IMMEDIATE AND LONG-TERM NEGATIVE IMPACTS OF COVID - 19 ON TOURISM

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Abstract: In the previous ten years, tourism has proven to be one of the most profitable branches in Serbia, and most of this growth came due to the growth of foreign tourist overnight stays, which doubled compared to 2010. With the number of tourists, tourism revenues grew, as and employment in this sector. In addition, domestic tourists remain dominant in this sector, and tourist potentials outside several major tourist destinations. In Serbia, 1,525 people have lost their jobs in travel agencies since March due to the coronavirus epidemic, while for years the state has given one billion and eight hundred million dinars to travel agencies alone in order to help. Quarantine measures that limit travel and transportation, but also normal business and production, have a direct impact on the industry. The Association of Travel Agencies (UTAS) and the Association of Independent Travel Agencies (ANTAS) have warned that about 4,000 travel workers will lose their jobs due to the corona virus pandemic that has caused the cancellation of many arrangements. The authors of the paper conducted a research with the aim of determining how Covid - 19 will directly and in the long run influence the decision on tourist travel. Fear of infection on the trip, or fear of losing a job, are the hidden pathways through which Covid-19 affects tourism. The research was conducted in the period from March to July 2020, through an online survey, and data processed in the SPSS software, version 26.00. Based on the descriptive statistical analysis, the strength and persistence of both types of fear were determined in 610 respondents, as well as the fact that fears can predict the score on the criterion variable decision for traveling, which was determined by multiple regression analysis.
Keywords: tourism, Covid- 19, fears, Serbia.

1. INTRODUCTION

The global tourism perspective completely changed and worsened when a new deadly SARSCoV-2 virus appeared in China in early January, causing a disease called COVID-19. It was thought that the virus would stop in China, possibly in Asia, as was the case with earlier dangerous viruses from the corona family (SARS - 2003 or MERS-COV - 2012) (Orcutt et al., 2020). Tourism is one of the world's major economic sectors. It is the third largest export category (after fuels and chemicals) and in 2019 it accounted for 7% of world trade (Gajić et al., 2020). For some countries, it may represent over 20% of their GDP and, overall, it is the third largest export sector of the global economy (Cvijanović et al., 2020). Tourism is one of the sectors most affected by the Covid-19 pandemic, affecting economies, livelihoods, public services and opportunities on all continents. All parts of its vast value chain have been affected. Revenues from tourism exports could fall by $ 910 billion to $ 1.2 trillion in 2020. This will have a broader impact and could reduce global GDP by 1.5% to 2.8% (Wang et al., 2020). Tourism supports every tenth job and provides a livelihood for millions of people in both developing and developed economies. The largest number of the population of Serbia is giving up their annual vacation due to the coronary virus pandemic and the global crisis. The citizens of Serbia are very reticent about vacations and trips abroad this season due to the global pandemic of the COVID-19 virus, in addition to the constantly significant number of those who cannot travel due to lack of money. The coronary virus pandemic has made it difficult for people to move, and travel restrictions have been introduced to prevent the spread of the new virus in order to preserve the health of citizens (Aydin, 2020). Many miss travel and weekend trips, hanging out with friends and relatives who live and work abroad. Due to stressful global events, such as the corona virus pandemic, people react differently, so it is not uncommon for travel anxiety to occur. Despite the fact that more and more people around the world are being vaccinated, many still have fears about travel. In addition to the very obvious reasons why someone would be reluctant to travel, there are other things that increase uncertainty about it (Greenberg et al., 2020). First, there are additional precautions, in the form of mandatory wearing of masks or more frequent hand washing, and then there is the idea of spreading the virus to someone who has not been vaccinated, and new regulations issued by various companies.

