted the industry, as the sales and revenue of the Airlines Company have been reduced significantly. Furthermore, many cruise lines like Norwegian Cruise Line and Royal Caribbean have suspended sailing from and to China. Since the outbreak has begun the Cruise lines have limited passengers [12]. Also if the

suspension of travel continues for the long term then it is expected that the company will get financially weak. It will hamper the company financially which is difficult for the company to survive. The coronavirus has attacked China in one of its busiest seasons especially when millions of people are traveling both out and in of the country. More than 10 percent of global tourists are comprised of Chinese tourists [10]. This helps out the international travel companies carry out business with the Chinese people [1].

Several nations like Britain, U.S. have suspended their trade and travel relationship with China only because of the panic of spreading the virus [2]. The impact of this deadly virus called Covid – 19 is already spread across the Asian continent. As per the country's tourism bureau, China alone brought about \$127.3 billion in the year 2019 [9]. The rate of cancellations of travel and tourism agreement with China and other Asian countries is increased where this pneumonia-like virus has spread increasingly. According to the travel agency, people were just fed up and if they were asked regarding any tour they either say they are not interested or they will visit in the coming year. Near about 75% of travelers of Luxury Travel agency have suspended their tickets for Southeast Asian countries which are to be departed by February and March [6]. A lot of holiday destinations in Southeast Asia regions like Beijing, Shanghai, Xi'an, Chengdu, in China along with various destination in Malaysia and Singapore had been booked by the global tourists, which were canceled and rebooked for other destination like Southern Africa, Maldives, and Australia (Briefing and Associates, 2020). Even many investors, who invested in the Chinese industries like electronic and cosmetic industries have expected that the impact of the tedious virus will last for about six to twelve months. This means that the effect of the coronavirus has a negative impact on the tourism segments of China. Chris Nassetta the CEO of Hilton has stated that there is a huge loss for his company due to the coronavirus. According to him, the estimated loss that might take place is from \$25 million to \$50 million [5].

OBJECTIVES OF THE STUDY

The tourism industry is seen to be entering into a great crisis which is also establishing a stock market crash in all the sectors. China's tourism industry is most affected as the virus visitors are not able to visit China. The hotels, airlines as well as the cruise operations were stopped. This is leading to the development of impact on the China's GDP as the virus was not stopped from spreading. The tourism industry is seen to be facing the unprecedented threats as is seen in this context. The COVID-19 is raising a global health alarm which is establishing the healthcare instability as well as impacting the economic breakdown of the activities [5]. The objective of this study is to measure the impact of the occurrence of coronavirus on the tourism industry in China.

MATERIALS AND METHOD

The paper has adopted a secondary research methodology and thus the steps to perform secondary research have been strictly followed. The first step of secondary research is to develop a research question on which the investigation study will be developed. Here, the research question is - "what are the effects of emerging coronavirus in the tourism industry in China". The second step of this research methodology is to detect the secondary data set. Subsequently, the 3rd step is evaluation of the secondary data set and the 4th step is to prepare and evaluate the secondary data to conclude. For conducting secondary research mainly the researchers perform literature reviews which include textbook reviews, encyclopedia, and journal article reviews [4]. Besides this, news articles and web pages are also considered for the secondary data for the research study. For the undertaken research on the impact of the coronavirus on the Chinese tourism industry various published academic journals, government documents, historical records as well as statistical databases are reviewed that support in gathering the required data for the study.

To carry out the literature search efficient literature search techniques and strategies have been implemented by the

researcher, for instance, the keyword and Boolean Operators techniques along with strategies like most recent and relevant literature are selected. The most important technique of literature search is searching the important literature with the help of keywords. The literature search has been carried out in few integral steps which are question formulation, defining the key concepts and keywords, selection of databases, carry out a search, evaluation of the search results, lastly selection of the most relevant pieces of literature for conducting the study and collecting important information for the study. For keyword

searching the research, question has been broken into several parts to find out the key concepts of the study. Then, the keywords and their entire synonyms and acronyms are used to search the essential literature [5]. Apart from the keywords technique, the Boolean operator method is also used to search for the necessary literature for the study. The essential secondary data has been collected from the selected literature to carry out an authentic research study on the topic [7].

RESULTS AND DISCUSSION

Table 1. Literature Analysis

Articles	Source	Analysis
Davies, R, “How coronavirus is affecting the global economy”, <i>the Guardian</i>, 2020.	https://www.theguardian.com/world/2020/feb/05/coronavirus-global-economy	The occurrence of corona virus in China has significant long term impacts on the tourism industry of this country. The severity of the corona virus has grown significant panic among the people across the globe. The people even fear to exit from their houses in China almost all the inbound and outbound flights have been canceled. The Chinese populations are not going outside the country as well as the outside people are not coming to China. Hence, the tourism industry in China is affected mostly as the tourism industry is wholly dependent on the outing tendency of the people.
Airport Technology, “Coronavirus could pose a lasting impact on the tourism industry”, <i>Airport Technology</i>, 2020.	https://www.airport-technology.com/comment/coronavirus-impact-tourism-industry/	Business within China has already degraded this year due to negative press reviews. Cruise ships, high-end hotels, and airlines are severely going down because spreading of the coronavirus. Thus, it can be said that the Coronavirus the deadly virus has taken not only the lives of millions in China but also hampered the tourism industry. However, it assumed that there

