

Impact of Covid-19 on Tourism Employment in Türkiye

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Abstract – The outbreak of the Covid-19 pandemic has had a profound impact on the global tourism industry, including in Türkiye. The tourism sector, which was a significant contributor to Türkiye's economy, has faced unprecedented challenges, particularly in terms of employment. This abstract aims to explore the impact of Covid-19 on tourism employment in Türkiye by analyzing key trends, data, and research.

The COVID-19 pandemic has had a profound impact on the global tourism industry, and Turkey, a popular tourist destination known for its rich history, stunning landscapes, and warm hospitality, has not been immune to its effects. As the virus spread and countries implemented travel restrictions and lockdown measures to curb its spread, Turkey's tourism industry faced significant challenges and disruptions, resulting in far-reaching consequences for the economy and communities dependent on tourism..

Keywords – Tourism, Employment, Covid 19, Türkiye, Outbreak

I. INTRODUCTION

Short-term, infrequent occurrences like epidemics, natural disasters, political upheavals, and depending on the duration, severity, timing, outputs, and form of the sickness, economic crises can have a short- or long-term detrimental impact on the development of the tourism industry. Previous research suggests that area tourism volume has been lowered by diseases before the COVID-19 pandemic. SARS, which impacted the Far East in 2003, and MERS, which swept throughout the Middle East and Arabian Peninsula in 2012, are the two finest examples of such situations. Late in December 2019, COVID-19 began as a regional epidemic in China, much like the SARS and MERS epidemics.

The outbreak's focal point initially shifted to Europe before moving to the United States, but the virus spread quickly over the entire planet. The disease was deemed a pandemic by the World Health Organization (WHO, 2020) as of March 11.

Since travel restrictions and social isolation were the initial steps used to stop the spread of COVID-19, the tourism sector is unquestionably one of the sectors that has been most negatively impacted by the pandemic. Travel movement has ended as a result of the worldwide deployment of voluntary and mandatory quarantines, and the tourism sector has abruptly stagnated.

In response to this stop, numerous steps have been taken to address the tourist issue, and finally, due to the decline in the number of instances, some flexibility was given with the travel restrictions. The tourism business, which involves a lot of direct human contact, will undoubtedly undergo numerous long-term changes following COVID-19. The analysis suggests that effective industrial preparation for this change will increase the sector's resistance to outbreaks even after COVID-19 loses its impact.

A- Covid-19 and Tourism

There are many reasons to travel, including learning about the local culture, making new friends, seeing new sights, relaxing, and having fun. The activities performed offer life-changing experiences. However, outbreaks are emergencies that undermine these encounters, frighten visitors, and harm the tourism sector. [1]

The tourism sector has a dynamic structure that, when considered within the context of demand, can quickly react to either beneficial or detrimental occasions. [2] In addition of possessing a dynamic structure, the tourism sector has been significantly more negatively impacted by the crisis and global outbreaks than the majority of other industries. [3]

If there is anything that is definite in the wake of the Covid-19 Crisis, it is "uncertainty"; the crisis has been so broad-reaching, sudden, and unanticipated that forecasting the future has become exceedingly challenging. [4] Governments implement isolation measures including lock-downs, quarantine procedures, and travel restrictions as a result of this rapid spread. Additionally, several previously scheduled cultural and artistic events, conventions and fair organizations, as well as national and international sporting events, were postponed or canceled. The tourism sector suffered significant losses as a direct result of these and comparable restrictions.

Travel restrictions are in effect on a national and international level as a result of COVID-19. These travel restrictions have caused tremendous challenges in the tourism and hospitality industries, including border closures, event cancellations, quarantine requirements, and fear of sprawl. [5]

Statistics from the World Bank show that, in 2018, 1.65% of Turkey's employment was directly related to travel and tourism. Turkey's 2016 political unrest led to a significant drop in this ratio. As a result, while tourism contributed 1.81% to employment in 2014, it only contributed 1.53% in 2016 [6].

According to OECD Stat data, 646 thousand people were employed in tourism in Turkey in 2017. According to OECD.Stat, 2020, the employment

intensity is highest in the food and beverage services sector (212 thousand), followed by lodging (86 thousand), and transportation (70 thousand).

