

Regional Tourism Trends in a Deglobalized Era: Insights from Brexit, Zero-policy, and the Russo-Ukrainian War

TIANYI LI * [tianyio714@gmail.com]

ZOLTÁN BUJDOSÓ ** [Bujdoso.Zoltan@uni-mate.hu]

Abstract | Deglobalization is a trend of thought that seeks to reduce or reverse economic, political, and cultural integration among nations. The tourism industry depends on international cooperation, and regional tourism development is essential for economic growth in developing countries. Success depends on several external factors, including deglobalization, regional policies, international policies, and economic conditions. This paper aims to examine the effects of three representative deglobalization events (Brexit, Zero-policy, Russo-Ukrainian War) on the regional tourism industry. Through the analysis of these events, we seek to understand how deglobalization has influenced the development and dynamics of regional tourism, and shed light on the challenges and opportunities that this trend presents to the tourism sector. Through a comparison of statistical data before and after extreme events, this study aims to observe the impact of the deglobalization trend on the development of regional tourism, and provide a comprehensive analysis of the underlying factors influencing these changes. In conclusion, the sustainability and growth of the tourism industry are influenced by international and regional policies in the short term, while long-term success depends on the interplay between tourist demand, market trends, and local resources, requiring ongoing analysis and strategic planning to balance economic goals with the preservation of ecological, cultural, and social integrity.

Keywords | Deglobalization, sustainable tourism, geopolitics, regional development

* **PhD** in University of Debrecen, institution of Earth Science, Department of Social Geography and Regional Development Planning, Debrecen, (Hungary))

** **Full Professor** in Hungarian University of Agriculture and Life Sciences, Károly Róbert Campus, (Hungary)

1. Introduction

Globalization has been a prominent feature of the world economy for several decades, marked by the integration of markets, trade liberalization, and the free flow of goods, services, and capital across borders. However, the ongoing COVID-19 pandemic, coupled with a growing wave of protectionism and economic nationalism, has resulted in a resurgence of deglobalization - the reversal of these trends towards a more fragmented and localized world economy (Sevinç et al., 2023). This trend has the potential to reshape industries and economies across the world, including the tourism industry. Deglobalization is characterized as the dissolution or diminution of globalization. Bello (2004) explains that deglobalization is not a retreat from international integration, but rather a transition of economies from producing goods for export to catering to local markets. According to James (2018), similar to the historical era of the Great Depression and between the World Wars, the second phase of deglobalization commenced with the 2008 crisis, encompassing trade, finance, and political arenas. Meanwhile, Sharma (2016) signifies that Brexit and the election of Donald Trump as the President of the United States exemplify the culmination of globalization, a manifestation stemming from the 2008 crisis, coupled with the Great Recession, mounting disparities, opposition to the notion of a boundary-less world, and significant immigration inflows (Martin, 2018). Kim et al. (2020) identifies the existence of deglobalization since the 2008 crisis, which is particularly pronounced in developed nations. Furthermore, the Covid-19 pandemic has underscored the vulnerability of global supply chains and the unpreparedness within the offshore outsourcing industry (Sriharini et al., 2023). Business and political leaders have engaged in discussions regarding whether global supply chains have become excessively pervasive and the need to reduce their interdependence in trade and economics (ICAEW, 2020; Lamba, 2021). Addi-

tionally, the trade war between the United States and China during the past decade and the recent conflict between Russia and Ukraine serve as indications of escalating deglobalization across all dimensions.

The forces of deglobalization are likely to result in a shift towards regionalization and protectionism, as countries focus on domestic production and consumption to reduce their dependence on foreign supply chains, argue scholars such as Beck (2018) and García-Herrero (2019) (Beck, 2018; García-Herrero, 2019). This shift could result in a reduction in international trade and investment, and a slowdown in the growth of the global tourism industry. Moreover, deglobalization can lead to the relocation of supply and value chains, impacting tourism in terms of the sourcing and distribution of goods and services, as noted by Vargas-Hernández and Vargas-González (Vargas-Hernández & Vargas-González, 2021).

Furthermore, deglobalization can impact the labor market, with potential consequences for the tourism industry, as highlighted by van Bergeijk and van der Hoeven (van Bergeijk & van der Hoeven, 2023). The rise of protectionist policies and the erosion of international cooperation may lead to job losses and reduced employment opportunities in the tourism industry, particularly in countries that are heavily dependent on tourism for their economic growth (Cabugueira, 2005). Additionally, the COVID-19 pandemic has already had a significant impact on the tourism industry, with travel restrictions and reduced consumer confidence leading to a sharp decline in tourism-related activities, as noted by Nayak et al. (Nayak et al., 2022).

Despite the challenges posed by deglobalization, it can also present opportunities for the tourism industry. A more localized and sustainable approach to tourism may emerge in response to the shift towards deglobalization, with tourists seeking out authentic and immersive experiences in local communities, as suggested by Paul and Dhir

(2021). Furthermore, public diplomacy can play a key role in promoting international cooperation and dialogue, which could help to mitigate the negative effects of deglobalization on the tourism industry, according to Manfredi-Sánchez (2021).

In light of these developments, it is clear that deglobalization has the potential to significantly impact the tourism industry, both positively and negatively. Policymakers, industry leaders, and

stakeholders need to closely monitor these trends and identify strategies to navigate the changing landscape of the global economy. By embracing a localized and sustainable approach to tourism and promoting international cooperation, the tourism industry can potentially mitigate the negative effects of deglobalization while taking advantage of the opportunities it presents (El Archi et al., 2023).



Figure 1 | Network map of interrelationship among deglobalization economy and tourism industry
Source: Own elaboration

The overarching goal of this research is to comprehensively examine the multifaceted impacts of deglobalization on the regional tourism industry. By delving into the consequences of this global shift, we aim to provide valuable insights that can inform policymakers, industry stakeholders, and researchers about the dynamics at play. To facilitate the reader's quick and intuitive grasp of the paper's objective, I have created a visual diagram illustrating the inter among various concepts investigated in this study. Please refer to Figure 1 for reference.

