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LA CRISIS DEL COVID-19 Y EL BREXIT: LAS ISLAS BRITÁNICAS NO DEBEN MATAR A LA GALLINA DE LOS HIEVOS DE ORO DEL TURISMO

COVID-19 AND BREXIT CRISIS: BRITISH ISLES MUST NOT KILL THE GOOSE THAT LAYS THE GOLDEN EGG OF TOURISM

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RESUMEN

El turismo es la gallina de los huevos de oro de los negocios y la economía en las Islas Británicas, pero la pandemia y las medidas gubernamentales están asfixiando a la industria del turismo y la aviación. El propósito de este estudio es analizar los sectores del turismo y la aviación en las Islas Británicas, con el fin de evaluar el impacto del Covid-19 y BREXIT en estudios de investigación científica realizados recientemente. Además, este estudio utiliza datos secundarios de Civil Aviation Authority (CAA), Irish Hotels Federation (IHF), Department of Transport, Tourism and Sport (DTTAS), Eurostat, VisitBritain, VisitScotland, entre muchos otros, para respaldar los resultados de la investigación. Los resultados muestran que el turismo en las Islas Británicas y sus gobiernos no pueden "matar a la gallina de los huevos de oro". La industria de viajes y turismo han empoderado de manera significativamente a la economía moderna de las Islas Británicas.

Palabras clave: Turismo, BREXIT, COVID-19, aerolíneas, aeropuertos, incertidumbre.

ABSTRACT

Tourism is the goose that lays her business and economic golden eggs in British Isles, but the pandemic and government measures are choking both the tourism and aviation industry. This study's purpose is to analyze tourism and aviation industries at British Isles, to tackle the impact of Covid-19 and Brexit block as viewed from the scientific research studies. A review of the relevant literature on the impact of COVID-19 and Brexit on aviation industry, airports and tourism sector are undertaken to understand the link between them. Furthermore, this study uses

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secondary data from Civil Aviation Authority (CAA), Irish Hotels Federation (IHF), Department of Transport, Tourism and Sport (DTTAS), Eurostat, VisitBritain, VisitScotland, among many others, to support research results. Results show that tourism on British Isles and its governments cannot 'Cracking the Golden Egg' and kill 'The Goose with the Gold Eggs'. Travel and tourism industries have significantly shaped the modern British Isles economy.
Keywords: Tourism, Brexit, COVID-19, airlines, airports, uncertainly.

1. INTRODUCCIÓN

The tourism industry has become so powerful it makes might shake and fail a country's economy or even a world economic crisis. The Goose with Golden Eggs reveals how even British Isles, ambassador par excellence of the travel industry, is vulnerable to Brexit and Covid-19 pandemic that can decimate tourism and aviation sectors. The year 2020 was complicated and painful to all countries around the world, especially in the UK, where the COVID-19 pandemic and Brexit agreement between UK and European Union are affecting directly and indirectly in tourism and air sector. International tourism is one of the top strategic sectors across the world. For months now, uncertainty has reigned in both sectors, and this has led to a substantial fall in the value of the British pound, reduced share price of tourism, hospitality and leisure companies, isolation of British Isles, 'closure of all travel corridors by UK government' (CNN, 2021), and food shortages in Northern Ireland and England (Young and Line, 2021) among others. According to VisitBritain (2021) the inbound tourism to the UK in 2020 was for a decline of 76% in visits to 9.7 million and a decline of 80% in spending to £5.7 billion. This would represent a loss vs the pre-COVID forecast of 32.3 million visits and £24.7 billion spending.

In the last two years, the world has experienced the most difficult pandemic in modern history. This has resulted in a tragic blow for the hospitality and tourism industry. Country boarders have been closed, and international flights have all but ceased to exist. Hotels and restaurants have been closed. Entertainment venues, sport games, meetings, conventions and trade shows have been canceled or postponed, and unemployment in our industry has skyrocketed (Zhao, 2020). For instance, according to Global Tourism Forum (2020) the Spanish economy is extremely dependent on tourism, as reflect by the fact that tourism contribution to the GDP is 12.3 percent and creates over 12.7 percent of all jobs. It has been its golden egg goose for quite some time now, but all seems to indicate that it is now over and killed in action. Something should be done by Spanish authorities to protect this economic sector. And timing is as pressing as accuracy at this stage. The impact of COVID-19 has caused that more than 550 hotels were for sale for € 1,200 million in Spain (Hosteltur, 2021). Besides a decline in accommodation supply, the pandemic made prices and demand fall in all cities significantly (Benítez-Aurioles, 2021).