The authors of the paper conducted a survey using the google docs form, to examine which of the two types of fear most influences the decision to travel. For processing the obtained data, the software SPSS 26.00 was used, and the results were obtained by descriptive statistical analysis. Namely, both types of fear are directed towards making a decision about moving to a destination. Multiple linear regression has shown that both fears can be predictors in determining the score on the decision for traveling variable. The work has a huge scientific and social significance. It can be used for research on a given topic, and to identify a key problem in the behavior of the population, because there is a small number of papers on the same topic. On the other hand, many scientists and theorists, with the help of these and similar researches, will be able to deal with finding key solutions for overcoming critical points of business.

2. LITERTURE REVIEW

In some small island developing countries (SIDS), tourism accounted for as much as 80% of exports, while it also represents an important share of national economies in both developed and developing countries (Rusch et al., 2008). As many as 100 million direct jobs in tourism are at risk, in addition to tourism-related sectors, such as labor-intensive accommodation and food services, which employ 144 million workers worldwide (Banerjee et al., 2020). Small businesses (which make up 80% of global tourism) are particularly vulnerable. In addition, according to an OECD study on the economies of countries that are more dependent on tourism, there are five European countries at greatest risk (Greece, Portugal, Austria, Spain and Italy); these countries will lose a significant part of their GDP at various levels, which will have bad economic and social consequences (Park et al., 2020). Many countries plan to introduce a special allowance for tourism workers and use vouchers to provide liquidity to companies in the sector. However, there is a need for coordinated, wider European action to protect and revitalize the entire sector. Tourism sector destroyed by COVID-19 (Satici et al., 2020). UN Secretary-General Antonio Guterres has released a new report that draws on UNVTO data to quantify the devastating impact the corona virus pandemic has had on global tourism (Xiang et al., 2020). He warns that up to 120 million jobs in tourism are endangered, with the economic damage likely to exceed $ 1 trillion in 2020 alone (Park et al., 2020). Due to restrictions imposed in March when the coronavirus virus began to spread rapidly around the world, international travel stopped in April and May, resulting in international tourist arrivals that fell by almost 60 percent in the first five months of 2020 (Secer et al., 2020). Depending on when travel restrictions are lifted altogether, the World Tourism Organization expects international tourism revenues (i.e., international tourist spending) to fall between $ 910 and $ 1.2 trillion this year, bringing the global tourism industry back by 20 years (Cvijanović et al., 2020).No nation will remain affected. Destinations that rely most on tourism for employment and economic growth are likely to be most affected.

The researchers examined the perceived risk based on two dimensions, cognitive and affective (Bond et al., 2006). Perception of cognitive risk includes the perception of sensitivity and severity of an individual to risks, while affective perception of risk refers to someone's anxiety or concern about their exposure to risk (Deci et al., 2000). Earlier research has primarily focused on the cognitive aspect of risk perception (Kashdan et al., 2010). However, in 2009, Berning and colleagues introduced a sense of risk theory that emphasizes the influence of affective risk perception on certain behaviors (Berning et al., 2009). In particular, they stated that affective risk perception becomes a stronger determinant for explaining human behavior when an individual faces a high degree of fearful risk (Cribb et al., 2006) in circumstances of uncertain risks (Gajić et al., 2017). In addition, the experiential and intangible nature of tourism often leads tourists to perceive higher levels of unsystematic risks (Yilmaz et al., 2017). Risk perception in tourism is defined as the perception of individuals about 'the likelihood that their action exposes them to dangers that may influence travel decisions if the perceived danger is considered to be outside an acceptable level' (Dogan, 2015). Risks can be physical, psychological, financial, and health risks from injuries, accidents, terrorism, natural disasters, political instability, and epidemics. According to the results of the mentioned research, which was conducted by "CouponCabin", as many as 67% of the respondents stated that their first trip would be with the goal of seeing family members and friends again (Brooks et al., 2020). A total of 58% of them stated that they would first go on vacation, and 49% of respondents said they would be thrilled to be able to go to their favorite restaurant or cafe again (Shigemura et al., 2019). Given that 39% of respondents stated that they plan to go shopping first, 35% of them to attend a live event, and 31% plan to organize a gathering at home, it is clear that many still hesitate to travel to further destinations (Aydin, 2020). Interestingly, Eksi et al. (2018) note that health-related crises in the past have provoked "unscientific" and disproportionate global responses that have been largely bad for the tourism industry. Moreover, the World Bank has also warned that up to 90% of all economic losses associated with epidemics and epidemics are the result. Within modern travel and tourism, the perceived health risk is one of the most critical for the tourist decision-making process (Park et al., 2020). Moreover, it is the perceptual sensitivity and severity of the health risk that acts as a bad sign that affects the conative behavior of tourists (Machell et al., 2015). However, in addition to the perceived health risk associated with the COVID-19 crisis, the unique nature of the

