

Received: 28 November 2022 Accepted: 28 March, 2023

DOI: <https://doi.org/10.33182/rr.v8i4.2>

Analysis of the Tourism Economic Recovery Strategy 2023: A Literature Review

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Abstract

The objective of this literature review article is to analyze the different scenarios faced by tourism institutions and destinations in the economic reactivation of the tourism sector in 2023. To carry out this analysis, various sources of information have been used, such as scientific articles available in search engines and online scientific journals. The methodology used is based on descriptive observation and systematic review of bibliographic bases. Through this literature review, it can be inferred that the tourism sector is highly vulnerable to different internal and external factors. Throughout history, there have been various social, natural, cultural and economic phenomena that have impacted the tourism industry worldwide. This situation has worsened significantly in the years 2020-2023, a period in which the world experienced a progressive standstill due to global circumstances. As a result, all productive sectors were affected, and the population's attention was focused on priority issues such as health, food and education. Tourism suffered a drastic impact due to global mobility restrictions. With the paralysis of tourism and the closure of companies in the sector, there were no visitors moving around the world. This situation poses a challenge for conducting research in a context without tourists. However, several researchers have directed their analyses towards the vision of the tourist destination and the strategies proposed for the economic reactivation of the sector.

Keywords: *Tourism reactivation, economic, tourism*

Introduction

The advent of globalization has had important repercussions in the social economic, and educational fields. Tourism activity is characterized by its complexity since it involves various elements and economic sectors in its development. Traditionally, it has been considered as an export from a region or country to the destination, where it generates economic benefits such as

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income, employment and foreign exchange that contribute to the balance of payments. In addition, tourism boosts public revenues and promotes business activity (Simancas, 2020). The COVID-19 pandemic has generated a global and synchronized recession, which has significantly impacted the tourism sector due to the restriction of people's mobility and the impossibility of offering and demanding tourism services. Corzo (2022) points out that the global tourism industry was experiencing a period of prosperity. The steady increase in the number of international trips and the average tourist expenditure had had a positive impact on the contribution of tourism to the Gross Domestic Product (GDP) of each country. However, this growth trend has been affected by the COVID-19 pandemic and the mitigation measures implemented by governments at the national level to contain the spread of the virus. The mobility restrictions imposed have had a direct effect on the crisis in the tourism sector, with an estimated drop of 60 to 80% compared to 2019 tourism data. For Batista and Rivero (2021) who pointed out that, over the last century, tourism worldwide has faced various crises, whether economic, epidemic, or other. Some of these crises include the Spanish flu at the beginning of the 20th century, the Asian flu (H2N2) in 1957 and the Hong Kong flu in 1968, which had a catastrophic impact on tourism activity worldwide, especially in the countries directly affected.

Tourism is an economic activity that, like other sectors, drives economic growth at the local, regional and national levels through demand, investment and employment. It also has a significant impact on the foreign exchange market and generates demand in other related sectors (Su et al., 2021; Brida et al., 2021). In the era of globalization, tourism has acquired a prominent importance in the Gross Domestic Product (GDP) of countries, becoming a leading sector in the economy, as is the case of Spain and other countries worldwide (Gutiérrez, 2021, cited in Sarmiento Castillo et al., 2022). The general objective is to analyze the different scenarios faced by tourism institutions and destinations in the economic reactivation of the tourism sector in 2023 and the specific objectives are established as follows: to specify the aspects that make possible the economic reactivation of the tourism sector. It is necessary to emphasize the notability of the economic reactivation of the tourism sector in 2023.

General objective

To analyze from a bibliometric approach, the characteristics in the volume of scientific production related to the analysis of the strategies of economic reactivation of tourism during the covid19 pandemic, registered in Scopus during the period 2020-2023 by international institutions.

Methodology

A study was carried out using a documentary bibliographic methodological approach, which consisted of selecting scientific publications from journals indexed in prominent data repositories such as Scopus. These publications are recognized for their impact on the scientific community. The information collected in the digital environment was carefully compiled and interpreted with the aim of analyzing the different scenarios facing tourism institutions and destinations in the

economic revival of the tourism sector in 2023. This article details the methodological approach used to conduct the research. The main objective is to analyze the different scenarios faced by tourism institutions and destinations in the economic reactivation of the tourism sector in 2023, focusing that in recent years, several research have been carried out on the impact of Covid-19 on tourism activity from different perspectives, focusing on the recovery process of the tourism industry. According to the researchers, the sector's sustainability strategies should address aspects such as social distancing, travel restrictions, personal protective equipment, medical control and taking advantage of future crises as opportunities for sustainability.

The importance of imposing updated rules and regulations in transportation is also highlighted, as well as promoting tourist confidence, maintaining a constant presence of the destination in people's minds and reducing informality in the sector. Research is carried out systematically and with clear objectives, with the purpose of generating new knowledge. In terms of the methodology used, it is based on the detailed and exhaustive exploration of diverse documentary materials, employing logical and cognitive processes inherent to research, such as evaluation, combination, logical reasoning and inference. In order to carry out the research development, the study, the research process, various documents have been selected as equivalent units of analysis, such as scientific articles from peer-reviewed journals, books in physical and digital format, as well as papers, among other resources. These sources have made it possible to examine aspects linked to the need to design new tourism products that meet new demands, implement tools for the collection and processing of useful data for destination management and decision making, both in public sector institutions and in companies. In this sense, the relevant role that academia can play through research is highlighted.