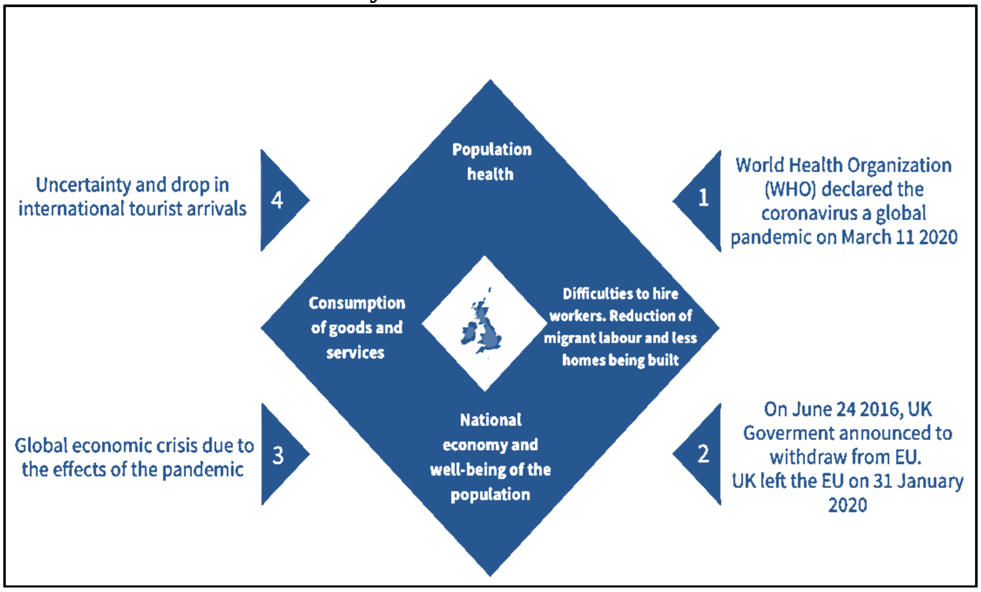
Brexit will have a significant influence on trading in the European domestic market and globally on the international market. The existing threats on aviation industry from the COVID-19 pandemic and the cessation of air travel for many weeks, adjustments to the Brexit plan are required (Brezonakova *et al*., 2021; Adedoyin *et al*., 2021). The protracted political and economic instability generated by Brexit will bring additional challenges to European firms with a significant export share in the UK (Levarlet *et al*., 2018). The COVID-19 crisis, Brexit and border and travel restrictions and the ever-changing self-isolation rules for arriving tourist are causing major disruption to the airlines and airports. Many airlines (e.g., EasyJet, Jet2.com, Norwegian, TAP, Air Europa, Avianca and Corsair) are receiving state financial aid while most of the airlines and airports` staff have been kept on furlough with the Job Retention Scheme. Therefore, 'it is clear that if airlines in Europe want to survive, they need to find capital which does not expect any returns' (Kukemelk, 2017).

Aggravating the situation, since 12 February 2021 the UK government announced that all UK nationals or residents arriving back in England from high-risk countries will begin checking into government-designated accommodation, as the hotel quarantine regime to prevent the spread of new coronavirus cases begins, following The Guardian (2021) 'they will be required to quarantine in hotels for 10 days and the cost for a quarantine hotel stay will be £1,750 for a single adult'. These measures adopted by the UK authorities are creating big barriers and high costs to the air transport, tourist sector and tourists. All these measures do not help to recover the tourism in UK. Following Burnett and Johnston (2020) suggest that more proactive engagement and better strategic preparedness is necessary to mitigate the impacts of future shocks for hospitality and tourism in British Isles. The hospitality and tourism sectors in Ireland are the major contributors to the Irish economy (Failte Ireland, 2018), and Ireland is the second country most exposed to the impact of Brexit (Bergin *et al*., 2016). UK and Ireland governments rely on tourism as an economic driver (Ritchie, 2008), so any vulnerability is undesirable. Accordingly, Tielmann and Schiereck (2017) provided evidence that Brexit had strong detrimental impacts on UK financials and logistics companies owing to the wider uncertainty with respect to the future UK-EU relationship. The Brexit created uncertainty, and it will have serious ramifications for the tourism and travel industry (Allen, 2016).

The purpose of this paper is to analyze tourism and aviation industry at British Isles, to tackle the impact of Covid-19 and Brexit block as viewed through the scientific research studies. This study is essential for Destination Marketing Organization (DMO) managers, airlines, airports and UK and Ireland governments to make better future decisions. The research appropriates a climate science framework to structure the study, situating preparations, or lack thereof, against uncertainty, economic instability and unfavorable conditions for tourism and aviation industry.

The focus of this study is located in British Isles and the selected airports are Heathrow, Gatwick, London Stansted, Luton, Edinburgh, Birmingham, Glasgow, East Midlands, Liverpool, Manchester, Bournemouth and Dublin. All of them have one characteristic in common, they are being affected by four variables that have a high correlation between them (a dramatic world pandemic, Brexit, global economic crisis due to the pandemic effects and uncertainty and drop in international tourist arrivals) in British Isles (see Figure 1). Following Florido-Benitez (2021a) there are no 100 percent safe spaces, the risks exist, and we must prevent them. McConnell *et al.* (2017) suggest that the 'Brexit' result of the UK's referendum on EU membership in June 2016 has led to profound uncertainty not only for the UK's relationship with Europe but also for the future of the Union itself. On the contrary, Perles-Ribes *et al.* (2019) claims that Brexit has not produced any initial negative effect on the arrival of British tourists or on their spending in Spain.

