

## **Analyzing the role of government in the management and planning of tourism crisis; a case study of the COVID-19 crisis**

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### **Abstract**

The *tourism planning and management* is a collective action in which different actors of governmental and non-governmental organizations and institutions are involved. It is necessary to manage this phenomenon both during normal and crisis times. One of the most important actors in the field of tourism management is the government, which is responsible for facilitating and regulating this domain. But the phenomenon that has now negatively affected the tourism industry in Iran and the whole world is the Coronavirus crisis. The purpose of this paper is to examine the role of government in managing the impact of this crisis on the tourism industry. And to identify the effective factors that the government can carry out to save the tourism industry during and after the Coronavirus crisis. The main question of this research is to investigate the extent to which the government can manage the consequences of the Coronavirus crisis on Iran's tourism industry. To this end, in a qualitative method, attempts have been made to answer the research questions via a semi-structured interview. A number of managers and employees (8 persons) of tourism-related institutions in Iran were interviewed. The results of the research show that the government must first have an accurate estimate of the amount of losses caused by the Coronavirus crisis in the field of tourism. And then, by identifying areas that are more or less damaged, consider tax exemptions for them. Also, providing cyberspace and its infrastructure for the prosperity of the tourism is another useful measure of the government to support the tourism industry in the face of the Coronavirus crisis.

**Keywords: Tourism Industry, Tourism Crisis, Corona Crisis.**

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Received: 11/01/2021 Accepted: 31/01/2021

## **Introduction**

More than 50 years after the World Bank launched its first tourism development project in two African countries, Morocco and Tunisia, the debate over the role of tourism in the sustainable development of communities remains hot. Tourism is still popularly known as a luxury industry and market limited to the affluent. Of course, it cannot be denied that this seemingly negative perception is true, at least in some societies. Poor macro-management in the tourism sector can sometimes have irreparable negative effects on cities, national parks and monuments, as well as seriously endanger local infrastructure, indigenous peoples and the resources available to them (Amirnejad, 2009). In this regard, the issue of sustainable tourism has been considered more than ever by international institutions. The United Nations World Tourism Organization (UNWTO) defines sustainable tourism as: Sustainable tourism is fully responsible for its present, future economic, social and environmental impact, and takes into consideration the needs of tourists, industry and tourism market (tourism), environment and host communities (Mirzaei, 2009). Sustainable tourism can have positive economic, social, environmental, cultural and even security effects on communities. Recently, the World Bank explained the importance of sustainable tourism for the comprehensive development of countries and tourist regions, and explained 20 reasons to prove this claim: 1. Tourism is a good stimulus for economic growth. Industry and Market is the largest industry and service sector in the world with \$ 7.6 trillion in tourism revenue, accounting for more than 10% of world GDP (Honarvar, 2009). The growth of the tourism industry and market (tourism) can increase the GDP of tourist countries and provide more tax revenue to the government of these countries. Foreign exchange earnings from tourism can even be invested in other sectors and lead to improved economic growth (Fathollahi, 2007).

The value of exports of tourism services (reception of foreign tourists) in 2016 was about \$ 1.4 trillion, and the tourism industry (tourism) in this respect, after the petrochemical industry and market, higher than industries such as automotive and food, ranked the third place in the world. Export revenues of countries in the field of tourism (tourism) grew by approximately 25% between 2010 and 2015, and the tourism

industry (tourism) ranks first in this regard (Ahmadi and Agha Latifi, 2014). Industry and tourism market (tourism) is currently the second largest industry in the world in terms of growth rate of foreign investment, and only the industry and market of communications in this area is higher than itself. Today, many investment consulting firms advise investors to enter the tourism industry and market. In 2016, about \$ 806 billion was invested worldwide in the tourism industry and market, while the oil and gas industry and market attracted \$ 680 billion this year (Azar and Khadivar, 2014). In most of the tourist countries, the development of industry and tourism market (tourism) leads to a significant improvement of infrastructure such as airports, roads, water supply network, energy, health services, mobile networks, health, security, etc., and indigenous peoples, like tourists, will benefit from these developments (Ardestani, 2008). There are currently more than 292 million people working in the tourism sector worldwide, which means that one in 10 people working in the world today is employed in the tourism sector. In Africa, direct and indirect employment in the tourism industry and market has doubled from 2000 to 2014, with more than 20 million Africans now earning a living from the industry and market (Skidmore, 2006). The main question of the present article is how the government can manage the consequences of the Corona crisis in the Iranian tourism industry? The method of this article is descriptive-analytical. The method of data collection is also library.