Han, S, “Topic: Tourism industry in China”, <i>www.statista.com</i>, 2019.	https://www.statista.com/topics/1210/tourism-industry-in-china/	<p>will be long term suspension within the outbound tourisms</p> <p>The people across the world are panicked due to the severity of the corona virus. The infection of this particular virus uses to be spread very quickly. Moreover, the atmosphere surrounding the infectious people becomes dangerous for the people as it can be spread through the air also. The touch of the patient may spread the disease. Hence, people normally fear about this virus and avoid any contact with the Chinese population.</p>
Jennings, R, “Coronavirus Strikes Tourism, Factories, Consumption around Southeast Asia”, <i>Voice of America</i>, 2020.	https://www.voanews.com/science-health/coronavirus-outbreak/coronavirus-strikes-tourism-factories-consumption-around	<p>In this context, it is very natural that the people across the globe grow the tendency to avoid traveling to the destination in China. Moreover, the people from China are also not allowed to travel outside this country to avoid the spread of this harmful corona virus. Due to this reason, the whole hospitality industry in China has been affected severely.</p>
Koe, T, “Coronavirus impact: Nutrition retailers hit by drastic cut in China tourist numbers”, <i>nutraingredients-asia.com</i>, 2020.	https://www.nutraingredients-asia.com/Article/2020/02/03/Coronavirus-impact-Nutrition-retailers-hit-by-drastic-cut-in-China-tourist-numbers	<p>The hotels and restaurants are empty as they are getting customers. The transportation industry is also experiencing significant losses due to lack of passengers. Moreover, the overall economy of the country has been affected significantly due to the emergence of the corona virus in China</p>

The research findings confirm that the emergence of the coronavirus affects the Chinese tourism industry significantly as the inception of this particular virus is in the Wuhan province in China. The critical effect of the coronavirus on the human body that led to severe Pneumonia has grown significant fear

among the people. The data proves human to human transmission of the coronavirus, according to the data in the middle of Dec 2019; due to close contact human to human transmission to the coronavirus has been occurred. Hence, the virus has emerged as a significant threat to the human as the life of a

human is at risks due to the infection of the coronavirus [11]. In this context, the Chinese people are barred by the other countries as the panic about the coronavirus has been circulated hurriedly across the globe. Hence, everybody fears the infection of the coronavirus. Hence, the outbound tourist activities in China are reduced significantly which affects the tourism industry as the tourism companies associated with outbound tourism faces severe loss. The Chinese economy is largely reliant on the tourism industry and every year a significant amount of global tourists come to visit the important tourist destinations in China. The hospitality and tourism industry in China do significant profits from the global tourist and in the current context, maximum numbers of global tourists have postponed their visit to China, which significantly affects the tourism industry in China [2].

On the basis of the research findings, it is seen that the china's tourism industry is deeply impacted by the COVID-19. The inappropriate incidences took place in china whose impact is seen in the form of COVID-19. The positive effect is seen to be establishing an impact on the online travelling agencies, hotels, bars, restaurants and other travelling agencies.

CONCLUSION AND RECOMMENDATION

The Coronavirus puts a furrow on the Chinese tourism industry. Many domestic and international Airlines Companies are forced to cancel their flights from and to China due to insufficient passengers as the people are becoming panicked for the spread of this harmful virus. The country has foreign exchange earnings from foreign tourism in China was about \$127.3bn [13]. This figure has got a bit lowered as no individuals are traveling to China as all flights are being canceled [11]. This research paper has examined the greater impact that is being created by the virus on tourism. It has also showcased the ultimate harm it created on the economy of the country and the globe too at the same time. It is being thought that the impact will continue for some more time and that is of much more concern in recent times.

The travelling agencies are seen to be impacted by COVID-19 as the lockdown situation is established by the Chinese government for prohibiting the spread of COVID-19 [14]. The conona virus as also enabled the tourism industry to face the huge threat as well as the economic slowdown is seen [18]. Due to this reason it is seen to be establishing an impact on the tourism industry. Though the measurements were undertaken, but they are seen to be not fruitful for prohibiting the spreading of corona virus. The tourism sector has come to a standstill position as it is seen in this context [3]. Due to this reason, the tourism industry is facing a tough time which is affecting the countries. The country's image is seen to be more important than earning money. Thus, it is seen that the tour operator's association are stopping their activities for prohibiting the spreading of corona virus. The impact is also seen on the sales as well as the current achievements. Different foreigners are still in the stuck down position as of COVID-19. Due to this reason, the group of hotels and the other tourism activities are not not gaining the opportunity to fully stop the services. Due to this reason, there lies a chance of spreading of virus more and more across the world.

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