Specific Goals are 1) to analyze the economic implications: Investigate how the forces of deglobalization, including protectionist policies and economic nationalism, are influencing the economic aspects of the regional tourism industry. This will involve examining changes in international trade, investment patterns, and the overall economic resilience of the tourism sector in the face of deglobalization. 2) to investigate socio-cultural shifts in tourism: Explore the evolving preferences of tou-

rists in the context of deglobalization. Analyze whether a trend towards more localized and sustainable tourism experiences is emerging, and how this shift may present both challenges and opportunities for the industry. 3) to evaluate the role of public diplomacy: Assess the potential of public diplomacy in mitigating the negative effects of deglobalization on the tourism industry. This involves examining how international cooperation and dialogue facilitated through public diplomacy initiatives can positively influence the tourism sector.

The primary purpose of this study is to contribute to the existing body of knowledge on the impacts of deglobalization on the regional tourism industry. We operate under the assumption that understanding these effects is essential for devising strategies that allow the tourism sector to navigate the changing global economic landscape effectively.

Furthermore, we assume that despite the chal-

lenges posed by deglobalization, there exist opportunities for the tourism industry to adapt and thrive. By adopting a localized and sustainable approach and fostering international cooperation, the industry can potentially not only withstand the negative impacts but also leverage the positive aspects of deglobalization.

2. Research method

The paper employs a case study methodology, chosen for its versatility in examining political scenarios, ranging from specific campaign operations to global events like world wars. More commonly, it involves analyzing real-world issues and their impact on multiple stakeholders (Thies, 2002). Rather than focusing solely on single observations (N=1), a case study can encompass numerous observations across different time periods, involving one or multiple individuals and entities within the same study (Thies, 2002; Gerring, 2006).

This paper focuses on studying three significant factors contributing to the recent trend of de-globalization: "Brexit", China's "COVID-zero policy", and the "Russia-Ukraine conflict". This study aims to assess the impact of deglobalization on the regional tourism industry, examining challenges and opportunities. Therefore, adopting a case study approach to compare and analyze tourism data before and after these pivotal events is considered appropriate.

The data analysis methodology involves the analysis of three prominent cases of deglobalization, utilizing traditional tourism statistics and economic assessments. Various indicators, including tourism revenue, contribution to GDP, tourist arrivals, and employment indices in selected regions, are compared to comprehend the basic trends and scale aspects of tourism. The paper also explores the impact of tourism on national or regional economies.

Although case studies have their limited generalizations and limitations, the uniqueness of each case makes them difficult to replicate. However, for a deeper understanding of the complex and multilayered issues of how regional tourism industries around the world will be affected by the external trend of deglobalization, there is a small but unique value in selecting representative cases in real-life environments and integrating a variety of data in order to promote the development of abstract theories with concrete case studies.

In the introductory section, network maps created using R and Gephi illustrate the relationships between key concepts, aiding readers in quickly grasping the author's intentions and conceptualization.

3. Cases study

3.1. Brexit & Tourism industry in UK

Brexit refers to the UK's departure from the EU following a referendum held in June 2016, in which 52% of the electorate voted to leave. Euroscepticism had been a factor in British politics for decades, and the decision to hold the referendum was made in response to growing pressure from the anti-EU wing of the Conservative Party and the rising popularity of UKIP. The two-year negotiation period that followed was contentious, with issues such as the divorce bill, citizens' rights, and the Irish border causing difficulty. A withdrawal agreement was finally reached in October 2019, and the UK officially left the EU on January 31, 2020 (Adler-Nissene et al., 2017). A new trade agreement was reached on December 24, 2020. Brexit has had significant political and economic implications for the UK and the EU, and their relationship will continue to evolve in the future (Clarke et al., 2017).

During and after the Brexit referendum, there

were some changes occurred in UK tourism economics.

1) **Decrease in Visitors:** The Office for National Statistics (ONS) reports a significant decrease in the number of overseas visitors to the UK. From 39.13 million in 2016, the figure has plummeted to 11.1 million in 2020, marking a substantial decline of 71.6% (Office for National Statistics, 2020). This trend reveals a concerning state of affairs for the UK's tourism industry, which is a crucial component of the country's economy.

The inbound tourist visit graph indicates a steady rise over the years, barring a slight dip during the 2008 financial crisis, a period marked by de-globalization. The market took several years to recover from this crisis. However, in 2020, the UK officially withdrew from the EU, leading to a sharp decrease in the number of overseas visitors. Of course, the global travel restrictions imposed in response to the COVID-19 pandemic also contributed to this trend, marking another large-scale international deglobalization event in the short-term.

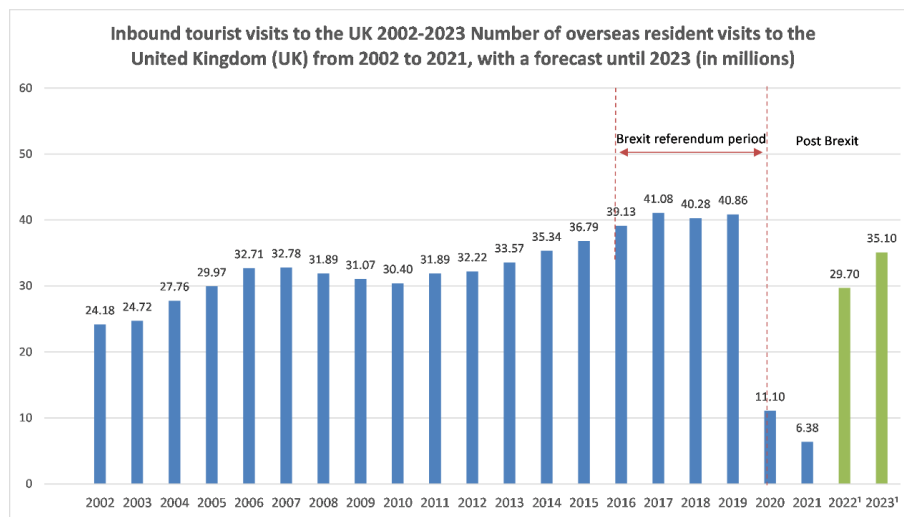


Figure 2 | Number of overseas resident visits to the UK from 2002 to 2023
 Source: Own compilation with data from Office for National Statistics of UK (2002-2021); VisitBritain (2022&2023)