#### **Theoretical approach**

Tourism has undergone many changes since its inception. Modernity tourism has been associated with the concept of technology. The evolution of modernity and technology in tourism has acted in two dimensions. On the one hand, it has caused the motivations of tourists and the orientation and variety of trips, and on the other hand, it has made tourism destinations compete to attract tourism. In any case, tourism has its own characteristics. Tourism is an action resulting from the trend of modernity that is different from the concept of tourism. Processing into tourism in the sense of modern developments and technology can be considered as strategies for planning and development of tourism. The perspective used in the research is very important; and for tourism, a structural perspective on tourism is

examined (Williams, 2004). Tourists each travel for a specific purpose, so it is important to understand the motivation of tourists in the discussion of tourism: Wallen Smith lists six types of tourism in his classification, as follows:

- Ethnic tourism: In this type of tourism, tourists travel to observe the lifestyle of indigenous peoples and tribes. Common activities in such neighborhoods include visiting the homes of indigenous peoples, attending festivals and participating in their religious ceremonies. The goal of ethnic tourism is to get to know different ethnic groups and participate in their experiences. (Rahimpour, 2005).
- Art tourism: In this tourism, the tourist likes to know and get acquainted with the arts of other nations and peoples. Knowledge of handicrafts, acquaintance, seeing and hearing music and rhythmic movements, watching theaters and plays and art films are among the activities of tourists in this type of tourism (Rahimpour, 2005).
- Historical tourism: This group of tourists visit museums, mosques, churches and historical monuments and ancient buildings that are reminiscent of the glory of ancient countries such as Iran, Egypt and Greece. In this type, tourists will welcome the performance of plays that recreate the important events of the past.
- Tourism based on nature or naturalistic: The emphasis of the naturalistic tourist is on natural and environmental attractions. Its purpose is to take refuge in the embrace of beautiful nature and admire natural attractions. The naturalist tourist is interested in the wonders of the universe such as waterfalls, forests, mountains, deserts, deserts and other natural attractions. Activities of nature-oriented tourists include walking, photography, mountaineering and camping in natural environments and enjoying the effects of nature. Urban areas have a great potential for the development of this type of tourism (tourism) and the development of tourism (tourism) based on urban nature, can play an important role in the growth and development of urban communities (Rahimnia et al., 2013).
- Recreational and sports tourism: Recreational and sports tourists pay attention to participate in sports activities, use of mineral water springs, sunbathing and other social activities in a pleasant and comfortable environment. Their favorite areas are usually beaches, ski

slopes, playgrounds and racetracks. A recreational tourist tends to use the time he spends traveling to relax and unwind.

- **Work-related tourism:** The purpose of this type of tourism (tourism) is not fun or relaxation, but to do part of the profession and work during the trip. This tourism is characterized by participation in conferences, gatherings and scientific, research and specialized seminars (Faraji, 2002: 54-53).

Attention to tourism in the global economy today is a very important parameter in the dynamics of the local economy. By attracting tourists to the environment, income flow and job creation can be achieved. Consumption of the environment in the form of economic and cultural affairs. One of the ways of using the environment is tourism, which creates the supply of environment for the consumption of tourists as a result of income and employment (Briedenhann, 2004: 71). Therefore, paying attention to tourism is important for economic dynamism on a local and small scale. In addition, cultural actions can form a cognition and increase awareness of the references of indigenous culture. The phenomenon of tourism has reached a global scale today, which is itself due to the development of technological innovations and the comprehensive expansion of capitalism in the current era. These processes (development - information, etc.) with factors such as increasing income, leisure, level of welfare and improving tourism communications have given other effects and have caused tourism to play the same role as the industrial and market revolution played a social transformation in the field. (Perdue Et al.1990) .. Tourism has caused the movement and dynamism of people, cultures and beliefs and values and has emerged in a different. (Payli Yazdi and Saghaei, 2004: 25). Tourism in the economy of industry and market based on free trade is able to adjust the economy of different regions. The economic effects of activity in regional development play a role in increasing economic opportunities in the field of employment and income distribution and at the class level (Wearer, 2000: 257). The real value of tourism in any region depends on the abundance and quality of tourism resources and the provision of human resources for employment and income generation along with taking effective management in the field of tourism activities. Therefore, the situation of tourism on a global scale and in countries should be examined. In



tourism, its impact can be seen in the economy, the most important effect of the development of this industry and market is job creation. Tourism can reduce unemployment and earn income. Many jobs can be created due to tourism. It also has a direct effect on the development of tourism in increasing tax revenues. Part of the tax revenue is collected from corporate taxes and sales tax. When the number of tourists increases, the amount of sales and consequently the tax revenues will definitely increase. With the arrival of the tourist, the demand for local and manufactured goods increases and the tourist personally enters the industry and market, imports small goods and foreign exchange. Therefore, the economy of the host country benefits from the abundant incomes of the people of rich countries. Therefore, tourism is a part of economic activities that is less affected by business issues.

The economic effects of tourism can be divided into three categories. Changes in the increase in the production of goods and products of industries and related economic sectors of that society, such as industries that produce products and services in a hotel (Sirgy & Cornwell, 2001). In the new perspective of tourism management, the change of attitude towards the role of both public and private sectors in the process of community development is emphasized. This approach, which is based on the new theory of economic growth, considers the main role of the government in increasing the capacity of the private sector and public institutions, as well as creating facilities for their extensive activities in various sectors of society. In this regard, the government provides the ground for innovation and creativity that is necessary for urban economic development by enacting laws and regulations and creating the necessary institutional and financial framework to empower the private sector and public institutions. The history of theorists about management and decision-making as a major and dominant factor in the process of urban planning does not go beyond the present century. In this view, the city is the result of the individual and collective decision-making process of households, investment institutions, banks, municipalities, legislative organizations, and builders and sellers. According to this group, urban planning, decision making and urban planning as the art of management, are more involved in criteria than behaviors (Hosseini

