



How are countries supporting tourism recovery?
Case of Algeria and Serbia and England

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Abstract:

Since the outbreak of corona virus and consider it as pandemic by the world organization health the COVID-19 pandemic is having a major impact across world regions available data shows that international tourist arrivals have sharply decreased in the first quarter of 2020 with possible scenarios for the year pointing to an annual decline of between 60% and 80% when compared with 2019 figures depending on the pace of easing travel restrictions, Algeria has been taken several procedures and precautions in order to fight against COVID-19 and boost the spread of it Algerian legislator promulgated different decrees such as Executive Decree No. 20-69 of March 21, 2020 relating to measures to prevent and control the spread of the coronavirus epidemic COVID-19 and Executive Decree No. 20-159 of June 13, 2020 amending home quarantine and the measures taken within the framework of the system to prevent the spread of the coronavirus epidemic

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Introduction :

The outbreak of COVID-19 has impacted countries at different times in different ways and in varying degrees yet around the world response to curb the pandemic has translated into national lockdowns and a wide implementation of travel restrictions and shutdown of borders¹ making tourism one of the hardest hit sectors so Algeria not far from the pandemic the extensive and deep impact of COVID-19 on tourism coupled with the relevance of the sector to the economy and jobs requires a strong support at national and international level through the relevant institutions, based on information from governments international organizations and online official public sources world tourism organization has launched an online interactive dashboard on country and international policy responses to COVID-19 covering 220 countries and territories and more than 30 international and regional institutions².

This briefing note offers an overview and analysis of the main measures adopted by Algeria and countries and territories and more than 30 international and regional institutions this briefing note offers an overview and analysis of the main measures adopted by countries to

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¹ More information on UNWTO= world tourism barometer monitoring of travel restriction.

² This briefing note is based on information available at the UNWTO online interactive dashboard of covid-19 measures to support travel and tourism as of May 22 2020.

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mitigate the effect of COVID-19 in tourism and support recovery from the above we ask problematic questions :

- What's policy response taken by Serbia in general and Algeria in particularly?
- What does the tourism plan for 2021 look like?
- What are the key features/key messages in the tourism offer this year?
- What are the recovery activities after the COVID-19 year?
- What does the statistics say- how was 2020 compared to previous years?
- Which year was "the golden tourism year" in the last 10 years and why?
- What was the average number of tourists per year before the crisis?
- How much was generated income from tourism before the crisis?
- Where do the majority of tourists come from?
- Any new markets your country has promoted its tourism offer to?
- What's a Tourism Recovery plan for England in order to raise and flourish?

In order to answer these questions we suggested a plan:

Chapter one: Algeria policy response in order to recovery tourism.

As we mention previously since the spread of COVID -19 Algeria had been taken several precautions and procedures such as the lockdown and close the border between countries and imposes several health protocols and applied in society such as social distances and wearing gloves and masks all these precautions aimed to mitigate and reduce the negative impact of corona virus toward people in addition the year 2020 characterized by an international pandemic of COVID 19, has influenced tourism activity, due to the closure of borders and the limit of international and national travel, as well as the closure of tourist accommodation establishments. And leisure areas and all activities related to the tourism sector, as part of the measures taken by the Algerian State to fight against the spread of the pandemic. The statistics recorded a negative growth in particular of tourist flows and arrivals and overnight stays in hotel establishments are justified by this situation. In addition, in terms of tourism supply, the number of tourism investment projects, tourism and travel agencies, and other tourist accommodation infrastructure has continued to increase, according to statistics collected in 2020.

In the last 10 years, in terms of economic impact and the contribution of the tourism sector to the national economy, the year 2019 was the best with 1.8% in the national GDP excluding hydrocarbons. This is explained by the increase in the activity of hotel establishments, tourism and travel agencies, as well as other activities related to tourism. Compared to tourist flows, in 2013, the entry of 2.7 million tourists, an unprecedented number, influenced by an increase in the number of entries of Algerians living abroad.

What does the tourism plan for 2021 look like?

