

Abstract

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THE EARLY IMPACT OF COVID-19 ON TOURISM INDUSTRY: ASSESSMENT OF EGYPTIAN TOURISM SUPPLY CHAIN

Purpose – This paper discusses the effect of COVID-19 on tourism industry in general and on Egypt in particular and review the emerging literature to better understand, manage and valorize both the tourism impacts and transformational affordance of COVID-19 and to stimulate knowledge development in the tourism sector.

Design/Methodology/Approach – This paper is based on an overview of the relevant literature on travel and tourism industry as well as hospitality service trends. To achieve purpose of this paper, first, the paper discusses the impact of COVID-19 as an international tourism disruption by investigating the circumstances of different tourism sectors affected by the pandemic. The paper continues by discussing the major impacts, behaviors and experiences of COVID-19 on Selected tourism supply chain members in Egypt. Then, the paper provides a rapid assessment of the reported procedures of the three major tourism stakeholders in Egyptian tourism (namely tourism demand, supply and government and policy makers) during three COVID-19 mitigation stages (response, recovery and restart).through to the end of March 2020. Finally summarizing the early resilient practices to the tourism industry in over 2020 and beyond. **Findings** – This paper provides an overview of the COVID-19 tourism impacts and implications and suggest mitigation strategies for tourism research. Despite the sector's resilience in response to previous crises, the sheer depth and breadth of COVID-19–related impacts on tourism and economy means a quick recovery is unlikely.