pandemic may also exacerbate psychological and social risk. Psychological risk is related to the possibility that the travel and tourism experience will not have a favorable effect on the tourist in relation to their image of themselves or their personality (Reardon, 2015). Although anxiety is a normal human reaction to fear, it can prevent normal and constructive reactions in a crisis. People suffering from anxiety and related disorders find it especially difficult to cope with the coronavirus situation.People are vulnerable to safety intolerance.A study conducted by scientists during a pandemic of the H1N1 virus found that people who have difficulty coping with the uncertainty of the situation are more prone to anxiety.

However, given the enormous pressures facing the tourism sector and the extent of the impact, many countries are also taking steps to introduce measures specifically targeted at tourism, in order to address the immediate impacts on the sector and accelerate its recovery. The economic impact varies in the branches of the tourism industry depending on a number of factors, including the nature of the tourist offer, the impact of travel restrictions on the flow of visitors, the volume and complexity of business, the size of the domestic tourism market and exposure to international markets. has an obvious connection with small and medium-sized enterprises, as most enterprises in the tourism sector are small-scale (Gajić et al., 2020). An OECD study on the response of small and medium-sized enterprises to the COVID-19 crisis emphasizes that small and medium-sized enterprises may show less resilience and flexibility in dealing with the costs imposed by shocks such as this crisis. The decline in planned international passenger traffic during the first half of 2020 is equal to a reduction of between 41% and 51% of the seats offered by airlines (Aydin, 2020). This has led to a reduction in the total number of passengers and large losses in the operating revenues of the airlines. It is estimated that airlines expect passenger revenues to fall by 314 billion dollars, or 55% in 2020 compared to 2019 (Wang et al., 2020). The number of flights globally, according to data for April, decreased by 59% compared to the same week last year. This directly endangered 2.7 million jobs in airlines, and indirectly an additional 24 million jobs in the tourism sector. For example, Air France announced on March 15 that 80% of the company's workforce will have partial unemployment status. Easyjet, one of Europe's largest airlines in terms of passenger numbers, has suspended all flights except humanitarian flights. Similarly, Ryanair and Lufthansa have decommissioned flights and announced the sale of part of their fleet, as it does not expect a speedy recovery (Wang et al., 2020). According to the estimates of the International Air Transport Association, only 30 airlines (out of over 700) have the financial ability to survive the long-lasting crisis and remain in operation. Hotels record lower occupancy rates and are completely closed in many countries, depending on the level of virus spread. As a result, large hotel chains are recording a drop in stock prices in 2020 (Wang et al., 2020). In the United States, the National Association of Caterers estimates that sales within the industry will decline by $ 2.25 billion over the next three months, leading to a loss of between five and seven million jobs (Park et al., 2020). In France, for example, restrictive measures led to the closure of 75,000 restaurants, 3,000 clubs and 40,000 cafes, affecting one million employees, who were temporarily laid off. Scenarios indicate a possible decline in international travel ranging between 58% and 78% for this year, and each scenario depends on the duration of travel restrictions and border closures (Banerjee et al., 2020).