Every year travel trends come and go, however, 2021 is set to be one of tourism's most significant years to date. As the world slowly recovers from COVID-19 and borders gradually start to open, we expect travel to look a little different than it did pre-pandemic.

Although nobody knows exactly what will happen, one thing is clear; we won't be able to travel as freely (without consideration for our health) as we used to...at least for the upcoming future.

The role of the Ministry of Tourism, Handcraft and Work Family represented Algeria, in this rapidly changing industry is an important one as the tourism industry because we should think about how to preserve the job positions, and devise a strategy that adapts to the new circumstances³

³ For more information see the web site www.mat.gov.dz hour 19.00 date 20-08-2021

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However, with this comes an exciting opportunity to adapt and innovate,

The main top priorities for Algeria represented by the Ministry of tourism is :

- Algeria has developed guidelines to stimulate the domestic market , one of the communication strategies translates into Algerian Tourism office and other actors exhibiting online programs in social networks such as Facebook, Youtube, Teweter and Instagram. These programs show the selected landscapes and show also that the country has to offer to its inhabitants.
In addition to that my country developed and promoted Domestic tourism (Through the campaigns among other the campaigns " **nerjaa- behadar**" which means "Go Back With-caution"; Note that these measures are:
- Aimed to motivate national tourists to visit their country, as well as to attract the international market in the future.
- Strengthening capacity building; by programming training courses for various actors in tourism such us Professionals, professors, students, associations.
- Encourage the innovation and entrepreneurship (PPP)
- Marketing strategies development (Note that today we are in the process of finalizing a strategy for a tourist destination in Algeria, accompanied by the World Tourism Organization UNWTO and UNDP in which the effects of the health crisis as Covid 19 are taken into consideration).

What are the key features/key messages in the tourism offer this year?

- This year we need to learn from the lessons of the COVID-19 crisis, **to improve crisis management strategies** to better prepare destinations and the sector more broadly to respond to future shocks.
- The countries identified the following areas as key priorities and challenges:
 - 1- **Re-thinking the tourism sector.** The crisis presents an opportunity to rethink the tourism system for a more **sustainable and resilient future**. Policy intervention will be necessary to address structural problems of the sector, avoid the return to issues of tourism management (e.g. over tourism), and advance **key priorities, such as encouraging new business models, embracing digitalization and promoting connectivity**. The latter will be of key importance in an after-crisis scenario where social distancing will be still relevant and tourists will look to less crowded destinations. Sustainability should be a guiding principle in the recovery, also with the aim to limit tourism as a vector of pandemic (e.g. issues related to waste management). **Rebuilding destinations and the tourism system:** Support and recovery measures need to be comprehensive across the sector branches that make up the tourism experience. Accessibility, connectivity and transport should be high on the agenda just as accommodations, restaurants, resorts, events, travel association, travel tech companies, tour operators, and tourism associations. Work to develop strong and dynamic destinations over many years has been wiped out in a fraction of the time, and rebuilding this will be a necessary challenge to support local economies.
 - 2- **Innovating and investing in tourism:** Governments need to ensure that the sector will be ready to resume and keep on innovating and transforming. Moreover investments will be needed to make structural and physical changes to address health requirements and visitors expectations in the first phase of recovery and in the long term. My countries have also put in places measures to support innovation to ensure stronger long term economic resilience through cooperation with Ministry for Knowledge Economy and start-up.
 - 3- **Rebuilding destinations:** will require a joined up approach.

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- 4- **Governments will need to take balanced, measured and co-ordinated policy action at the local, national and international level:** in order to protect people, while minimizing job losses and business closures in the immediate and long-term.
- 5- **What are the recovery activities after the COVID-19 year?**
- 6- Today, as you know, the tourism sector faces an unprecedented challenge, and continues to be one of the sectors hardest hit by the coronavirus pandemic and the outlook remains highly uncertain.
- 7- The coronavirus (COVID-19) pandemic continues to hit hard, with international tourism expected to decrease by around 80% in 2020. Domestic tourism is helping to soften the blow, at least partially, and governments have taken impressive immediate action to restore and re-activate the sector, while protecting jobs and businesses. Many countries are also now developing measures to build a more resilient tourism economy post COVID-19. These include preparing plans to support the sustainable recovery of tourism, promoting the digital transition and move to a greener tourism system, and rethinking tourism for the future.
- 8- Knowing that Algeria adopt really this approach notably being member of the UNWTO tourism and sustainability comity
- 9- **Encouraging news on vaccines has boosted hopes for recovery but challenges remain.** Added that domestic tourism has restarted and is helping to mitigate the impact on jobs and businesses in some destinations. However, real recovery will only be possible when international tourism returns⁴.
On this basis, after the Covid 19, the focus will be on tourism activities, which are located in large areas, not closed, and are based on sustainability vision and Countries, will work to achieve recovery to take the following measures:

