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Development of Rural Tourism after the Coronavirus Pandemic

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Abstract

The travel and tourism industry around the world have been hit by the pandemic for various reasons, which are described in more detail in this article. The tourism sector is experiencing a significant and unexpected decline in demand due to the spread of the coronavirus pandemic. In such conditions, tour operators, travel agents, carriers and other participants in the tourist services market suffered serious losses. Airlines are now experiencing the largest crisis in history. And if state-owned companies can hope for the support of the government, then private ones have the worst, some of the travel companies will go bankrupt altogether. The situation associated with COVID-19 requires a new approach from the tourism business, strengthening sanitary and epidemiological security measures. The search for solutions to overcome the crisis in the tourism sector is an acute problem throughout the civilized world; the Government is faced with the task of preparing an action program and developing plans in case of recurrence of similar threats in the future. According to the authors, it is necessary to intensively engage in the development of domestic tourism, and in particular, the sustainable development of rural tourism, since in a pandemic, a ban on entry and exit from the country is prohibited, and the population's love for travel will resume. The country should prepare to receive domestic tourists in accordance with the new rules for receiving tourists.

This article contains policies for the development of tourism in some developed countries and focuses on changing the dimension of tourism and its sustainable approach, and also focuses on mutual benefits and non-agricultural activities, i.e. tourism. Agritourism in Kazakhstan has great potential both as a business and as a tool for the development of rural areas. The recovery of the travel and tourism industry will be extremely gradual, and safety concerns for guests and staff should be a top priority for travel and tourism industry stakeholders.

Keywords: pandemic; sustainable development; rural tourism; crisis; sanitary and epidemiological measures; domestic tourism.

JEL Classifications: O41; C39; R11.

Introduction

The tourism industry is one of the fastest growing sectors of the economy, which was among the first to be hit by the new coronavirus infection. We are talking about a blow not only viral, medical - after all, the first outbreak of morbidity in Kazakhstan was a consequence of the return of citizens from foreign travel, but also a financial blow - due to the spread of the COVID-19 pandemic around the world, current tours had to be interrupted, and those planned for a later one. Deadline - cancel or reschedule. In practice, companies are faced not only with the formation of a serious cash gap due to the fact that large amounts of taxes were paid before the start of restrictive measures and there are prepayments all over the world, but also with numerous demands from tourists to return deposits on tours. Tourists demand an immediate refund, and the management of the contractors cannot fulfill our requirements, since their own resources are completely exhausted, huge amounts of money are frozen all over the world in the form of holds, which no one is in a hurry to unfreeze while in self-isolation or quarantine.

1. Literature Review

The experience of countries such as Australia, Belgium, Canada, Finland, France, Italy, Japan was studied, relying on Internet sources according to the latest data happening in the world. The sources of the literary selection were expert opinions on the consequences of the coronavirus for the tourism industry and the economy in general.

2. Methodology

Nevertheless, the authors tried to carry out classical methods of researching the problem of sustainable rural tourism development as one of the most effective methods of tourism development in the country. The deduction method is based on the experience of developed countries. According to experts, these countries will be the first to come out of the crisis, which was a result of the pandemic. The method of a systematic approach to the study of tourism objects of research as a set of methods for cognizing the current situation, a method for describing and explaining the strategy of the analyzed tourist objects, which for the first time faced a pandemic as a general crisis.

3. Case Studies

The situation ahead is still very uncertain. But in a crisis, there is always an opportunity and a lesson. Consider what policy responses to COVID-19 are being taken in some developed countries to promote tourism.

The tourism industry in Kazakhstan, as in the whole world, turned out to be one of the most affected by the pandemic and quarantine. According to the calculations of the Kazakhstan Tourism Association, the loss of tourism in the spring reached 100 %. Nevertheless, the pandemic and restrictions will be a serious shake-up for the tourism business, which could lead to a reformatting of the entire industry.

In order to predict the development of tourism in Kazakhstan, it is necessary to make a forecast of the development or decline of the COVID-19 pandemic.

To predict the spread of the COVID-19 pandemic over the next 5 years, we apply the Fisher criterion. F-statistics. Linear equation of the trend, which has the form y = bt + a

First, we find the parameters of the equation using the least squares method.

