

The Impact of Covid-19 pandemic on Inbound Tourism Development. Case of Shkodra Region

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Abstract

Since the COVID-19 spread, tourism has been hit particularly hard globally, also in Albania, in particular inbound tourism with a drastic drop in tourist arrivals out from the country because of travel restrictions, airport closures, nationwide lockdowns, health risks etc. There is evidence, that incoming tourism agencies in the tourism sector have registered lots of cancellations, decline in the visits and spending of tourists.

To give a deep and practical insight related to whatabovementioned, this paper introduces a study on the impact of Covid-19 pandemic situation to the development of inbound tourism in Albania in general, and in specific in the region of Shkodra.

The focus of the research was to analyse the challenges faced and changes made in the activity of some incoming tourist agencies in Albania which organize tourist visits in Shkodra region. For this paper was raised the hypothesis "Covid-19 changed the way of offering tourism". The methodology used was primary research based on a survey completed by a sample of 25 incoming tourist agencies operating in Tirana and Shkodra city which organize tourist visits to Shkodra region, as well as the secondary research based on an analyse of books, journal articles, academic papers, web posts etc.

Based on the findings of the study it resulted that incoming tourist agencies, negatively impacted because of pandemic spread, were changing their tourist offer, rearranging their offer by taking measures to be safely adapted considering Covid-19 situation, by making new planning of tourist group size, types of adequate segments, destinations to visit, promotional and price strategies etc.

With the progression of vaccination of people, and improvement of the situation, the forecast for the future inbound tourism assume a start and gradual recovery albeit slow at first, during the summer and autumn 2021 with visits to friends and relatives; holiday visits, business trips.

Key words: *Covid -19 pandemic, inbound tourism, tourist agencies, offer, promotion destination etc.*

Brief introduction

Tourism is vital for promoting a country and supporting its economy as it boosts the revenue, creates thousands of jobs, develops the infrastructure and contributes to the cultural exchange between foreign visitors and residents of the destination.

Tourism is strongly connected to the agricultural sector, communication sector, health sector, and the educational sector. For such reason, many tourists travel to experience tourism, the culture and tradition of a destination. This is very profitable as it provides many opportunities to tourist businesses such as hotels, restaurants, bar, cafes, souvenir shops, shopping centers, and other stores. It encourages businesses to improve existing products and services and establish new ones. This is the beautiful aspect of the tourism sector, but it occurs also to face problems or unpredicted situations as that of COVID-19.

Tourism is one of the most important sectors in the world economy, significantly contributing to the GDP and million of jobs worldwide. Last year the global pandemic outbreak which put million jobs at risk, many tourist businesses entered a standstill period. COVID-19 significantly damaged tourism globally by causing high losses in international tourist arrivals, revenues and jobs.

As in other countries, also in Albania tourism has been hit hard by the pandemic outbreak especially inbound tourism. Significant decline in tourist arrivals, expenditures of visitors, length of their stay were registered since March 2020 and ongoing. Travel restrictions, airport closures, nationwide lockdowns brought lots of drastic losses to tourist businesses associated also with activity closure or suspension. Therefore, the objective of this paper is to:

- Present the impact of Covid-19 to the inbound tourism in Albania in general and in specific to Shkodra region as a tourist destination case.
- Obtain a survey on incoming tourist agencies in Tirana and Shkodra city, in order to give an insight of challenges faced and changes made.
- Identify some potential solutions in a type of recommendations to respond to the effects.

Methodology

Since the future of tourism in the COVID-19 period is uncertain, there is a critical need for research to identify the latest developments in tourism, track challenges, get updates and suggest the best solutions for reviving the tourism industry.

This paper, as mentioned at the very beginning, seeks to prove whether: “Covid-19 changed the way of offering tourism” by studying the impact of Covid-19 pandemic on inbound tourism development since March 2020 and ongoing. The material uses some quantitative data resourced on academic literature and information from relevant websites as well data resulted from the survey addressed to incoming agencies operating in Tirana and Shkodra city.