Figure 1. British Isles and their airports are being affected by four variables.



Source. Own elaboration.

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2. LITERATURE REVIEW

2.1 Outbound tourism demand is a vital socio-economic lifeline for UK

The prediction of future flows of tourist visitors is critical; consequently, scholars, policymakers and managers have dedicated efforts to understand the undulations in tourism growth cycles and demand (Song *et al.*, 2019), but following World Tourism Organization 'WTO' (2020a) the effects of the pandemic have caused that international tourist arrivals declined 65% worldwide in the first half of 2020 over the same period last year. Moreover, seasonality is also important in the UK as most holiday tourists visit Britain during the warmest months from April to September. 'It would be interesting that policymakers can anticipate future trends and develop tourism marketing strategies' (Gil-Alana *et al.*, 2020), to improve the tourism and air transport in this pandemic cycle. Tourism is essential to UK economy, according to VisitBritain (2020) there were 40.9 million visits to the UK in 2019, 1% up on visits in 2018. Those inbound visitors spent £28.4 billion in 2019, up 7% on inbound spending in 2018, setting a new record for inbound spending. The top ten inbound markets for the UK in terms of number of visits during 2019 were (USA, France, Germany, Irish Republic, Spain, Italy, Netherlands, Poland, Belgium and Australia). In 2019, the UK occupied the 10th spot by international tourist arrivals (WTO, 2020b). Inbound tourism generates revenue through air transport, hospitality and leisure, food, and beverage services and cultural attraction activities. 'Tourism accounts for 9.6 per cent of total UK jobs and 9 per cent of the UK's GDP. Yet, the emergence of the pandemic, and government strategy is now in real danger of causing irretrievable harm to every aspect of the sector' (Shah, 2020).

Several intangible impacts arising from Brexit are severely affecting tourism industry like uncertainty, lack of trust and negative destination image. Such impacts were reflected in, and often generated by, the UK'S mass and social media. These suggested, at the very least, the UK's loss of soft power (Hall, 2020). On the contrary, according to Seraphin (2020) claims that one of the best features of Brexit and tourism lays on the fact that Brexit is presented from different perspectives (historic, political, sociological, economic, legal).

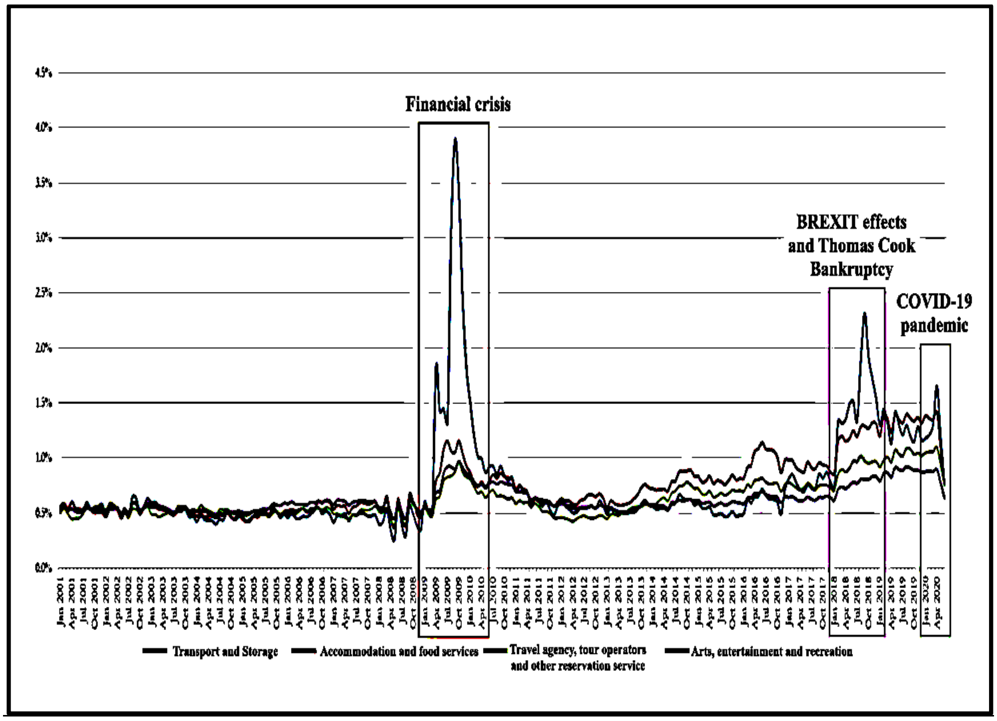
Regarding the political and economic juncture in UK, the pandemic and Brexit crisis became evident in full force, above all in air transport, these started to become apparent at an early stage. For example, the Brexit affected on the policy design across the regional representatives. The Thomas Cook bankruptcy, the competitiveness of tourism companies were highly impacted through specialization, employment, and export. Especially the service sector which represents around

80 per cent of the UK economy (Levarlet *et al.*, 2018). Following Salman and Seiam (2020) Thomas Cook blamed Brexit's confusion and the political impasse, reporting a £1.5bn loss. This airline was lucky to shut down in September 2019 because if the government provided them with a loan at that time the company would have gone into a bigger debt due to the pandemic which grounded many airline companies. Furthermore, the effects of the COVID-19 crisis on UK aviation are obvious. The UK, having the world's third largest aviation sector, connects with its global partners where air travel can be crucial to ongoing businesses (Brezonakova *et al.*, 2021). The aviation industry is amongst the first to be affected and will require much longer than other industries to deal with the crisis consequences (Eurocontrol, 2020a, 2020b).

