Emerging Contour of Human Security: A Case Study of COVID 19 Impact on Tourism Policies

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Abstract

The advent of COVID-19 has emerged as a preeminent global non-traditional security threat in the 21st century, posing multifaceted challenges to the security and economic well-being of human communities worldwide. This research seeks to highlight the intricate nexus between the human security implications engendered by the transmission of the coronavirus and its consequential devastating impact on the global tourism industry—a domain notably underexplored in scholarly literature. COVID 19 was one of the most challenging human security threats in our times which had negative impacts on human security and raised pertinent concerns about the issues of health safety while tourism in an era ridden with the paranoia of the pandemic. Tourism is one of the many sectors which was severely damaged by the human security threats emanating from the precarity of the global pandemic situation. However, many countries developed and implemented unique and practical tourism policies which proved successful in tackling the challenges posed by the COVID-19. A critical examination of the innovative policies implemented by New Zealand, Australia, Belize, China, the UK, and Pakistan underscores the essential principles of empowerment and protection required for pragmatic and human-centric policymaking in the post-COVID era. The findings emphasise the need to employ the principles of adaptability, flexibility, innovation, diversity, community engagement, health and safety protocol implementation, utilization of digital platforms for marketing, infrastructure investment, collaborative endeavours, and research-informed decision-making to formulate sustainable and resilient tourism policies in the aftermath of the COVID-19 milieu.

Key words: COVID-19, Empowerment, Global tourism, Human security, Non-traditional security threat, Protection, Tourism policymaking

INTRODUCTION

The global pandemic of COVID-19 highlighted the importance of human security (a non-traditional security threat), regarding protection and empowerment of individual freedom. The Commission of Human Security (CHS) defines human security as protecting the core values of human beings, enhancing their freedom and fulfilment. This means that people need to be protected from common critical threats and situations, building their strengths and ambitions, "creating political, social, environmental, economic, military and cultural systems that together give people the

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building blocks of survival, livelihood and dignity." With countries having to close down on domestic tourism new questions and strategies for uplifting this sector need to be studied, addressing best policy options. In this paper, research methodology will make use of comparative research through case selection, for the subject will study political developments across different state nationalities, system and time comparing and deriving answers through logical reasoning. Comparative research methodology will study in-depth understanding for the common concerns of COVID-19 across different parts of the world.

Seeking answers for the mentioned problem statement the following research questions will be considered a) What does "Protection" and "Empowerment" mean in context of human security? Protection directs an approach which is "top-down." It identifies those threats beyond human control (financial crisis, conflicts or natural calamities), hence, states are responsible for implementing a protective structure. Conversely, Empowerment is a "bottom up" approach focusing on developing individual and community capacity for making informed decisions. Empowering people will enable them to discover ways for participating toward solutions warranting "human security for themselves and others." b) what measures have been taken by countries around the world for boosting domestic tourism? In New Zealand, Prime Minister Jacinda Arden had stated that instead of a national lockdown, there should be a "system of local or regional lockdown" which is to include city, suburbs, or buildings. In Chicago, people travelling within cities had to take up on two weeks' period of quarantine or possibly face fines, while in Arizona, capacities of the restaurants had been limited. c) How can states chalk out best policy options for framing and implementing internationally accepted people-centered and preventive-oriented measures? Once states combine the top- down and bottom-up approach prioritizing human security, national economies will likely win back revival of domestic tourism. This applied proposal was visible in the 'bubble tourism' taken up by the Government of Khyber Pakhtunkhwa, where Standard Operating Procedures (SOP's) were crafted by the government and were followed by the tourist and local people. Conclusively, having established a link between human security and domestic tourism and learning lesson from countries around the world, this paper posits a global standard document outlining potential risks, best practices, and way forward for domestic tourism can be secured.