2) **Changes in Currency Exchange Rates:** Since the United Kingdom's referendum on its membership in the European Union in June 2016, the value of the British pound (GBP) has been in a state of decline against the euro. The GBP to EUR exchange rate, which peaked at 1.43 in November 2015, has remained below 1.2 since July 2016, hitting a low of 1.11 in October 2020. However, as of March 30, 2023, the exchange rate has slightly improved to 1.14 euros per pound.

The Brexit referendum has caused a noticeable

depreciation in the value of the pound sterling, leading to an unfortunate consequence for foreign visitors to the UK. The weakened pound translates into higher travel expenses for visitors from countries such as the US and China, who now have to pay more to attain the same value in pounds. Consequently, this makes the UK a less appealing destination, especially for budget-minded travelers. This trend has had a significant impact on the UK's tourism industry, which is vital for the country's economy.

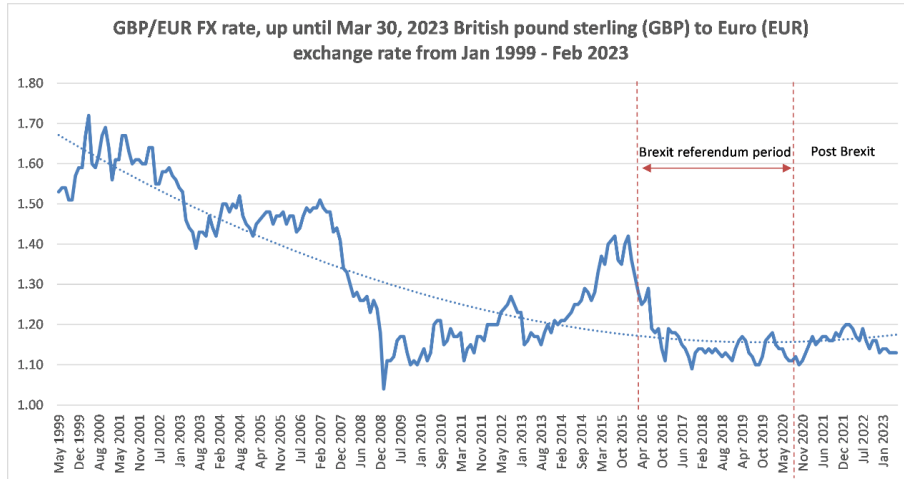


Figure 3 | British pound sterling (GBP) to Euro (EUR) exchange rate from 1999-2023
Source: Own compilation with data from ECB Statistical Data Warehouse

3) Increase in Domestic Tourism: With the decrease in overseas visitors, there has been an increase in domestic tourism. UK residents are choosing to holiday within the country rather than traveling abroad, which has led to an increase in the number of staycations.

According to VisitBritain data (Fig.4), domestic tourism increased from 119.50 million trips in 2016 to 122.80 million trips in 2019, representing an increase of 2.8%. However, the COVID-19 pandemic significantly impacted domestic tourism in 2020.

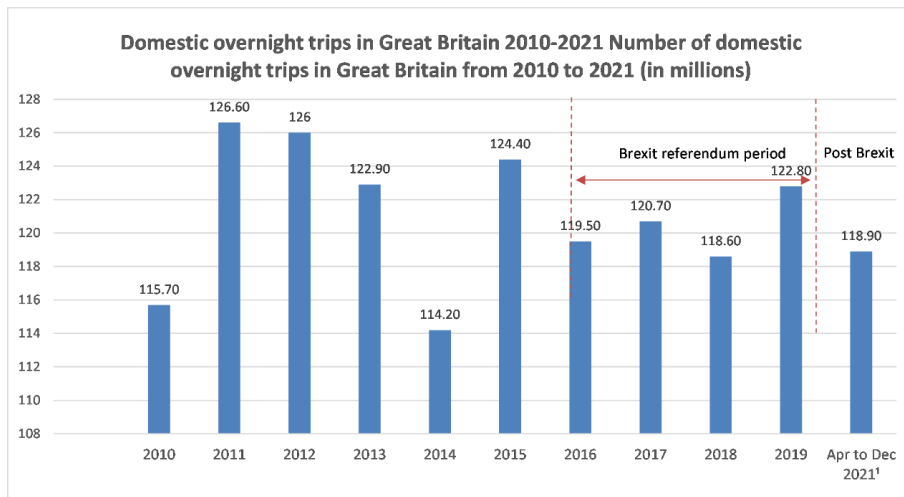


Figure 4 | Number of domestic overnight trips in Great Britain from 2010 to 2021
Source: Own compilation with data from VisitBritain

4) Shifts in Visitor Nationalities: There has been a shift in the nationalities of visitors to the UK. The number of visitors from the European Union (EU) has decreased, while the number of visitors from non-EU countries has increased. For

example, there has been an increase in the number of visitors from the United States, China, and the United Arab Emirates.