OLS system of equations:

$$an + b\sum t = \sum y$$
$$a\sum t + b\sum t^2 = \sum y^*t$$

Table 1. The OLS system of equations

t	y	t^2	y^2	t y
1	343	1	117649	343
2	3356	4	11262736	6712
3	7952	9	63234304	23856
4	29757	16	885479049	119028
5	49302	25	2430687204	246510
6	15041	36	226231681	90246
21	105751	91	3617012623	486695
Average value	17625.167	15.167	602835437.167	81115.833

For our data, the system of equations has the form:

6a + 21b = 105751

21a + 91b = 486695

We express a from the first equation and substitute it into the second equation.

a = -5688.133, b = 6660.943

Trend equation:

y = 6660.943 t - 5688.133

The empirical trend coefficients a and b are only estimating of the theoretical coefficients βi, and the equation itself reflects only the general trend in the behavior of the variables under consideration.

The trend coefficient b = 6660.943 shows the average change in the effective indicator (in units of y) with a change in the time period t per unit of measurement. In this example, with an increase in t by 1 unit, y will change on average by 6660.943.

Average values:

$$\bar{t} = \frac{\sum t_i}{n} = \frac{21}{6} = 3.5$$

$$\bar{y} = \frac{\sum y_i}{n} = \frac{105751}{6} = 17625.1667$$

$$\overline{t \cdot y} = \frac{\sum t_i y_i}{n} = \frac{486695}{6} = 81115.8333$$

Dispersion:

$$D(t) = \frac{\sum t_i^2}{n} - \bar{t}^2 = \frac{91}{6} - 3.5^2 = 2.9167$$

$$D(y) = \frac{\sum y_i^2}{n} - \bar{y}^2 = \frac{3617012623}{6} - 17625.17^2 = 292188937.1389$$

Standard deviation:

$$\sigma(t) = \sqrt{D(t)} = \sqrt{2.9167} = 1.7078$$

$$\sigma(y) = \sqrt{D(y)} = \sqrt{292188937.1389} = 17093.535$$

To assess the quality of the parameters of the equation, we build a calculation table (Table 2)

Table 2 - Assessment of the quality of parameters

t	y	y(t)	$(y_i-y_{cp})^2$	$(y_i-y(t))^2$
1	343	972.81	298673284.694	396660.036
2	3356	7633.752	203609117.361	18299165.433
3	7952	14294.695	93570153.361	40229782.883
4	29757	20955.638	147181380.028	77463971.379
5	49302	27616.581	1003421770.028	470257399.271
6	15041	34277.524	6677917.361	370043848.274
		105751	1753133622.833	976690827.276

Next, we analyze the accuracy of determining the estimates of the parameters of the trend equation.
Variance of the equation error:

$$S_y^2 = \frac{\sum(y_i - y_t)^2}{n-m-1}$$

where m = 1 is the number of influencing factors in the trend model.

$$S_y^2 = \frac{976690827.276}{4} = 244172706.819$$

Equation standard error:

$$S_y = \sqrt{S_y^2} = \sqrt{244172706.819} = 15626.0266$$

Interval forecast.
Let's define the mean square error of the predicted indicator.

$$K = t_a \cdot Sy \cdot \sqrt{1 + \frac{1}{n} + \frac{3(n+2L-1)^2}{n(n^2-1)}}$$

Uy = yn + L ± K

Where L is the lead period; yn + L - point forecast according to the model at the (n + L) -th moment in time; n is the number of observations in the time series; Sy is the standard error of the predicted indicator; Ttabl is the tabular value of the Student's test for the significance level α and for the number of degrees of freedom equal to n-2.