The number of people employed in tourism in Turkey has risen to 2.5 million since 2019, and the sector's overall

GDP contribution is 11.3%. The food and beverage service industry, with 717 thousand jobs, and transportation, with more than 598 thousand each, are the two tourism services with the highest rate of employment. [7]

Both developed and developing countries' economies depend heavily on tourism. In the context of such a global crisis, health is always thought to be the top priority, and tourism should be the second. However, this situation may not always be realistic due to the fact that tourism is crucial to many countries' plans for economic growth and development. [8]

In terms of economic policy, the Ministry of Industry and Technology created an action plan to use the Development Agencies to help mitigate the pandemic's negative effects on the national and regional economies. The implementation of a general tax deferral, tax exemptions, and a deferral and exemptions on loan payments.

The state banks provided small-scale businesses credit help. The domestic aviation value added tax rate was decreased. Support for stock financing was given to exporting businesses. For a brief while, working allowance and minimum wage support were in place. The Turkish Airlines was given direct financial assistance. despite being assessed in two groups from April 2020 to October 2020 [9]

Although a clearly efficient approach for dealing with the negative impacts of the pandemic did not exist, numerous countries have implemented various strategies. Many of the restrictions in

Turkey were only meant to be in place for a brief period of time.

However, the precautions were kept in place because the pandemic's intensity persisted. Consequently, we anticipate that when taken together, these actions will have a negative impact on the tourism sector.

B- The Effect of Covid-19 Pandemic on Tourism Employment

The energy business and the tourism, hospitality, and travel sectors are two of the largest employers worldwide. The tourism sector has been more impacted by the crises than the energy sector, nevertheless, because governments place less focus on it. Due to the COVID-19 pandemic, tourism businesses have either stopped operating entirely or partially, which has resulted in a loss of employment, production, sales, and services, and has consequently increased unemployment and revenue loss. [11]

Information has already been used to determine the number of jobs lost in Turkey as a result of COVID-19 non-based analysis. For instance, the publication *Forecasts from DSK (2020)* use the implicit assumption that employment levels will remain the same as in 2019 UN. [12]

With seasonally adjusted data, a separate set of assumptions is made in the publication (2020). In this instance, the author claims that if not for the global pandemic, which is assumed to be the same as the seasonally adjusted employment level, employment levels would have ascended in December 2019.

The findings of the aforementioned studies are pertinent to the amount of jobs lost worldwide due to the epidemic.

These results have limitations even though they might give an approximate indication. First, determine if the job situation will improve in 2020 based on the economic prognosis. It does not evaluate using the most recent macroeconomic data. Actually, Turkey's GDP increased by 4.4% in Q1 2020 and 6.4% in Q4 2019. These statistics on the

labor market performance indicate that the economy is beginning to rebound after a difficult year. [13]

Therefore, if there were no worldwide epidemics, using pre-pandemic employment levels would be helpful.

By establishing levels of can guess, conditional hypothetical employment that is not grounded on facts below the level of habitability lessens the effect of COVID-19 on employment. Additionally, conditional non-factual projections of prior employment data

Furthermore, it is irrational to assume COVID-19 without really having COVID-19.

When it happens, there is a chance that the results will be worse than the employment results. Men employed in the business, for instance, experienced this in March 2019. When we contrast the current level of employment (4.07 million) with the number created in March 2020 (4.18 million).

A pleasant result of the almost complete cessation of travel and tourism activities and the decline in more general economic activity is probably that it had a positive impact on the environment at a time when the majority of countries have largely started to address the crisis of climate change. Due to this, the world's usage of fossil fuels has decreased, and gasoline prices have sharply decreased. [14] expect that visitors would travel less over the ensuing years, but they also think that tourists will stay on their travels longer.

The adverse effects of travel and tourism on climate change and environmental pollution will diminish in this circumstance since there will be less movement. Additionally, while extreme tourism has recently become popular due to climate change, the sudden collapse of the entire tourism sector due to the pandemic may have ironically caused a shift from a time when tourists were not wanted through to a time when they were desired.

C- Methodology

The literature and industry needs served as a guide for developing the survey questions. The test

consisted of a total of 30 multiple-choice questions. After the questions were prepared, they were shown to two experts in their field. Later, the opinions of 110 people were consulted for superficial validity and the final form of the questionnaire was given after the necessary corrections were made.