Methodological design



Figure 1: Methodological design - Source: Own elaboration

Phase 1: Data gathering

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- Published papers whose study variables are related to the study on Strategy for economic reactivation of tourism during the covid19 pandemic.
- Papers published in journals indexed in Scopus during the period 2020-2023.
- Limited to all countries that were affected by Covid 19.
- No distinction in areas of knowledge.
- No distinction in type of publication.

Phase 2: Construction of analysis material

The information collected in Scopus during the previous phase is organized and subsequently classified by means of graphs, figures and tables as follows:

- Word Cooccurrence.
- Year of publication.
- Country of origin of the publication.
- Area of knowledge.
- Type of publication.

Phase 3: Drafting of conclusions and final document

In this phase, we proceed with the analysis of the results obtained previously, resulting in the drawing of conclusions and, consequently, the final document.

Development and Discussion

Researchers such as Sarmiento et al. (2022) have addressed the impact of Covid-19 on the tourism

sector from different perspectives, including demand, supply, management, employment, growth and sustainability. These studies seek to contribute to the understanding of sectoral expectations during the pandemic, using stochastic models to analyze tourism supply. Tourism behavior is influenced by both predictable factors and unforeseen exogenous phenomena, such as the current Covid-19 pandemic, which has negatively affected the tourism sector worldwide, especially in Latin America.

In another study conducted by Mendoza & García (2020) entitled "Study of losses and reactivation strategies for the tourism sector due to the COVID-19 sanitary crisis in the Manta Ecuador destination", they sought to diagnose the losses suffered by the tourism business sector during the months of March, April and May due to the state of sanitary emergency caused by Covid-19 in the Manta destination, Ecuador. "For the current year, a significant contraction is expected in the GDP of Peru and other countries. Regarding inbound and domestic tourism projections for 2020, it is estimated that the contribution to national GDP will not exceed 0.63%. This is mainly due to tourism activity during the first two and a half months of the year. For the next years, until 2022, rates higher than 0.63% are not expected either, mainly due to the visit of businessmen. This highlights the need to value national and international investment projects that promote redistributive economic growth between companies and workers" (Paredes et al., 2020). As noted by Vega et al. (2021), it was observed that Mexico and the Dominican Republic were the least affected countries, while Argentina and Peru experienced a significant drop in tourism activity in general. Peru, Brazil, Chile, Ecuador and Mexico were the most affected in terms of the number of COVID-19 deaths per million inhabitants. In addition, there was evidence of a loss of passenger revenues in Latin American and Caribbean countries during the period from January to September 2020, amounting to USD 21 billion. A 60% to 63% reduction in international passenger traffic was forecast for 2020.

In view of this situation, various measures have been proposed in different countries. Corzo (2022) proposes a Tourism Reactivation Plan for the Metropolitan Area of Bucaramanga, which seeks to counteract the negative impacts of the pandemic and guarantee the continuity and growth of the tourism sector in the area. The plan is divided into three programs, each with three projects, which focus on crisis management, stimulating and accelerating recovery, and preparing for the future. On the other hand, Victor (2021) presents several examples and suggestions to turn this moment into a key opportunity for sustainable and regenerative tourism reactivation. He suggests the need to take advantage of this juncture to change the management models that have led to the overcrowding of tourism in many destinations, generating negative social and environmental impacts, and to consider tourism as an alternative for long-term economic revival. In the study conducted by Paredes et al. (2020), the situation of tourism activity in Peru was analyzed and proposals for the sustainable recovery of some related sectors were presented. According to the projections, it is estimated that the contribution to national GDP from inbound and domestic tourism in 2020 will not exceed 0.63%, mainly due to tourism activity in the first two and a half

months of the year. For the following years, until 2022, rates higher than 0.63% are not expected either, mainly due to the visit of businessmen. This highlights the importance of valuing national and international capital investment projects that promote economic growth distributed among companies and workers. Both Peru and other countries will experience a significant contraction in their GDP this year. The growth of the economies and the development of the pandemic will be determining factors for tourism demand. The resulting scenario will mark the beginning of a new stage in the development of tourism activity, where many of the changes that are occurring or will occur will not be temporary but will probably become a "new normal". However, this new normal will not be permanent either, as conditions could continue to transform in the future, requiring rapid adaptability to change.

Korstanje (2020) examines the importance and limitations of "planning" and "governance" in a world where the core cultural values are risk and uncertainty, which is indirectly related to the advancement of COVID-19 and the shift in Western hospitality. In the context of tourism, the term governance has been used to address poverty reduction and the marginalization of certain ethnic groups or collectives that have historically been excluded and unprotected by their own nation states.

Flórez (2021) analyzes the crisis facing tourism in the Machu Picchu Historic Sanctuary due to the COVID-19 pandemic. The study reviews various international, national and local research to demonstrate how the COVID-19 health crisis has affected tourism from different perspectives, both globally and locally in the Cusco Region. In addition, statistical information is provided that evidence the tourism crisis in the tourist destination of Machu Picchu. Despite the negative impacts of COVID-19 on the tourism sector in Manta, it also presents an opportunity to rethink the development of tourism in underdeveloped destinations such as this one. Although there are five-star hotel chains in the region, they represent a small part of the business sector, since 80% of the hotels in Ecuador belong to small and medium-sized enterprises. Bustos et al. (2020) investigated the psychosocial determinants of tourism reactivation in the COVID-19 era. The contribution of this study to the current state of knowledge focuses on establishing an exploratory factor structure that relates the factors identified in the literature as determinants of a satisfactory experience in tourism. However, the research design limits the results to the surveyed sample, so it is suggested to extend the study to other variables identified in the literature as dispositions towards tourism. The objective of the study was to examine the relationships between the determinants of a satisfactory experience in tourism, although the study design restricted the results to the sample, it is recommended to expand the proposed model to other motivational dimensions such as religion or environment, in conjunction with travel motivation, transportation expectations and destination image.