Golkuh & Habibi, 2015). Urban management first came into focus in 1976 when, along with concepts such as the Sustainable Urban Development Plan and the Healthy City Project, it was placed on the agenda of one of the United Nations development programs, titled as the Urban Management Plan. This plan was launched to help develop Third World cities, includes a set of policies and programs for cities in developing countries, especially large cities. The structure of urban management must be based on the principles that actually form the foundation of this structure. These principles can be summarized as follows:

- 1- The principle of urban education and citizenship education
- 3- The principle of continuous commenting on citizens.
- 3- The principle of codified and published rules for informing and guiding the citizens.
- 4- The principle of observing the time dimension in actions and execution of affairs.
5. The principle of gaining the trust of the public sector and the private sector.
6. The principle of authority and responsibility.
7. The principle of reviewing and revising actions taken and learning from past experiences Naw (Nawabakhsh and Arjmand Siahpoosh, 2009: 199-196).

### **Findings**

One of the sectors affected by the outbreak of coronavirus in the world is the tourism industry. This issue is so serious that many land and air borders are closed on some countries, a large number of museums are temporarily closed and even various international and European competitions such as the Europa League and the Italian Serie A are held. Many tourists go to the stadiums to watch these matches, but they have been postponed to another date. But the important issue in this regard is the impact of the Corona virus on the tourism industry of countries until 2021, which has worried many government officials, tourism experts and staff in this field. At Frankfurt Airport, the impact of the spread of the Corona virus on the country's tourism and transportation industry can be seen. In a number of countries, such as Italy, South Korea, China and Iran, the suspension of Lufthansa flights is on the agenda and the number of passengers is declining. At

present, one of the most obvious signs of the impact of the Corona virus on the German tourism industry is the short queues at airport gates.

Meanwhile, a spokesman for the German Travel Association said that the desire of travelers to book hotels and tickets has decreased significantly this year. It goes without saying that the world's largest tourism industry gathering, previously scheduled for March 4-8 in Berlin, Germany, was canceled (Ahmadi Etal., 2014). Italy is the first country on the Green Continent to grapple with the Corona problem. In this case, in order to control Corona in Italy sooner, the Italian authorities tried to limit the trips to the north of Italy from the very beginning. Milan is also one of the most important tourist cities in Italy, whose entrances are closed and its important tourist and cultural centers such as the Cathedral (Domo Church) and the Opera House are closed. On the other hand, the northern parts of the country, which receive a lot of tourists for mountain skiing in spring and summer, have also been challenged, and we are expected to see a small number of enthusiasts.

Another important Italian tourist city, Venice, has been facing many problems since early 2020. This city, where many tourists can be seen on every street, has now become a very quiet area. The New York Times also reported that in the past three months, Venice tourism has faced very difficult conditions. At first, numerous floods and the outbreak of the Corona virus have become a problem for tourism in this city. Also, 50% of trips to the city have been canceled in the last week, according to the union of local hoteliers in Venice. Venice, on the other hand, is only proud of its tourism industry. With the outbreak of the Corona virus in Europe, the Louvre Museum in Paris, France was closed until further notice. In 2019, 9.6 million people visited the museum, three-quarters of which were outside France. Normally, the world's most popular museum hosts tens of thousands of enthusiasts and visitors daily. France is a major destination for Chinese tourists, with about 2.2 million Chinese traveling to the country each year. Following the global fear of the Corona virus, world tourism has entered a huge crisis in which the effect of the Corona Covid-19 virus on world tourism is undeniable and the leaders' predictions, based on their previous experiences, face a similar crisis like SARS and H1N1,



which at the time the tourism industry was able to stand on its own feet immediately after crises like SARS in 2003 and the economic crisis of 2009. In this regard, the World Tourism Organization has launched a call to challenge healing solutions, which is also supported by the World Health Organization, and is essentially a call to reach the most innovative startups, entrepreneurs and technologies around the world to find solutions to reduce the impact of Corona in the world tourism sector on tourism and support travel enthusiasts, businesses and officials active in this sector to end this crisis with the least harm (Azar and Khadivar, 2014).

The Corona virus has plagued the global tourism industry, including large hotel chains and digital platforms such as booking, land, rail, sea, air, and cruise line operators, and has canceled bookings in Asian countries. These are just a few of the severe blows to the travel industry that have provoked the fastest reactions, especially when the outbreak occurred in the new year, one of the busiest travel seasons in Asia, especially in Iran, which is in economic crisis.

Eid holidays in Iran were one of the most important times (peak season) for business tourism because due to the holidays, most trips were made by domestic tourists. Trips that lead to booking hotels in different cities in Iran, such as Mashhad, Shiraz, Kish, etc., and a significant amount of annual income is usually earned in the same 15 days, which due to the continued spread of the virus after the Eid holidays probably some activists in this field will go bankrupt. The International Air Transport Association estimates that global aviation revenue will fall by 5% this year, which is \$ 29.3 billion less (about € 27,000 million); According to a recent survey by the World Business Travel Association of 401 travel companies, 65% of them have canceled their visits and programs due to the outbreak of the Corona virus. OPEC, meanwhile, cut global oil demand by 19 percent to 100.73 million barrels. The stock market crash has also been observed these days, affecting major airlines, operators and hotels in the United States, Europe and Asia.