C2- Population

The world of research consists of Several employees of a five-star hotel are present in Istanbul. The approach of convenience sampling was used to determine who the participants were. Online distribution of the created questionnaire to hotel employees' emails was done with a request for a response. 110 hotel staff and officials completed the questionnaires using this way. The information was gathered between February 1 and March 31, 2023.

C3- Analysis

After the data was obtained, the data file was checked and erroneous data was extracted. Then, the closed-ended questions were put forward with descriptive statistics using the SPSS program.

The descriptive statistics method was used in the study to compute the mean and frequency values of the data gathered for the participant's demographic data. To assess the reliability and validity of the scale, Cronbach's alpha was determined. For a scale to be deemed reliable, the Cronbach's alpha coefficient states that it must have a value of 0.70 or higher. [10]

The scale utilized in this study is a very dependable scale, as evidenced by the coefficient value being larger than 0.70.

The data should first be checked for normality before choosing whether to apply a parametric or non-parametric analysis method. Calculating the skewness and kurtosis values is the fundamental step in determining whether the scale score distribution is normal. The scale scores' kurtosis and skewness values range from +3 to -3, which is regarded as sufficient for a normal distribution. It was therefore agreed that the scale scores displayed a normal distribution.

Further analysis of the scale's dimensions, histograms, graphs, and coefficients of variation revealed that the scale was appropriate for a normal distribution.

In the analysis, groups independent of test techniques t-test and one-way test of variance were used.

	N	Average	Std. Deviation	Distortion	Kurtosis
Covid-19 Impacts Scale	110	2,8688	,58556	,602	,468

D- Results

		Frequency (n)	Percentage (%)
What is your gender ?	Women	81	73,6
	Men	29	26,4
What is your age ?	19-25	40	36,4
	26-35	62	56,4
	36-45	4	3,6
	45 years and older	4	3,6
What is your education status ?	Associate	8	7,3
	Bachelor	91	82,7
	Master	11	10,0
What is your marital status?	Married	38	34,5
	Single	72	65,5
What is your Active Working Status ?	Working	99	90,0
	Not Working	11	10,0
What is the segment of the 5-star hotel where you worked during the pandemic period?	Luxury	56	50,9
	Premium	32	29,1
Have you been unemployed during the pandemic?	Select	22	20,0
	Yes	36	32,7
Did you receive public support during the pandemic period?	No	74	67,3
	Yes	50	45,5
Have you been on unpaid leave during the pandemic period?	No	60	54,5
	Yes	35	31,8
Have you been on unpaid leave during the pandemic period?	No	75	68,2
	Yes	60	54,5

Did you look for a new job during thistime?	No	50	45,5
Have you thought about working in another sector during the pandemic?	Yes	72	65,5
	No	38	34,5
Did the hotel you work for provide any extra financial assistance during the pandemic?	Yes	17	15,5
	No	93	84,5
Do you believe that the tourism sector will make a difference in the working order after the pandemic?	Yes	61	55,5
	No	49	44,5
Would you recommend working in the tourism sector to your friends?	Yes	40	36,4
	No	70	63,6

There were 81 female participants and 29 male participants in the study. 40 of the participants are between the ages of 19 and 25, 62 are between the ages of 26 and 35, 4 are between the ages of 36 and 45, and 4 are over the age of 45. There are 91 people with a bachelor's degree, 91 people with an associate's degree, and 11 people with a master's degree. 72 persons are single, compared to 38 married people. Eleven people are not working while 99 people are working. 56 individuals worked in the luxury section, 32 in the premium segment, and 22 in the select segment of a five-star hotel during the epidemic.

During the epidemic, 74 persons did not have a job whereas 36 did. Throughout the epidemic, 60 people did not receive public assistance whereas 50 did. 75 people were not on unpaid leave during the pandemic, compared to 35.

During the epidemic, 50 people did not look for a new job whereas 60 did. While 72 people considered switching industries during the epidemic, only 38 people actually did so..

While the hotel, where 17 people worked, provided an extra financial aid during the pandemic, 93

people did not. While 61 people believe that the tourism sector will make a difference in the working order after the pandemic, 49 people do not. While 40 people recommend working in the tourism sector, 70 people do not.

