

ABSTRACT

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Study Program: *Hotel Business*

Title : *Travel Industries Strategies Facing Tourism Depression Impact of COVID- 19, Case Study InterContinental Fujairah Resort*

The Global Pandemic that has happened in the beginning of the year 2020 has changed travel industry completely. It has been a shock to global sectors, and most significantly affected the wholesale, tourism and travel. With airport lockdowns, travel restrictions and hotels closing, hospitality industry has experienced the major market closing in the past decade. This situation has created some epidemic called tourism depression. There is various cause of risk management in the tourism sector, for example natural disasters (earthquakes, tsunami, flood and natural fire), political causes (war, elections, demonstrations), economical causes (stock market plunges, recession) and in this case is global pandemic. However, the researcher is interested in microeconomics sector and how the resort manages tourism depression. In this particular case, the writer will do a case study in InterContinental Fujairah Resort as one of the leading and newest resort in the Gulf of Oman, Fujairah, United Arab Emirates.

Keywords: Pandemic, Strategies, Tourism, Depression, Global Pandemic, COVID-19, Case Study, Impact, Tourism Risk Management.