One of the worst cases is that of the Spanish insurer Zurich, who canceled all 2,000 trips in and out of Spain and forced those who were traveling to return. In Europe, too, the Lufthansa proposal has survived, offering employees unpaid leave to counteract the negative

effects of canceling flights to China that have grounded 13 aircraft. Other companies, such as BBVA, canceled their employees' trips to the four regions involved, including Japan, Iran, South Korea, Singapore and China. Deutsche Bank canceled all trips to Italy. It has also canceled many important gatherings, such as the world's largest tourism industry exhibition in Berlin, and other events in the tourism industry, such as the closure of the Louvre and the cancellation of flights.

These adverse events for tourism are not limited to Europe and Australia. In the Middle East and in Saudi Arabia, the corona has created special conditions and many of the busiest centers in the country have been closed. There have also been discussions about the closure of the most important and sacred Muslim center, the Kaaba and the House of God in Mecca. In recent weeks, Saudi Arabia suspended the Umrah pilgrimage and did not allow pilgrims to enter the House of God. Italy, the cradle of European culture and art, has become the main center of Corona on the Green Continent these days. Italy's share of the world tourism economy is about 13% and many jobs in this country are dependent on tourism. The outbreak of Corona in Italy has led to the cancellation of all cultural, sports and artistic programs in the country, while 90% of tourist tours to Italy have been canceled. Many hotels in the country have also closed, and the rest are on the verge of closing. The most important museum in the world, the Louvre Museum in Paris, has also been closed, and France has taken special measures to prevent the spread of the corona. Paris is closing its tourist centers and tightening its gates at the entrances to the country. According to the European Union, the corona has caused about one billion euros in damage to EU member states. With these statistics and the widespread spread of this new virus, the tourism industry around the world is paralyzed. Opportunistic and touristic countries are all involved in the corona, and it is not clear how many billions of dollars the corona will inflict on tourism by the end of the crisis. And will eliminate 50 million jobs in the tourism and travel industry worldwide. The social demon of travel; exaggerated and wrong insult of media; climate disasters; regional tax; bankruptcy of airlines and operators; and political instability and the stagnation of large markets - which will signal a declining global tourism trade in

the near future. The global epidemic of coronavirus 737, in the meantime, travel agencies and hoteliers have suffered the most in terms of the impact of coronavirus on the tourism industry, and it will take at least months or even a year for the domestic and foreign tourism industry to start operating again. A series of the effects are the global health alarm; Aircraft shortages following the Boeing Max crisis (Ardestani, 2008). The United Nations Tourism Organization says in a report that international tourism and travel are expected to fall by 20 to 30 percent due to the Corona virus. It has warned of a sharp decline in travel and the loss of tourist cities around the world.

The International Tourism Organization has announced that this reduction in travel will cause losses of \$ 400 billion to \$ 500 billion for countries and companies active in the field of tourism. Many host countries are now in quarantine due to the outbreak of the Corona virus. Experts believe that this effect will continue until 2021. Because the number of canceled flights is increasing every day, not only in China but in the whole of Asia, and many people around the world are facing the problem that if they need to travel to another country right now, what should they do? and how to skip an important and necessary trip. What has happened is that many tourists around the world have canceled their flights to Southeast Asian countries in the coming months and canceled their trips for fear that the corona virus would not be contained by then. In fact, all the people of the world are afraid to want to be somewhere near China and prefer to stay away from it as much as possible. Probably no one will travel to tourist destinations like Maldives, South Africa and Australia for several months! Experts estimate that the impact of the corona virus will be seen in the tourism industry in about 6 to 12 months, during which time a number of large tourism companies may lose between \$ 25 million and \$ 50 million. The climate of North Asia is such that you can travel to it at any time of the year. But the issue of Southeast Asia is quite different. In fact, at a time when the corona virus is spreading, it is the tourist season of the countries of Southeast Asia, and the discussion of traveling to these countries has been completely canceled. Since May, when the rainfall in this part of Asia is gradually increasing, and with this account, it can be said that these countries have practically lost the opportunity to attract tourists this year, and

many tourists who intend to travel to Southeast Asian countries, will wait until next year and will not decide to travel until the next few months, even if the coronavirus is eliminated! However, as it goes on, it will probably take 9 to 12 months for the coronavirus to gradually disappear from the tourism industry and for the tourism industry to return to normal (Skidmore, 2006). Two days ago, the World Tourism Organization presented its second assessment of the world tourism market in 2020. In the new report of this organization, due to the disruption of travel and trade under the influence of Corona, the number of international tourists and the income from tourism has decreased significantly. About two months ago, the organization released its first forecast for the 2020 tourism market, announcing international tourist statistics in 2019, and estimated the growth rate of international tourists in 2020 between 3 to 4 percent; But now, with the corona epidemic around the world changing its forecast, it has estimated the number of international tourists to fall by 1 to 3 percent; So far, the global tourism market has suffered between \$ 30 billion to \$ 50 billion in losses in the first two months. Earlier, the World Tourism Organization had set the highest growth rate for Asia, Oceania and the Middle East at 2020 at 5 to 6 percent; But now, in the initial estimates of 2020, it has estimated a drop of 9 to 12 percent for these areas.