The current reduction in traffic is primarily affected by border closures, states travel restrictions, updates in the quarantine exemption list but also shows a reduced demand in flying where operating a flight is not a viable option with some operators. The decrease in tourist arrivals by air, it had an immediate impact on the UK tourism and hospitality sectors. Following Cao *et al.* (2020) identified five elements in the number of overall business closures during the second half of 2020: (1) demand adjustment; (2) Brexit effects; (3) COVID-19 effects; and (4) the 'COVID-19 policy response' effect and (5) its potential reversal. The Figure 2 shows the evolution of the dissolution rate of tourism and hospitality firms from 2001 to June 2020 in UK. There has been an exceptional upsurge in business inactivity (business closures and dormancy) in the tourism and hospitality sectors during the first six months of 2020. In particular, 22,155 firms were registered as dissolved, and 11,644 firms as liquidized at the end of this period, some 6.4% of all firms in the tourism and hospitality sectors, amounting to losing 978,410 jobs, or 4.6% of all jobs in these sectors. The transport and storage have been the most affected during the pandemic, like the financial crisis of 2008-10, but with less impact on all business, at least for now.

Discussion of the tourism industry and economic policy uncertainty has received considerable attention from policymakers and researchers (Ghosh, 2019). Tourism has emerged as a rapidly growing segment and an impetus for socio-economic development (Shahbaz *et al.*, 2018). However, tourism is extremely vulnerable to global crisis and domestic political turmoil (Tekin, 2015). In addition, the weakening of the pound as a result of Brexit's increasing costs of travelling overseas for British citizens such as airfares, accommodation, shopping, amongst many others (Lim, 2018). New lockdowns in England could destroy travel and tourism industries business. According to Julia Lo, chief executive of the Advantage Travel Partnership, the ban on international and domestic travel as a result of the new lockdown measures will crucify the travel industry. The reality of new lockdowns means many of travel agencies will not last the year without a financial support package from the government (Choat, 2020).

Figure 2. Evolution of the dissolution rate of tourism and hospitality firms in UK (2001 June 2020).



Source. Own elaboration from Bureau van Dijk (2020) and Cao *et al*. (2020).

2.2. Tourism sector in Ireland

Tourist industry is essential in the Irish economy, and it has played a fundamental role in the resurgence of the economy in the last ten years (Department of Transport, Tourism and Sport 'DTTAS', 2018a; Irish Tourism Industry Confederation 'ITIC' 2022). Following Irish Hotels Federation 'IHF' (2019a) tourism sector employs approximately 260,000 people, representing 11% Irish economy-wide employment. The main competitor of Ireland is UK, but over recent years there has been a perceptible increase in both home-grown business and overseas visits. 'Britain being an island lends itself to bordering. However, the UK's back door to Ireland is wide open' (MacCall, 2018). The Irish tourism industry faces significant challenges remain, notably in relation to Brexit and a decline in UK business (IHF, 2019b), in fact, a whole of Irish government approach is being taken in order to prepare and respond to Brexit effects. The Department of Transport, Tourism and Sport (DTTAS) and the tourism agencies will actively contribute to and implement Brexit response plans and monitor the impact of Brexit on the sector (DTTAS, 2018b). Sheldon and Dwyer (2010) state that our lack of knowledge about possible consumer responses to the crisis places great impediments in the way of forecasting its effects on tourism. Future hospitality leadership roles will be more about delivering unique and personalized experiences (Zhao, 2019). Moreover, Bulut and Aydogan (2020) revealed that the decision-makers should improve the passenger service quality. It helps decision-makers where to focus as a strategic priority. According to Coca-Stefaniak (2019) suggests that smart innovation initiatives will help tourism cities to build resilience to many of the short and medium-term sustainable development challenges.

On the contrary, Irelands tourism industry will be uniquely exposed to the consequences of Brexit, findings highlight a complete lack of evidence-based planning for tourism by Local Authorities (McLoughlin *et al*., 2018). An anxiety appears to exist in the context of Brexit. The "fear of the fear of Brexit itself" this a valid reason why planning and preparation are not well under way in the Irish tourism industry (Burnett and Johnston, 2020). In this matter, we should also add that Ireland has close trading relationship with the UK makes it peculiarly vulnerable to any deterioration in the trade now safeguarded by common membership of the European Union's single internal market and customs union (Barrett, 2019). Although, in its EU–UK Brexit negotiations Position Paper Northern Ireland and Ireland 2017, the British government stated that it wanted the Irish border to remain 'as seamless and friction less as possible' (MacCall, 2018). According to Knight *et al*. (2020) demonstrated in their research the intricate linkages characterizing tourism and governmental and managerial systems. These linkages shape tourism vulnerabilities to pandemics like COVID-19 in terms of practitioner strategies and overall system adaptiveness. For instance, Utkarsh and Sigala (2021) revealed that updated publications tend to be descriptive, pre-mature and theoretical, even almost no research investigates in-depth this topic.