- Restoring traveller confidence
- Supporting tourism businesses to adapt and survive
- Promoting domestic tourism and supporting safe return of international tourism
- Providing clear information to travellers 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

The crisis is an opportunity to rethink tourism for the future. Tourism is at a crossroads and the measures put in place today will shape the tourism of tomorrow. Governments need to consider the longer-term implications of the crisis, while capitalizing on digitalization, supporting the low carbon transition, and promoting the structural transformation needed to build a stronger, more sustainable and resilient tourism economy⁵.

Sustainability may become more prominent in tourism choices, due to greater awareness of climate change and adverse impacts of tourism. Natural areas, regional and local destinations are expected to drive the recovery, and shorter travel distances may result in a lower environmental impact of tourism.

⁴ For more information about covid-19 and the vaccines visit the web site www.who.int/ar_date20-08-2021 hour18 54

⁵ For more information visit the web site www.unwto.org date 20-08-2021 hour 1852

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Domestic tourism is expected to benefit, as people prefer to stay local and visit destinations within their own country. Domestic tourists are often more price-sensitive and tend to have lower spending patterns.

Traveller confidence has been hit hard by the crisis, and the ongoing uncertainty. This may lead to a decline in demand and tourism consumption that continues well long after the initial shock.

Traveller behavior will be influenced by the evolution of the crisis, as well as longer term consumer trends that are reshaping in the way people travel. This may include the emergence of new niches and market segments, and a greater focus on safety protocols and contactless tourism experiences.

Safety and hygiene have become key factors to select destinations and tourism activities. People are likely to prefer '**private solutions**' when travelling, avoiding big gatherings, and prioritizing private means of transport, which may have an adverse impact on the environment.

Structural change in tourism supply is expected across the ecosystem. Not all businesses will survive the crisis and capacity in the sector is likely to be reduced for a period, limiting the recovery.

Skills shortages in the tourism sector may be exacerbated, as many jobs are lost and workers will redeploy to different sectors.

Reduced investment will call for active policies to incentivize and restore investment in the tourism sector to maintain the quality of the tourism offer and promote a sustainable recovery.

Digitalization in tourism services is expected to continue to accelerate, including a higher use of automation, contact-less payments and services, virtual experiences, real-time information provision.

Tourism policy will need to be more reactive and in the long term it will move to more flexible systems, able to adapt faster to changes of policy focus. Crisis management will be a particular area of focus. Safety and health policy issues also⁶.

What does the statistics say- how was 2020 compared to previous years?

The number of tourists coming to Algeria witnessed a sharp decline, estimated at 73.64% compared to the previous year, and a decrease in the number of Algerian arrivals residing abroad was recorded by 81.41%, which led to a decrease of 75.07% in the total number of cross-border tourist arrivals compared to the year 2019 and this is due to the closure of the borders in The framework of the measures taken to curb the spread of the Corona epidemic.

The rates show us the clear impact of the measures taken on the number of tourists

- A loss of income from foreign visitors,
- The number of international tourists has fallen
- Income from domestic tourism, increased
- Hotel revenues have fallen
- A loss from overseas visitors,
- International tourist numbers down
- Earnings from domestic tourism,
- Upwards of jobs lost, with several hundred businesses facing permanent closure)
- Many businesses are facing at least 15 months without any trading revenue)
- Hotel revenues have fallen

Which year was "the golden tourism year" in the last 10 years and why?