E- Conclusion

Within the scope of this study, which was conducted to examine the effects of Covid-19 on the employment of the tourism sector in Turkey, the differentiation status between them according to demographic information was examined.

Of the participants participating in the study, 81 were female and 29 were male. 40 people are between the ages of 19-25, 62 people are between the ages of 26-35, 4 people are between the ages of 36-45, and 4 people are between the ages of 45 and over. 8 people have an associate degree, 91 people have a bachelor's degree and 11 people have a master's degree. While 38 people are married, 72 people are single. While 99 people are actively working, 11 people are not working. During the pandemic period, 56 people worked in Luxury, 32 people in premium and 22 people worked in a 5-star hotel in the select segment. While 36 people were unemployed during the pandemic, 74 people did not. While 50 people received public support during the pandemic period, 60 people did not. While 35 people were on unpaid leave during the pandemic period, 75 people were not. While 60 people searched for a new job during the pandemic process, 50 people did not. While 72 people thought of working in another sector during the pandemic, 38 people did not. While the hotel, where 17 people worked, provided an extra financial aid during the pandemic, 93 people did not. While 61 people believe that the tourism sector will make a difference in the working order after the pandemic, 49 people do not. While 40 people recommend working in the tourism sector, 70 people do not.

The Covid-19 outbreak had a significant impact on the worldwide economy for the second time in 2021 and did not allow the labor market to fully recover. The recovery process of economic activities has largely depended on the control of the virus. Therefore, the recovery phase differs depending on

the sectors and geography. Depending on the re-increase of the epidemic, different problems have arisen.

It is mentioned that many of the gains made for decent jobs before the pandemic have been significantly affected, and the long-standing deficiencies of decent jobs have made the prospect of a sustainable recovery almost impossible in the context of many countries. Deterioration situations due to the epidemic, structural inadequacies and emerging risks reduce the potential to create a job properly. The deficiencies and inequalities in structural issues in question make the negative effects of the crisis worse and prolong the process even more. Due to the limited access of unregistered businesses to official credit lines and the limited access to government support for Covid-19, the unregistered economy, which is larger than many developing categories, causes the impact of some policy tools to diminish.

In these countries, it is stated that the support mechanisms in question have been more limited in providing access to those in need, and therefore the inequalities within the country are even worse. It has been observed that there is a greater decrease in working hours and employment in small-scale enterprises compared to large enterprises.

Developing economies, which are based on commodity exports or labor-intensive production, have had difficulties in adapting to the variable demand created by the changes in the economic growth process caused by the pandemic. The world tourism industry has been significantly adversely affected by the Covid-19 pandemic.

The world has gone through many pandemic periods. However, the Covid-19 epidemic, unlike other epidemics, has had a devastating effect on the world economy. The tourism sector is stated as the sector that makes the most economic contribution for developing and developed countries. It has also become the fastest growing sector globally in the last ten years.

This situation, which is so important, was prevented by the Covid-19 pandemic and caused the growth rate to slow down. It has been observed that Covid-

19 cases are higher in continents where human mobility is high due to tourism worldwide. The epidemic in question has reduced economic growth, causing decreases in GDP and an increase in inflation. It is stated that economies dependent on tourism suffer great damage due to the closure of borders and loss of income. A significant amount of capital was left to countries from international travels and expenditures. However, due to the closure of the borders due to the pandemic, it is seen that there has been a significant loss in this regard and a significant decrease in the revenues from the tourism sector.

In the context of developing countries, it is mentioned that the lack of comprehensive social protection system that can provide the necessary support for the stable formation of incomes, the financial stress of the economically undefended households gradually becomes more severe on the issue of nutrition and health. Employment problems that have arisen due to the pandemic have also caused people to have a lot of difficulties. The decrease in employment losses and working hours also affected the decrease in incomes. It is stated that it will take time for the demand for labor force to return to the pre-crisis level. It is stated that the growth in employment and working hours will be slow in this period. In the early stages of the pandemic, temporary workers were more affected by job losses than non-temporary workers. Since then, however, there has been an increase in the number of newly created jobs across economies. In order to prevent long-term damage, a comprehensive people-centered policy agenda needs to be established.

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