The tourism involves different aspects of the public domain such as the development of societies, the use of natural and cultural resources, health, transport and infrastructure, public safety, and border management (Almeida-Garcia and Schenkel, 2016), it acquires a political dimension which is attracting increasing academic attention (Farmaki, 2017). Melly and Hanrahan (2021) granted a basis for further research on how destinations especially with 'Island status' can plan for threats, impacts and management techniques for tourists. For instance, the actions carried out in 2019 by DTTAS increased tourists' engagement with tourism experiences and communities in a wider geographical area along the west coast of Ireland has, which have been highly effective to date (Barret and Crawford, 2017). The special characteristics of tourism in Ireland are small and indigenously owned businesses, its natural environment and cultural heritage, which are integral to the overall tourism experience. Following Quigley *et al.* (2019) this was possible thanks to the creation of regional tourism brand and great efforts to promote Irish gastronomy within tourism, through a range of marketing strategies and policy initiatives.

2.3 Scottish tourism and its new role as a tourist destination within the UK and an ally of the European Union

The Scottish tourism assist many destination communities to become more sustainable in terms of environmental, socio-cultural, and economic criteria (Butler, 2019). Following Saxena *et al.* (2007) Scottish tourism is frequently considered as an important and alternative source of income, particularly in rural areas where communities are difficult to sustain. For the tourist, Scotland offers a moment of transgressive possibility (de Jong and Varley, 2017, 2018). According to VisitScotland (2020a) 2019 was the second most successful year in the last 10 years in terms of international visitors, the best in overnight stay and spend by overseas visitors to Scotland. Furthermore, the independent hospitality sector in Scotland is important as it gives diverse consumers a range of options whilst accommodating tourism in rural areas that often do not support the business models adopted by major hotel chains (Fife *et al.*, 2020).

The United Kingdom provided a basis for negotiation and adjustment of a model of territorial/national accommodation. The prospect of Scottish independence in 2014 was attenuated by the fact that both successor states would remain within the EU. As in Spain, where the Catalan crisis has posed incommensurate visions of nation and sovereignty. It shares more in common with Belgium, where the national question is negotiated within a more flexible state and the European. Furthermore, the Brexit agreement, with its provisions for Northern Ireland, is the first instance of a region of non-member state having a significant opt-in. However, Scotland was not given such consideration (Keating, 2022). This political and economic uncertainty will have immediate effects on the Scottish tourism sector. Tourists do not want to know about the internal political conflicts of a country, they just want to have a good experience in that tourist destination. According to Partington *et al.* (2017); and Bratton and Watson (2018) the hospitality sector has grown in Scotland, it is not surprising that the Brexit effect will most likely contract the ‘talent pool’ significantly as increasing numbers of EU national leave or are no longer attracted to Britain. Page *et al.* (2006) provide an example of best practices for proactive crisis management by drawing on the experience of Visit Scotland, a national tourism organization that took a lead role in anticipating and planning for a global flu pandemic following the Avian Flu outbreak. The authors highlight the value of scenario planning, to quantify anticipated pandemic-induced changes in the tourism sector and prepare adequate responses to a range of contingencies. In their study's findings it was shown the links between tourism sector and the larger economy and the importance of considering factors that may be outside of the national tourism organization's control, such as the government's overall response to the pandemic.

According Florido-Benitez (2020) in the needs' integration in the tourism value chain has three main stakeholders: airports, DMOs, and airlines. The interoperability between regional authorities and airports were evidenced at Seville airport in 2018, increasing the operations from 5 to 10 million passengers in Europe since relating the city of Sevilla as a tourism destination brand image for the 2030 airport strategy.

Edinburgh and Glasgow are the main tourist destinations on Scotland (both represent 65% of the most popular tourist attractions), and the nation enjoys a combination of rural, coastal, highlands, and islands products (McKean *et al*., 2017). Nevertheless, following the new measures and restrictions associated with increased infection rates are causing travel disruptions and trip cancellations. Research indicates a significant drop in consumer confidence in the ability to take a holiday in the UK and Scotland, so therefore travel intention is now being focused on summer 2021, with tour operators focusing efforts on future bookings (VisitScotland, 2020b). Following Duire (2017) tourism has been an essential activity, and indeed has outperformed many of the traditional pillar of the Scottish economy such as shipbuilding or coal. Tourism and hospitality are strategic priorities for the Scottish Government but often highly dependent on small, family owned and managed hotels (Fife *et al*., 2020).