⁶ For more information visit the web site www.schoenherr.eu/content date20-08-201 hour18.48

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What was the average number of tourists per year before the crisis?

How much was generated income from tourism before the crisis?

- In Algeria, the tourism sector contributed 1.7 per cent of GDP to the national economy in 2018, while nearly 12,000 new jobs were registered in the hospitality and travel sector in 2019. In addition, according to Ministry of Tourism, Handicrafts and Family Work statistics, the craft sector currently covers 339 activities generating 1 058 288 real jobs
- Algerian's tourism and hospitality industry has been disproportionately impacted by the Covid-19 pandemic in the last 12 months, with an estimated 90% drop in revenue and a job losses
- A faltering tourism economy can have a wide-ranging impact. Tourism employs people from many groups in society, including equity deserving populations, immigrants, those without a high school diploma. Rural communities have also felt the impact; losing tourism is an important revenue source where alternatives are limited. With these impacts and the pandemic's uncertainty⁷,

Where do the majority of tourists come from?

The majority of tourists came from before the pandemic most tourists came from Germany and France and united Kingdome after the pandemic we saw decline of tourist came from each country because of COVID-19.

Any new markets your country has promoted its tourism offer to?

Yes, we have a strategy to promote the Algerian destination in new markets,

Algeria has too often been reduced to a few 'postcards': desert scenes with the Tuareg, the Constantine Bridge, the Kasbah of Algiers, the Roman sites, the desert with dromedaries ... Today we want to go beyond these assumptions and make travelers discover a welcoming country rich in experiences⁸.

Algeria destination has the opportunity to create responsible, sustainable and inclusive tourism. The aim is for tourism to create more social and economic benefits, and shared pleasure. This presupposes an active and well-reasoned policy, capable of meeting 2 major challenges:

- stand out, beyond our beautiful landscapes, by relying on the identity of the territories, on the inhabitants, on culture, and sharing of know-how and interpersonal skills.
- propose a qualitative offer, with a multiplication of schematizations, a structuring of the sectors.

The ministry of tourism must build popular tourism and not mass tourism as it will continue to exist elsewhere. Popular, that means allowing as many people as possible to go on vacation, and supplying destinations with diversified clienteles while avoiding dependence on a "single clientele".

- 1- The ministry of tourism are about to finalize a strategy for this purpose, and we hope, through our participation in this meeting, to invite everyone to get to know Algeria, **the trip of the heart**.
- 2- **How would you describe the tourism cooperation between your country and Serbia?**

⁷ in accordance with article 17 paragraph 01 of the law on border control official journal of RS n ° 24 / 181 article 43 paragraph 1 of the law on government official journal of RS n ° 55/05 71/05 rectification 101/07 65/08 16/11 68/12-us 72/12 7/14 US 44/14 and 30/18 other law and article 2para 3e4 of the decree on the conditions and procedure for opening and closing positions border workers their categorization of working hours and the way they cross the border of the state official journal of RS n ° 98/18 decision on the closure of all border posts for entry into the republic of Serbia

⁸ For more information visit the web site www.ont.dz hour19.07 date 20-8-2021

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Indeed Serbia has a lot off potential atmosphere in tourism and also has the ability to maintain the situation after the pandemic COVID-19 rely on domestic tourism and give facilitations to the both public and private sector

Due to the COVID-19 pandemic, tourism industry in Serbia is facing huge financial multimillion losses. The number of overall tourist arrivals in 2020 is the smallest in the past two decades, but it's expected to recover and stabilize within near future by signed agreements and corporation treaties between Serbia and Algeria in the field of tourism exchanged experiences.

3- What are the major stakeholders in this cooperation? What Can be improve?

Countries need to work together, as the actions taken by one government have implications for travellers and businesses in other countries, and for the global tourism system. Countries need to develop collaborative systems across borders to safety resume travel, restore traveller and business confidence, stimulate demand and accelerate tourism recovery. More efficient international co-ordination systems are also needed to respond to future shocks.