Although it is too early to estimate the extent of damage in tourist areas; But the agency estimates that tourism revenue around the world is likely to decline. In this regard, the organization calls for financial support and macro-policy, and the creation of programs for recovery and extensive measures to improve the tourism market and the affected economy. Political and financial commitments and economic and social improvement, given the flexibility of tourism, make the possibility of recovering this industry very important. In this regard, the World Tourism Organization, as one of the United Nations departments in the field of tourism and sustainable development, is ready to provide guidance and support for the improvement of its members, the private and public tourism sectors, including organizing events and exhibitions between International has announced. The negative impact of the coronavirus outbreak will not be limited to China and Southeast Asia, and now the whole world is affected by the

epidemic. Many of the world's major tourist destinations, with the outbreak of the Corona virus, first in China and Southeast Asia and then around the world, have seen a sudden drop in tourist arrivals, causing severe damage to the industry and the recession caused by the tourism market will deal a severe blow to the global economy as a whole (Amirnejad, 2009).

With the increasing prevalence of corona around the world, travel agencies and hotels are facing many economic recessions that will last for months or even a year and will have long-term effects on the tourism market, and some experts predict the continuation of this trend. It is declining until 2021. Trips to Southeast Asia for February and March, which have been canceled since the beginning of 2020, have now led to the cancellation of trips around the world. The impact of this virus on the hotel industry will be between 6 to 12 months, and 3 to 6 months of this industry will be affected by the intensification of the corona virus epidemic, and 3 to 6 months will be needed to recover from the past events caused by this virus. In recent decades, the tourism market has been an important factor in sustainable development, economic growth, employment and the creation of international agreements that will affect the spread of Covid 19 virus throughout the tourism chain; because about 80 percent of this market is made up of small and medium-sized companies, the livelihoods of millions of people around the world, especially in vulnerable communities, depend on tourism. The outbreak of coronavirus in China has led to the cancellation and suspension of tours from China and around the world following the declaration of a state of emergency by the World Health Organization. Flight and travel restrictions have also led to the evacuation of most of the world's most popular tourist destinations, such as Angkor in Cambodia and the Grand Palace in Bangkok and the Imperial Palace in Tokyo. According to the Forward Travel Company, hotel bookings and tickets for the Chinese New Year holiday increased by about 7.3% in 2020 compared to 2019; but after traveling restrictions, it experienced a sudden decline of 6.8 percent. Chinese tourists in Thailand, which accounts for about 30 percent of foreign tourists, canceled about 1.2 to 1.3 million people canceling their trips to the country in February and March. Also, 80% of booked flights from China to Thailand were



canceled between February and April. As a result of this decline in Chinese tourists, many tourism destinations in major destinations such as Bangkok, Phuket, Chiang Mai and Pattaya have undergone many changes and some of them have been completely shut down. According to Thai officials, Thailand has lost more than \$ 3 billion with the outbreak of the Corona virus. In Japan, Chinese tourists, as the largest source of foreign tourism market with 9.6 million people, account for 27% of foreign tourists, and provided a third of the country's international tourist spending accounted for about 38 percent of \$ 15.6 billion.; but the outbreak of the Corona virus has led to a significant drop in Chinese tourists to the country, and many travel agencies have canceled Chinese travel packages until March. Also, with the change of time for the 2020 Olympics, the Tokyo Olympics will most likely be held in late fall and early winter before the New Year.

The lack of Chinese tourists has affected other parts of the world, such as Europe and the Americas, and in North America, Chinese tourist travel has dropped by about 22.5 percent. France, which receives 2 million Chinese tourists a year, has suffered heavy losses and will see a 33 percent drop in the first three months of 2020. Italy's tourism market is also experiencing its worst crisis in recent history since the Corona outbreak, and even 9/11 did not affect the industry to such an extent. The virus has targeted major tourist cities such as Florence, Venice and Rome. More than 90% of hotel and travel agency bookings for March have been canceled, according to the Italian Tourism Federation. The quarantine of the people of the cities infected with the virus and the control of the movement of the citizens of these cities to other cities is another solution recommended by the World Health Organization, and this measure has been very effective for the main center of the virus, China.

According to city officials, almost all provinces have announced that they will not be willing to accept Nowruz travelers, although no solution has been offered to deal with travel seriously. From the northern regions of the country, Mazandaran province was the first province to officially announce that it would close the entrances of the city to travelers from the middle of March. In particular, after the announcement of the closure of schools until the end of the year, the

wave of passengers heading north peaked, which caused Mazandaran province to enlist the help of law enforcement and police to prevent the entry of passengers. Apart from Mazandaran, the provinces of Gilan, Khorasan Razavi, Chaharmahal Bakhtiari, Kohgiluyeh and Boyer-Ahmad, Isfahan, Shiraz, Kermanshah, Yazd, Ilam, Ardabil and Hormozgan have also announced they prevent non-natives and cars with license plates from other cities from entering and are not willing to accept any passengers.