Experts are of the opinion that this is by far the worst crisis that international tourism has faced since 1950. The tourism industry is crucial for many jobs and business activities. Thus, for example, in OECD countries, the tourism sector on average directly accounts for 4.4% of GDP and 21.5% of service exports (Xiang et al., 2020). If we look at the countries individually, this share in some of them is much higher. Thus, for example, tourism in Iceland accounts for 8.6% of GDP, while travel accounts for 52.3% of service exports, while these figures are 8.0% and 51.1% in Portugal (Wang et al., 2020). Tourism directly contributes to 6.9% of employment in OECD countries (Wang et al., 2020). In addition, the tourism sector is a leader in terms of job creation and, under normal circumstances, provides a range of employment opportunities for women, students, low-skilled immigrants, the older working population, not only in larger cities but also in remote, rural, coastal and economically sensitive areas. where alternative possibilities may be limited. For example, the share of employment in the tourism sector in total employment is 15.7% in Iceland, 13.5% in 9.8% in Portugal and 9.6% in Hungary see (Wang et al., 2020). Given the above, the tourism sector is one of the most directly affected sectors in the current crisis and requires urgent and long-term responses. Thus, the money earned from tourism enters every pore of the local, but also the state economy. Tourism, therefore, in addition to directly financing catering, transport, trade, directly finances agriculture, industry, energy, education, health, culture. In other words, tourism finances jobs in all other sectors (Cribb et al., 2006). The more employees in a company, and the higher their income, the higher the social situation in that company. One of the sectors that will be significantly affected due to the outbreak of the corona virus epidemic is certainly tourism. This refers not only to the reduction of international travel, but also domestic, as well as the accompanying catering activities: restaurants, clubs and cafes (Cvijanović et al., 2020). The tourism sector, together with related activities, is one of the important sectors in the whole of Europe - at the EU level it participates in the generation of as much as 10% of GDP (Garcia et al., 2017). Of course, the share of tourism is higher in Mediterranean countries due to sea

tourism, but winter tourism (mountains and ski resorts) and visits to larger cities are also important. Italy is currently the most affected due to the measures by which the whole country was placed in a kind of controlled quarantine, which can have significant chain consequences.

3. METHODOLOGY

The research was conducted via the Google docs platform, and participants were able to answer questions related to the fear of a pandemic and job loss. The survey lasted from March to July, on a total sample of 610 respondents. A planning procedure used to achieve a goal or solve a particular problem. The paper will be based on the application of: inductive and deductive methods of inference, data analysis method (descriptive measures and frequency, percentage measures), statistical analysis method, multiple regression analysis. Descriptive statistics usually precede statistical inference and prediction, but can also be the ultimate goal of statistical analysis. The most commonly used procedures in descriptive statistics are graphical and tabular presentation of data and calculation of measures of central tendency and variability. Regression analysis is an extension of correlation analysis and is one of the most commonly used statistical techniques today. Regression analysis is a set of analytical techniques used to better understand the interrelationship between observed phenomena, expressed in the form of collected data. As an end result, the analysis produces a regression equation, but all the results obtained in this process can provide valuable information about the observed phenomena and their environment. regression analysis involves two or more variables that are related to each other in some way. It is one of the variables of special interest, because the purpose of the analysis is to explain the changes in it through changes that occur simultaneously on other variables in the model. This variable is called the dependent or criterion variable. A five-point Likert scale was used to determine fear levels. The initial hypotheses were set:

H0: Both types of fear affect potential tourists equally.