Based on the data from ONS reported (Fig 5). in 2011, 65.8% of visits to the UK were made by

EU visitors, while 34.2% were made by non-EU visitors. This pattern remained relatively consistent until 2015 when the proportion of non-EU visitors increased to 35.8%, while the proportion of EU visitors decreased to 64.2%. In 2016, the trend of non-EU visitors surpassing EU visitors continued, with 36.2% of visitors coming from non-EU countries and 63.8% from the EU. In 2017, there was a significant shift in the distribution of visitors, with only 60% of visitors coming from the EU and 40%

from non-EU countries. In the following years, the percentage of EU visitors started to increase again, reaching 60.3% in 2018 and 60.8% in 2019. However, the distribution of visitors changed significantly again in 2021, with 69.1% of visitors coming from the EU and only 30.9% from non-EU countries. Generally, the number of EU visitors to the UK remained stable. Ultimately, it depends on the market's needs.

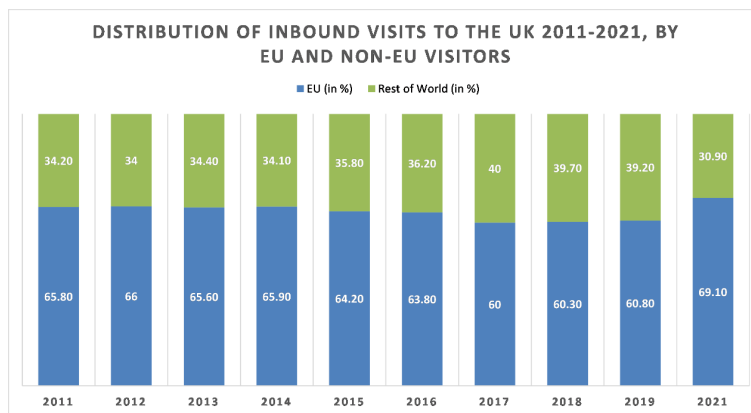


Figure 5 | Distribution of inbound visits to the UK 2011-2021
Source: Own compilation with data from Office for National Statistics (ONS) UK

It's worth noting that the COVID-19 pandemic has had a significant impact on tourism worldwide, and the data for 2020 and beyond may not be entirely indicative of the long-term impact of Brexit on visitor patterns in the UK.

3.2. Zero-policy & Tourism industry in China

The Zero-COVID policy is a public health strategy that aims to achieve a state of complete elimination of COVID-19 transmission within a specific geographic area, typically a country or a region. This approach involves the implementation of a range of measures such as widespread testing, contact tracing, quarantine, isolation, and travel restrictions, with the goal of detecting and containing any outbreaks of the virus (Llupia et al., 2020). The ultimate aim is to prevent the emergence of

new cases of the virus and achieve zero COVID-19 transmission (Li et al., 2020). The implementation of travel restrictions by numerous countries in early 2020 led to a significant decline in both domestic and international travel. Let us begin by examining some global data sets:

International tourism receipts in tourism receipts until 2019, where it reached a record high of \$1.49 trillion. However, the COVID-19 pandemic caused a significant drop in international tourism receipts in 2020, falling to \$558.8 billion, the lowest recorded figure since 2006. The data reveals a marginal improvement in 2021, with receipts increasing to \$636.5 billion, but it is still considerably lower than the pre-pandemic levels of 2019. In 2021, the travel and tourism industry accounted for 6.1 percent of the global gross domestic product (GDP) Data from UNWTO shows in Figure 6.

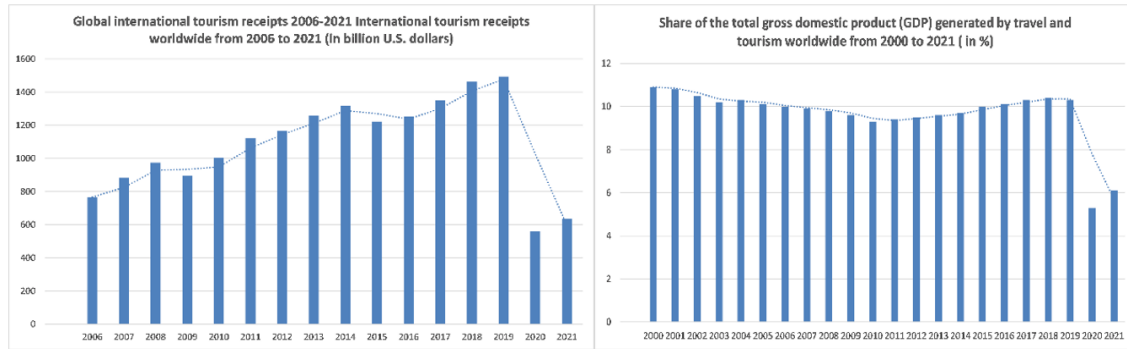


Figure 6 | Travel and tourism: share of global GDP 2000-2021
Source: Own compilation with data from Travel & Tourism: Economic Impact 2022

China is a country that has practiced these policies for a long time (from 2021.8.- 2022.11). The Chinese Zero-COVID policy is a public health strategy aimed at completely eradicating COVID-19 transmission within China. This approach involves aggressive measures such as extensive testing, contact tracing, quarantine, isolation, and strict enforcement of travel restrictions and lockdowns (Huang et al., 2022). The policy has been successful in controlling the spread of the virus within China, with comparatively low numbers of COVID-19 cases and deaths reported since the pandemic's onset. Overall, the Zero-COVID policy represents an aggressive and controversial approach to controlling COVID-19 transmission. The data shows China's revenue from international tourism in billions of US dollars from 2000 to 2021.

1) Decrease in inbound visitors and revenue: the Base on the statistical data in Fig.7, from 2000 to 2014, China's revenue from international tourism showed consistent growth, increasing from 16.23 billion in 2000 to 51.66 billion in 2013. However, in 2014, there was a significant drop in revenue to 44.04 billion, followed by relatively stagnant revenue figures until 2018. In 2019, China's revenue from international tourism dropped to 35.83 billion, which was a significant decline from the peak of 51.66 billion in 2013. This decline could be attributed to factors such as po-

litical tensions, economic slowdowns, and global health concerns. The COVID-19 pandemic had a significant impact on international tourism, causing China's revenue from international tourism to drop further to 9.95 billion in 2020. However, the data for 2021 shows a slight recovery in revenue, with the figure increasing to 11.33 billion.