Using the Student's table, we find T_{tabl}

T_{tabl} (n-m-1; α/2) = 3.495

Point forecast, t = 7: y (7) = 6660.943 * 7 -5688.133 = 40938.47

$$K_1 = 3.495 \cdot 15626.03 \sqrt{1 + \frac{1}{6} + \frac{3(6+2\cdot 1-1)^2}{6(6^2-1)}} = 74615.51$$

40938.47 - 74615.51 = -33677.04 ; 40938.47 + 74615.51 = 115553.98
Interval forecast: t = 7: (-33677.04;115553.98)
Point forecast, t = 8: y(8) = 6660.943*8 -5688.133 = 47599.41

$$K_2 = 3.495 \cdot 15626.03 \sqrt{1 + \frac{1}{6} + \frac{3(6+2\cdot 2-1)^2}{6(6^2-1)}} = 83252.25$$

47599.41 - 83252.25 = -35652.84; 47599.41 + 83252.25 = 130851.66
Interval forecast: t = 8: (-35652.84;130851.66)
Point forecast: t = 9: y(9) = 6660.943*9 -5688.133 = 54260.35

$$K_3 = 3.495 \cdot 15626.03\sqrt{1+\frac{1}{6}+\frac{3(6+2\cdot 3-1)^2}{6(6^2-1)}} = 92926.14$$

54260.35 - 92926.14 = -38665.79; 54260.35 + 92926.14 = 147186.49
Interval forecast: t = 9: (-38665.79;147186.49)
Point forecast: t = 10: y(10) = 6660.943*10 -5688.133 = 60921.3

$$K_4 = 3.495 \cdot 15626.03\sqrt{1+\frac{1}{6}+\frac{3(6+2\cdot 4-1)^2}{6(6^2-1)}} = 103346.32$$

60921.3 - 103346.32 = -42425.02; 60921.3 + 103346.32 = 164267.62
Interval forecast: t = 10: (-42425.02;164267.62)
Point forecast: t = 11: y(11) = 6660.943*11 -5688.133 = 67582.24

$$K_5 = 3.495 \cdot 15626.03\sqrt{1+\frac{1}{6}+\frac{3(6+2\cdot 5-1)^2}{6(6^2-1)}} = 114308.89$$

67582.24 - 114308.89 = -46726.65; 67582.24 + 114308.89 = 181891.13
Interval forecast:
t = 11: (-46726.65;181891.13)
Let's test hypotheses regarding the coefficients of the linear trend equation.
F-statistics. Fisher's criterion. The coefficient of determination.

$$F = \frac{R^2}{1-R^2}\frac{n-m-1}{m} = \frac{0.4429}{1-0.4429}\frac{6-1-1}{1} = 3.1799$$

Find from the table Fkp (1;4;0.05) = 7.71
where m is the number of factors in the trend equation (m = 1).

Since F <Fkp, the coefficient of determination (and the trend equation in general) is not statistically significant.

The time dependence of Y on time t has been studied. At the specification stage, a linear trend was chosen. Its parameters were estimated by the least square's method. The statistical significance of the equation was tested using the coefficient of determination and Fisher's test. It was found that in the studied situation 44.29% of the total variability of Y is explained by a change in the temporal parameter. An economic interpretation of the model parameters is possible - with each time period t, the value of Y increases on average by 6660.943 units.

Thus, within 5 years in Kazakhstan, 42.29% will suffer from the COVID-19 pandemic, about 10% of the total population will die. With the population of Kazakhstan being 18,711,200 people, the average death rate will be 17,950 people. This is a huge loss. However, if measures are taken against the COVID-19 pandemic, then the spread of the COVID-19 pandemic and mortality from it can be significantly reduced. This means that the next 5 years tourism can be developed only internal or even local. Everything will depend on the epidemiological state of the region of Kazakhstan.

It is important to encourage the search for joint solutions to overcome the crisis in the tourism sector, as well as prepare an action program and develop plans in case of recurrence of similar threats in the future. However, all the proposed measures to support tourism are mainly burdened by the budget, for example:

- Subsidies for tour operators for reimbursement of losses associated with air travel (for reimbursement of costs associated with non-refundable air fares, as well as with the organization of the export of tourists from foreign countries with an unfavorable epidemiological situation);
- The ability to use the accumulated funds of the national fund to return funds to tourists;
- Refunds for canceled or rescheduled events (refers to cancellations, replacements, or rescheduling by a performing arts organization or museum of a show);
- Renewal of licenses and permits;
- Provision of interest-free loans for payment of salaries;
- Subsidizing SMEs with borrowed funds;
- Deferral of lease payments of state property concluded with SMEs;
- Moratoriums on tax sanctions;
- Provision of tax holidays;
- Exemption from tax on subsidies to SMEs;
- etc.