H1: predictors fear of infection and fear of losing a job, cannot predict the score on the criterion variable decision for traveling

H1a: predictors fear of infection and fear of losing a job, can predict the score on the criterion variable decision for traveling

4. RESULTS AND DISCUSSION

Categorical variables by absolute (f) and relative (%) frequency are tabulated. Values are given: the central tendency of numerical variables (features) by the arithmetic mean (m), and the scattering by the standard deviation (sd). Since all variables are normally distributed, parametric statistics methods were used. The frequency distribution of numerical features was examined by indicators of skewness and kurtosis. The selected significance level is 0.05 (at the significance level). Generally speaking, the instrument shows satisfactory measuring characteristics. Reliability was determined by the Crombach alpha coefficient. The internal reliability of the questionnaire used is 0.82 (Krombach's alpha coefficient $\alpha = 0.867$, with standardization $\alpha = 0.865$). Out of a total of 610 study participants, 46.3% are male participants and 53.7% are women. University graduates accounted for 68.7% of respondents, while only 31.3% had completed high school. A total of 48.1% have a salary of 300 to 500 euros per month, 30.5% of them have more than 500 euros per month, and 21.4% have a salary of less than 300 euros per month.

Table 1. Descriptive values of variables (frequency and percentage)

Kind of fear	I am very afraid		I am afraid		Indecisive		I am not afraid		I am not afraid at all	
	fr.	%	fr.	%	fr.	%	fr.	%	fr.	%
Fear of Covid-19	262	43	112	18,4	101	16,6	80	13,1	55	9,0
Fear of losing a job	197	32,3	165	27,0	112	18,4	92	15,1	44	7,2

Source: author`s research

Table 1. Shows the frequency and percentage values for both types of fears. When looking at the data, it is noticed that the largest percentage of people who are afraid of infection on the road (43% 9), undecided 16.6%, and those who are not afraid at all only 9%. When looking at the fear of losing a job due to the current situation, 197 respondents out of a total of 610, or 32.2%, are very afraid of the fact that they may lose their job and will not have the money to travel. A total of 18.4% are undecided, and only 7.2% are not afraid at all. The conclusion is that both

types of fear are present to a large extent, but that the fear of infection is more prevalent among survey participants, thus refuting the null hypothesis that both types of fear equally influence the decision to travel.

Table 2. Shows the value of R2, which shows what percentage of variance is explained in the sample, and Adjusted R2 Square, which shows how many percent of variance is explained in the population. The statistical significance was achieved in this case, because the value of p = 0.000, what can be seen in table 3.

Table 2. Model Summary

Model	R	R Squares	Adjusted R Square	Std.Error of the Estimate
1	.442	.195	.193	.703

Predictors: fear of Covid-19, fear of losing a job

When the statistical significance is proven, we move on to perceiving the significance of the predictor, which is the goal of this model. Based on the above data, it was determined that this model fits the data: Adjusted R2 Square = 19,5, F (2,607) = 73.723, p = 0.000.

Table 3. ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	72.800	2	36.400	73.723	.000
Residual	299.698	607	.494		
Total	372.498	609			

a. Dependent variable: decision for traveling
b. Predictors: fear of Covid-19, fear of losing a job

Table 4 shows how much each of the fears individually contributes to the score of the criterion variable or the decision to travel, where b is the standardized partial contribution that tells whether that predictor is significant in itself and how strong it is. However, β is calculated as a correlation of exactly how much the predictor is related to the criterion variable (decision for traveling). The model explains only 19,5% of the total variance. The criterion variable Travel decision is predicted by a significant Fear of losing a job (b = 0.101; β = 0.150, p = 0.00). Then, the Fear of Covid-19 also predicts the outcome of the travel decision, but to a lesser extent than the fear of infection (b = 0.216, β = 0.354, p = 0.00). Based on the obtained results, the hypotheses were not confirmed, because both types of fear are present in the research participants, but with the fear of a pandemic being more prevalent. H1 hypothesis that the predictors Fear of losing a job and Fear of Covid-19 cannot predict the score on the criterion decision for traveling has been refuted. The H1a alternative hypothesis that predictors can predict the result on the criterion variable has been confirmed, ie they can influence the decision to go on a tourist trip.