In addition, by conducting the study with micro-entrepreneurs, the needs, preferences and expectations regarding transportation, destination choice and stay planning are limited. Therefore, it is necessary to extend the research to small and medium entrepreneurs as potential tourists in the

process of reactivation, mobility and the search for a satisfactory experience in tourist destinations.

Vega et al. (2021) conducted a study aimed at describing the impact of the COVID-19 pandemic on tourism in Latin America and the Caribbean. For this purpose, they mainly used the Covid19 Tourism Index, which made it possible to analyze the decline in tourism activity in the region and to evaluate the degree of recovery compared to the period prior to the pandemic. The results revealed that Mexico and the Dominican Republic were the least affected countries, while Argentina and Peru experienced the greatest impacts in terms of the overall decline in tourism activity. In terms of COVID-19 deaths per million population, Peru, Brazil, Chile, Ecuador and Mexico were the most affected. A significant loss in passenger revenues was observed in Latin American and Caribbean countries during the period from January to September 2020, reaching US\$21 billion. In addition, a reduction in international passenger traffic was forecast. In summary, this study described the impact of the COVID-19 pandemic on Latin American and Caribbean countries, using the Covid19 Index as a measurement tool to assess tourism recovery compared to pre-pandemic conditions. A sharp decline in tourism activity in the region was evident, similar to the global trend, mainly due to the effects of COVID-19.

Corzo (2021) conducted a comprehensive analysis of the tourism situation in the Bucaramanga metropolitan area during the first half of 2020. As a result, a Tourism Reactivation Plan was proposed that aimed to counteract the negative impacts caused by the pandemic and ensure the continuity and growth of the tourism sector in the area. The plan was divided into three programs, each with three specific projects, addressing different aspects related to crisis management, accelerating recovery and preparing for the future. The study conducted established the fundamental guidelines for the formulation of the Tourism Sector Reactivation Plan in response to the crisis generated by the COVID-19 pandemic in Colombia. It began with a detailed diagnosis of the current situation of tourism in the Bucaramanga metropolitan area during the first half of 2020 and concluded with recommendations for the proper control and follow-up of the plan. In summary, this study provided a solid basis for the development of a comprehensive plan to reactivate the tourism sector in the Bucaramanga area, considering the effects of the pandemic. The focus was on understanding the current situation, proposing actions to overcome the crisis, and establishing measures to prepare for future challenges.

Oviedo (2021) conducted a comparative analysis of global tourism trends before and after the pandemic, with a particular focus on the context of Ecuador. The study also examined the effects caused by the pandemic on the tourism sector and predicted possible consumer trends and preferences in the post-COVID-19 era. The study presented several examples and suggestions for taking advantage of this moment as a key opportunity for sustainable and regenerative tourism revival. The importance of considering tourism as an alternative for long-term economic recovery was highlighted, provided that advantage is taken of the current situation to implement changes in management models that have led to the massification of tourism in many destinations, generating negative social and environmental impacts. Uncertainty has been a predominant characteristic

during this crisis that has affected tourism activity in the context of the pandemic. This has directly influenced the actions and strategies to be taken by tourism stakeholders. In addition, there are significant restrictions on visitor experiences in different destinations, which has hindered the development of tourism product design and adaptation processes, as well as cultural exchange between local residents and visitors. In summary, Oviedo's study provided a detailed overview of changes in tourism trends globally and in Ecuador, due to the pandemic. It highlighted the need to adopt sustainable and regenerative approaches to tourism, taking advantage of the opportunity to drive positive changes in the management of the sector and overcome the negative impacts generated by the massification of tourism.

Cabanilla (2021) conducted an analysis of tourism at the global level, exploring the main criteria that have been the subject of debate in both academia and business for its future reactivation. These criteria include the trend towards a delocalization of tourism from predominantly urban areas to rural settings, the implementation of biosafety protocols that are expected to transcend the COVID-19 crisis, the renewed focus on tourism beyond its economic achievements, aligning mainly with the Sustainable Development Goals, the questioning of mass tourism, the emergence of the phenomenon of "tourism phobia", gentrification, and the serious environmental and cultural impacts that arise when tourism is not carried out in a conscious manner. The question arises as to what the new travelers will be like in the post-COVID-19 era, and at the beginning of the pandemic, expectations were generated in various academic and social spheres about a "new ideal tourist", considered respectful of nature and cultural spaces, demanding and aware of the impact that his or her visit may have on the receiving destinations. These tourists, the result of months of confinement, were expected to have a social and empathetic vision, seeking to generate benefits for local communities through tourism.