Chapter two: other policies in the field of the air travel industry

Algeria and Serbia are running a race against time in the battle against the historic crisis for the air travel industry by the COVID-19 pandemic , the different organization in the aviation ecosystem have to date demonstrated resilience to some extent leading to much progress made in restarting the industry on the continent.

COVID-19 is a global challenge that requires global solutions and international solidarity and collaboration, the evolution of the virus is unpredictable and therefore there is need for a co-ordinated approach by African states for sustainable recovery of the air travel industry.

The stakeholders therefore urge the decision-makers in the various instances to consider the following steps for a durable restart and recovery of the air travel industry in the both countries⁹:

1-Harmonization of travel protocol: there is need for constant and sustained dialogue among Algeria and Serbia governments ,civil aviation authorities tourism and travel industry players ,air transport associations and other key stakeholders, to implement harmonized and internationally adopted health and travel protocols to bring back the necessary confidence for safe simple and seamless.

2-Accessiblity of COVID-19 testing facilities: Algeria and Serbia are encouraged to make available universal accessible and affordable covid-19 testing facilities to all air travellers for instance PCR or rapid antigen test and encourage people to take vaccination against covid-19 like sputnik or synoviak so vaccines coupled with testing and the current health measures in place present the most efficient way out of this pandemic it is therefore vital that the vaccine roll out campaign in Algeria and Serbia are expedited equitably with the prime objective of achieving the herd immunity or that level of vaccination which inhibits the ability of the virus to circulate in the population.

3-Lifting of prohibitive travel restrictions: Algeria and Serbia states are encouraged to consider steps towards lifting prohibitive travel restrictions in the form of quarantine measures for fully vaccinated and negatively tested travellers in the short term quarantines may be applicable only to passengers coming from those determined areas with a very high incidence of

⁹ New release published in magazine dated 25-05-2021,world tourism organization a specialized agency of the untied nation for more information visit the web site www.unwto.org/news/imperatives date05-08-2021 hour 11.03

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the virus to be regularly reviewed in co-ordination with national and international health authorities.

4-Adoption of globally interoperable digital health passes: Algeria states are further encouraged to adopt any form of globally interoperable digital health pass or certificate approved by the world health organization that will seamlessly integrate into testing and travel processes of the different stakeholder of the air travel industry.

United Kingdome policy toward COVID-19 in the sector of tourism: As the UKGOVERNMENT RESPONDS TO THE covid-19 pandemic reaches the end of its first phase there are opportunities to be taken and challenges to be met. Specific opportunities include improving data collection and management and putting in place as quickly as possible an effective test trace and isolate system for UK these are of immediate and high priority the challenges include the development of high level expertise within the newly established joint biosecurity center a UK government body¹⁰ There were 41 million inbound visits in 2019 and domestic overnight trips in England looked set in 2020 to hit 100 million, travel was the UK's third largest services export a catalyst for trade an engine for growth a creator of jobs across the length and breadth of the country a key component of Britain's enviable soft power ranking the tourism industry has been one of the hardest hit sectors by COVID-19 it is not hyperbole to say that the pandemic has represented the most difficult for the industry in the era of mass global tourism inbound flight arrivals have been down 90% for over compared to 2019 levels hotel occupancy far lower than normal and the sector has been closed completely for at least six of the last twelve months it is therefore unsurprising that data from the office for National statistics shows the largest economic contractions in the services sector over 2020 were all parts of the tourism industry such as air, maritime, travel agents, accommodation, rail and entertainment nor is it surprising that tourism has been the sector most reliant on the government's unprecedented package of support measures such as the furlough scheme over 25 billion pounds has been provided to the leisure, tourism and hospitality sector over the course of the pandemic.

However, the pandemic has also highlighted how we owe the 1.7 million people directly employed by tourism in the UK from the hoteliers and bed and breakfast owners to the tour guides and travel agents and the 4 million working in the sector overall whether it is enjoying Britain's culinary scene or heritage offer wandering the streets of our world class cities or exploring the country side taking holiday in Britain can help support the public's health and wellbeing connect communities with the country's rich culture, heritage and natural environment and inspire civic pride in November 2020 as part of the first Global travel taskforce report¹¹ the UK government made a commitment to bring a tourism Recovery plan in 2021. This commitment was reiterated in the prime Minister's Spring Reopening Roadmap published in February¹².