The number of international arrivals in China in 2019 was approximately 145.3 million, an increase from 141.2 million in the previous year. Due to the Coronavirus pandemic, the number of international visitors dropped to 27.5 million in 2020 and was estimated to increase to nearly 32 million in 2021.

To gain insight into the employment status of workers in the travel and tourism industry in China amidst the COVID-19 pandemic, a survey was conducted at the beginning of 2022. The survey aimed to determine the impact of the pandemic on the workforce and their job security.

The results of the survey revealed that a significant portion of respondents, around 68% (Figure 9(a)), reported losing their jobs and remaining unemployed during the pandemic. And 58.6 percent were unemployed for more than one year (Fig 9(b)). This finding suggests that the travel and tourism sector in China has been significantly impacted by the pandemic and that the employees in this industry have been particularly vulnerable to job losses and unemployment.



Figure 7 | International tourist arrivals in China 2000-2021
 Source: Own compilation with data from National Bureau of Statistics of China

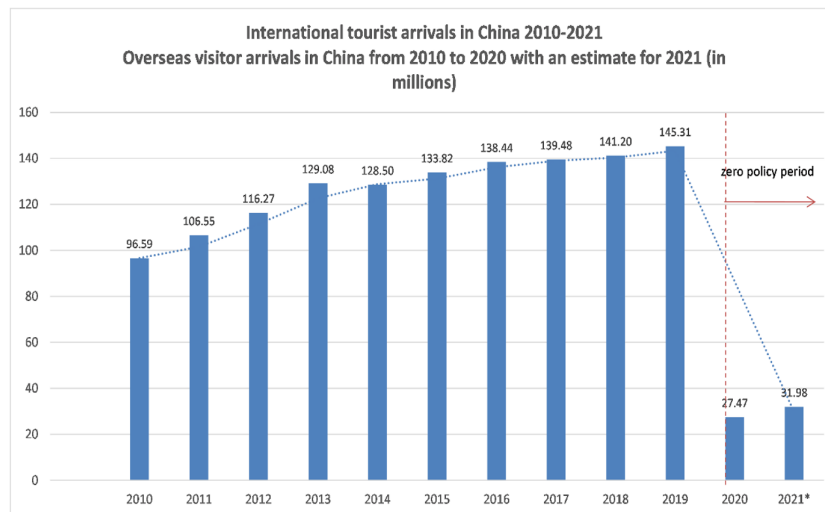


Figure 8 | International tourist arrivals China 2010-2021
 Source: Own compilation with data from National Bureau of Statistics of China

The survey's findings reflect the challenges faced by the travel and tourism industry in China, which has been one of the most affected industries globally by the pandemic. The restrictions on travel and mobility, along with the imposition of quarantine measures, have resulted in a sharp decline in tourism activities, leading to job losses

and business closures.

In conclusion, while the Zero Covid policy has undoubtedly had a negative impact on China's tourism industry, it is important to recognize that the policy is a necessary measure to control the spread of the virus.

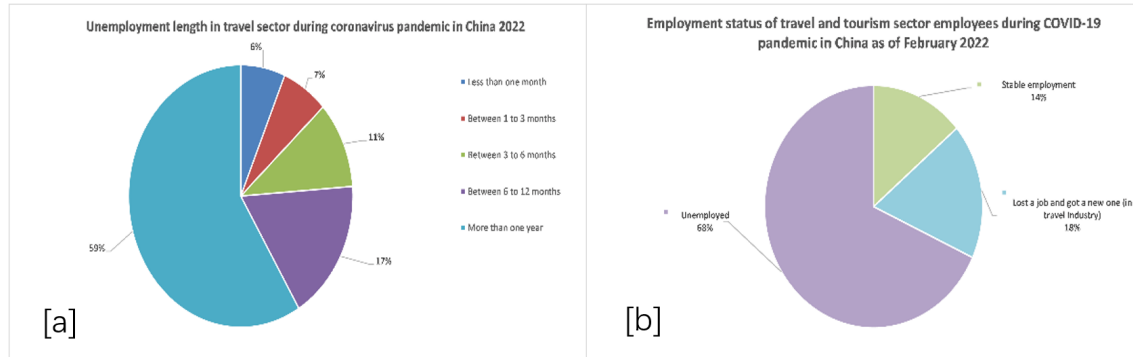


Figure 9 | Unemployment length in travel sector during coronavirus pandemic in China 2022
Source: Own compilation with data from Ministry of Civil Affairs China (China Chamber of Tourism)

3.3. Russo-Ukrainian War & Tourism industry in Russia and Ukraine

The Russo-Ukrainian War is an ongoing conflict that began in 2014 between Ukraine and the Russian Federation. The conflict started after the Ukrainian Revolution of 2014, which led to the removal of the pro-Russian President Viktor Yanukovich and the annexation of Crimea by Russia. The conflict escalated when pro-Russian separatists in eastern Ukraine declared independence, prompting a military response by the Ukrainian government. Russia has been accused of providing support to the separatists, including military equipment and personnel, although Russia denies this. The conflict has resulted in thousands of deaths and the displacement of millions of people. Despite several ceasefires and peace talks, the conflict continues to this day, with sporadic fighting and occasional flare-ups of violence. The international community has condemned Russia's actions and imposed economic sanctions on the country, while providing military and economic aid to Ukraine (Sieca-Kozłowski, 2021; Junaedi, 2022; Nazarovets, 2022).