Secondary research

For this paper, in the secondary research were analyzed several materials published such as books, scientific papers, business organization interviews, posts of tourism organizations et.c

First are given the definitions of tourism and inbound tourism from the two important organizations:

1. UNWTO: Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which involve tourism expenditure.
2. World Tourism Organization: Inbound tourism is the activities of the visitor travelling to a place outside his usual environment for not more than one consecutive year and not less than 24 hours. The travel is for leisure, business and not for permanent work and gaining money.

For information about tourism development in Albania since the spread of Covid-19, important data were published in various important websites:

Thus, The World Travel and Tourism Council (WTTC) in the annual report for Albania during 2019 presented the following results:

- Tourism contributed 21.2% of the total economy in the country, with a total of 275.5 billion ALL (€ 2.2 billion), clearly showing the dependency of economy on tourism.
- People working in the tourism sector figured 22% of the total number of employment, at a total of 254,300 employees in 2019.
- Tourists from North Macedonia accounted the largest number of visitors (12%), followed by Greece (9%), Italy (8%), Montenegro (6%), and UK (3%). The rest came from a variety of countries across the world.

Related to year 2020 and ongoing, some important data were found on tourism situation as it follows:

- 75% of tourist agencies have closed down or suspended their business. The pandemic situation put agencies as in the same financial difficulties of the year 1997. The turnover in 2020 registered 10% of the year 2019.
- Arrival of foreign visitors in 2020 figured 2 657 818 visits (largest arrivals registered in January and February), less than year 2019 which reached 6 406 038 visits in total.
- While from Albanian citizens, visitors figured 761 599 in year 2020, less than the year 2019 which reached 5 697 729 visits in total (largest arrivals in January and February).
- Regarding the decline in % of foreign visitors during 2020, Albania registered:
 - o 90% less Spanish visitors
 - o 76% less German visitors
 - o 71% less Swiss visitors
 - o 50% less Macedonian visitors
 - o 36% less Kosovo visitors

As it can be seen from the percentages, Kosovo tourists have positively impacted and supported tourism in Albania by not stopping their tourism activity and representing so the lowest decrease in the number of visitors entering Albania. In the opposite, Spanish visitors resulted in the largest decrease of tourist arrivals.

- If taken into account the % of foreigners without Albanian immigrants visits, the decline it was 80-90%.
- Regarding the way of travelling, the majority of incoming visitors chose to reach Albania by land. Others arrived by air or sea.
- Main purpose of their visit was touring, or visit to friends and relatives.
- The length of their stay was shorter compared to a year ago.

Primary research

To get a deeper and updated insight of COVID-19 impacts and estimates in tourism development, was also conducted a primary research.

Survey instrument

A questionnaire designed with doc.google form was used as the survey tool to interview incoming tourism agencies. It was composed in Albanian language, with multiple choice including options categorized as 'other' and some open-ended question with the intention of getting as much details as possible.

The questionnaire was distributed via internet: by email, facebook and whatsapp. Respondents were agency's representatives: owner or employee.

- 84% of them filled in the questionnaire using computer or mobile phone for which it took 7-10 minutes to complete. It is important to mention their availability to answer.
- 16% of agencies could not respond remotely online and after that they were contacted directly and asked to fill the survey. Also interviews face-to-face were conducted. During the face to face interview in depth conversations were made.

Sample size

The sample reached for this survey was 25 incoming tourist agencies operating either as incoming agencies, or combined ones functioning as incoming and outgoing ones.

To reach the sample of 25 agencies were contacted 40 agencies. The agencies that did not participate in the survey, did not respond not as a refusal or lack of willingness to respond but because their business activity was not running any more as it was closed or suspended.

Results and data analysis

Results of the survey reflect the perception of the respondents for the impact of Covid-19 till now and some of their future expectations and predictions they make, considering the uncertain situation since nobody knows how it will proceed and consequently the recovery. As it follows are given the results of the survey:

Characteristics of surveyed agencies

Out of 25 agencies interviewed, 15 agencies are located in Tirana and 10 agencies in Shkodra. These agencies are very well-known ones.