According to Edinburgh airport (2021) airline access and the consumers who are being encouraged to visit Scotland by destination marketers has never been greater, with Edinburgh airport now offering direct flights to 133 countries, including direct services to China amongst other recent additions. Considering the effects on airlines' profitability, the results confirm the positive and significant influence of service quality on the return on investment of companies (Kalemba, 2018). This result is even consistent and similar to previous studies related to hospitality and tourism management (Kim *et al*., 2013). The raising of strategies of tourist planning makes us take into consideration, along with the tourist activity itself, the territory where this same activity takes place and its implementation through the infrastructures and the transports (Millán-Escriche, 2010, 2017).

3. METHODOLOGY

The aims of the research method adopted in this study is to review tourism and aviation industry at British Isles. A review of the relevant literature on the impact of COVID-19 and Brexit on aviation industry, airports and tourism sector is undertaken to understand the link between them. Furthermore, this study considers the key areas where COVID-19 is affecting, especially on hospitality and tourism at international and regional levels (Scotland and Ireland). As we write, COVID-19 is still very much with us so the analysis provided here draws on a range of scientist journals (Alarcón-Urbistondo *et al*, 2021), and secondary sources which can be formally verified at this time. For instance, Lim (2021) suggest that to predict the impact of COVID-19 on tourism, researchers could rely on secondary data which could be simulated and tested using predictive modelling. The literature relation to COVID-19 pandemic and Brexit is being extensive, and these are focused on aviation and tourism sectors (see Table 1). The literature shows the link between economics and tourism to attract passengers to the tourist destination.

This study was enriched, notably as regards its theoretical and practices from scientific journals that have addressed the impact of COVID-19 and Brexit in the aviation and tourism industry like: Tourism Review, Journal of Hospitality and Tourism Management, Annals of Tourism Research, Journal of Travel Research, Tourism Geographies, Tourism Economics, Advances in Hospitality and Tourism Research, among others. Data was collected from journals using University of Malaga databases and verified with reference to Google Scholar searches (Buhalis and Law, 2008), an approach also adopted by Leung *et al*. (2013) and Standing *et al*. (2014). This involves a review of existing literature produced by academic journals, government organizations, magazines, consulting firms and industry bodies (Tisdall and Zhang, 2020).

Moreover, this research also uses secondary data from International Air Transport Association (IATA), Civil Aviation Authority (CAA), Eurocontrol, Airports Council International (ACI), VisitScotland, World Tourism Organization (WTO), Eurostat, VisitBritain, Irish Hotels Federation (IHF). and Department of Transport, Tourism and Sport (DTTAS). 'Secondary data analysis is a form of research in which the data collected and processed in one study are reanalyzed in a subsequent study. These are part of best practice, which can provide a valuable data source for further research studies' (Rubin and Babbie, 2008; Whiteside *et al*., 2012).

Table 1. Authors related to this topic.

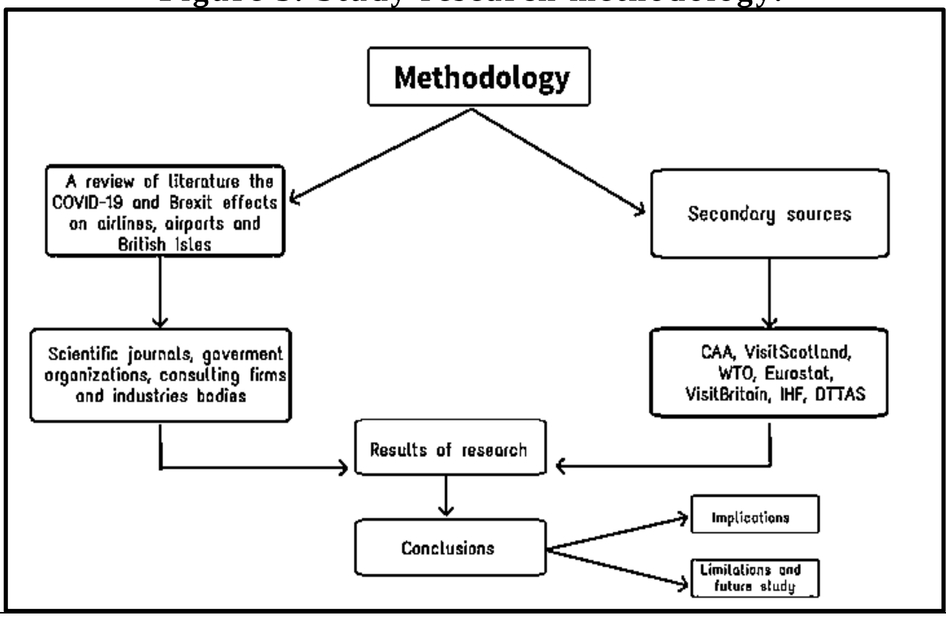
Authors	Title	Year
Bergin, García-Rofriguez, Mcinerney, Morgenroth, and Smith	Modelling the medium to long term potential macroeconomic impact of Brexit on Ireland	2016
Duire	Scotland and Tourism. The long view, 1700–2015	2017
Tielman and Schiereck	Arising borders and the value of logistic companies: evidence from the Brexit referendum in Great Britain	2017
Bratton and Watson	Talent management, emotional labor and the role of line managers in the Scottish hospitality industry: A roundtable discussion	2018
Demir and Gozgor	Does economic policy uncertainty affect tourism?"	2018
Levarlet, Seri, Zingaretti, Hrelja, and Lorgeoux	Assessing the Impact of the UK's Withdrawal from the EU on Regions and Cities in EU27	2018
Barrett	The Irish Parliament and Brexit	2019
Butler	Contributions of tourism to destination sustainability: golf tourism in St Andrews, Scotland	2019
Pappas	UK outbound travel and Brexit complexity	2019
Perles-Ribes, Ramón-Rodríguez, and Padilla	Brexit Announcement: Immediate Impact on British Tourism in Spain	2019
Burnett and Johnston	Brexit anticipated economic shock on Ireland's planning for hospitality and tourism: resilience, volatility, and exposure	2020
Cao, Du and Karoglou	UK Tourism and Hospitality Sectors through COVID-19: the dissolved, the liquidized and the dormant	2020
Choat	New lockdown in England could destroy travel sector say industry figure	2020
Fyfe, Bent and Seaman	Business internet use in small, family owned and managed hotels in Scotland	2020
Salman and Seiam	The lessons learned from Thomas Cook failure. Is it BREXIT?"	2020
Brezonakova, Badanik and Davies	Brexit in air transport after 2020	2021
Khan, Su, Xiao, Zhu and Zhang	Trends in tourism under economic uncertainty	2021
Melly and Hanrahan	Tourism biosecurity risk management and planning: an international comparative analysis and implications for Ireland	2021
Coles	Tourism, BREXIT, and the climate crisis: on interesting crises and their effect	2021
Dutta Mishra Uddin and Yang	Brexit uncertainty and volatility persistence in tourism demand	2021
Adedoyin, Agboola, Ozturk, Bekun, and Agboola	Environmental consequences of economic complexities in the EU amidst a booming tourism industry: Accounting for the role of brexit and other crisis events	2021
Keating	Taking back control? Brexit and the territorial constitution of the United Kingdom	2022