1) Changes in the international flight market: The Russo-Ukrainian War has had a significant impact on worldwide tourism flights, particularly in and out of Ukraine and Russia. The conflict has resulted in increased security measures and travel restrictions, which have made it more difficult

and expensive for tourists to travel to these countries. In February 2022, a travel data intelligence analytics agency Mabrian investigation examined the degree of reliance of global travel destinations on Russian tourism (Mabrian, 2022). The researchers gauged this reliance by scrutinizing the number of inbound flight seats scheduled between February 24 and August 24, 2022. The findings revealed that Turkey held the foremost position with approximately two million scheduled inbound bookings from Russia, trailed by Ukraine and Uzbekistan. The list included various European nations that imposed a ban on flights from Russia in late February 2022 in response to the Russia-Ukraine conflict. Among these countries, Germany and Greece had roughly 553 thousand and 304 thousand inbound scheduled tickets, respectively (Fig 10). According to United Nations World Tourism Organization data (UNWTO, 2022), the Republic of Moldova, Slovenia, Latvia, and Finland have experienced the most significant impact on their tourism industries, aside from Russia and Ukraine. The Republic of Moldova, in particular, saw a sharp 69% decrease in flights compared to 2019 levels since 24 Feb. Other countries such as Slovenia, Latvia, and Finland also experienced a significant drop in flights at 42%, 38%, and 36%, respectively. Meanwhile, Russian bookings for outbound flights decreased in late February and early March, but have since shown a rebound according to data from Forwardkeys.

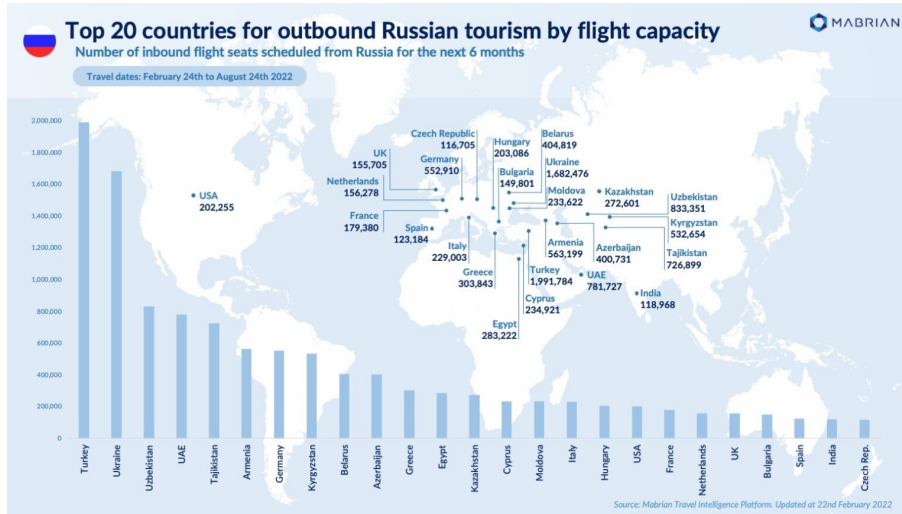


Figure 10 | Global destinations most dependent on Russian tourism 2022, by inbound flight seats
 Source: mabrian.com

2) Decrease the international tourists: As Figure 11 shows, Tourist arrivals in Russia steadily increased from 2010 to 2013, but dropped significantly in 2016 after reaching over 30 million in 2014. Arrivals remained stable from 2017 to 2019, with a slight decrease in 2020 due to the pandemic. Ukraine experienced a consistent increase in

arrivals from 2010 to 2013, but saw a sharp decline in 2014 due to the conflict. Arrivals continued to decline in the following years, with a slight increase in 2017 and 2018 before dropping again in 2019. In 2020, arrivals to Ukraine decreased significantly due to the pandemic.

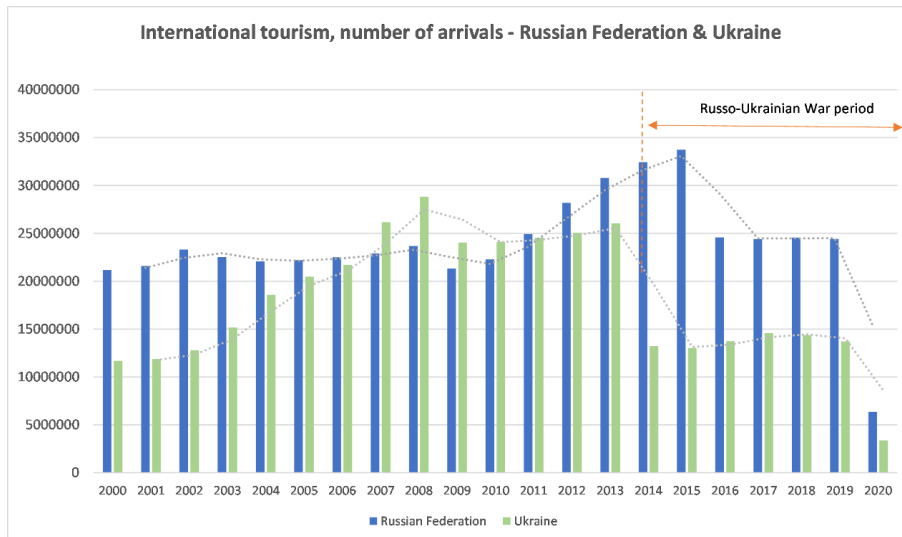


Figure 11 | International tourism, number of arrivals - Russian Federation & Ukraine
 Source: Own compilation with data from The World Bank

4. Discussion

4.1. Analysis of Case Characteristics

1) For Brexit event: The Brexit referendum and subsequent negotiations have had a significant impact on the tourism industry in the UK. The number of overseas visitors to the UK has decreased substantially since the referendum, falling from 39.13 million in 2016 to 11.1 million in 2020, marking a substantial decline of 71.6%. This decrease is likely due to a combination of factors, including Brexit-related uncertainties, global travel restrictions due to the COVID-19 pandemic, and the depreciation of the pound sterling, which has made the UK a less attractive destination for budget-minded foreign travelers.

However, there has been an increase in domestic tourism, with UK residents opting for staycations instead of traveling abroad. Domestic tourism increased from 119.50 million trips in 2016 to 122.80 million trips in 2019, representing an increase of 2.8%.