Although the ban on domestic travel is not universal and is not properly enforced in all cities, almost all provincial officials have announced that hotels and inns will be closed during Nowruz and private houses will not be rented to travelers. Following the decision of the Kish Island High Health Council and the letter of the CEO of the Kish Free Zone to the Ministry of Roads and Urban Development, it was agreed to limit travel to Kish Island and issued an order banning the sale of tours and plane tickets to Kish, which resulted in the cancellation of the Kish tour. (Fateh Elahi, 2007). The holy city of Mashhad, which is one of the main pilgrimage cities of our country and constantly hosts its travelers throughout the year and is one of the busiest tourist destinations in our country, to prevent the spread of the virus in the city of Mashhad, the number of flights has been reduced and an order has been issued banning the sale of Mashhad tours and plane tickets to the holy city of Mashhad. The above conditions in Iran caused many trains to stop moving in the country and the cancellation of domestic and foreign flights, and the cancellation of trips has created a lot of confusion for travelers and those involved in the Iranian tourism industry and has put them in a difficult situation.

The most important part is the refund of plane and train tickets for booking tours and hotels. In this regard, all airlines and railway companies have been created according to the conditions and according to the laws and directives, and must cancel passengers' trips without penalty.

However, the Iranian tourism market is currently in a coma because on the one hand, tourists who intended to travel to Iran canceled their trips, and on the other hand, foreign travelers who intended to travel to Iran also suspended their trips. For this reason, activists in the field of tourism and the market are facing the stroke of incoming trips to the

country and domestic trips. This happened after the increase in gasoline prices and the crash of the plane, and with this situation, the owners of travel agencies evaluate Nowruz 99 trips in a very low volume (close to zero). These days, Iran's tourism market is in an extraordinary state, and with the outbreak of the deadly corona virus, many activists in this field have faced various problems, so much so that most travel agencies are protesting against the reduction of ticket sales and the closure of travel tours. Meanwhile, some countries, including Turkey, have closed their borders and prevented Iranian tourists from entering their country. This has also led to the cancellation of many domestic travel tours for Iranian tourists, even during the Nowruz holidays. More than 50 tourism market participants attended a meeting to find a solution to these problems. They have suffered from overcrowding due to flight cancellations and now have to return the passengers' money. On the other hand, because they have booked accommodation for the same travelers in foreign countries, this will cause severe economic losses, because the cancellation laws do not allow the cancellation without penalty. On the other hand, tourism activists said that Eid is one of the most important times (peak season) for their business because most of the trips are made by domestic tourists due to the holidays and a significant amount of their annual income is earned in the same 15 days and if the virus continues to spread after the Eid holidays, some activists in the field will probably go bankrupt. Most domestic trips are now canceled and according to the statistics of one of the managers of travel tours in Mashhad, they are cancelled due to fear of infection and the expansion of the corona and caused all hotels in the city to be without passengers. Also in Qom, not a single traveler is staying in hotels. At a meeting convened by the country's High Aviation Council to investigate the Corona crisis and the country's tourism situation, it was approved that all incoming and outgoing aircraft be completely disinfected after disembarking passengers, and that all passengers and tourists intending to leave the country must receive a health card before the trip, which will have one examination room and one quarantine room at all airports to issue health cards to tourists. Iran is under severe US sanctions, and needs tourism revenues. However, the outbreak of the corona virus has dealt a severe blow to

the industry. Corona canceled Nowruz ceremonies and celebrations in Iran, when tourism should be at its peak. The government has ordered travel agencies to cancel all tours and tickets issued and refund the amount to customers. Many companies related to the tourism industry and hotel reservation sites have been forced to downsize. Due to the conditions created, tourism and travel companies have been forced to reduce their staff by 80% because the tourism industry in Iran has faced a stalemate in practice. Meanwhile, the Rouhani administration aimed to attract 20 million tourists annually by 2025 to make up for the shortfalls caused by US sanctions.

#### **The role of government in managing the impact of the Corona crisis on tourism**

Tourism crisis, in fact, is defined as any event which threatens the natural performance of the destination and impedes any touristy business or threatens the safety of tourism. Researchers believe that the word "crisis" refers to the "tourism industry" and refers to any "accident" that "causes" an emergency to occur "suddenly". There is an interesting classification of tourism crises. Some researchers introduce three types of crises; The first are sudden crises that occur so quickly that they occur without warning signs or if there are few symptoms that occur and there is no chance of planning. Emerging crises are another form of tourism crisis that occurs in times the speed of their occurrence slower than the precedent group and to some extent the ability to take the necessary action to limit its effects. Fixed crisis may need weeks, months or years before they occur. Another classification also refer to the human factor and in fact introduced three types of crisis that included "without human intervention", "indirect human intervention." and "direct human intervention," . Another classification for tourism crises or natural crises that threaten the tourism industry, such as tsunamis, earthquakes, hurricanes and the like, or man-made, such as plane crashes, terrorist attacks, war and the like (Mirzaei, 2009).

