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Learn From The Past, Covid-19 and Beyond: The Case of Türkiye

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Abstract

The tourism sector has a delicate balance that is affected by its era. Political, economic, sociological problems and events affect the course of tourism, and when necessary, they can stop tourism movements. Epidemics affect tourism negatively. Covid-19 has a very different feature in terms of its effects on world tourism. In this context, the study examines the effects of Covid-19 on world and Turkish tourism. Within the scope of the study, related literature was reviewed, the effects of Covid-19 on world and Turkey tourism were examined with a qualitative approach. As a result, it can be expressed that travel restrictions caused by Covid-19 for Turkey brought tourism to a halt. However, with the arrangements carried out afterwards, there was a partial relief and an increase in the number of tourists. In parallel with the changing world order after Covid-19, some strategies and suggestions were presented.

Keywords: Tourism, Türkiye tourism, COVID-19, Change-transformation in tourism, Pandemic

Introduction

The tourism industry provides a source of livelihood for millions of people around the world from past to present. In addition, tourism offers billions of people the opportunity to both promote their own culture and get to know different cultures. Tourism has vital importance for some countries in the world. As a matter of fact, nearly 25% of the gross domestic product of these countries is provided by the tourism sector. In addition, tourism is among the top three sectors of the world economy. The tourism sector has a dynamic structure that can react very quickly and react quickly in crisis situations (Hudson, 2020).

The coronavirus epidemic, which was seen in the last weeks of December 2019, first appeared in the Wuhan Region of China, and spread to the whole world in a short time (WHO, 2020). This virus, which was known as coronavirus in the early days of its emergence, has been named as Covid-19 as of February 12, 2020 (T.R. Ministry of Health, Covid-19 Guide, 2020). It has spread much faster than previous global epidemics and has affected almost the whole world. As of March 11, 2020, Covid-19 has been declared as a pandemic (global epidemic) by WHO. Measures such as travel restrictions, visa cancellations, closure of borders, curfews and social distance rules have

been taken to prevent the spread of the virus. Despite all the measures taken, almost the whole world and all sectors have been adversely affected by the Covid-19 outbreak (Aydin et al., 2021). Financial aid, tax deferral, credit and consultancy support were provided to the sectors that were adversely affected by the Covid-19 epidemic and were supported to continue their activities (Hale et al., 2020, cited by Durgun Kaygusuz, 2021).

When the literature was reviewed. It is possible to see some research conducting on Covid-19. Yaman (2021) investigated distance education processes and practices in Turkey, which has a rich educational infrastructure, and China, where the Covid-19 pandemic first emerged. As a method, it was carried out by adopting the case study design from qualitative research methods. Timur et al., (2023) aims to empirically assess MFOA users' dietary attitudes (DA), e-satisfaction (ES) and continuance intention (CI) in relation to perceived risk (PR) during the Covid-19 pandemic in Turkey. Also, Arıcı (2023) aims to examine the evaluations of tourism academics on the effects of the pandemic on the tourism sector. Research data were obtained from 234 participants in April 2020 through an online survey form. According to the results of the research, it is seen that the evaluations of tourism academics consist of a total of seven dimensions, one of which is the dependent variable of the study, *general opinion* dimension; six of which are the independent variables of the study, *destination management, product-based preference, health-based preference, legal regulation, marketing and employment*. As a result, after two years, it has been observed that the predictions of the academicians have mostly emerged. Another interesting paper by Tümer and Tengilimoğlu (2023) was conducted a statistical analysis to investigate the impact of Covid-19 on regional stock market tourism indices in North America, Europe, and Asia Pacific regions. The study's scope encompasses the two-year period from 22 January 2020 to 22 January 2022, which coincides with the global spread of Covid-19. The analysis is divided into eight quarters, each based on daily data that includes Covid-19 statistics from both global and regional indices. The data collected includes daily cases, daily deaths, total cases, and total deaths related to Covid-19. The research found that Covid-19 related deaths on a regional level had a significant negative impact on tourism stock market indices. This study adds to the existing literature with its broad scope and findings that allow for regional and periodic comparisons.