LITERATURE REVIEW

In the earlier decades, whenever there was a discussion about security among the strategists and policymakers of a country, it mainly focused upon the military threats from either within the country or from abroad. Thus, all policies or strategies adopted for the security of human beings were defined in these specific terms only. Security was never conjugated with economic development. Economic development always meant humanitarian aid or financial assistance that is given by the government and its policies were based upon the privatization, liberalization, or the macro-economic performance of the country. The point of the matter is that security was treated as completely different from the development of human beings living in that specific region. With the research that we have now, we know that when policies for security

are made without human development kept in mind usually these strategies end up failing.

According to Kaldor, M, (2007) human security is a term that is used to define the security of individuals and the society rather than regions and areas; human security combines human rights with human development. This means that when talking about human security, we discuss not only about the basic rights that every human being is entitled to but also the policies and strategies that should be adopted by the governing bodies to make sure that every human being is given the freedom of choice and the environment to live with his/her choice with dignity.

According to the CHS, human security can be described as parting away from the long-established idea that the safety of the state depends primarily upon the military action rather than the safety of the individuals of that region. Human security concentrates primarily upon the protection, development and empowerment of the citizens of the region. It also focuses on highlighting the connection between human rights and development of individuals with that of security. Most importantly, it promotes a people-centered approach to develop policies and strategies encouraging security, peace and development within different societies, communities, and nations.

Human security explains about how one threat is usually connected with another. If a certain specific threat is present in the region, other threats that are linked to it will surely follow. For this reason, it is important to understand which threat is the root cause of the problem so as to find a solution that not only minimizes the risk of that specific threat but also others that are linked to it. This ripple-effect can be easily explained, if for example violent conflicts are occurring within the region, there is a high risk of poverty, resource depletion, deficits in educational quality and probably a rise of infectious diseases spreading in the population. Thus, just one threat which is violent conflicts causes a number of other threats that also have to be dealt with.

It should be recognized that the threats of human insecurity are not isolated and when coming up with policies or strategies to counteract them, the policies should be highly comprehensive, co-operative involving different sectors of the government. Another important aspect to recognize is that policies for specific human insecurities cannot always be applied in every region or nation of the world. Each region is different and many of the insecurities might be linked to each other in different ways than previously thought of, thus every strategy should be context-specific and comprehensive.

The two building blocks to achieve human security in a specific region are empowerment and protection. Empowerment requires a bottom-up approach that is individuals in a community or society can develop their capabilities, learn the skills they want to and make informed choices according to their understanding and beliefs. They should have the freedom to make their own choices within the legal parameters and be able to live in dignity within their communities. Empowerment not only allows individuals to reach their full potentials but also gives them a chance to find ways for participating in finding solutions that plague their own communities, this way individuals ensure human security not only for themselves but also for others in the

community.

In terms of human security, protection is defined as a top-down approach, that is threats which are beyond the control of individuals in a community like financial security, natural disasters, terrorism threats must be dealt with by the governing bodies in a way that is comprehensive, systematic, and preventative. Governments usually have a strategy that provides protection against such threats, but it is important to note that it's not only the federal government that has this task but also the local governments and many private sectors are highly involved to protect the individuals of the certain regions from threats like these.

The five principles of human security include: comprehensive, context-specific, multi-sectoral, people-centred, and prevention-oriented. The human security approach needs to be comprehensive in such a way that it addresses all of the threats that are faced by the region, analysis of any sectors that maybe could be involved to find a solution for any specific kind of human insecurity should be done. The human security approach requires an in-depth analysis of any insecurity faced including the cause of it and the consequences of it on the region. It should recognize the regional, national, and international impact it has primarily, however, the needs of the community affected by a certain human insecurity should be identified and solutions should be placed in such a way that they do not only deal with the specific insecurity but also provide with coping mechanisms for the individuals that suffered through it.

Human security is described as multi-sectoral because it requires the participation of different sectors in a community to come up with solutions for the insecurities being faced by the individuals of the community. It allows dialogue and co-operation between different government-funded and private sectors. This helps in recognizing the different factors that contribute to the insecurity and the mechanism that can be put in place to overcome them. It is most important however to define and identify the different needs and vulnerabilities of the individuals that live within the community and make sure that the policies adopted to overcome any insecurities are inclusive. Finally, it is important to focus on preventative measures and build them up in such a way that human insecurities cannot set in, that they are identified as soon as possible and that there are measures already present within the community to fight against the insecurity.

