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Chapter 1 INTRODUCTION 1.1 INTRODUCTION The Tourism industry has gone through many ups and downs in the recent years. While recording a significant contraction in 2009, international tourist arrivals picked up again slowly and have now returned to their pre-crisis peak level as shown in figure-1.1 (WEF, 2011, WTO, 2012a).

Chapter 1 INTRODUCTION 1.1 INTRODUCTION

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Travel & Tourism, which drives 10% of the global economy, was brought to a standstill by COVID-19 and like so much of our familiar world, it will be very different in the future. There is a massive and chaotic scale, scope and pace of change. The sector is struggling to build recovery strategies amidst great uncertainty.

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