Regarding years of their operation:

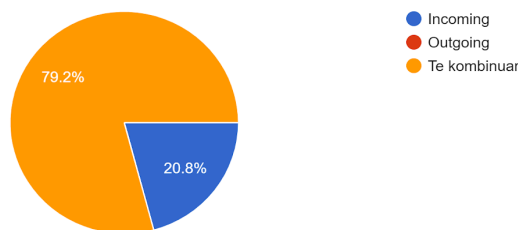
- 12 agencies are at the age of 3-5 years
- 5 agencies are at the age of 5-10 years
- 5 agencies are at the age of 10-15 years
- 3 agencies are at the age of 20+ years

79.2% of agencies operate with incoming and outgoing tourist while 20.8% operate only with incoming (as it is shown in the graphic 1).

GRAPHIC 1.

3. Çfare lloj turizmi zhvillon agjencia tuaj? (Zgjidhni 1 alternative)

24 responses



Both types of agencies are experienced in providing incoming service.

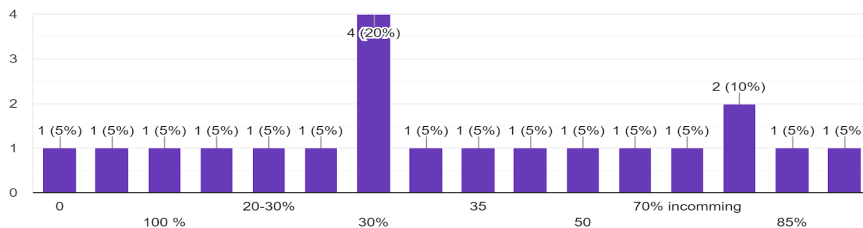
The agencies having more than 10 or 20 years of experience are professional agencies which through years have successfully operated with foreign visitors. Numerous incoming tourists have relied and continue to ask for their expertise and service. These agencies collaborate with foreign agencies and always keep in mind that: traveling is more than just leaving and arriving.

Regarding agencies that offer incoming and outgoing tourism, incoming consists in a small percentage in the whole activity, mostly at 5% (as it is shown in the graphic 2).

While those operating with only incoming groups of tourists are just focused to foreign tourists and therefore they have been drastically affected in their activity.

GRAPHIC 2.

4. Nese zhvilloni turizem te kombinuar, sa % ze turizmi incoming ne tere aktivitetin tuaj?
20 responses

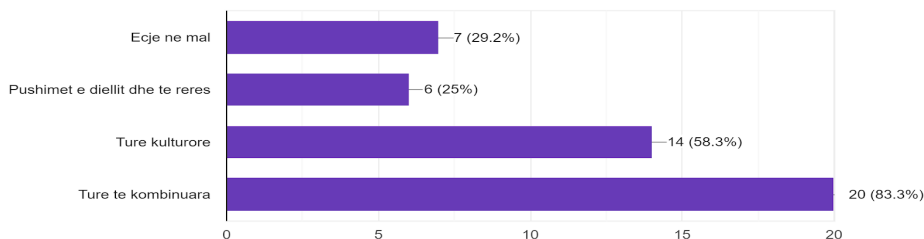


When serving incoming tourists (known also as inbound tourists), agencies provide various tourist activities to the visitors such as hiking, sea and sand holidays, cultural tours and combined ones.

As it can be seen from the graphic 3, 29.2% of agencies offer hiking experience to their visitors, 25% offer sea and sand experience, 58.3% cultural tours in important cultural sites of Shkodra region, and 83.3% offer combined tours.

GRAPHIC 3.

5. Çfare lloj aktiviteti ofroni per turistet e huaj? (Mund te zgjidhni me shume se 1 alternative)
24 responses



According to the level of percentage, agencies offer visits mostly in Theth (about 87.5% of agencies), Shkodra (about 62.5% of agencies), Lepusha (54.2% of agencies), Vermosh and Razma (same percentage 29.2% of agencies), Velipoja (about 20.8% of agencies).

As it follows are mentioned some important and beautiful places that are visited by tourists.

Theth

Theth have a lot of attractions to see and enjoy such as:

Natural attractions highly preferred:

- Blue Eye Of Kaprrë
- Waterfall Of Thethi In Grunas
- Grunas Canyon
- Caves Speleology / Rocky Climbing
- The Stone Groves Of Nderlysa
- Glacial Lakes Of The Neck Of Pejë
- The Waterfall Of Gjeçaj
- Fauna In Theth

Cultural attractions, very interesting ones:

- Tower Of Nikoll Koçeku
- The Church Of Theth
- Ethnographic Museum
- Thethi Religious Feasts
- Customary Laws, Myths And Legends
- The History And Population In Theth

Shkodra city

In Shkodra city are experienced fantastic tours to:
Natural attractions

- Shkodra lake
- Taraboshi mount
- Buna, Kiri and Drin River

When visiting Shkodra, tourist get lost in the old town and beautiful cultural places.