Source. Own elaboration.

The justification and criteria to evaluate secondary data were (GDP growth; passenger arrivals at airports; dissolution rate of tourism and hospitality firms in UK; number of visiting tourists; aircraft movements and air cargo at airports in British Isles), these show the relevance and reliability on the secondary data approach (Hox and Boeije, 2005).

Furthermore, the accessibility index may be easily partitioned to examine other regional groupings of airports and assess their attractiveness as access points to regional, continental or global aviation networks (Reynolds-Feighan and McLay, 2006). The data collected in the Figures 7, 8, and 10 show passenger arrivals, aircraft movements and air cargo at twelve British Isles airports from 2010 to October 2020 in order to calculate interannual rates and analyze the evolution of tourist arrivals to British Isles, especially from 2016 to 2020 due to the impact of Brexit and COVID-19 in tourism and air sectors. We acknowledge the limitations of using capacity data in this analysis, given the fact that government agencies and airport managers are reluctant to give information on current statistics, possibly due to poor economic and health results. These data represent quantitatively the basic core of why airports are the gateway to British Isles and their importance in the accessibility of tourists and companies on the territory. Therefore, the scope of study of this research project has been international, collecting data and patterns of success that support the objectives of this research. 'This topic is worthy of attention, especially during the time of crisis where tourism activity may help to stimulate the economy' (Li *et al.*, 2021). Figure 3 shows the methodology employed in this research in order to improve the effect of relevant information and to obtain better results and analytical conclusions.

Figure 3. Study research methodology.



Source. Own elaboration.

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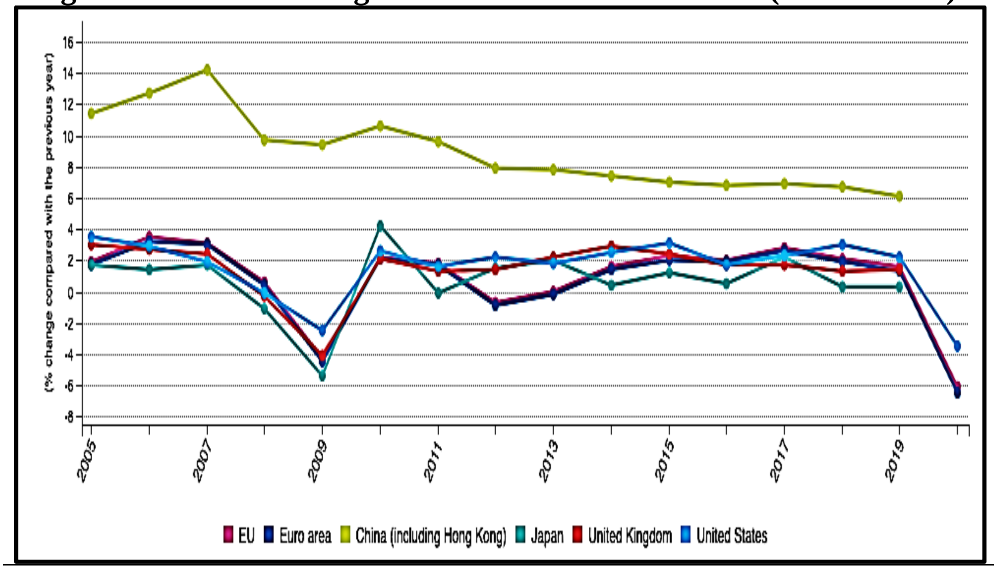
4. RESULTS OF RESEARCH