Tourism is an economic, social and cultural asset the sector is a major contributor to jobs and growth in the UK indirectly employing 04 million people and making a direct economic contribution of 75 billion pounds a year pre-pandemic¹³ the sector connects people to the UK's

¹⁰ UK government senior civil servant and former lecturer in medical statistics appointed to join biosecurity centre for more information visit the web site www.gov.uk/government/news/senior-civil-servant-and-former-lecture-in-medical-statistics-appointed-to-join-biosecurity-centre hour 20.49 date 05 June 2020

¹¹ Department for transport, Report of the global travel taskforce, 24 November 2020.

¹² Cabinet office, COVID-19 response, spring 2021, 22 February 2021.

¹³ Office for national statistics, Tourism satellite account, November 2020.

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history showcases the uk's innovation and will have a key role to play in reviving the spirits of the nation as the country emerges from the pandemic.

The commitment to produce a recovery plan arose from simple fact that tourism has been one of the hardest hit sectors of the UK economy by COVID-19. Tourism is a sector that relies on the mass movement and mixing of the people two of the factors most likely to spread the virus and as such has been heavily affected by the necessary restrictions put in place to control the pandemic.

The UK government acted swiftly throughout the pandemic providing a range of both targeted and pan-economic support measures to protect jobs and businesses across the tourism industry over 25 billion bound has been provided so far to the tourism, leisure and hospitality sectors in the form of grants loans and tax breaks¹⁴ and tourism has been one of the most reliant economic sectors on measures like the furlough scheme¹⁵ taken together government support has helped ensure the majority of the sector will be there to welcome visitors once again as the economy reopens.

However Oxford Economics does not predict tourism in the UK to return in full to 2019 levels of volume and expenditure until 2025¹⁶ there are wide range of factors influencing this such as the pace of vaccine rollout in inbound markets also the impact of social distancing on capacity also the impact of the pandemic on consumers discretionary spending power the threat of potential variants of concern emerging and lingering doubts amongst consumers about their own safety when travelling nevertheless these forecasts are simple not quick enough for a sector with so much to offer.

This tourism recovery plan sets out the role that the UK government will play in assisting and accelerating the tourism sector's recovery from COVID-19 it also sets out a framework for how the government will work with the sector to build back better.

Looking ahead the UK government wants to see a growing dynamic sustainable and world leading tourism sector reaching its potential and driving growth across all parts of the UK specifically:

- 1- Recover domestic overnight trip volume and spend to 2019 levels by the end of 2022 and inbound visitor numbers and spend by the end of 2023 both at least a year faster than independent.
- 2- Ensure that the sector's recovery benefits every nation and region with visitor's staying longer growing accommodation occupancy rates in the off season and high levels of investment in tourism products and transport infrastructure.
- 3- Build back better with a more innovative and resilient industry maximizing the potential for technology and data to enhance the visitor experience and employing more UK nationals in year round quality jobs.
- 4- Ensure the tourism sector contributes to the enhancement and conservation of the country's cultural natural and historic heritage minimizes damage to the environment and is inclusive and accessible to all.

¹⁴ Department for Digital culture Media and sport estimate based on published data from the office for national statistics. P36

¹⁵ Office for national statistic BICs survey wave 27 april 2021 p56

¹⁶ Oxford economics Published alongside the tourism recovery plan p64

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Conclusion:

All in all we find that Algeria and Serbia and England have laws and regulations in order to fight against COVID-19 in all fields in general and particularly in tourism sector so each country's has their mechanisms and procedures and precautions of defense against the spread of the virus so undoubtedly the tourism sector is an economic multiplier that contributes immensely to the Algeria and Serbia and England tourism recovery however the COVID-19 pandemic clearly has caused negative impact on all fields especially tourism.

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- For more information visit the web site www.unwto.org

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- Executive Decree No. 20-159 of June 13, 2020 amending home quarantine and the measures taken within the framework of the system to prevent the spread of the coronavirus epidemic fight against it.