The current discussion in the tourism sector is about how to improve tourism quality. Travel companies and their regional partners are now using the time to make their offerings more sustainable, if finances permit. If there is a chance to reorient the tourism industry and change the tourism product, now is the best time to do so.

According to experts, the prospects for the development of the tourism industry after the pandemic are still ambiguous. Representatives of the tourism industry have little hope for this year - almost all travel companies admit that the summer season has already been lost for them. Nevertheless, during the current crisis, tour operators need to think about creating new tourism products that are interesting for young tourists, pay attention to their facilities, improve their safety and level of sanitation.

In the world, in connection with the pandemic and in order to prevent the widespread spread of the virus in the territory, almost all countries have restricted entry - exit from the country, then for tourism there is only one choice, to develop domestic tourism. Why is it necessary that the objects of entertainment and recreation are provided with masks not only for the staff and for the guests, as well as for everyone to measure the temperature of everyone every day, for the waiters to distribute food to the rooms, organize the movement on buses, reducing the boarding from 30 to 50 people, as well as organize a quarantine zone for emergencies, conducted a special briefing on actions in the event of an outbreak of coronavirus on the territory of the place of deployment, which will ensure the safety and comfort of tourists.

Of course, additional costs for ensuring sanitary and epidemiological requirements will be included in the price of the tours.

The economic crisis is developing and aggravating before our eyes, and the proposed measures find support among all political forces. They require a limited amount of resources and are able to give the country a disproportionate amount of the expended efforts, being only a derivative of the political will of the Government.

People tired of prolonged self-isolation are already starting to make short weekend trips. Tourists will tend to stay in small hotels, where it will be possible to distance themselves from large numbers of people. The population will not stop traveling, tourism and hospitality services will be in demand. In addition, in his opinion, hoteliers will have to disinfect the rooms after each guest and, in general, pay much more attention to cleanliness and sanitation. Resort owners will have to hire more maids. Wet cleaning with disinfectants should be done daily. And mattresses and mattress covers must be treated with a steam generator. Arrange, if possible, food delivery by numbers. If it does not work out, then in canteens and restaurants arrange tables taking into account social distance - no closer than two meters from each other. It is recommended to seat only one person at the table. But if a family comes to dinner, then they can sit at the same table. The organization of the buffet is allowed, but the dishes must be arranged in such a way that there is also a distance of two meters between them. Sun loungers, changing rooms, coolers with drinking water on the beaches are also two meters apart from each other. It is recommended to apply signal markings on the sand so that vacationers try not to approach each other. In this situation, there may not be enough places on the beach for everyone. If the beach belongs to a sanatorium or boarding house, the employees of the institutions will have to control the number of people wishing to sunbathe. Indoors, tourists will have to wear masks and agree to have their body temperature measured daily. The staff must be tested weekly, and the vacationer must have a voucher for at least two weeks and two certificates "Health resort card and certificates of a negative test for coronavirus and a favorable epidemiological environment".

It is necessary to effectively use the opening opportunities and suggested that the government support the best tourism practices through the assignment of the status of special economic zones of tourism and recreation type.

It is also necessary to put in order the general sanitary condition of the resort, equip the beaches with sun loungers, showers, changing rooms, food points, water parks, introduce the territorial planning of the resort, zoning of parking places with a functional purpose of service objects: toilets, communications, signs, etc.

It is necessary to emphasize the rest of the population in the sanatorium-resort zones, in order to improve health, which will meet the requirements of the safety of travelers and the new sanitary and epidemiological requirements in terms of organizing recreation. Since the segment of independent tourists is constantly growing, it becomes relevant for Kazakhstan to develop rural tourism, since airlines are closed to all countries of the world and although some destinations began to open, many citizens are afraid of international travel or cannot afford it due to the economic crisis. the main recreational areas are located in rural areas. In this connection, for the development of rural tourism, first of all, we need high-quality and safe roads, as well as a developed roadside infrastructure. Consumer demand for sports and health improvement is growing, physical exercise will play an important role in people's lives. Therefore, after the epidemic, new trends in the development of the sports tourism industry will appear.