Other researchers have suggested other categories of "tourism crises". They introduce four groups of risk factors for the "tourism" industry; terrorism, war, political instability, epidemics, disease, crime, and crime can occur at various levels. Many rare local events, such as bombings and kidnappings, can affect a destination or even an entire

country for years. Disasters such as tornadoes or tsunamis affect many areas. Some local or national events can affect the entire tourism industry for a long time. Many diseases, especially infectious and airborne diseases, can also affect tourism. In recent days, very effective decisions have been taken by the government to support businesses and families, which need to be implemented as soon as possible. In a situation where many countries claiming to protect the people are not able to cover the huge costs of diagnosis and treatment of this disease, it is an honor of the Islamic Republic of Iran to not only bear the costs of treatment, but also pursue good supportive policies for different segments of the population. However, two points need to be noted: First, given the heavy costs to the government, only those in need to be covered by protectionist policies. There should be a comprehensive look at the affected classes and guilds in order to alleviate their suffering in such circumstances. The first step in dealing with this crisis is to carefully and quickly review the current economic situation and estimate the damage caused by the amount of damage caused to deal with it. It will not be very useful to make decisions and adopt the next economic policies unless there is a proper understanding of the extent of the damage and the economic sectors that have been affected by the virus. It is necessary to form economic committees for this purpose as soon as possible by the legal authorities. The committee should identify such injuries at the national and provincial levels. Obviously, in such circumstances, it is expected that in order to overcome the problems in the short term, supportive policies such as tax exemptions or deferral of bank debts and insurance costs, etc. will be adopted by the government. Also, those who did not have any income other than the income from daily work need to be paid for a few months. Although this is being pursued to some extent, the full realization of these protections is essential. The outbreak of the disease imposes undeniable costs on the government. One of the issues that is doubly needed in this situation is to pay more attention to avoiding unnecessary government spending. Managing expenditures and spending wealth and capital in the right place is one of the basic needs of the government in such a situation that requires a serious review of government expenditures. Obviously, in such a situation, it is necessary for the government to reduce or delay some



of its construction expenditures (if it does not reduce unemployment). The government's economy plays an important role in preventing financial and real pressures. The assurance of the Central Bank and the Ministry of Economy that the economy will not collapse if the disease continues is very important. Some studies have shown that fiscal policy is more important than monetary policy in dealing with the corona virus. As mentioned before, the most important direct damage from the Corona virus in Iran to wholesale and retail activities, repair of motor vehicles and motorcycles, transportation and transportation support activities, post and courier activities, food and beverage service activities like accommodations and restaurants and education activists. In this regard, it is necessary to provide support packages for activists in these occupations, especially activists with small and medium activities who are seriously injured. Packages include the exemption of union fees by municipalities, tax exemption for this period, the opportunity to repay bank installments, the opportunity to pay for water, electricity, gas and telephone, the opportunity to pay premiums and the payment of low-interest loans to secure turnover. The need for damaged enterprises. It is also necessary to temporarily finance vulnerable households in these occupations by paying targeted subsidies during the outbreak period until the disease subsides.

### **Conclusion**

To achieve its goals, tourism depends on environmental sustainability and protection, economic revitalization and stability of communities and the development of small-scale tourism trade as a way of action. Estimation of these strategies is possible when there is an in-text approach to the aggregation of tourism activities to identify potential areas and different types of tourism, to obtain the necessary solutions to explain tourism development. In the meantime, the research method in the field of tourism can be according to appropriate indicators, including tourist attractions and its surroundings; Ways of communication and ease of access; Tourist capacity per unit area; Infrastructure - Economic; Residential facilities; Cultural potentials and desire of local residents to attract tourism; Consequences of tourism in employment, income levels and increasing the level of household welfare and finally achieving a sustainable tourism.

Meanwhile, in economic study, the study of environmental capabilities of the region in estimating supply as a tourism product that can include knowledge of cultural, natural and historical resources of areas and types of tourism that can be supplied on this basis. Also estimating density and capacity in rural areas; Economic infrastructure in various sectors; Economic empowerment in the field of agriculture and other economic sectors; Ability to supply other products needed by tourists; Survey and estimation of facilities and different types of settlements and population centers in the region are among the items that should be considered in the economic study. The supply of tourism products in a region is directly related to tourism demand and demand is dependent on the value of goods, services and facilities along with the demand orientation in industry and tourism marketing. It is variable in the direction of tourism demand and has an inverse relationship with each level of tourists. The reception of tourists in a region from the social and cultural point of view, the way of interaction and dynamism of the culture of local communities is formed in the form of reviving customs and traditions, and also tourists' visit to these communities leads to a tourism experience. The type and manner of host-tourist approach in an area can be considered from three perspectives. The first view depicts the approach of the tourist-host as a recognizable phenomenon with a number of positive and negative consequences, the evaluation of which will depend on the researcher's attitude towards the right path of development. The second view is the functional view of different elements of society that may experience change as a direct result of tourism - such as moral behavior, language and health. The third view mainly considers the aspects of cultural change that result from the influence of tourists in revisiting traditional skills and customs such as handicrafts. However, it is practically difficult to distinguish these views in the social perspective due to overlap. Hence other cultures as stable systems of values, beliefs and artifacts that affirm social organization and rational activities. They can be recognized and exchanged in the context of tourism. However, the negative consequences of tourism in the socio-cultural field can not be ignored, but we can try to reduce its negative consequences in development processes. In this regard, strategies such as population control can be used; Protection and

