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## THE DEVELOPMENT OF TOURISM INDUSTRY DURING COVID-19

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**Abstract:** Tourism is one of the industries that has a great impact on the economic development of the country, and we can freely decide this to play a key role in the development of a country.

In this scientific paper we have given more importance to the forms that affect the development of tourism after the pandemic disease COVID-19, from which not only the tourism industry but all industries suffered a significant loss, which will mean any development in any industry stagnated. However, after every obstacle, like every industry that tries to restore its development, tourism is restoring its development in many different forms.

Within the paper we have the analysis of tourism development at the global level and at the regional level.

The development elements used in the tourism industry help in the development of some types of tourism which have encountered difficulties in recent years. We have mentioned the rural tourism, this type of tourism is developing every day more and more, what is mostly noticed is that with the development of rural tourism and a number of tourists during visits to natural places they are helping their health after pandemic. From this it is clear that in addition to economic growth we also have health improvement with tourism development.

We also have a change in tourist offers, because of the restriction of movement abroad, we increase the development and attendance of domestic tourists within the country by getting acquainted with some tourist sites less visited earlier.

From this we conclude that the development of tourism within the country also plays the role of genuine marketing for the tourism potentials that this destination offers. It also affected the improvement of some conditions within the accommodation facilities and their adaptation to the current situation. Planning strategies play a key role in improving and developing tourism in existing tourist spots which are mostly frequented by tourists as well as highlighting new tourist spots to attract a significant number of new tourists.

Another element that is part of the tourist offer is the infrastructure, which includes roads, accommodation facilities, holiday stops along the way and many more. With the use of strategies for tourism development we come to the perfection of a tourist offer for a larger number of visits by foreign tourists. So every change that is made taking into account the protection of the living environment, flora and fauna, helps us in the growth of the economy and the development of the country. So the development of the country is important looking not only from the economic benefits but also from the preservation of the environment and the protection of the historical cultural heritage, because all these affect the creation of a tourist offer.

Within this paper we will explain in more detail all the impacts using SWOT analysis to see more clearly the strengths and weaknesses during the development of the tourism industry.

**Keywords:** development, tourism industry, economy, management.

### 1. INTRODUCTION

The covid-19 pandemic negatively affected many sectors worldwide. The same happened with the development of the tourism industry, during this period we had a stagnation of touristic areas which were developing. Within this stagnation, strategies have been developed which will help improve and create new tourist areas. Globally based on the data we can say that European countries had a reduction of tourist frequency by about 80% in 2020. However local tourism made it a bit easier by restricting domestic tourists within their tourist region. Based on this, some tourist areas were developed which were not previously frequented by local tourists.

The current pandemic COVID-19 has resulted in global challenges, renewable energy, carbon emission, economic and healthcare crises, and posed spillover impacts on the global industries, including tourism and travel that the major contributor to the service industry worldwide (Lepp and Gibson, 2003; Im et al., 2021; Abbasi et al., 2021; Abbasi et al., 2021a,b)

### 2. THEORETICAL RESEARCH APPROACH

Based on the current state of tourism development in the region, hypotheses can be created that will help the development of tourism after the covid-19 pandemic. Through this scientific paper we will present the opportunities for the development of local tourism, highlighting rural tourism, the use of areas and the preservation of the living environment. With the proclamation of Sharr Mountain as a national park, the roads of acquaintance with the

beauties and tourist potentials of this area in European countries are opened, from which we have a frequency of foreign tourists (Kadriu, A. (2020). *Alternativen turizam*, 120)

The main hypothesis:

- Creating strategies that help revitalize tourist areas affected by Covid-19, development of tourism in rural areas and protection of the living environment

### 3. METHODOLOGICAL APPROACH TO THE PREPARATION OF RESEARCH

The methodological approach contains all the analysis made regarding the tourism development in the regions which have lost a lot of material from covid-19. We have analyzed through SWOT analysis the advantages, disadvantages, opportunities and risks in our country more specifically in the Sharr Mountain .

Within the methodological approach we have also used the theoretical and practical form, we know that theory helps us to summarize knowledge about a given region and its development, while the practical side helps us to really highlight the development of tourism, the number of foreign and domestic tourists who visit our country as well as the form of accommodation that our country offers. Each created offer is released in the tourist market where it faces relative competition and then is selected by customers.

### 4. TOURISM DEVELOPMENT STRATEGIES DURING COVID -19

Tourism is a sphere of economic activity that is aimed at performing services and selling products to people who need to travel. Tourists are users of the products and services offered in the tourism industry. The links between the producers of tourism products and services and the users in tourism form the tourism market.