Health safety and the existence of bio secure destinations became key aspects that would influence the travel decision. Laurente (2021). The COVID-19 pandemic exposed the deepest weaknesses of tourism, both in Ecuador and globally, in all its sectors, such as food, lodging, operation and intermediation, and transportation. In the Ecuadorian case, the private sector focused for almost fifty years on foreign markets as the main source of income, investing millions of dollars in promotion and dissemination. Unfortunately, it forgot about the domestic market, which also generates more annual income than foreign tourists. In summary, Cabanilla's study (2021) analyzes tourism trends worldwide and specifically in Ecuador, highlighting the importance of rethinking tourism in terms of sustainability and awareness. The need to adapt to post-COVID-19 changes is raised, considering aspects such as health safety, responsible tourism, and the strengthening of domestic tourism as a significant source of income for the country's tourism sector.

Longart (2021) conducted an analysis of the political, economic, sociocultural, technological, environmental and legal (PESTEL) factors affecting the tourism industry. The PESTEL approach highlights the importance of the integration and collaboration of different entities in this sector. During this period, the need to consider tourism and hospitality as key elements for economic

recovery has been emphasized. However, it is stressed that viewing tourism as a purely economic phenomenon, which has been the norm until now, is a limited perspective. Instead, it should be perceived as a social phenomenon, with the human being as the basis and fundamental principle of tourism activity. Although the short-term effects have been negative, this experience also represents an opportunity to design new development strategies. In the political arena, the pandemic has accelerated the need for integration. The electoral phenomenon in the United States has revealed a shift towards greater understanding and interest in social and environmental causes. Even the United Kingdom, which had voted in favor of Brexit, managed to reach an economic agreement by the end of December 2020.

In addition, multilateral bodies, such as the OECD, will become more important, especially in policies related to sustainable tourism development. The economic factor is undeniable for the promotion of tourism and is one of the main reasons to maintain an optimistic sense. Governments need this industry, especially developing countries like Ecuador. The jobs generated by tourism can hardly be replaced by any other economic activity. However, the type of tourism and the intensity of tourism activity are changing and are expected to continue to evolve. Tourists are becoming accustomed to the idea of favoring domestic tourism and ecotourism. Also, destinations considered safer will be preferred over those that are exotic and distant. This will undoubtedly bring additional challenges. In conclusion, Longart's (2021) study analyzes the PESTEL factors affecting the tourism industry, highlighting the importance of considering political, economic, socio-cultural, technological, environmental and legal aspects.

The need for integration is highlighted, as well as the need to recognize tourism as a social phenomenon and to take advantage of this experience as an opportunity to implement new development strategies. In addition, the importance of economic aspects is mentioned and changes in tourist preferences are identified, emphasizing domestic tourism, ecotourism and the search for safer destinations. There are several approaches that can be used to study the tourism sector, such as the institutional, product, historical, administrative, economic, sociological, geographical, interdisciplinary and systems approach (McIntosh et al., 1999., cited in Jouault, et al., 2021). In the case of this research, the systems approach is adopted, which considers a set of interrelated groups and integrates the other approaches, addressing issues at the macro and micro levels. This approach makes it possible to analyze the competitive environment of tourism companies, their market, their results, their links with other institutions, the relationship with the consumer and the company's interaction with the latter (Cantillo, 2020).

In addition, for the analysis of the data obtained, the economic approach is taken into account, since it seeks to understand the contributions of tourism to the economy and the economic development of the country. This approach makes it possible to examine the economic impacts of tourism and its role in economic growth at the national level. The systems theory approach has been appropriately used for the study of tourism due to its increasing complexity. According to the World Tourism Organization (UNWTO), the tourism system is composed of demand, supply,

geographical space and market operators.

However, Guerra (2020). argues that the Tourism System is composed of the following elements: Superstructure: includes public sector institutions, private initiative associations, schools, laws, regulations, norms, development plans and programs that influence tourism. Tourism demand: Refers to tourists and clients, and can be subdivided into domestic and foreign markets, as well as different market segments. Tourist attractions: Comprises natural and cultural attractions that are the object of tourist interest, which may have various subcategories. Equipment and facilities: Include hotels, entertainment centers, travel agencies, transportation, sports facilities, and other elements necessary to provide tourism services. Local community:

This is composed of the resident population of a tourism destination, who may be employed in tourism businesses and institutions or engaged in other activities. These interrelated components make up the Tourism System and must be considered as a whole in order to understand the dynamics and functioning of tourism activity. Infrastructure includes different elements necessary for the operation of a tourist destination, such as access roads, ports and airports, public lighting systems, drainage, electric power supply and potable water supply.

Economic reactivation refers to a planned process to boost growth after a recession, through the implementation of strategies and policies that promote economic activities and the development of a particular sector or territory (Yepez, 2017). This process can be approached from three general perspectives, according to Colsubsidio (2020). Direct generation of income, companies, businesses and employment through investments.

Stimulation of the economy and businesses through tax benefits. Execution of specific projects with a productive approach. Gibson (1997). cited in Baron, (2021). proposes a series of steps to reformulate the future, which include reformulating principles, reconsidering competition, rethinking control, and complexity, reformulating leadership, redefining markets and redefining the world. On the other hand, Linkner (2015) proposes eight principles of reinvention for companies, which include letting go of the past, fostering value, embracing failure, doing the opposite, imagining possibilities, going out of business, rejecting limits, and aspiring to go beyond.

In short, the term "economic revival" is used to describe the resilient and adaptive attitude of firms in the face of crises. However, when analyzing the theoretical literature, it can be concluded that this notion does not differ significantly from its original concept, which refers to how companies, organizations or individuals adjust or customize their ways of acting in situations of downturn (Cárdenas, 2021).