maintenance of public services, prosperity of local industries, revival of cultural identity and local customs; increasing opportunities for communication and social exchange can be considered. Environmental considerations in human and natural dimensions are very important in tourism planning. The birth of the concept (sustainable tourism) itself depends on this issue. Resource sustainability is defined as the estimation of present-day social needs without the destruction of resources to meet future communities. In the field of tourism, it can be considered as the protection of tourism resources in the context of attractions and the environment to continue the flow of tourism and reach a level of sustainable development. Meanwhile, the sustainable development of tourism in a planning can be considered by considering the relationship between the three components of the tourism environment, tourists, destination and host community. This relationship can be complex, dynamic and constructive or destructive. On the one hand, tourism can revive job creation and income generation in the local economy, as well as contribute to the strengthening of local culture and change the preservation of the environment by rebuilding it. On the other hand, tourism can devalue the local economy and reduce the quality of life and environment of local communities. Therefore, the goal of sustainable tourism is to establish a balance between these three components of tourism by preserving natural resources in the long run. On this basis, it is necessary to evaluate in development policies, the structure and composition of all final decisions in the field of tourism in the process of sustainable development. In this regard, attention to the capacity of the region for the development of sustainable tourism is of fundamental importance because this concept refers to the maximum use of any place without negative effects on resources, reducing visitor satisfaction and leaving negative effects on society, economy and culture. In the past, government interference in the country's economy has been known as taking over the economic system, in which case the private sector can not have significant activities, because all institutions, organizations and companies belong to the government. On the other hand, in the literal sense of the word, a market-based economic system must operate without government intervention. Although the extent of government interference in affairs

varies from country to country, even where market-based economies are claimed to be free of government constraints, the government intervenes for a variety of reasons. Policy-making in the tourism industry is influenced by two categories of internal and external factors. Internal factors mainly include laws, customs of society, values, ideologies and pressure groups (Hall and Jenkins, 1999: 30) and external factors include the process of globalization and international companies. In general, the purpose of politics is a comprehensive program that includes goals and procedures. Therefore, public policy includes the results and goals desired by the government and the methods to achieve these results. For example, the government pursues a policy aimed at economic growth and seeks to achieve this through the development of the tourism industry.

Tourism policy is part of the overall economic policy of the country. In economic policy, attention is paid to the structure and growth of the economic system, and often in the form of ten-year plans, plans for the next decade are prepared and determine economic growth according to the conditions that will arise in the future (Gay, Previous). Some of the main aspects of tourism policy are: labor, investment, financing, important industries and trade, and intercultural relations. Many governments contribute to or support certain industries for economic development. Governments act in different ways to support different sectors of the economy or different industries. By formulating industrial policies - sometimes in the form of programs - some governments can precisely set goals, nationalize industries, and play a very active role in shaping the country's economic system (ibid.). If the government avoids planning and exercising control over industrial (enterprise) policies in the field of tourism and has only a supporting role in the development of this industry, it will do things that encourage individuals and organizations to invest and act in this area. For example, it can provide tax breaks to encourage people to invest in certain areas of the region, help develop infrastructure and national parks, and issue licenses for individuals and organizations such as travel agencies, hotels, and motels. and other individuals and civil institutions .

In the tourism industry, the role of the government in monitoring and regulating is very important, because government regulations are

created to protect the consumer. Government oversight can include areas such as controlling the mere receipts of travelers in order to provide services to them, requiring hotels to comply with safety principles, complying with rules and regulations regarding food safety and hygiene, overseeing the conservation of natural and cultural resources, and to exercise control over the construction process, the location of the building and the laws related to the zoning and design of buildings, etc. The premise of cultural planning is the existence of a planner. Given that cultural planning is a big deal, cultural planners are usually governments. Hence, the role of governments in cultural planning is somewhat accepted. Disagreements about the role of government in cultural planning are more about the extent and manner of government involvement, rather than the impact and involvement of governments in cultural planning. Two almost different approaches can be identified regarding the extent and manner of government involvement in cultural planning: a) Support or a method that believes in maximum government involvement in cultural planning. This method, one of the examples of which is in Asia, Iran and in Europe, France, recognizes government interference in cultural planning and basically considers the government to be the only main cultural planner. In our country, what is inferred from the principles of the cultural policy of the Islamic Republic and what remains in the field of action of the post-revolutionary governments, shows the application of this method in cultural affairs. B) The manner in which the government believes in supporting and supervising cultural activities and affairs. This method of planning limits the government to these two areas, namely "support" and "supervision".

In today's world, most developed governments have embraced such a policy and have given the government a productive position in cultural planning. Today, tourism has become a cultural institution and a religion in itself. Tourism can not only affect the cultural future of the host, but can also revive forgotten patterns and cultural heritage.

Therefore, considering the cultural importance of the tourism phenomenon and its role as one of the most important factors in strengthening intercultural relations between Iran and other countries, activities in this field need to be seriously investigated and reviewed. But the important point is that despite the numerous obstacles to the



development of the tourism industry in Iran and the problems and weaknesses of management and planning in this industry, how and to what extent the government can be involved in planning in this area and civil and private institutions and how they can participate in advancing general policies and achieving vision goals in this area.

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