

Behavior of a tourism enterprise during a crisis

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Abstract

Currently, most enterprises have transferred the sale of their business product online. Meanwhile, tourism companies now, as a result of a global pandemic, cannot sell anything, but this is not a reason to stop their active position on the Internet.

Keywords: tourism enterprises, a crisis, attracting clients

1 Introduction

Many enterprises that, for several reasons, had not yet run an online business, were forced to time out, as a result of a global pandemic COVID-19. Despite it, many companies continue to work actively online: they transferred their sales 100% to the Internet. However, travel companies can no longer sell their product in both ways - offline and online, yet, they should not freeze their activities on the Internet. If the company completely stops its activity, then it will miss the opportunity to build up its client base.

2 Main part

For tourism enterprises, the current situation is extremely negative. It can be called a clear crisis, which is developing rapidly. An expected fall of between 20-30% could translate into a decline in international tourism receipts (exports) of between US\$300-450 billion, almost one-third of generated in 2019. Taking into account past market trends, this would mean that between five and seven years' worth of growth will be lost to COVID-19. Putting this into context, UNWTO notes that in 2009, on the back of the global economic crisis, international tourist arrivals declined by 4%, while the SARS outbreak led to a decline of just 0.4% in 2003 [1].

However, neither in 2003 nor in 2009, the tourism business was faced with a global cessation of international flights and the closure of borders for the movement of tourists. An aggravating factor in the tourism crisis is it impossible to predict the end of the pandemic and the resumption of tourism. Despite it, travel companies should to maintain an emotional connection with the client. Travel

downtime should be used by travel companies for online travel, review tours that were previously in demand by customers, passively familiarize potential customers with possible new tourism destinations, which can provide a growing customer base. Travel agencies that actively maintained their accounts in the pre-crisis period can now be a source of information about countries, historical sites and conduct on-line tourism - provide an opportunity to plunge a potential client into an atmosphere of relaxation, thereby maintaining their activity and popularity among clients. Accordingly, online tours can serve as a means of attracting potential customers. And it is precisely those tourism companies that continued to work with clients in a passive form during the crisis period that has high chances to get their active customers after the crisis due to established contact and trust.

The crisis for domestic tourism will last less. Tourism enterprises should pay special attention to this and use this knowledge to increase the flows of domestic tourism, as well as for timely preparation of the infrastructure of domestic tourism. Regardless of the cause of the crisis, a crisis is always new opportunities that should be taken advantage of in one or another type of activity.

3 Conclusions

The crisis is not only a loss, but also new opportunities that should be properly used. It is important for tourism enterprises to see these opportunities, to maintain existing positions, to retain customers, to seek new customers, and not to passively expect the crisis to end.

References

- [1] *International Tourist Arrivals Could Fall by 20-30% in 2020* **E-source:** <https://www.unwto.org/news/international-tourism-arrivals-could-fall-in-2020>