There has also been a shift in the nationalities of visitors to the UK, with a decrease in the number of visitors from the European Union and an increase in the number of visitors from non-EU countries, such as the United States, China, and the United Arab Emirates. In 2011, 65.8% of visits to the UK were made by EU visitors, while 34.2% were made by non-EU visitors. This pattern remained relatively consistent until 2015 when the proportion of non-EU visitors increased to 35.8%, while the proportion of EU visitors decreased to 64.2%. In 2016, the trend of non-EU visitors surpassing EU visitors continued, with 36.2% of visitors coming from non-EU countries and 63.8% from the EU. In 2017, there was a significant shift in the distribution of visitors, with only 60% of visitors coming from the EU and 40% from non-EU countries. In the following years, the percentage of EU visitors started to increase again, reaching 60.3% in 2018 and 60.8% in 2019. However, the

distribution of visitors changed significantly again in 2021, with 69.6% of visitors coming from non-EU countries and only 30.4% from the EU.

The decrease in the number of overseas visitors and the increase in domestic tourism are likely to have significant economic implications for the UK. Overseas visitors contribute a substantial amount to the country's economy, and the decrease in their numbers could lead to a decrease in revenue for businesses in the tourism industry. On the other hand, the increase in domestic tourism could help to offset some of these losses, but it remains to be seen if it will be sufficient.

In conclusion, the Brexit referendum has had a significant impact on the tourism industry in the UK, with changes in visitor numbers, shifts in visitor nationalities, and changes in currency exchange rates all contributing to the overall picture. The long-term implications of these changes are yet to be fully understood, but they are likely to have economic implications for the UK's tourism industry in the years to come.

2) For China tourism after zero policy: Based on the statistical data presented in this academic article, it is evident that the Zero-COVID policy in China has had a significant impact on the country's tourism industry. The policy, which involves extensive testing, contact tracing, quarantine, isolation, and strict enforcement of travel restrictions and lockdowns, has been successful in controlling the spread of the virus within China. However, it has also resulted in a significant decrease in international tourism revenue and the number of visitors to the country. The statistical analysis shows that China's revenue from international tourism has been consistently increasing from 2000 to 2013, reaching a peak of 51.66 billion in 2013. However, since then, there has been a significant decline in revenue, with the COVID-19 pandemic causing a further drop in revenue to 9.95 billion in 2020. While there has been a slight recovery in revenue in 2021, it is still considerably lower than

the pre-pandemic levels of 2019.

The data also reveals that the number of international visitors to China has dropped significantly since the onset of the pandemic. The number of international arrivals in China was approximately 145.3 million in 2019, but this dropped to 27.5 million in 2020 and was estimated to increase to nearly 32 million in 2021.

The survey conducted in early 2022 shows that a significant portion of workers in the travel and tourism industry in China have lost their jobs and remained unemployed during the pandemic. Around 68% of respondents reported losing their jobs, and 58.6% were unemployed for more than one year. This finding highlights the challenges faced by the travel and tourism sector in China, which has been significantly impacted by the pandemic.

In conclusion, the Zero-COVID policy in China has undoubtedly had a negative impact on the country's tourism industry. However, it is important to recognize that the policy is a necessary measure to control the spread of the virus. As the global situation continues to improve, it is expected that international tourism to China will gradually recover, but it may take some time for the industry to return to pre-pandemic levels.

3) Russo-Ukrainian War: Based on the data presented, it is clear that the ongoing Russo-Ukrainian War has had a significant impact on the tourism industry in both Russia and Ukraine. The conflict has resulted in decreased international tourism to the region, with a sharp decline in arrivals to Ukraine since 2014 and a significant drop in flights to Russia and Ukraine from various European countries since February 2022.

In particular, countries such as Moldova, Slovenia, Latvia, and Finland have experienced the most significant impact on their tourism industries, with a sharp decrease in flights compared to 2019 levels since February 24, 2022. For instance, Moldova saw a 69% decrease in flights compared to 2019

levels, while Slovenia, Latvia, and Finland also experienced significant drops of 42%, 38%, and 36%, respectively.

Furthermore, the conflict has resulted in increased security measures and travel restrictions, which have made it more difficult and expensive for tourists to travel to the region. This has led to a significant decrease in international tourists, with tourist arrivals in Russia dropping significantly in 2016 after reaching over 30 million in 2014. Arrivals remained stable from 2017 to 2019, with a slight decrease in 2020 due to the pandemic. Ukraine also saw a sharp decline in arrivals since 2014, with a slight increase in 2017 and 2018 before dropping again in 2019. In 2020, arrivals to Ukraine decreased significantly due to the pandemic.

Overall, the ongoing Russo-Ukrainian War has had a negative impact on the tourism industry in both Russia and Ukraine, as well as in other countries in the region. The conflict has resulted in decreased international tourism and increased travel restrictions, making it more challenging and expensive for tourists to travel to the region. It remains to be seen how the conflict will develop and what impact it will have on the tourism industry in the future.

4.2 Case Commonality Analysis

The tourism industry is highly dependent on the market environment, as it is influenced by various factors such as economic conditions, political stability, natural disasters, and health crises. Tourism industry is a complex system like eco system. Effective outcomes often result from the combined effort of multiple factors working synergistically. Some deglobalization events caused by human factors and natural factors may break the balance of tourism system. There are the following important factors to maintain the balance of the tourism market:

1) The stability of international and regional politics has been widely recognized as a crucial factor in ensuring the stable development of the tourism ecosystem (Ketter, 2022). According to research, any conflicts, disputes, or political instability in a region can severely impact the tourism industry, causing a decline in tourist arrivals and revenue. For example, studies have shown that political unrest has resulted in travel advisories being issued by foreign governments, which can further hamper the tourism industry (Hall, 2017). On the other hand, a peaceful and stable political climate can promote tourism development and attract tourists to a region, thus contributing to the growth of the tourism industry. Therefore, it is essential for governments and international organizations to work towards promoting political stability in regions with tourism potential.