Pre-pandemic, the tourism industry was one of the fastest growing sectors that contributed highly to the GDP of many countries. Nations around the world recognized the importance and the sustainable economic growth that the industry brought to a country and for these reason accommodations like cheaper hotels, flights, inexpensive tourism packages and on-site visas were gaining popularity.

Many Asian and Pacific countries recognized the economic growth and the ability to receive significant foreign exchange earnings through the tourism industry. For many governments, boosting tourism was part of their long-term plans. Many governing bodies were taking initiatives to highlight either the historic landmarks or the geography in their country.

As reported by Blackall, M. (2019) in 2018 tourism was at an all-time high; the reason for this being the developments in the digital services. Anyone with a phone could now document his/her experience at a certain place or leave reviews for different hotels or any other service. This allowed for maximum customer satisfaction making tourists receive cost-effective services. It is estimated that in 2018, there were approximately 1.4 billion international tourist arrivals and that the tourism industry made almost 2% of the total global GDP which amounts to 1.7 trillion US dollars.

As explained by the Committee, T. R. A. (2020) of the National Tourism Coordination Board (NTCB); during the pandemic the travel and hospitality industry in Pakistan is set to suffer large losses in the year 2020 and 2021. With international tourism decreased to a fraction to what it was, many side industries related to the tourism industry have also been in loss. In March of 2020, Pakistan Civil Aviation Authority (CAA) has reported a loss of 18 million US dollars. Bloomberg news has predicted that Pakistan International Airlines (PIA) is most at risk of going bankrupt within the next two years.

As reported by Ali, M. (2020) many northern areas of Pakistan that attracted a number of domestic tourists especially during the winter months were sealed for a certain period of time during the quarantine as many people instead of following stay-at home orders during the lockdown had travelled to these northern areas. The hotels, restaurants and other facilities basically turned into virus hotspots and special care was then taken to not allow tourists in these regions for a certain period of time. In August of 2020, these lockdown measures were eased off and the concept of bubble tourism was introduced by the NTCB. This allowed for a controlled opening of the tourist spots. Restaurants and parks were opened with strict adherence to the SOPs like sanitizing and making masks mandatory. Hotels were required to perform temperature checks and all check-in formalities for the pre-booked guests were encouraged to be done online to minimize contact time with anyone.

It was explained by Bradley, G. (2020) that in pre-pandemic New Zealand, domestic tourism comprises nearly 60% of the tourism industry's contribution into the economy. These figures allow us to think that if initiatives are taken up to boost domestic tourism, the industry could be up and running within 2021. While it may take a year to get to the level of tourism that was there during 2019, the tourism industry of New Zealand will be much better off than many other countries in the world. According to a model for tourism recovery, the number of New Zealander tourists travelling around the country can increase rapidly by almost 118% in early 2021. If tradesman borders are further opened by January 2021, Australian visitors could bring almost 1 billion dollar to the New Zealand economy. For this reason, specific actions are being taken to allow travel within Australia and New Zealand without the need to quarantine. Although to date, tourists coming up to New Zealand have to quarantine for 14 days, efforts are taken by governments of Australia, New Zealand and Cook Islands to create quarantine-free bubbles.

According to Sabow, K. (2020) in America, states like Arizona and Chicago are suffering immensely. The reason for this is because according to Tourism Economics,

50% of all tourism-related jobs will be lost. Along with that almost half of all the small businesses that are present in these states are at a risk of either never recovering or taking at least the next six months to get to pre-pandemic levels, these conditions all but ensure that without relief for the travel and tourism industry a nationwide economic recovery is impossible.

As described by UNWTO (2020) domestic tourism makes up almost 75% of the total tourism expenditure in OECD nations and in the European Union; the expenditure of domestic tourism is 1.8 times higher than the inbound tourism expenditure. The largest domestic tourism market globally in terms of expenditure of nearly 1 trillion US dollars is in the United States. Thus, for this reason, domestic tourism initiatives have been taken with more fervour, especially in countries where tourism expenditure makes up a large part of the country's economy.