Obviously, two things will hinder the development of domestic tourism - infrastructure and high prices for living in Kazakhstan. Tourist market participants should now focus on it - to study directions, potential demand, and prepare new products. due to economic problems, the demand for the cheapest tours will increase - people will save on the duration of travel, choose the most affordable destinations.

Mass tourism will become more and more individual, people will more and more actively book their travels online, the extremely likely consequence of the crisis will be a much greater attention of tourists to safety, sanitary and epidemiological conditions.

From April 1 to October 1, for small and medium-sized businesses, including for large businesses in tourism activities, the accrual and payment of taxes and other payments from the wage fund were canceled. In addition, a deferral of payment of all taxes and other obligatory payments to the budget, as well as social payments, has been granted until July 1, 2020. Benefits have been introduced in terms of non-accrual of remuneration, fines and penalties for late payments, as well as a deferral for payments under bank loan agreements for a period of up to 90 calendar days to small and medium-sized businesses.

Considering that the state's income comes in the form of taxes and payments from business, then no budget will be able to provide such relief for a long time. Businesses should not be guided by the state and wait for help; they need to move independently. For the state, the issuance of preferential loans to business representatives who have no income is absolutely pointless.

Obviously, after the pandemic, the perception of the world and the psychology of consumption in general should change dramatically, in addition, a new stage of competition in tourism will begin, which will lead to a completely new distribution of resources in this market.

The government's tourism management strategy will be enough if it creates a trade union fund that will promote domestic tourism vouchers, as was done in Soviet times. The trade union voucher was one of the forms of health care and social protection in the USSR, which made it possible to provide rest and treatment for workers, children and pensioners with the help of public consumption funds on a universal basis and with very little financial participation of the vacationers themselves. The distribution of vouchers was carried out through trade unions, taking into account the personal contribution of each employee, his state of health and marital status when making a decision (https://ru.wikipedia.org/).

Funds to the trade union fund, if they come in a compulsory form in the amount of 5% of wages and at the end of the year worked, union members can rest in the proposed hotel by the trade union, however, this mechanism wanted to rest on a voucher, a return can be made every 2 years. Also, the union will ensure that all workers are granted leave and punish company managers according to the labor law for not granting leave to employees. Interest in receiving tourists, travel companies will also pay a fee to trade union organizations to increase the fund and provide discounts to their regular customers.

To give a new impetus to the socio-economic development of rural areas and improve the living standards of the population, it is necessary to diversify the rural economy, support all types of businesses that create jobs, including agritourism. Destination requirements oblige hotel management to measure the temperature of staff at work entry and exit from work, use protective clothing, and conduct special training on actions in the event of a coronavirus outbreak on site. Kitchen workers are required to use disposable gloves, an apron, a surgical mask, a hat and shoe covers while working. Our resorts also need similar conditions for safety and prevention of infection. But along with ensuring sanitary safety, Kazakhstani hotels need to be assigned a star rating in compliance with service standards. This will not only ensure the safety and comfort of tourists, but also increase their level of confidence in hotels. At the same time, it is worth thinking about providing not only accommodation and basic catering services in hotels, but also other additional services, for example, for a variety of leisure activities for guests on the resort's territory during their holidays: develop excursion programs, increase the number of restaurants and cafes, provide SPA services, etc. In this situation, there is an alternative to their implementation in a different format - to spend time with family, loved ones in new places and for the benefit of oneself within the country.

Traveling within the country, learning about the features of the same traditions, stories, people in other regions gives the experience of new discoveries in the study of your country. Tourism will develop within the country. The population will travel where the corona is low. Then the government will allow visits to neighboring countries. Where there is no quarantine, you can travel freely.

In the future, it will be more important to develop public health and strengthen global medical cooperation. Exposure to new social norms resulting from social distancing.

Conclusion

In our opinion, the demand for excursions to nearby regions for one or two days will increase. Natural tourism will be very popular. After sitting at home for a long time, people will want to get out into the fresh air. Thus, seas, mountains, steppes and other natural attractions will become favorite places among tourists.

The new approach to tourism could generate new businesses such as artisan and zero-kilometer markets; new micro museums.