Cooccurrence of words

Figure 2 shows the Cooccurrence of keywords found in the publications identified in the Scopus database.

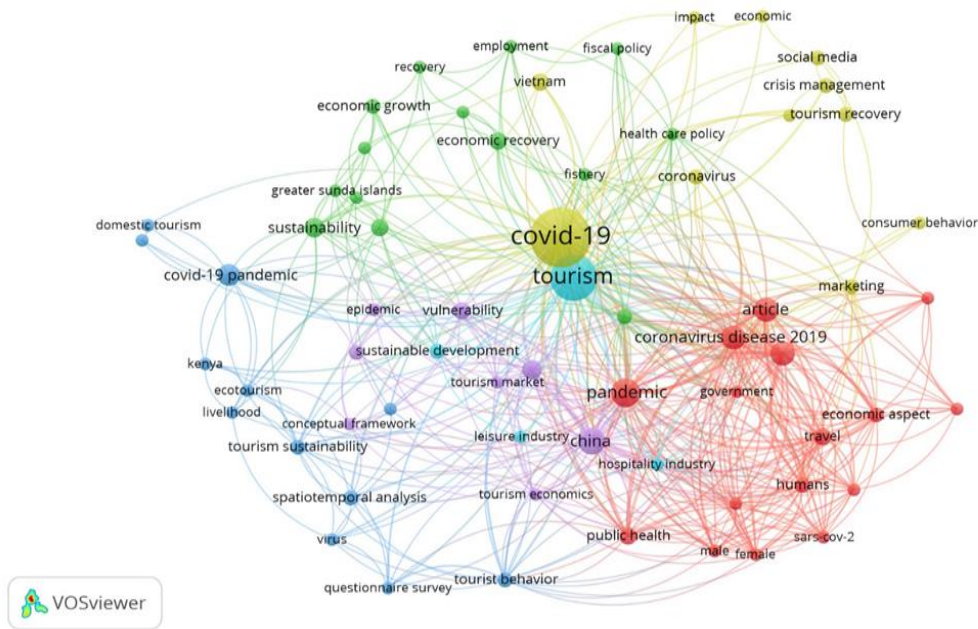


Figure 2: Cooccurrence of words

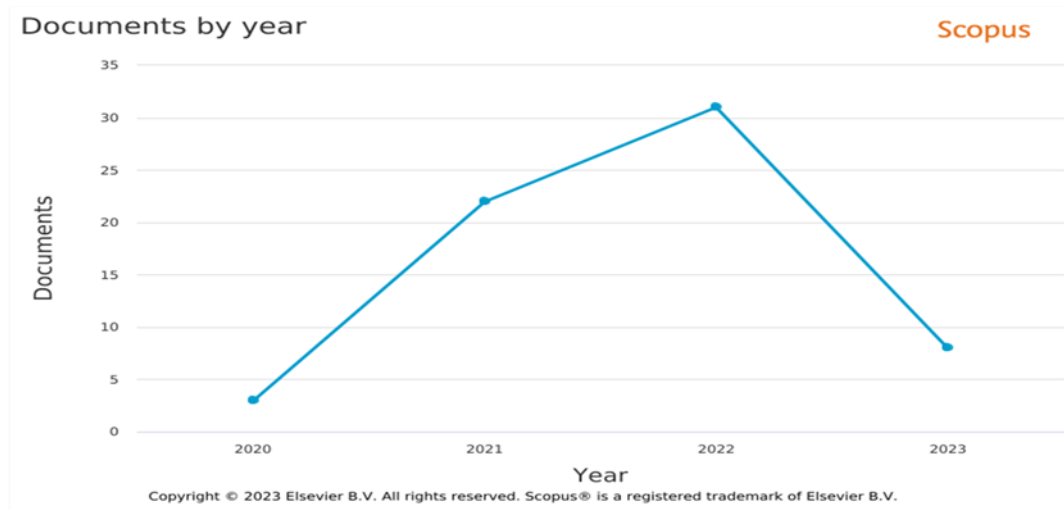
Source: Own elaboration (2023); based on data exported from Scopus.

Tourism was the key word used most frequently in the studies identified through the execution of Phase 1 of the Methodological Design proposed for the development of this article. Covid 19 is also among the variables. The economic repercussions produced by the pandemic and most frequently used are associated with the variables Tourism and Covid 19. From the above, the structural quality indicators or structural indicators that measure the inherent quality of the service provision framework provided by the worker and the state of the resources that provide them, the process quality indicators or process indicators measure directly or indirectly the quality of the activities carried out during the tourist service, and the indicators based on results or outcome measures measure the degree of success achieved by the entrepreneur, that is, if the desired results of the actions carried out in the reactivation of the economy and the tourist service were achieved. However, the search for the best balance between quality and efficiency in the tourism sector must go through the improvement and use of the indicators of both components in order to improve the quality of attention to tourists, an effective delivery with adequate attention, improving the experience between tourists and entrepreneurs in the tourism system. The COVID-19 pandemic has highlighted the vulnerabilities and challenges facing the tourism industry (Thorbecke, 2023). It has also emphasized the need for resilience and adaptability in the face of future crises. The tourism sector will need to implement robust health and safety measures to instill confidence in travelers and ensure their well-being (Cruz-Ruiz et al., 2023). Governments, businesses, and industry

stakeholders must work together to develop sustainable strategies and policies that promote the recovery and growth of the tourism industry (Widianingsih et al., 2023). The pandemic has also provided an opportunity for the tourism industry to embrace innovation and digital transformation to improve the visitor experience and adapt to changing consumer behaviors (Bauer, 2022). While the road to recovery may be long and challenging, it is essential that the tourism industry adapts and evolves to thrive in a post-pandemic world.