Key strategies priorities include (<https://www.oecd.org/coronavirus/policy-responses/rebuilding-tourism-for-the-future-covid-19-policy-responses-and-recovery-bced9859/>):

- Restoring traveler confidence
- Supporting tourism businesses to adapt and survive
- Promoting domestic tourism and supporting safe return of international tourism
- Providing clear information to travelers and businesses, and limiting uncertainty (to the extent possible)
- Evolving response measures to maintain capacity in the sector and address gaps in supports
- Strengthening co-operation within and between countries
- Building more resilient, sustainable tourism

Using these strategies helps every country to rebuild the tourism sector, putting it as a priority which helps increasing the economy of the country.

Domestic tourism has somewhat stimulated the movement of domestic tourists at a time when they were facing restrictions abroad, which means helped the tourism sector to move on, helped the tourists for recreation during covid-19, and in the same time helped the accommodation and restaurants to overcome economic difficulties caused by the pandemic.

As we know that the tourism sector has many types, but one which is more frequented during the covid-19 is rural tourism, based on the field research of the Sharr Mountain, tourist visited this region because of the nature touristic potentials, natural and artificial lakes which are called “Sytë e Sharrit” (Eyes of Sharr Mountain), the fresh air, bicycling, camping, and much more different attractions that this place offers.

In the table below we have made a SWOT analysis of development of tourism in Sharr Mountain

### 5. SWOT ANALYSIS OF SHARR MOUNTAIN

Strengths	Weaknesses
Perfect geographical position	Lack of tourist information
Attractive touristic potentials	Insufficient initiative for tourism development by construction
Fresh air	Need to raise the awareness of the local population for tourism development.
Flora and fauna	Need for integration of the tourist offer in terms of tourist attractions, catering, traffic infrastructure.
Opportunities	Threats
Development of different types of tourism	Lack of sources for financing infrastructure and accommodation facilities.
Using EU found for tourism	Competition in the domestic and international market.

Branding of the tourist product and the tourist destination	
International cooperation of programs for sustainable tourism development	

## 6. PROPOSED MEASURES FOR PROMOTION OF TOURISM FOR THE SHARR MOUNTAIN

In order to promote tourism in the Sharr Mountain, we must envisage proposed measures. Using these strategic goals and its measures we can have a faster development of the tourism industry.

Strategic goal: Development of a sustainable tourist offer in the Sharr Mountain based on natural potentials, cultural and historical heritage which will be part of the tourist offer of the Republic of North Macedonia. For this strategic goal, the following are the priorities and measures:

Priority: The tourism market to act with several integrated offers of one branded product. Which means the offer should have more natural tourist resources.

Measure: Construction and reconstruction of the tourist infrastructure.

Measure: Cooperation between catering facilities, travel agencies and travel associations.

Measure: Creating a tourist offer that will offer all types of tourism, possible to be developed in the Sharr Mountain planning region throughout the year.

Priority: Protection of natural, cultural-historical heritage and environment.

Strategic goal: Enabling easy and fast access of tourists to attractive tourist places. For this strategic goal, the following are the priorities and measures:

Priority: Development of traffic infrastructure.

Measure: Development of regional and local road network.

Priority: Development of general and tourist infrastructure.

Strategic goal: Tourism to become the main source of income and employment of the local population in the Sharr Mountain. For this strategic goal, the following are the priorities and measures:

Priority: Informing the local population about the importance of tourism and the effects of the development of tourism income, employment.

Measures: Organizing trainings for the local population on the importance of tourism.

Priority: Attracting domestic and foreign investors to invest in tourism in the Sharr Mountain.

Measures: Investing in the development of tourism in the Sharr Mountain.

Measures: Financial support for tourism development projects Sharr Mountain.

Priority: Development of human resources in the tourism sector, education of staff.

Measures: Development of human resources engaged in the development of tourism in the Sharr Mountain.

## 7. CONCLUSIONS

As a conclusion we can say that the development of tourism should use different strategies to survive and recover the economy of the country. The above mentioned strategies helped a lot some of the touristic areas, starting with the domestic tourists and now using them by the foreign tourists. With the SWOT analysis briefly we describe the touristic potentials which can be used by tourists but always protecting the environment.

As we mentioned before during the Covid-19 the rural tourism is more developed and required by the tourists in the region of the Sharr Mountain.

Hoping that the development of tourism will continue as well after the covid-19 and the touristic regions will have much more visitors.

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