The COVID-19 pandemic proved to be deadly, not only for the vulnerable and older generation of the population but it also proved to be fatal for a number of industries. For restaurants and catering companies, to retail stores and other markets, the revenue earned during the span of this year had become comparatively lower to the previous years. However, the industry that suffered the most during this pandemic was the travel and tourism industry because while restaurants and markets were able to find a way around to work things out such as online services etc., the tourism industry was completely shut off due to the travel restrictions that were put in place by many countries. Many nations only allowed passengers to travel under a specific set of conditions. After a period of time, only certain countries eased their restrictions however, the remaining restrictions were still detrimental for the tourism industry. This is because only a few planes were allowed to fly from one place to another, the difficulty of getting a visit or tourist visa increased and most importantly many countries required the passenger to quarantine in either designated hotels or in their homes for a period of at least two weeks.

These restrictions put a damper on many tourists' plans for travelling either within the country or abroad. With millions of cases in majority of the countries, most of the travelling plans were canceled either by the tourist or because of travel restrictions. However, in mid-2020, many countries took up the initiative to adopt policies and strategies that would boost up their tourism industry revenues.

 The Ministry of Transportations and Communications of Taiwan rolled out a US $130 million stimulus package in mid-June to encourage domestic tourism as COVID-19 restrictions eased within the country. This stimulus package allowed for subsidies in travel packages, park admissions and hotel bookings. Subsidies were also allowed for passengers that used the local tour buses to travel within the country. Different countries and city governments were given subsidies to plan and then launch local tourism campaigns. ("Taiwan's domestic tourism gets US $130m boost," 2020).

With travel restrictions, the requisite of a coronavirus test and to quarantine upon arriving from a different country still in place, many nations took steps to promote domestic tourism, countering the losses that have hit the tourism industry in the year of 2020. This strategy were adopted by many countries in the continent of Asia. This

became especially true for those countries where the tourism industry made up a large part of their annual GDP. Countries like Philippines, Vietnam promoted domestic tourism campaigns. The investments for these campaigns come from the federal funds that were allotted to them.

Domestic tourism campaigns are relatively easy to promote but according to many of the calculations done by experts, the number of domestic tourists did not actually outweigh the number of international tourists. For this reason, domestic tourism was seen as more of a short-time solution in these unprecedented times and the coming months showed how successful these efforts were (Helble & Fink, 2020).

The emergence of vaccines allowed hope for recovery of international tourism however, challenges were expected to remain for early to mid of the year 2021 and was expected to take more years. UN World Tourism Organization (UNWTO) predicted a decline in international arrivals by almost 70%, international tourists were not expected to return to the same level as pre-pandemic well before 2023. (OECD, 2020) .

As travel restrictions around the world remained in flux, the impact of the global pandemic on tourism and hospitality continued to weigh heavy. Domestic tourism was returning faster than international tourism and proved to be the critical lifeline for the global travel industry's recovery.

The report by UNWTO (Understanding Domestic Tourism and Seizing its Opportunities, 2020) states the growing opportunities being developed through domestic tourism with countries building on creative and quick initiatives for addressing the growing dynamics in the wake of COVID-19 crisis.

The leader of Global Travel Practices Debbie Flynn remarked that "with the ease in lockdown restrictions, domestic tourism is growing more strongly than international tourism. The current months have witnessed resetting of life's precedence. While our inner wanderlust for travelling abroad remains, till then discovery within our own states will assist us protect the travelling business…" (Finn Partners, 2020).

The future of the tourism sector seemed very bleak especially in the early months of the pandemic with international tourism expected to decrease by about 80% in 2020. Domestic tourism, up to a certain point had softened this impact as many governments around the world took swift action to restore the sector in one way or another. While tourism was not the booming business it once was, the strategies and policies adopted by many countries to increase domestic tourism seemed to pay off to some extent by protecting the jobs and businesses that sided the tourism industry. The main goal of many of these countries was now to develop specific measures that build a more resilient tourism industry after the COVID-19 pandemic. Policies for the recovery of the tourism industry, approaching the tourism industry in a more environment-friendly manner and promoting a digital transition to make it easier for tourists to travel to and from different countries were made.