Table 4. Multiple regression analysis

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
Constant	.731	.088		8.356	.000
Fear of losing a job	.101	.028	.150	3.669	.000
Fear of Covid-19	.216	.025	.354	8.661	.000

a. Dependent variable: decision for taveling

5. CONCLUSION

Although many European epidemiologists and virologists warned in January of the danger of the virus spreading in Europe, specifically in Italy, due to economic ties in the fashion and furniture industry of northern Italy with China, European officials claimed that the possibility of spreading the infection was minimal. With the appearance of the Covid 19 Pandemic in the world, there was a sharp decline in the entire economy, and thus the tourism and hospitality industry. Some countries record a decline of over 90% (Park et al., 2020). Women, who make up 54% of the tourism workforce, young people and workers in the informal economy, fall into the most vulnerable categories. One of the sectors most affected by the COVID-19 crisis is the tourism sector, which, according to the United Nations World Tourism Organization, suffers losses of around one billion euros a month in the EU alone (Wang et al., 2020). This takes a very serious toll, affecting 13 million workers in the sector. The economic collapse of the entire sector could have a domino effect on other sectors, which would be difficult to manage in the long run. Unlike natural disasters such as earthquakes, floods and fires, pandemics can cause long-term damage and are very likely to

recur, even after the end of an epidemic. In addition, while other disasters mainly result in material damage, pandemics have wide-ranging impacts, including job loss, economic crisis, and psychological instability. According to the latest data from the World Tourism Organization, international tourism fell by 22% in the first quarter of 2020 and could experience a decline between 60% and 80% in 2020 compared to 2019 (Aydin, 2020). Fewer international tourists, more precisely 67 million fewer tourists by March this year, leads to $ 80 billion in lost exports. The decline in international tourism could rise to 70% if there is no recovery by September, according to preliminary estimates by the Organization for Economic Cooperation and Development (OECD) on the impact of COVID-19 on tourism (Orcutt et al., 2020). In addition, domestic tourism has also been hit hard by measures to prevent the spread of the virus, but a faster recovery is expected compared to international tourism, with the growing role of this branch of tourism during the recovery phase. Tourism represents a significant part of many national economies and directly accounts for an average of 4.4% of GDP and 6.9% of employment in OECD countries (Brooks et al., 2020). The policies that countries adopt in the form of general economic measures show that the tourism sector certainly benefits from them, and which are relevant and at the same time available to the workforce and tourism companies, regardless of size. The coronary virus pandemic in Serbia has had a greater impact on young people in larger settlements due to the increased fear of infection, while young people in smaller places have had much more difficult access to education in times of emergency. texts on the impact of the pandemic on the labor market in Serbia. The authors conducted an online survey from March to July 2020, with the aim of determining how Covid-19 directly affects tourism. Respondents were able to state the extent to which they were afraid of infection and job loss. Descriptive statistical analysis showed that both types of fear were present in the respondents, but that the fear of infection was much more pronounced, thus refuting the null hypothesis. By multiple regression analysis, the authors came to the conclusion that both predicates, ie types of fear, can influence the decision to travel, more precisely to predict the result on the criterion variable decision for traveling. The initial hypothesis was refuted, and the alternative hypothesis H1a was confirmed, so that predictors can determine the score. No matter how much the pandemic seems to subside, it will still find intermediate ways to affect tourism. Closures may stop, but people's fears will continue for a long time. Tourism accounts for more than 9% of the world's gross domestic product, with annual revenues of $ 1.3 trillion. One in eleven employees in the world works in tourism, while every third service provided in the world exists thanks to tourism. Tourism is a great generator of new investments, creating new jobs and new business opportunities in the destinations in which it is developing. The multiplier effect of tourism on the local economy is particularly significant. Multiplicity is reflected in the multiple "expansion" of funds spent by tourists. For example, part of the money that a tourist leaves for hotel accommodation, the hotel will spend on employees' salaries, pay local suppliers of food, drinks and other materials, then on some other service providers, taxes, sojourn taxes, etc. The employees of the hotel will later spend their salary on accommodation, utilities, food, children's education, medical examination, fuel, car servicing, going to the theater, etc.

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