There is no clear information about when the Covid-19 epidemic, which affects almost the whole world, will end and how to stop it. In addition, it is seen that the numbers are increasing day by day. In addition to this, keeping the economy in balance and creating positive scenarios for the future are among the basic duties of all individuals and organizations during Covid-19 times. In this context, Covid-19 and its effects were examined in this study. Possible effects of Covid-19 on Turkey destination are discussed in the light of available literature and data. Questions such as what kind of a path tourism is waiting for in the future, what Turkey should do, were examined with the document analysis technique, which is one of the qualitative research methods, and predictions were made about possible changes in the tourism sector after Covid-19.

Literature Review

Pandemics Effects on Tourism Industry

In the international context, there are psychological, sociological, cultural, and political reasons why tourists prefer a country or region. The multi-layered factors that make up the preference stage of individuals can sometimes be shaped by sudden changes. Crises, on the other hand, are accepted

as one of the important factors that shape the travel preferences of individuals. Problems such as political uncertainties, climate changes, economic fluctuations in a country can be considered as important crises affecting the tourism sector. Epidemics are also among the causes of crisis. It is known that foot and mouth disease, SARS, Avian flu, Swine flu (H1N1) and Ebola epidemics negatively affect the tourism sector. Among the negative consequences of the emerging health crises in terms of the tourism sector, the most important is the decrease in the demand for the destination (Çeti & Ünlüönen, 2019). The most important epidemic disease affecting tourism is SARS. It emerged in 2002 and it was determined that about 8000 people were infected with the disease. The disease was first seen in China and Hong Kong, then spread to Southeast Asia and the whole world. The SARS virus, which developed after a tourist moved from China to Vietnam, has progressed gradually and has caused Hong Kong to be defined as a risky destination in tourism. Although there are no statistically clear figures, there has been a great distrust towards tourism after the SARS crisis in almost many regions. Another crisis, the MERS epidemic, is a coronavirus-based disease that emerged in 2012. MERS, which is estimated to be a virus originating from Saudi Arabia, has affected many pilgrimages and umrah candidates. The first cases outside the Arabian Peninsula were seen among travelers to Germany, Greece, France, Italy, the Netherlands, and the UK. In South Korea, another country where the epidemic was carried, approximately 2.6 billion dollars of tourism income was lost. From June to September 2015, the loss in the number of tourists was about 37%. The most important reason for this is that tourists who are afraid of the disease cancel their travels instead of delaying it (Çetin & Göktepe, 2021; Joo et al., 2019).

Before the pandemic, tourism was a sector that created serious employment and it was associated with many sectors and provided the livelihood of millions of people with the value chain it created. However, with the pandemic, the first change occurred with the cessation of mobility within and outside the country. As a result of this restriction of movement, the borders of the country were closed for the first time. This was followed by the closure of hotels and other tourism facilities. In the following period, air transportation came to a complete standstill. As a result, according to the records, international tourism travels decreased by approximately 60%. This situation showed its effect in Turkey as well as in many countries in the world, and the sector lost value more than 3 times compared to the 2009 crisis. With the significant decrease in the number of tourists arriving in Turkey in 2020, it has been noted that international tourism growth has historically decreased by 74% according to the records. The impact of the Covid-19 pandemic on the tourism industry has brought other problems with it. Especially in developing and underdeveloped countries, poverty has increased, and social and economic inequality has grown. This situation also caused serious disruptions in the sustainable development goals; production, consumption and economic growth slowed down. As the vital importance of tourism for local people in rural areas has decreased with the pandemic, service delivery, income generation and rural economic growth have also decreased. The weakening of tourism, which contributes to the employment of women, especially in some countries in the African continent, has brought along gender inequalities in tourism (Derinöz, 2021; Rogerson & Rogerson, 2020; WTO, cited in 2020).