METHODOLOGY- Comparative Case Studies

For this paper, researchers used the qualitative document analysis method; all data that was gathered was from primary and secondary sources that was interpreted by the researchers as having content or themes that were related or could be related to the main topic of the article. Primary sources included research articles published in journals while secondary sources included newspapers and books that were researched for this study. Additionally, the methodology of comparative case study was adopted for focusing on comparability within and across certain contexts. This selection of methodological analysis can be undertaken where there is a need for understanding those features which influence the attainment of a program or policy enterprise. This methodology makes use of analysis and synthesis through which similarities, differences, and their activities of two or more than two cases is shared because of having a common focus or a similar goal. Why one needs to select this methodology is connected to the manner of how key evaluation questions (KEQ's) have been formulated and what is to be analyzed. It is imperative to understand each case study for structuring the groundwork which can be utilized for cross-case examination. (Goodrick, D, 2014).

DISCUSSION

A careful analysis of the successful tourism policies adopted by various countries reveals that they follow a dual strategy for accomplishing the goals of human security through empowerment and protection outlined in the Comprehensive Human Security (CHS) framework. The Top-Down Approach, which focuses on protection, includes methods developed by governments, non-governmental organizations, and international organizations to protect people completely and methodically from existential dangers. States are important, but working with non-governmental and civil organisations is even more important. The Bottom-Up Approach, on the other hand, is focused on Empowerment and emphasises methods that enable people and communities to become more resilient, make wise decisions, and actively participate in finding solutions for human security. To address the various kinds of human insecurity, the CHS emphasises the interdependence of empowerment and protection. Human rights norms must be understood and developed in order to be protected, while Empowerment necessitates policies enabling individuals to make informed decisions based on education and democratic principles, ultimately fostering a higher standard of living. (CHS, 2003; Ogata & Cels, 2003). A comprehensive discussion of the stories of success which stabilized domestic tourism in the wake of a global pandemic has been given below:

Strong Leadership- Trending New Zealand's Strategy of "Minimizing harms to lives and livelihoods"

Coronavirus, as it existed, including the manner in which it was being transmissible and the adverse effects it had on the body of human beings meant unparalleled disruptions to the ways in which lives, societies and organizations were being managed. For grappling the spread of the virus, a response which was command-oriented would remain insufficient since threats posed by the virus is by nature a

wicked one (Grint,2010). Therefore, fighting against the coronavirus required a leadership response concentrated on 'engaging a community in facing up to complex collective problems.' (Grint, 2010, pg. 308). In this was to be nurtured a sense of shared mission or goal. Having agreed upon the advices from experts and adopting a purpose for saving lives, attaining control over how the virus was spreading in the country, the government of New Zealand would soon be in a position for a faster growth of its economy (Arden, 2002c). The people of the country having shared on the brand of 'Unite against COVID-19' continued to remain persistent and persuasive with the government strategies being highly effective in terms of mustering support from its community. The practice of 'balcony view' (Heifetz, 1994) for rooting out the spread of virus together with acknowledgement and practical wisdom (Shotter and Tsoukas, 2014) presented the state with viable options. Nevertheless, having worked through a 'precautionary and science-led approach' and the willingness for moving beyond World Health's Organization (WHO's) advise of managing the health of public (Arden, 2020d) the executive quickly moved for providing its workers and businesses with the needed support, countering the disruptive impact of COVID-19 (Arden, Peters & Shaw, 2020).

Australia's Campaign of Play Action

Founded in September, the Destination of New South Wales kept reminding the people of Sydney that it remained as the state's most visited site, with its campaign of 'playaction.' The Qantas' carriers of Australia opened sightseeing view of seven-hours titled as "flight to nowhere" in which flights landed and departed back onto the domestic airport of Sydney. It was structured around showcasing people the aerial view of the country. Entitled as the "Great Southern Land," people were promised picturesque scenes and flybys over Sydney Harbour, New South Wales, Queensland, Kata, and Byron Bay.