The impact of political stability or instability on tourism development has been examined in several studies. For instance, the paper by Causevic and Lynch (2013) explores the influence of political stability on tourism development in Bosnia and Herzegovina (B&H) after the 1992-1995 war. The paper highlights how the Peace Agreement signed in Dayton, Ohio, and its post-conflict laws and regulations affect tourism management and development in the region. The study also emphasizes the role of post-conflict regulatory bodies in shaping tourism development. Similarly, the study by Asongu, Rahman, and Nnanna (2022) assesses the relationship between political stability and tourism development dynamics in sub-Saharan Africa. The study finds that political stability has a positive impact on tourism receipts, which in turn contributes to economic development in terms of gross domestic product (GDP)

per capita. These studies provide valuable insights into the importance of political stability for tourism development and highlight the need for policies that promote stability and peace in regions with tourism potential.

2) Tourism is a sector that is highly sensitive to economic and financial conditions, particularly during extreme events such as deglobalization. Deglobalization, which involves a reduction in international trade and cross-border investments, can cause economic uncertainty and disrupt global supply chains, exacerbating the negative effects of extreme events such as trade wars, geopolitical conflicts, and pandemics. As a result, economic policy uncertainty has been found to have significant short- and long-term effects on tourism demand. The study by Sharma and Khanna (2023) found that the effects of global economic policy uncertainty on tourism demand are negative in the short-run, but positive in the long-run. On the other hand, foreign direct investments (FDIs) have been found to have a nonlinear effect on tourism demand. Specifically, the study by Kumar et al. (2022) found that while a 1 percent increase in FDI increases tourism demand by 0.22 percent, a 1 percent decrease in FDI decreases tourism demand by 0.54 percent. This suggests that tourism demand is more sensitive to declines in FDI compared to increases.

Sharma and Khanna's study provides evidence of the complicated relationship between tourism and policy uncertainty, highlighting the need for policymakers to consider the impact of global economic policy uncertainty on tourism demand when forecasting across different time spans. Furthermore, Kumar et al.'s study suggests that FDIs have a significant impact on tourism demand, but the direction of causality

is unidirectional from FDI to tourism. This finding emphasizes the importance of attracting FDIs to boost tourism demand, particularly in countries where the tourism industry is a crucial source of economic growth. However, policymakers need to be aware of the asymmetric effect of FDIs on tourism demand and take appropriate measures to mitigate the negative effects of FDI declines on the tourism sector. Overall, these studies highlight the importance of understanding the complex relationship between economic conditions, policy uncertainty, and investment in predicting tourism demand.

3) Deglobalization events can have a direct and immediate impact on the visitors demands. The tourism industry is highly susceptible to changes in the external environment, including economic stability, political climate, and safety concerns. These factors significantly affect consumers' willingness to travel, leading to a weak tourism market in the face of deglobalization events. As such, it is critical for stakeholders to remain cognizant of global trends and developments that may impact the industry, with efforts made to diversify tourism markets and reduce reliance on specific regions. Promoting domestic tourism can also mitigate the impact of deglobalization events, ensuring a stable and sustainable tourism ecosystem. The tourism industry can be likened to an ecosystem, requiring time to recover and maintain balance after experiencing disturbances or shocks. Various factors such as environmental, economic, and socio-political changes can disrupt the industry's equilibrium, with the severity and duration of the disturbance and the effectiveness of management and mitigation strategies employed determining recovery time. Sustainable and responsible tourism practices can reduce the impact

of disturbances on the industry, promoting a more resilient tourism ecosystem.

In the study "The impact of pandemic-induced uncertainty shock on tourism demand" by Hailemariam and Dzhumashev (2022), the authors investigate the impact of pandemic-induced uncertainty on tourism demand. Using U.S. monthly data from 2000 to 2021, the study estimates a structural VAR model and finds that pandemic-induced uncertainty shock has a negative and significant impact on inbound tourism. The authors reveal that a one-standard-deviation shock in the index of uncertainty induced by global pandemic shock explains about 50 per cent of the variations in the demand for tourism in the long run. Similarly, in "Does global economic policy uncertainty drive tourism demand? A cross-country analysis" by Sharma and Khanna (2023), the authors utilize monthly data to examine the effects of global economic policy uncertainty (GEPU) on tourist arrivals for 19 countries. The study finds that the effects of uncertainty on tourism demand are negative in the short-run, with the long-run GEPU coefficient found to be positive. Overall, the results indicate that tourism and policy uncertainty have a complicated relationship, and policymakers should consider this when forecasting tourism demand across different time spans.

5. Conclusion

The rise of deglobalization will have a significant impact on the tourism sector worldwide within a brief timeframe. The most notable and influential manifestation of deglobalization in recent years was the COVID-19 global travel blockade, which brought about a complete halt in global travel for over six months and resulted in the bankruptcy of numerous travel service companies. Now, three years after the global blockade, during the post-pandemic era, we are witnessing the reconfigura-

tion of the tourism industry across various regions, with the emergence of new forms and models that undeniably foster a more comprehensive and diversified tourism market.

Henceforth, this paper posits that the development of regional tourism amidst the backdrop of deglobalization serves as a litmus test, evaluating the shortcomings and unstable factors present in the tourism market within a short timeframe. In the long run, it is conducive to the progression of the tourism industry system towards a more stable state.

The study's findings offer decision-makers guidance on the most efficient approach to the development of the tourism industry. While international and regional policies have an immediate and significant impact, the long-term sustainability and growth of the industry depend on the interaction between tourist demand, market trends, and the quality and availability of local tourism resources. Additionally, the tourism industry needs to remain vigilant to changes in demand and adapt its products and services to ensure market competitiveness. Therefore, continuous analysis and strategic planning are essential for maintaining a balance between meeting tourist demand and preserving the ecological, cultural, and social integrity of local communities and ecosystems.

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