Many countries have taken some precautions after the pandemic (Arica et al. 2023). These measures, which they have developed in accordance with the recommendations of the World Health Organization, appear as short, medium, and long-term. According to Acar (2020), these measures affect the economies of countries and direct their sustainable development. We can express these effects as follows:

- Increased border guards and country entry and exit restrictions,
- Imposing mandatory bans in places where the disease is detected,
- In order to reduce the contagiousness of the disease, in social spaces,
- applied disinfection studies,
- Curfews,
- Travel bans,
- Suspension of training activities,
- Festivals, concerts, which are held with many participants around the world,
- congresses, fairs, etc. suspension of cultural and artistic organizations,
- Postponement of airline flights,
- It can be listed as the suspension of sports and arts activities and competitions at national and international level.

As the epidemic spread in China, the New Year festivals that coincided with January 25 this year were canceled. During these festivals, which have an important place in China's culture and tourism, 415 million people traveled last year. However, the Chinese government also banned package tour sales as a result of the developments in the epidemic, and both Chinese citizens and tourists did not leave their homes and hotels in quarantine cities. After this first decision, which was taken as a precaution against the spread of the epidemic, other national and international measures began to be considered. Thus, it has been understood that the epidemic will have unpredictable negative effects on tourism and related sectors. The spread of the epidemic that emerged in China to the world was mostly by passengers using the airports. For this reason, many countries have started to take precautions by advising their citizens to stop their reciprocal flights with China and to review their overseas travel plans to protect themselves from the epidemic. However, at this point, with the spread of the epidemic in more than 180 countries, countries have quarantined their cities and regions and banned the entry and exit of their citizens. Saudi Arabia has announced that it has temporarily suspended its Umrah and Masjid al-Nabawi visits as of February 27 due to the epidemic. In order to combat the epidemic, Italy expanded the isolation measures it took primarily for the northern regions to cover the whole country and quarantined the whole country on March 10. Italy, the country most affected by the epidemic in Europe, announced that as of March 11, it has stopped all commercial activities in the country, except for public services. Italy, which was on the verge of recession before the epidemic, demanded flexibility from the European Union in its budget targets in order to allocate more resources to the fight against the virus. According to 2019 data, due to the cancellation of touristic travel plans of people around the world and the suspension of flights within the scope of the measures taken, the total gross product of the world is directly equivalent to 3.3% to 2.9 trillion dollars, and indirectly by 10.4% to 9.16%. The tourism sector, which has a share of trillions of dollars, has experienced the biggest decline in the last 20 years. As part of the measures taken, airline companies have also canceled their flights to cities and countries where the epidemic has spread. This has negatively affected airline transportation companies financially (ORSAM, 2020).

Covid-19 effects on Turkey Tourism Industry

The first Covid-19 case in Turkey was recorded on March 10, 2020; As of 17 June 2020, 187,727 cases and 4,861 deaths occurred in our country due to Covid-19 disease (Ministry of Health, 2020). Strict social distance measures have been taken in our country, as in many countries, so that the

health system does not exceed its capacity within the scope of combating the Covid-19 epidemic. Within the scope of these measures, many sectors such as restaurants, accommodation and airline are going through a very difficult period in our country (Altınay Özdemir, 2020; Arica et al., 2023). Turkey has also adapted to the measures and measures taken on a global scale. Pandemic hospitals were created quickly, and health equipment and equipment began to be produced. In the first place, in February, bans were imposed on passenger transportation from some countries in Turkey. After the first positive case was seen on March 10, quarantine practices was used and interruption of education, concerts, theaters, cinemas, weddings, entertainment centers, playgrounds, etc., The measures that started with the cessation of the activities of many places, the imposition of flight bans in some countries, the postponement of exams and game competitions, the obligation to wear masks in public places, the curfew for those over the age of 65 and those with chronic diseases continued increasingly.