Cultural attractions

- Rozafa castle, a stunning and important historic place and its museum
- Promenades with vibrant cafe and restaurant scene
- Marubi National Photography Museum
- Oso Kuka House
- Mesi bridge
- Site of Witness & Memory museum etc.

Religious attractions

Shkodra city is known of a high number of religious monuments, testifying to the rare religious harmony of the region. Some of the most visited religious monuments are:

- Piomb Mosque, Ebu Bekr Mosque, Parruca Mosque.
- Lady's Church, Big Chathedrale and The Orthodox Church

Lepusha

Lepusha is described as Switzerland of Albania. Natural beauty surrounded by the mountains, pastures, and forests

- Lugu i Bjeshkëve, an annual festive event
- Lëpusha waterfall
- Vajusha peak, Trojan peak, Bjeshkët e Namuna, Berishdol peak, Gerben peak
- Walk inside the village.

Vermoshi

Visitors when travelling Vermoshi experience turning roads and dramatic views.

- Vermoshi is well-known for its National Park referred also as the Gem of Albania, also called the Albanian miracle of Alps, is a part of the Bjeshkët e Nemuna.
- Gërçara Kanyons
- Highest biodiversity of the mountain mainland.

Razma

Razma is another important place to offer beautiful natural attractions:

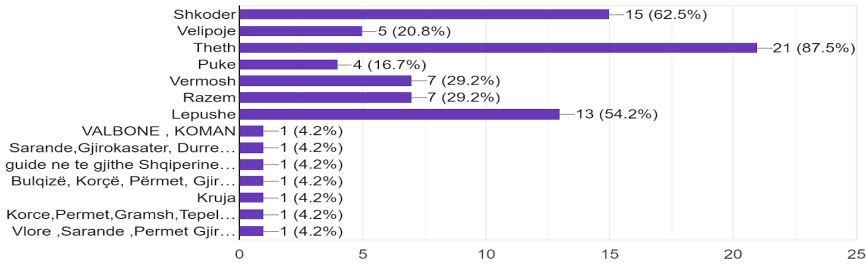
- Razma, Troshan and Black Field fields with beautiful karst caves.
- The mountain of Veleçik (1724 m) to the north of Razma
- The mountains of Kunora (1713 m) lying to the east
- The mountain of Zagora (1862 m)
- Pigeon's cave, Shtog cave, Cave of the Valleys
- The springs of the Valleys estuary with cold and clear ice water.

There are also other destinations preferred but being in the focus of less agencies are Valbona, Koman, Saranda, Gjirokastra, Durres, Bulqiza, Permet, Kruja, Korça, Gramsh and Tepelena (about 4.2% of agencies). , what means that there is most interest for these destinations to visit (as it is shown the graphic 4).

GRAPHIC 4.

6. Ne cilin destinacion turistik te rajonit operoni me shume? (Mund te zgjidhni me shume se 1 alternative)

24 responses



Characteristics of the visitors

Country of origin of foreign tourists

The vast majority of tourists come from: Kosovo, Macedonia, Montenegro, Germany, Austria, England, France, Denmark, Belgium, Netherlands. These countries are the main countries originating the tourist's traffic with a high percentage up to 55%.

The reason why they choose to visit Albania in general and in specific Shkodra region, it is because:

- There are lots of beauties, unexplored places in the region.
- The destinations have a clean and healthy climate
- There are opportunities to enjoy the beauties of each season (during summer the sea, during winter the mountains) etc.
- Places are full of rich history, evidenced by the castle, museums, bridges, monuments etc.
- Great hospitality characterized by the generosity and nice behavior of host community.
- Very competitive prices of services such as accommodation, restaurants, bar-cafes, entrance fees to tourist attractions, souvenirs etc.