Not only travel companies were affected, but also airlines, hotels, restaurants, shops and other businesses serving tourists... The coronavirus pandemic could stimulate and accelerate the development of domestic tourism. After the epidemic, the healthcare industry will see big changes: the emergence of new directions in the medical industry, the further increase in public awareness of health, the continuous expansion of consumer demand for various medical supplies, the general acceptance and spread of traditional Chinese medicine methods, the improvement of the level of medical care, etc. Therefore, in order to attract as many tourists as possible, it will be necessary to focus not only on natural attractions, but also on various amenities to meet all kinds of vital needs.

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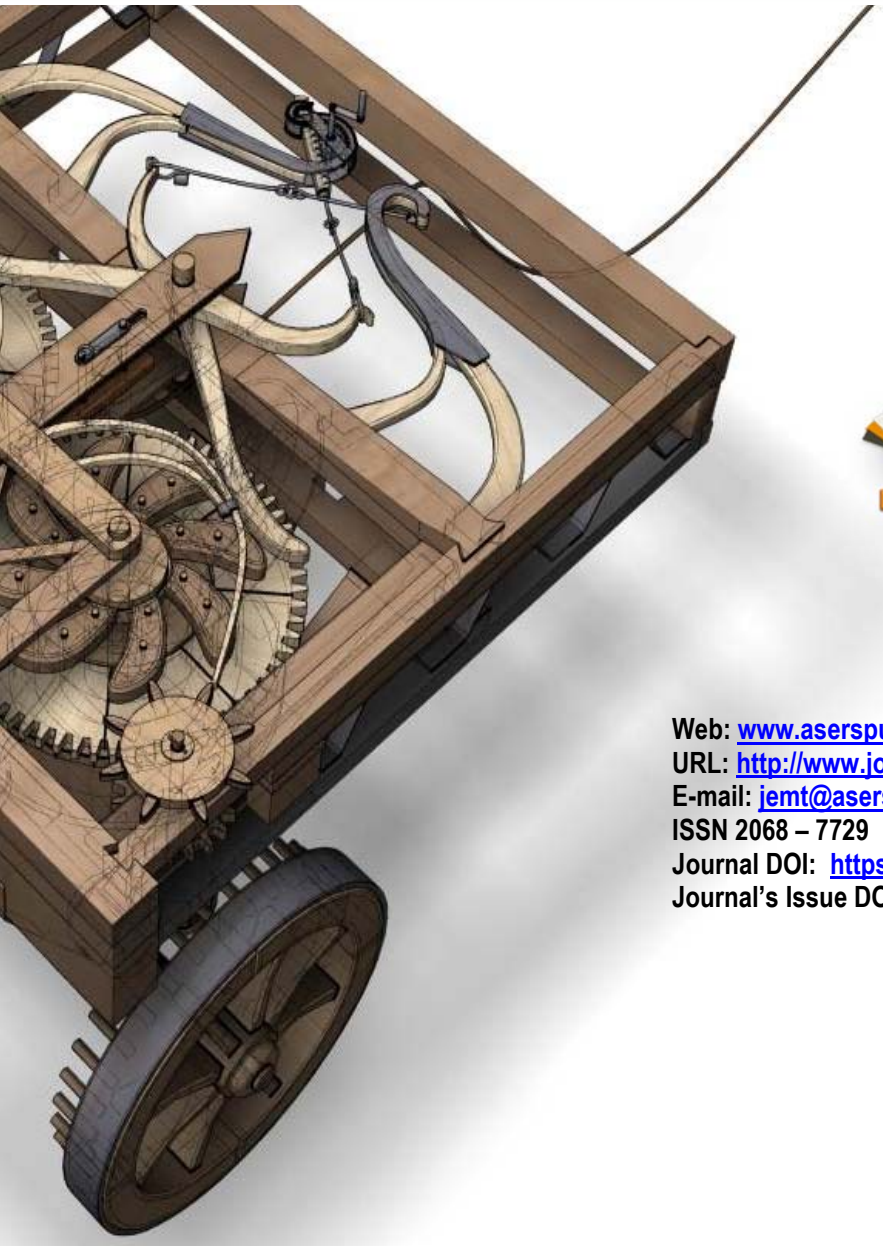

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