As of June 1, some of the bans have been lifted and the new normal period has started. Due to the increase in the number of cases, the measures that were stretched during the summer months were put into practice again with new bans and limitations as of November such as Curfews on weekdays and weekends, completely online education, cafes, patisseries, restaurants, etc. food and beverage places to work in the form of takeaway, gradual and flexible working hours, shopping malls, barbers, hairdressers, markets, etc. Places are open between 10:00-20:00, cinema, internet cafe, playgrounds, tea garden etc. The measures to stop the activities of the places are continuing as of February 2021. All these prohibitions include online communication, e-commerce, etc. With digital solutions, the basic needs of daily life are tried to be met without any problems. As of June 1, 2020, Turkey opened its border gates, flights were released, and foreign visitors began to be accepted. While the number of foreign visitors visiting Turkey in the first 11 months of 2019 was 42.9 million, this number decreased by 72% in the first 11 months of 2020 to 12 million people. When we add our citizens living abroad to this figure, the total number of visitors in the first 11 months of 2020 was 14,486,632 (Ministry of Culture and Tourism, 2020). The countries that Turkey received the most visitors in the first 11 months of 2020, respectively; Russia, Bulgaria, Germany, Ukraine, England, Georgia, Iran, Iraq and France (TURSAB, November 2020 cited by, Durgun Kaygısız, 2021).

According to TUIK data, tourism revenues, which amounted to 34 billion 520 million 332 thousand dollars in 2019 with an increase of 17%, will be one of the sectors most affected by the effect of the epidemic. 83.3% of this income were obtained from foreign visitors and 16.7% from domestic citizens residing abroad. It is seen that the tourism sector, which constitutes about 4% of the country's GDP, is one of the main factors of the country's economy. Based on these data If the epidemic measures continue in this way, tourism will be the first sector to take precautions. In addition to the tourism sector, whose situation is uncertain in the short and medium term, urgent intervention was required for small tradesmen, who were the first to be affected by the epidemic (ORSAM, 2020).

What we learned from Covid-19 for Turkey Tourism Markets and Strategies?

Within the scope of the fight against the epidemic, there are many tourism businesses that have come to a standstill with the isolation of people from social life and even closed with the decision of the state. So much so that, within the scope of the Circular on Coronavirus Measures of the Ministry of Internal Affairs, the activities of 149 thousand 382 workplaces were temporarily

suspended. Based on these data, it is estimated that an average of 450 thousand people were temporarily unemployed in this process, considering that an average of 3 people work in each enterprise. Moreover, if it is assumed that each of these people belong to a family of three, it can be predicted that roughly one million 350 thousand people will be affected by this decision in the short term. One of the sectors affected by these negativities is tourism. Different stakeholders of tourism also benefited from the 100 billion lira economic support package created to alleviate the effects of the epidemic. VAT and SSI premium payments for tourism enterprises have been deferred for 6-month periods. . In the package called Economic Stability Shield, for the service sector, which is one of the most rapidly affected sectors of the country's economy; Postponement of accommodation taxes in the tourism sector, promotion of civil aviation in the transportation sector with VAT reduction, in the export sector; Additional measures such as stock financing support to the exporter are included (ORSAM, 2020).

It is a well-known fact that the epidemic has negative effects on human health, as well as on the economy and the welfare of individuals. The Turkish economy is also heavily dependent on major service sectors such as tourism. The steps taken by the government and the plans and policies implemented during the epidemic period are extremely important for the development and strengthening of tourism in Turkey. In this context, some measures have been taken to support tourism businesses and their employees affected by the Covid-19 crisis in Turkey. It is possible to express these as follows (OECD, 2020, cited by Işık Erol, 2020; UNWTO, 2020):

- Bank loans has been provided for advance payments in early reservations.
- Social Security payments have been deferred for 6 months.
- Ministry-approved Travel Agencies are allowed to work online without opening their workplaces until 30.04.2020.
- Debts of tourism facilities located on public lands were deferred for 6 months.
- Activities of daily excursion boats certified by the Ministry of Culture and Tourism has been stopped.
- Fast bank loans to small-scale tourism agencies without repayment has been provided for 6 months.
- Accommodation tax in hotels and tourism facilities has been postponed until November 2020 (OECD,2020).
- Hotel rentals, easement and income share fees have been postponed in April, May and June 2020
- 1,000 TL was paid to 3 million households financially affected by the crisis (UNWTO, 2020).