Way of travelling

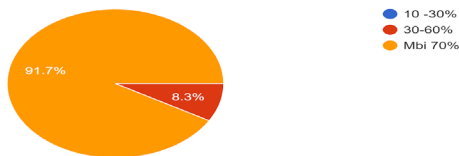
Most tourists come by land (by car, bus, motor, bicycle). Cars are particularly predominant. Lots of visitors prefer private or rented cars as the main means of transport.

Others choose to use air transport and waterways, and the pattern of course can vary from the individuals.

Tourist traffic

22 agencies said that over 70% of tourist traffic has been reduced because of Covid-19 effects. Other 3 agencies said their target was impacted at the level of 8.3% (as it is shown in the graphic 5).

9. Ne çfare % e ka ndikuar pandemia fluksin e turistëve për agjencinë tuaj? (Zgjidhni 1 alternativë)
24 responses



Revenues impact

Incoming agencies operate by selling tourist products to foreign visitors. In addition to tourist activities, they also provide accommodation and transportation services what means that their activity level affects also other businesses activity.

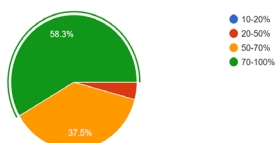
Travel agencies include both brick-and-mortar and online presence but despite this last one tourism receipts had an extreme decline and recovery is not expected soon. All agencies asked, said their revenues related to the incoming visits, were very negatively impacted i.e highly reduced (as it shown in the graphic 6).

- 53% of agencies were impacted in revenues at the level of 70-100%.
- 3.5% of agencies were impacted in revenues at the level of 50-70%.
- 4% of agencies were impacted in revenues at the level of 20-50%.

Most of agencies faced huge difficulties to afford the unpredicted changes. Only a few of them had lower effects.

GRAPHIC 7.

10. Ne çfare % e ka ndikuar pandemia nivelin e të ardhurave në aktivitetin tuaj? (Zgjidhni 1 alternativë)
24 responses



Staff impact

As above cited agencies are among the businesses hardest hit by the COVID-19 pandemic along with the accommodation sector, air travel white rates are down dramatically. Because of cancellations, businesses faced and continue to face serious financial difficulties.

Unless relief package from the government, it was not sufficient to completely afford the expenses which were the same ones as in normal situation. Some of the agencies were obliged to cut partly their qualified and experienced staff (as it shown in graphic 8).

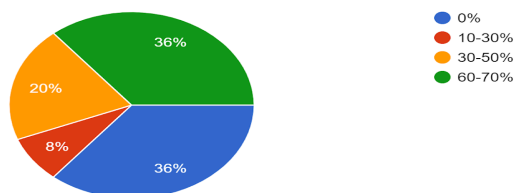
According to the survey results:

- 36% of agencies have reduced their staff at the level 60-70%.
- 20% of agencies have reduced their staff at the level 30-50%
- 8% of agencies have reduced their staff at the level 10-30%.
- 36% of agencies made efforts not to cut staff but keep them.

Another effect of Covid-19 is that agencies can't make investments. They are trying to experiment with new business models in order to cut some labor costs.

GRAPHIC 8.

11. Sa % te stafit keni shkurtuar? (Zgjidhni 1 alternative)
25 responses



Number of tourist groups

Regarding the number of tourist groups agencies have had since March 2020 and ongoing, it was found (as it shown in graphic 9) that:

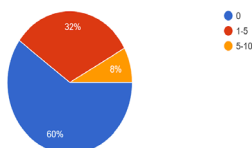
- 32% of agencies have had 1-5 groups of tourists.
- 8% of agencies have had 5-10 groups of tourists.
- 60% of agencies haven't had any group.

Despite the decline, agencies continued to offer some tourist experiences.

Most of groups of tourists were 1-5 people, i.e small groups to keep safe. Only a few of them had groups up to 10 people. But must be also emphasized that most of agencies did not have any group.

GRAPHIC 9.

12. Qe nga Marsi 2020 e deri me tani sa grupe turistesh te huaj keni pasur? (Zgjidhni 1 alternative)
25 responses



Size of the Tourists Group

The tourist groups of incoming agencies, during the pandemic situation:

- Over 50% of agencies had groups with 4-7 persons to visit Albania.
- Over 20% of agencies had groups with 7-12 persons
- 20% of agencies had groups with over 25 persons.
- 10% of agencies had groups with 30-50 persons.