Distribution of scientific production by year of publication

Figure 3 shows the distribution of scientific production by year of publication.



Distribution of scientific production by year of publication.

Source: Own elaboration (2023); based on data exported from Scopus.

The COVID-19 pandemic has had a significant impact on the tourism industry, mainly due to travel restrictions and confinement measures implemented by governments around the world. These measures were implemented to control the spread of the virus and protect public health. However, they have greatly affected the tourism sector, leading to a decline in both international and domestic tourism (Zhu et al., 2022). According to a study by Tudela-Mamani et al. in 2022, the tourism industry has been one of the most affected sectors during the pandemic (Viteri et al., 2022). In 2020, international arrivals declined by a staggering 74% (World, 2022). This decline can be attributed to non-essential travel restrictions, quarantine requirements, and general fear and uncertainty surrounding travel during the pandemic (Zhong et al., 2022). The impact of these restrictions and the decline in tourism has been felt globally, with significant consequences for the tourism industry.

The decline in tourism has had serious economic consequences for the tourism sector. Tourism is a major contributor to many economies, generates employment opportunities and contributes to

GDP (Cruz-Ruiz et al., 2022). However, with the decline in tourism activity, many businesses in the tourism sector have faced financial challenges and even closures. A study from Mendoza in 2021 highlights the need for resilience and recovery strategies in the tourism industry to mitigate the economic impacts of the pandemic (Ljubotina and Raspor, 2022). The loss of tourism revenue has also affected local communities that rely heavily on tourism for their livelihoods (Agius et al., 2022). Economic recovery of the tourism sector will require concerted efforts by governments, businesses, and stakeholders to rebuild and adapt to the new normal. The COVID-19 pandemic has demonstrated the vulnerability of the tourism industry to global crises. The interconnectedness of travel and the ease with which infectious diseases can spread through tourism have become apparent (Fox et al., 2022). As a result, the tourism industry will need to implement measures to ensure the safety and well-being of travelers in the future. This may include improved health and safety protocols, increased use of technology in tourism operations, and a focus on sustainable and responsible tourism practices. The pandemic has also highlighted the importance of diversifying tourism offerings and reducing reliance on specific markets or segments (Susilorini et al., 2022). By learning from the challenges, it faced during the pandemic, the tourism industry can emerge stronger and more resilient in the post-COVID-19 era.

Distribution of scientific production by country of origin

Figure 4 shows how scientific production is distributed according to the nationality of the authors.

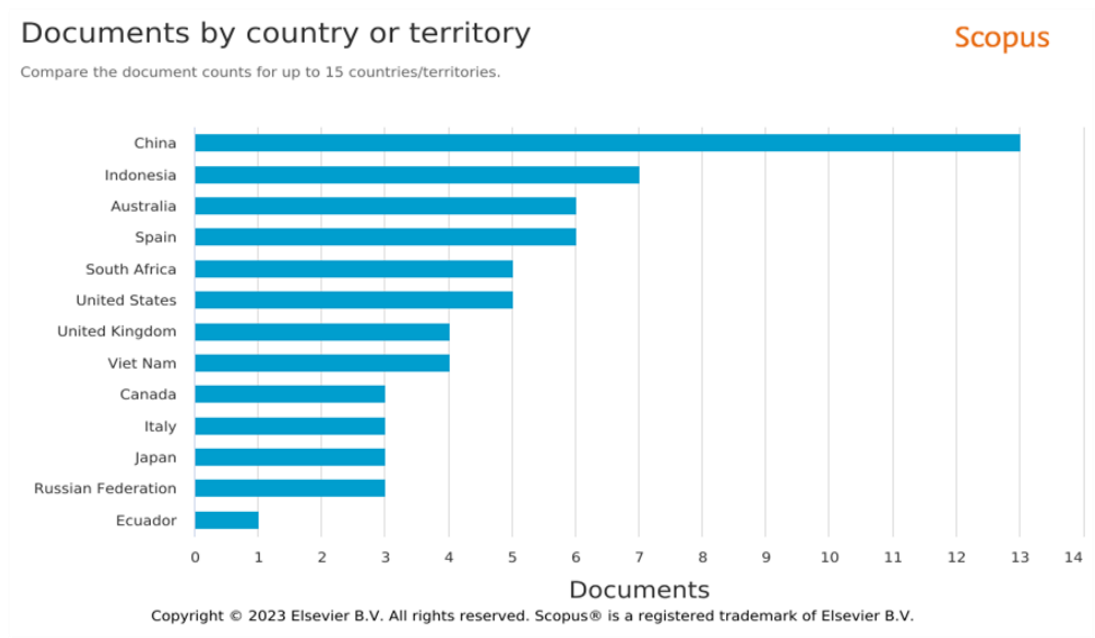


Figure 4: Distribution of scientific production by country of origin.

Source: Own elaboration (2023); based on data provided by Scopus.