Belize's Gold Standard Programme

For encouraging domestic tourism Tourism Gold Standard Recognition was created by the Belize Tourism Board. Under this scheme hotels were provided with such facilities which reduced the needs of the guests for leaving their properties and their chances of guest interactivity. Hotel amenities additionally required drop/pick services; admittance to restaurants located on the property and entree towards beach fronts. Furthermore, a list of tourist operators had been created who ensured implementation of increased protocols related to health and safety.

China's Love, Travel, Love Life Campaign

Inside China, recovery of the domestic industry was kick started in early March. Through one of its biggest online platforms Ctrip, the country's campaign for revival in the direction of tourism was started. It united 100 destinations along with 10,000 operators who were to ascent 'a recovery fund of RMB 1 billion' for boosting local travels. Exploring opportunities through live streaming and marketing, Live Streaming Infotainment was rolled out featuring James Liang, who having travelled country's 30 cities introduced traveling products generating an income of about over

$1.46 million. Borders were gradually opened to travelers of Mainland China and Linag was asked to make a special appearance for boosting travel industry during the coming Golden Week Holiday.

UK's Standard "We are Good to Go Landmark"

With lockdown being eased in Britain, VisitEngland together with other organizations of tourist including the government of UK, Northern Ireland and Great Britain founded an industrial standard by the mark of "We're Good to Go," a manner which provided assurance to visitors and support for the business of tourism. This logo went a long way to boosting the confidence of the consumers. Structured around three themes: Uncovering, Freedom for Exploration and Treating Yourself displayed what the government had to give to its people. With country's domestic tourism continuing towards the path of booming, the National Parks of the UK collaborated to request visitors for respecting the environment keeping in consideration the need to follow country's codes of "Respect, Protect and Enjoy." Respect for others implied consideration for the local community, following paths and leaving the gates and properties untouched and as placed. Protection of the environment meant leaving behind no trace of visit, taking along all their litters to their house, and avoiding BBQ's. Lastly, enjoying outdoors activities implied planning ahead and checking with what facilities were open following local signs while keeping obedience to social distancing.

Pakistan's Strategy of "Bubble Tourism"

The country recognized that post-Covid, revival of economy was to begin with domestic tourism. Therefore, it decided that for the coming two years it would proactively support the industry through a well- mapped out media campaign strategy and incitement scheme. It would be a gradually phased out approach towards opening of destinations with "Tourism Bubble," as a way forward. Initially, only those sites were to be opened where social distancing and SOPs could be implemented. While the year 2022 was to be declared Pakistan Year with advancement of marketing campaigns, for attracting visitors, tourist corporations (PATO, PHA and TAAP) were to be involved. Segmental tourism was also to be introduced as those of adventure, religion, eco and sports tourism. Further initiatives included Reduction of Royalty Fee for the mountain peaks which was to enchant mountaineering journeys. Those routes which had been closed for trekking were also to be reopened for expanding on ecotourist ventures. Online tourism was to be seen as an organization through which by way of developing a tourist web portal, tourism at a national level could be elevated. Advocating for a research culture through which the industry could benefit from customer feedback for the subject of hospitality and travel was also to be introduced (PTDC).

A Comparative Table of the successful Tourism Policies

Country	Policy Approach	Key Initiatives	Implementation Strategies
New	Strong	"Unite against COVID-19"	Shared mission, community