The vast majority of tourists came from: Kosovo, Macedonia, Montenegro, Germany, Austria, England, France, Poland, Israel etc.

Interest to visit Albania during this period, was shown also from Eastern European countries e.g Ukraine.

Length of visitors stay

- Over 50% of tourists stayed 4-7 nights.
- Over 20% of tourists stayed 7-10 nights.
- At about 30% of tourists stayed 1-3 nights.

As it is listed above, most of tourist stayed 4-7 nights. The duration of staying is strongly related to the economic constraint caused by the pandemic situation. The length of stay is a determinant of destination and revenues generated as well.

The duration of staying is related also to:

- the socio-demographic profile of the tourist such as education, age, sex, profession etc.

- the psychographic characteristics such as beliefs, this one highly impacted by Covid-19, imposing fear and unsafe sense.

Age of tourists

A form of segmenting tourists and keeping data is based on their age.

- 50 % of the tourists were 30-45 years old
- Over 25% of the tourists were 30-45 years old
- 35% of the tourists were 18-30 years old
- Less than 15% of the tourists were over 60 years old

The number of tourist aged 30 to 45 years old showed the biggest percentage of tourists, followed after by young tourists aged 23 to 30, with a percentage at 35%.

Over 25% of the tourist were 30-45 years old followed after by the lowest percentage of tourists of age over 60 years old.

Expectations for the future

Agencies interviewed wish and hope to overcome Covid-19 situation soon. They expressed their future expectations, considering at the same time the uncertainty of situation follow up and the recovery.

Some of their expectations are listed below:

- Over 35% expect to have groups with 7-12 persons
- 16% expect to have groups with 12-18 persons
- 40% expect to have groups with over 25 persons
- 9% expect to have groups with over 50 persons

According to expectations of shifts for summer and autumn 2021, agencies are expecting visitors to come from the same countries that have come during the pandemic period and mostly by the age 45-60 years old and the age 30-45 years old and mostly in groups of over 25 persons and 7-12 persons.

For this reason, they are planning and promoting tours as it follows:

- close to visitors home travel trends and in small groups
- renewed travel concerns such as accepting incoming tours only for vaccinated people, wearing face mask if needed (according to health measures). advising for social distance, avoiding crowded places, spending time only with those usually met

- avoid confined spaces for long periods of time and organize outdoor activities. In case of indoor activities or crowded places take precautions
- inform visitors on the full range of symptoms of COVID-19 and keep up to date on the latest information from trusted sources
- ask visitor to self-isolate if having symptoms of COVID-19
- get tested
- in shops, sports facilities, swimming facilities to have clear signage of the maximum number of visitors allowed.

Future visitors are likely to avoid major crowded cities and explore remote places.

For some agencies there was an expectation to have a decline in queries for small places.

That's why, agencies are trying to adapt their product in respect to the demand of potential tourists and to the pandemic safety criteria. They are setting the criteria and are designing new ways of offering tourism. Some are thinking to be focused on religious, cultural and natural tourism and offer competitive prices. These thoughts are related to past experience, as most preferred and required destinations to visit till now remain the city center, the castle, the cultural sites, the lake, and the mountainous areas as it is the case of Shkodra region with its beauties of the city and the mountainous areas of Thethi, Valbona, Razma, Lepusha and Vermosh.

Considering all, agencies are trying to be very careful in their planning concerning the number of tourists to not reach overcrowding. Also to guarantee a healthy stay, was being reviewed the minimum and maximum length of stay restrictions as a way to keep all safe and healthy. For instance, when applied a minimum length of stay restriction of three-night stays, the offer won't be targeted to people interesting just for two-night stays. So it can be restricted also for maximum lengthstay. New travel arrangements were being considered such as making reservations, being more flexible in cases cancellation or re-booking. Regarding transport of tourists, focus was given to plan the right mean of transport and care about the space and environment to ensure social distancing.

Agencies are collaborating with the foreign agencies to match tourist offer and demand at best considering all.

At about 40-50% of agencies hope and expect for the remove of limitations movement.