The Covid-19 outbreak has affected different areas of tourism in Turkey. In order to get rid of the effects of the negative developments experienced after the Covid-19 epidemic, the government has taken some measures, regulations and decisions for the private sector and entrepreneurs. It is possible to express them as follows;

Table 1. Measures taken for Tourism Businesses after Covid-19

Accomodation Managements	Food and Beverage Managements	Transportation Managements
Guest records were kept regularly Rooms and closed areas were meticulously cleaned Chlorine levels of the pools were checked	Social distancing measures were taken. Tables were determined according to the capacity of the guests. The guests are accepted according to the plan.	Entry and exit from some countries to Turkey are restricted. International and domestic flights have been suspended for certain periods.

<p>Sauna, massage parlors, gyms were not used or a limited number of visitors were received. Regularly maintained air conditioners Guests diagnosed with Covid-19 were allowed to apply to a health institution. Accomodation Managements</p>	<p>Covid-19 measures and rules were posted in the visible areas of the restaurants. The temperature of the guests was taken at the entrance to the restaurants. Hand disinfectant was available at the entrance.</p>	<p>Intercity travel is prohibited due to the curfew. Hes codes of those who want to travel with the “<i>Hayat Eve Siğar-Life fits home</i>” application were obtained. Covid-19 measures were hung inside the buses.</p>
<p>Covid-19 training was given to the staff. The room of the guest diagnosed with Covid-19 was kept empty. Hand disinfectant was available in all common areas, information posters were hung. Social distancing rules were followed. Short-time working allowance was provided for those who could not work during the curfews. Accommodation tax deferred. Rent, final permit, usage permit, utilization share have been postponed for 6 months.</p>	<p>Food and Beverage Managements Guests without masks were not accepted to the restaurants. Masks were provided for those who did not have a mask. All restaurants tables are 1.5 meters apart and 60 cm between chairs, according to the social distance rule. was organized to be There was a hand sanitizer on every table. Contactless payment received as much as possible. Staff were informed about Covid-19. All staff paid attention to mask, distance and hygiene rules during the service. Within the scope of the controlled normalization process, a circular was sent to all food and beverage businesses.</p>	<p>Transportation Managements Hand sanitizer was placed at the entrance to the bus stations. It was ensured that the staff were informed about the Covid-19. The use of masks in buses was made compulsory. Buses were cleaned daily. Posters on hand washing and mask use were hung in the break and rest areas. One seat was left empty during the journey. Food and beverage service is not provided for short trips. The food car was kept closed on trains. VAT rate reduced.</p>

Source: Adapted from the study of Toktaş (2021).

Accommodation, food and beverage and travel managements that shape Turkish tourism have been subject to some regulations since the beginning of the Covid-19 outbreak. These studies, which were carried out both to control the epidemic and to increase tourism movements at a partial level, were carried out quite extensively. The movements of tourism in the Covid-19 period have been brought under control with many activities such as *mask-distance-cleaning* application, intercity travel restriction and safe tourism certificate. Reservation cancellations, reduction of capacities and restriction of travels experienced by tourism during the epidemic period caused a serious decrease in the number of visitors. With the controlled relaxation period, activities were carried out with some restrictions (Aydin et al., 2021; Toktaş, 2021).

What should we do beyond Covid-19 as tourism practitiors?

The Covid-19 pandemic has been one of the epidemics that deeply affected tourism in the history of the world. Covid-19 has also stopped globalization, which can also be expressed as time-space compression. In fact, it not only stopped it, but reversed it (Niewiadomski, 2020). As a matter of fact, global travel and tourism activities have stopped. In the next period, tourism as we know it has disappeared. However, even if this is the case, globalization offers favorable opportunities for the revitalization and development of tourism with its dynamics. The political, economic, psychological, socio-economic, and environmental effects of tourism are discussed more with Covid-19. Now, in the post-Covid-19 era, even the way people travel and encounter each other, and their environment will change. In this context, collaborative regional approaches to sustainability are being studied all over the world (Lew et al., 2021). The tourism sector is a sector where human power and human interaction are quite intense. With the serious effects of the Covid-19 pandemic on the sector, some changes will necessitate the development of transformations. In this direction, some future global tourism scenarios are foreseen. In this sense, Covid-19 has put the tourism industry to a test of endurance. The sector can come out of this test stronger by closing its deficiencies and developing new compliance strategies. A reverse situation will mean that the

future of the sector is in danger. For this reason, the Covid-19 pandemic has shown the whole world how “tourism should not be done” in the 21st century (Derinöz, 2021). Turkey, which has undergone a great transformation and change after the pandemic, seems to have some opportunities and risks in tourism supply and demand beyond Covid-19. It is possible to express these issues as follows:

Table 2. Opportunities and Threats for tourism in Turkey after the pandemic

Opportunities	Threats
<p>Turkey’s proximity to Asia and Europe will be a great advantage, as tourists will prefer short-distance routes after Covid-19.</p> <p>Due to the virus, it is expected that the works that have been tried to be done for a long time in Turkey, such as spreading tourism to four seasons, reducing the intensity in the summer season and diversifying tourism activities, will be carried out in this direction.</p> <p>Turkey’s success in combating the virus compared to many other countries has increased the confidence in Turkey’s health sector. As a result of this, it can be said that the demand for health tourism will increase.</p> <p>An increase in individual activities is expected due to escaping from crowded environments and social distance awareness.</p> <p>An increase in demand is expected from traditional tourism understanding to alternative tourism types (health, culture, sports, nature, eco, rural, winter and mountain, congress, faith, plateau, gastronomy tourism).</p> <p>It is predicted that the effort of touristic consumers to stay away from the mass and their tendency towards more individual boutique holidays will increase.</p> <p>It can be predicted that all-inclusive package tour systems will not be preferred much due to the risk of maintaining social distance, so your all-inclusive package tour system will disappear in the future.</p> <p>Income per tourist, which is thought to be below the average due to excess supply in the sector, may increase.</p> <p>The desire to avoid crowds can increase demand for less populated natural areas.</p> <p>It is predicted that the mobilization in national tourism will be faster than international tourism.</p> <p>It is thought that the interest in holiday types that are not preferred much in normal processes such as camping, caravan, seasonal housing rental, yacht rental will increase during the epidemic period.</p> <p>It is known that it will lead people to be more sensitive about health and environment, and approaches such as sensitive responsible, ecotourism and sustainable tourism of the epidemic.</p> <p>Since tourists will give importance to hygiene and safety in their accommodation choices, it will be necessary to take new steps and raise standards in this field in the accommodation sector.</p>	<p>It is expected that the continuation of the home office working style during the pandemic will reduce business travel.</p> <p>Distance education, video conferencing, etc. The intense use of events in this process has made the physical environment condition unnecessary for events such as congresses, conferences, and symposiums. This will negatively affect congress tourism.</p> <p>The number of people who want to work in tourism will decrease as the dismissal rates of economically challenged enterprises increase.</p> <p>It can be expected that technological trends and changes (automatic doors, contactless payment, advance menu reservations, end of open buffet) that will develop in the sector will increase technological and structural unemployment.</p> <p>The virus is expected to disrupt middle age and third age tourism for a certain period of time.</p> <p>It is likely that a high-cost holiday approach will emerge, as businesses whose profit margins fall during the process of complying with the distance, hygiene and sanitation rules increase their prices to close this gap.</p> <p>The fact that European countries, which constitute the main market of Turkish tourism, have been greatly affected by the epidemic, may cause the increase in the number of foreign tourists to spread over the long term.</p> <p>The decrease in tourism income is expected to continue for a while.</p> <p>Recession may occur in tourism investments</p>

Source: Adapted from the study of Durgun Kaygusuz (2021).

Conclusion and Discussion

The development of the world is examined in two parts as post-Covid-19 and before. According to figures and data, the tourism sector, which had a positive trend before Covid-19, started to decline

with a noticeable acceleration after Covid-19. Although the epidemic first affected our health, it gradually affected all areas of our lives. Countries, on the other hand, have tried to save both their public health and their economies from their troubled days with the measures and regulations they have taken. The tourism industry has been affected by Covid-19 in two ways. First of all, travel restrictions have prevented many national and international tourists from entering the country and the region, and this process has been prolonged with quarantine periods. Afterwards, individuals who were dismissed or whose jobs were disrupted due to Covid-19 could not participate in tourism activities because they did not have sufficient budget and economic power to participate in tourism movements. The total number of tourists in Turkey in the first 11 months of 2020 decreased by 72% compared to the previous year. The fact that the decrease in the number of tourists is not only specific to our country but also worldwide may offer some opportunities for our country in the recovery phase. The first way to overcome this situation is to mobilize domestic tourism activities. What needs to be done at this stage is to make campaigns and offer attractive opportunities to encourage domestic tourists (Durgun Kaygusuz, 2021).