A key component of the strategy for tourism economic revival in 2023 is to enhance destination marketing and promotion. Effective marketing and promotion play a crucial role in attracting tourists to a destination and stimulating economic growth. By leveraging innovative marketing strategies and focusing on offering unique and memorable experiences, destinations can differentiate themselves from the competition and attract more visitors (Huynh et al., 2022). Promoting local economic development in strategic destinations is also an important aspect of tourism, as it contributes to the reduction of territorial inequalities and supports overall economic growth (Altman, 2022). Therefore, the economic revival strategy should prioritize investment in destination marketing and promotion to maximize the potential of the tourism sector.

Another key component of the strategy is the development of tourism infrastructure and facilities. To attract and accommodate tourists, destinations must have adequate infrastructure and facilities. This includes transportation networks, accommodation options, recreational facilities and tourist attractions. Investing in the development and improvement of these infrastructure components is essential to improve the overall tourism experience and attract more visitors (Qin and Chen, 2022). In addition, the development of tourism facilities can create job opportunities and stimulate economic growth in the local community. Therefore, the economic revival strategy should include infrastructure development and improvement plans to support the growth of the tourism sector (Vu et al., 2022).

Strengthening collaboration and partnerships is another crucial component of the 2023 tourism economic revival strategy. The tourism sector involves multiple stakeholders, including government entities, tourism boards, private businesses, and local communities (Pamungkas et al., 2021). Effective collaboration and partnerships among these stakeholders are essential for the successful implementation of the economic revival strategy. By working together, stakeholders can share resources, experience and expertise, and implement coordinated efforts to promote tourism and boost economic growth.

Collaboration can also facilitate sectoral analysis of emerging tourism trends and align strategies with overall efforts to promote economic revival (Sagala et al., 2021). Therefore, the strategy should prioritize fostering collaboration and partnerships among stakeholders to maximize the impact of economic revival efforts in the tourism sector.

Distribution of scientific production by area of knowledge

Figure 5 shows the distribution of scientific publications by area of knowledge through which the different research methodologies are implemented.

Documents by subject area

Scopus

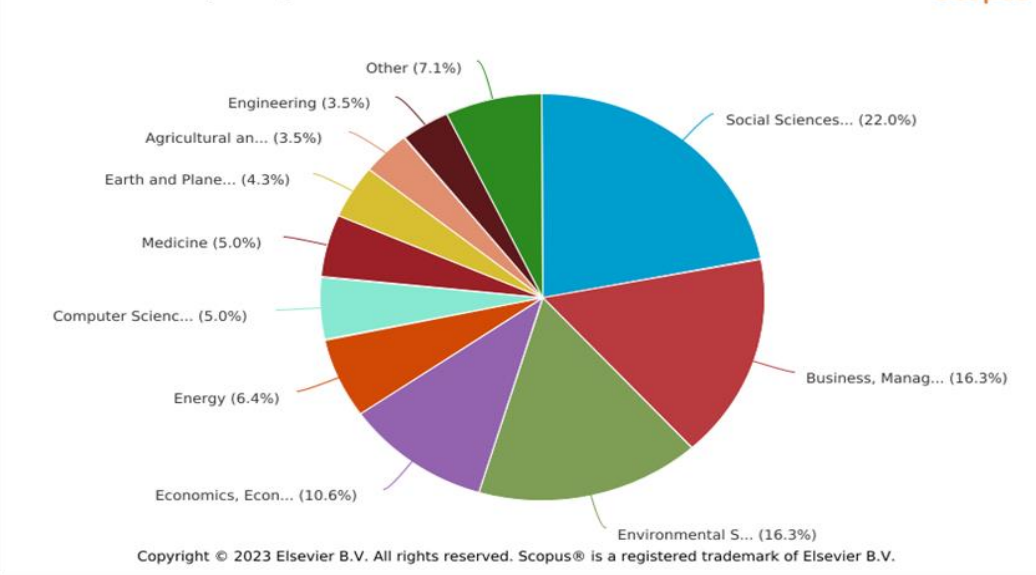


Figure 5: Distribution of scientific production by area of knowledge.

Source: Own elaboration (2023); based on data provided by Scopus.

The impact of Covid-19 on the tourism industry has been an important area of research. Numerous studies have focused on understanding the extent of damage caused by the pandemic to the tourism sector. These studies aim to provide the necessary estimates of the direct and indirect impact of Covid-19 on tourism, taking into account factors such as decreased international tourist arrivals, loss of revenue, and disruption of travel patterns (Ost and Saleh, 2021). The data collected from these studies help policymakers and industry stakeholders make informed decisions regarding the recovery and revitalization of the tourism sector.