During summer 2021 and autumn 2021, they hope and expect to have incoming visits for tourism purposes, visits to friends and relatives, leisure and pleasure (e.g: vacations at seaside), business reasons etc.)

Such predictions on touring reasons are hopes to lead the comeback in the tourism sector. Business visits as well represent an important source of revenue for

hotels, restaurants, cafes, souvenir shops and airlines etc and are in the target of agencies.

Trying to keep optimistic some agencies planning consist on:

- promotional offers discounts for existing customers as they will avoid expensive destinations, and for new originated customers.
- new tours design for small groups of tourists in order to keep safe, pay more attention to the protocols and adapt in respect to demands.

But, these can be just expectations and predictions for the future. About 35% of agencies are skeptical and fear the future.

Conclusions

The tourism industry was severely impacted by the outbreak of COVID-19. Therefore, this paper aimed to present an overview of the impacts of pandemic situation to the inbound tourism development.

From research it resulted that Covid-19 pandemic gave a tremendous negative impact on whole tourism in Albania, including inbound tourism which was affected drastically in terms of tourist arrivals and expenditures. The challenges faced by incoming agencies were:

- very limited operations of travel agencies, closure or suspend of activity
- low interest of international tourists to visit the destinations
- fear to travel because of possible infection by virus etc.

The way of dealing with tourist groups, offering and providing tourism changed as an imposing need to adapt to the situation.

Travel agencies in general and in specific incoming agencies operating with tourists were negatively highly impacted. They were almost paralyzed with their activity. A small number of them, was doing small activity just trying to survive.

In such conditions, it was urgent to struggle efforts for recovery and restart again and reactivate tourism based on tourism potential. Agencies operating with incoming tourists tried to work hard and deal with the crisis.

The challenges and changes were bringing a “new normality” from hygiene measures and practices to new travel arrangements such as making reservations, being more flexible and offering exemptions for cancellation or re-booking considering the uncertain situation.

Also choose the right mean of transport and care about the space and environment to ensure social distancing e.g reorganizing the common areas by increasing the distance between people. Address the concept of overtourism, which generates extremely adverse effects for both human health and the environment.

Within the difficulties related to COVID-19, the challenges come across with opportunities for new developments. Some changes on organizing tours inside destinations such as shortening the overnightstay of tourist were being planned to promote sustainable development by fostering tourism, eliminating overcrowding the destination and as a result continuation of business activities while ensuring the community and visitors health.

Recommendations

Some travel agencies representatives are skeptical for the ongoing situation and don't have any plan how to adapt or overcome this difficult period.

To withstand the impacts of COVID-19, it is important to create plans and get support to keep incoming agencies alive. As it follows are some recommendations.

- Establish a working group with representatives of travel agencies, tour operators, guides, hotels, guest-houses, tourist attractions representatives ect. to find solutions and design the survival and right strategies.
- Strengthen the coordination mechanisms among businesses and government to find best solutions for tourism
- Enhance coordination of associations of tourism
- Diversify and shift to more sustainable tourism models
- Combine different types of tourism, design innovatively and respect the necessary protocols to give the comfort, build confidence to visitors and employees.
- Ensure transparent and clear communication.
- Introduce classification of destinations based on minimum risk and maximum risk to ensure the safety of residents and tourists.
- Take specific measures which regulate the movement within the country, within and between destinations, and control and care the operation of tourist businesses.
- Optimize tourist routes and admit a maximum number of people in compliance to health prevention measures e.g tourist must have negative Covid-19 tests.
- Design a return scheme for qualified employees.
- Integrate more intensively digitally and make investments in digital technology

- Design branding and marketing unique strategies that target international tourists and to be launched once restrictions have been eased.
- Continuously promote tourist destinations and present the natural beauties.
- Promote as well virtually through professional images and videos.
- Enable digital and data transformation within the tourism industry
- Make market research and analyze customer behavior, identify needs, preferences etc.
- Set and monitor right standards of a qualitative service.
- Plan and create a tourism fund as a financial guarantee in case of other unpredicted crisis in the future.
- Make other future studies, future research to keep track of the situation progress and assess potential measures for continuous and more rapid improvement.
- Design projects for concrete interventions and support according to the needs identified.

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