Zealand	Leadership, Community Engagement	campaign, balcony view practice, precautionary and science-led approach	engagement, government support for workers and businesses
Australia	Play Action Campaign	"Flight to nowhere" showcasing aerial views, "Great Southern Land" campaign	Promotion of domestic tourism through unique experiences and sightseeing flights
Belize	Gold Standard Programme for Hotels	Tourism Gold Standard Recognition, hotel facilities reducing guest interaction, health and safety protocols for operators	Emphasis on hotel amenities, drop/pick services, and increased health and safety protocols for both guests and operators
China	Love, Travel, Love Life Campaign	Live Streaming Infotainment featuring James Liang, recovery fund of RMB 1 billion, opening borders to Mainland China travelers	Online marketing, live streaming, collaboration with operators, boosting local travels through recovery fund
United Kingdom	"We're Good to Go" Landmark	"We're Good to Go" industrial standard, collaboration with National Parks, Three themes: Uncovering, Freedom, Treating Yourself	Building consumer confidence, assurance to visitors, responsible tourism practices
Pakistan	"Bubble Tourism" Strategy, Phased Opening of Destinations	Tourism Bubble approach, phased opening of sites, reduction of royalty fee for mountain peaks, reopening closed trekking routes	Gradual support for the industry, phased approach to opening destinations, segmental tourism, online tourism development, research culture

This comparative table provides an overview of the different tourism policies implemented by various countries in response to the global pandemic. It highlights the key approaches, initiatives, and strategies undertaken by each country to stabilize domestic tourism. While New Zealand focused on strong leadership and community engagement, Australia promoted tourism through unique experiences. Belize emphasized a Gold Standard program for hotels, and China initiated a campaign with online marketing and recovery funds. The United Kingdom introduced an industrial standard for assurance, and Pakistan adopted a phased approach with a "Bubble Tourism" strategy. Each country tailored its policies to address the unique challenges and opportunities presented by the pandemic.

Principles and Recommendations for Successful and Human Security Based Tourism Policymaking in a Post-COVID World

Adaptability and Flexibility: Policies should be adaptable to changing circumstances and flexible in response to evolving health and economic conditions.

Community Engagement: Involve local communities in decision-making processes to ensure their support and participation in tourism initiatives.

Health and Safety Protocols: Prioritize health and safety measures to instil confidence in travelers. Implement standardized protocols for accommodations, transport, and tourist attractions.

Digital Marketing and Promotion: Leverage digital platforms for marketing and promotion. Online campaigns and recovery funds can play a crucial role in boosting tourism.

Diversification of Tourism Segments: Develop a diverse range of tourism segments to cater to various interests, such as adventure, religious, eco, and sports tourism.

Infrastructure Development: Invest in tourism infrastructure to enhance the overall experience for visitors, including transportation, accommodation, and attractions.

Collaboration and Partnerships: Collaborate with tourism operators, government agencies, and local businesses to create a unified approach and maximize the impact of tourism initiatives.

Communication and Clear Messaging: Ensure clear and transparent communication to build trust and inform the public about safety measures, travel guidelines, and destination offerings.

Responsibility and Sustainability: Integrate responsible tourism practices and sustainability measures to protect natural resources and promote long-term industry viability.

Research and Data-Driven Decision Making: Emphasize a research culture to gather insights, analyze trends, and make informed decisions for the sustainable growth of the tourism sector.

By incorporating these principles and recommendations, policymakers can develop comprehensive and resilient tourism strategies that address the challenges posed by the post-COVID world and contribute to the sustainable growth of the industry.

CONCLUSION

COVID 19 emerged as a major challenge to the human security of the tourists in the third decade of the 21st century. There are very few studies which ponder over the nexus between post COVID human security and tourism industry. This study is groundbreaking research which presents a critical analysis of the successful tourist policies implemented by various countries and draws conclusions for the principles for developing effective and humanly secure tourism policies. A comparative analysis of the case studies of the tourist policies of New Zealand, Australia, Belize, China,

UK, and Pakistan proves that the success of post-COVID tourism policymaking relies on a set of guiding principles and recommendations. Policymakers must prioritize adaptability, engaging local communities, and implementing stringent health and safety protocols to instill confidence in travelers. Usage of digital platforms for marketing, diversifying tourism segments, and investing in infrastructure are essential for a vibrant and resilient industry. Collaboration and transparent communication build trust, while responsibility and sustainability safeguard long-term viability. A research-driven approach ensures informed decision-making. By embodying these principles, policymakers can craft holistic strategies that not only navigate the challenges of the post-COVID era but also foster sustainable growth and resilience in the tourism sector.

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