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THE PROMINENCE IMPACT OF COVID-19 ON TOURISM INDUSTRY.

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ABSTRACT

This study aims to provide overview on Covid-19 crisis which hit tourism entirely. The tourism industry are the first hit by the impact of pandemic and might be the last to recover. The economic analysis expected tourism industry will only be back on 2023. The implementing of lockdown from many countries to prevent the spreading of the virus chains have creates economic collapse consequences especially to tourism, travel and hospitality industry. Therefore the study will be focusing on the survival of the travel agency during the pandemic and the government recovery concern to prevent the tourism fall to the ground. The study will focusing on employment issue, complicated refund procedure from airlines, ground handler and hotel, an investment on Visit Malaysia 2020 which has been totally breakout and unfriendly policy from financial institution. A survey will be conducted to the company owner and management of the company that has been in the industry for more than 10 years will direct us to understand the problem and the obstacles that has prominent impact to survival of the company especially in financial issues and adaptation with new norm that has keep changing for instance government policy. The study also will evaluate the government strategies and policy on travel bubble for domestic destination and cross border travel. This analytical paper hoping to help the related bodies to mitigate their policy and giving the travel player an exit from the financial crisis. This study expect to understand the struggle among the travel player since many company has force to closed and hopping the travel player will be back to the business much more stronger.

Keywords: tourism, strategies, covid-19, financial, struggle, travel bubble