Another area of research within the context of Covid-19 and the tourism industry is the sector's adaptation to the challenges posed by the pandemic. Studies have explored the strategies and measures implemented by tourism businesses and destinations to ensure traveler safety and mitigate the spread of the virus. These adaptations include the implementation of health and safety protocols, changes in tourism infrastructure and operations, and the development of new tourism products and services adapted to the post-pandemic environment (Lin, 2021). Understanding these adaptations is crucial to the sustainable recovery and resilience of the tourism industry. The Covid-19 pandemic has also presented opportunities for innovation and exploration of new avenues in the tourism sector. Researchers have examined the emergence of new trends and opportunities, such as the rise of digital tourism experiences, the promotion of national and local tourism, and the integration of technology into tourism operations. These studies highlight the potential for transformation and growth within the tourism industry, even in the face of adversity (Huynh et al.,

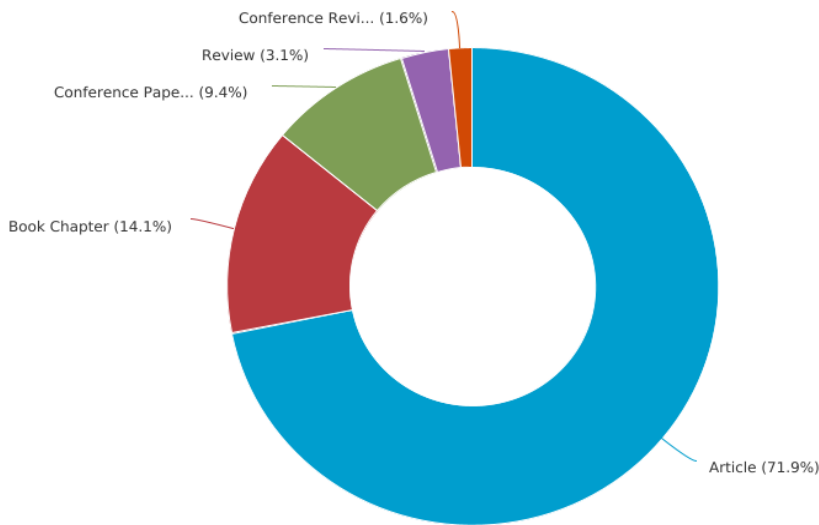
2021). By identifying and capitalizing on these opportunities, the tourism sector can adapt and thrive in the post-pandemic era.

Type of publication

The following graph shows the distribution of the bibliographic findings according to the type of publication made by each of the authors found in Scopus.

Documents by type

Scopus



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Figure 6: Type of publication.

Source: Own elaboration (2023); based on data provided by Scopus.

One type of publication that provides valuable information on the post-COVID-19 Tourism Economic Revival Strategy is official government publications. Governments around the world have implemented various measures and initiatives to mitigate the impact of the crisis on the tourism industry (Thorbecke, 2023). These publications often describe the strategies, policies and guidelines implemented to support the recovery of the tourism sector (Cruz-Ruiz et al., 2023). They provide a comprehensive description of the government's approach to revitalizing tourism, including financial support programs, marketing campaigns, and infrastructure development plans. Accessing these official government publications can provide valuable information for understanding strategies implemented at the national or regional level. Research articles and academic journals also play a crucial role in shedding light on the economic revival of tourism after COVID-19. Researchers and scholars have conducted studies to analyze the impact of the

pandemic on the tourism industry and propose strategies for recovery (Widianingsih et al., 2023). These articles delve into various aspects of the revival process, such as consumer behavior, destination management, sustainability, and digital transformation. They provide evidence-based information and recommendations that can inform policymakers, industry professionals, and other stakeholders involved in revival efforts. Examples of research papers include studies on revival strategies and new trends in the hotel sector during the pandemic (Chiawo et al., 2023) and digital ecomarketing strategies for economic revival of nature-based tourism businesses (Bai and Ran, 2022).

Industry reports and white papers are valuable resources for understanding tourism economic revival after COVID-19 from a business perspective. These publications are often prepared by industry associations, consulting firms, or market research firms. They provide in-depth analysis and information on the current state of the tourism industry, emerging trends, and prospects (Bauer, 2022). Industry reports may include data on tourist arrivals, revenue projections, and market segmentation. They also provide recommendations and best practices for businesses to adapt and thrive in the post-pandemic tourism landscape. In addition, white papers focus on specific issues or challenges facing the industry, such as digital adoption and increasing demand for transparency (Zhu et al., 2022). Accessing these industry reports and white papers can provide valuable information for businesses and organizations involved in the economic revival of tourism after COVID-19.

Conclusions

Several experts have proposed strategies for post-COVID-19 reactivation, focusing mainly on the economic reactivation of the tourism sector, as fundamental guidelines for the formulation of a Tourism Sector Reactivation Plan in response to the crisis generated by the pandemic in Colombia. The development of this plan was based on an exhaustive diagnosis of the current situation of tourism, adequate control, and follow-up of the plan. In the field of tourism, the presence of external events can affect all businesses that offer tourism services, regardless of their geographic location. Therefore, it is important to expand the research to include small and medium-sized entrepreneurs as potential tourists who contribute to the reactivation, mobility, and satisfactory experience in the destinations.

The economic revival of tourism after COVID-19 presents both challenges and opportunities for the tourism industry. The pandemic has forced governments to implement various initiatives to stimulate tourism and support the recovery of the sector. However, it is important to note that consumer behavior and travel preferences have also undergone significant changes. As we move forward, it is crucial that the industry adapts to these changes and finds innovative ways to attract travelers. By embracing new technologies, implementing health and safety measures, and offering unique experiences, the tourism industry can recover and thrive in the post-pandemic world. It will be critical for tourism destinations to be more attractive than other countries. This will require joint

efforts by society and government to revitalize the industry and position it as a key economic activity for national development.

The economic reactivation of tourism after COVID-19 is a complex process that requires collaboration between governments, industry players and consumers. While the challenges posed by the pandemic are significant, there are also opportunities for innovation, sustainability, and growth. By implementing government initiatives, adapting to changing consumer behavior, and embracing new trends, the tourism industry can recover and thrive once again.



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