In addition to the challenges posed by travel restrictions and economic constraints, the tourism industry has grappled with a shift in consumer behavior and preferences in the post-Covid-19 era. Safety concerns have become a paramount consideration for travelers, influencing their choice of destinations and types of experiences. In response to this, countries and businesses within the tourism sector must prioritize implementing stringent health and safety measures. Ensuring a secure and hygienic environment in tourist destinations, accommodations, and transportation facilities will be crucial in regaining the trust of potential visitors. Collaborative efforts between the public and private sectors to establish and communicate these safety protocols will be instrumental in reviving the tourism industry (Godovykh et al., 2021).

Moreover, the digital transformation of the tourism sector has become imperative in adapting to the new normal. With the rise of remote work and increased reliance on technology, there is a growing opportunity to leverage digital platforms for marketing, bookings, and enhancing the overall travel experience. Countries should invest in promoting their tourist attractions through online channels, providing virtual tours, and facilitating contactless transactions. Seamless digital experiences not only cater to the changing preferences of tech-savvy travelers but also contribute to the resilience of the tourism sector in the face of unforeseen disruptions. Embracing innovative technologies and fostering a tech-friendly environment will play a pivotal role in reinvigorating the tourism industry in the post-Covid-19 era (Akhtar et al., 2021).

The concept of social distance created by Covid-19 is embedded in many activities of tourism. For example, individuals no longer prefer very crowded environments. Tourists tending to rural and natural places have given birth to a new tourism movement. Existing accommodation establishments receive fewer visitors, while newly built accommodation establishments build accommodation structures in the style of bungolows or villas for one or two persons. However, tourists from many different ages and nationalities are now on vacation on the farms. The frequent occurrence of domestic tourism movements in the Covid-19 process has brought local actors to the fore. This period, in which the roles and duties of the local people increased, also strengthened the understanding of community-based tourism. In the near future, radical and visible steps are expected to be taken in the light of current trends.

In conclusion, the transformative impact of the Covid-19 pandemic on the tourism industry is evident in the evolving preferences and behaviors of travelers. The concept of social distance, necessitated by the pandemic, has become a cornerstone in reshaping tourism activities. The aversion to crowded environments has given rise to a burgeoning trend where tourists increasingly seek solace in rural and natural settings. This shift is not merely a temporary response but rather an indication of a new tourism movement characterized by a preference for more intimate and secluded experiences.

The adaptation of accommodation establishments to this changing landscape is notable. Established facilities experience a decrease in visitors, prompting a construction boom of smaller, private structures such as bungalows and villas tailored for individuals or couples. This architectural shift aligns with the growing desire for personalized and isolated spaces, reflecting the demand for accommodations that prioritize the health and safety of guests.

Simultaneously, the rise of farm vacations underscores the diversification of tourism experiences. Tourists of various ages and nationalities are now opting for stays on farms, emphasizing a desire for authentic, community-oriented interactions. This surge in domestic tourism movements during the Covid-19 era has brought local actors to the forefront. The increased roles and responsibilities of local communities in catering to the needs of tourists have given impetus to the understanding and implementation of community-based tourism. This model not only enhances the visitor experience but also fosters sustainable and mutually beneficial relationships between tourists and local communities.

Looking towards the future, the trajectory of the tourism industry suggests that radical and visible steps are on the horizon. These steps will likely be shaped by the ongoing trends, emphasizing the need for continued adaptation to the changing landscape of travel. Governments, businesses, and local communities must collaboratively embrace and build upon these shifts to ensure a resilient, inclusive, and sustainable tourism sector. The Covid-19 era has acted as a catalyst for change, and the industry's response to these shifts will determine its ability to thrive in the years to come.

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