4.1 Gross Domestic Product is a sensitive indicator to economics and tourism

The gross domestic product (GDP) is a sensitive indicator to economic and political uncertainty and these influences decision-making by reducing tourism (Shahbaz *et al*., 2018). This can create a fear factor that ultimately leads to the delay or abandonment of access plans (Demir and Gozgor, 2018). The smooth development of tourism depends to a large extent on economic and political stability and vice versa (Khan *et al*., 2021). According to Ming-Hsiang (2010) examined the impact of economic and industry factors on tourism Taiwan. This author suggests that the economic factor is changes in the economy (real GDP growth rate), whereas tourism expansion (the growth rate of foreign tourist arrivals) is used as the industry-specific factor. His results showed that tourist hotels can enjoy a better occupancy rate when the economy is expanding, and the foreign tourist market is growing. Figure 4 shows the real GDP growth around the world from 2005 to 2020.

Figure 4. Real GDP growth around the world (2005-2020).



Source. Eurostat (2021).

Note: based on chain linked volumes.

- China (including Hong Kong), Japan and the United Kingdom: 2020, not available.
- Japan: 2019, estimate.
- The United States: 2020, estimate.

The fastest growing country was China in terms of real GDP until 2019 (No data from 2020), followed by Unites States and European Union 27, Euro area, UK. 19 and Japan. The growth of the GDP of all these countries has maintained a positive evolution in the tourist activity of the British Isles, thanks to the international tourist arrivals. British Isles tourism are highly dependent on international tourist arrivals, mainly from the American, European, and Australian continents. Although, the real GDP growth of these continents and border restrictions are drastically affecting tourism, especially from 2019 to 2020. Following Shaban et al. (2021) indicate that the GDP of the destination country which is a control variable and presents the accessibility of airports in the destination, because well-developed infrastructure can expand the capacity of the airports and infrastructure investment is a key component of GDP.

One common issue shared by all the crises is that they affect tourism demand. Thus, tourism crises may affect inbound tourism demand, outbound tourism demand or both (Eugenio-Martín and Campos-Soria, 2014). Hence, this study needs accessible indicators of the economic situation. 'One key indicator is GDP and its growth. However, since tourism, especially international outbound tourism, is appreciated differently by different European regions' (Athanasoglou *et al.*, 2088; Chen, 2007; Ming-Hsiang 2010; Eugenio-Martín and Campos-Soria, 2014). Badulescu *et al*. (2020) claim that causal effect of the GDP on the international tourist arrivals and on the international tourism receipts is significant in the long run. In this same line, Akadari *et al*. (2020) confirmed an unidirectional relationship running from geopolitical risk index to real GDP and tourism. When the GDP decreases, it implies a downward demand shift. It is expected that the travel and hospitality sectors will anticipate the shift and reduce prices. A high difference between percentage variations in arrivals and expenditure are due to a new equilibrium between tourism demand and supply (Eugenio-Martín and Campos-Soria, 2014).

Among the 31 of 34 economies with a nominal GDP greater than $200 billion that had reported real GDP data by September 2, 2020. Only China, the world's second-largest economy, saw real GDP expand in the second quarter. A quick recovery is unlikely for most countries because of the depth of the crisis. This pandemic combines the worst characteristics of previous crises. The pandemic's second-quarter economic damage was the most pronounced in the UK among Group of seven economic powers and major European countries (see Figure 5). Britain fell into its first recession since the global financial crisis in the three months to June, leaving its economy 22.1% smaller than at the end of 2019 and it was the severest UK downturn of the first five post-war recessions. If the UK retains tighter restrictions than major European Union nations, the British economy will continue to be relatively disadvantaged (Jawaid and Garrido, 2020). Brexit Referendum has created undue uncertainty in macroeconomic performances and general trust in policy effectiveness. This uncertainty has created information asymmetry among visitors, dampening possibly further their willingness to consume 'tourism' good (Dutta *et al*., 2021).

Figure 5. Real GDP growth Q2-2020 Worldwide (%).

Source. Own elaboration from Jawaid and Garrido (2020) and OECD (2021).

4.2 Tourism is the goose that lays the golden eggs in British Isles

The British Isles have one of the best air connections in the world, thanks to its network of airports. It must be pointed out that the UK enjoys excellent global connectivity, with well over 100 countries having direct air connections to the UK in 2019. In 2019, 79% of inbound visitors reached the UK by air. Furthermore, visitors who do not travel by air are almost evenly split between those who travel by ferry 11% or use the Channel Tunnel 10% (VisitBritain, 2020). British Isles, as well as Canary Islands, both isles have a spatial peculiarity within the geographical context of insularity, transport, logistics, infrastructure plays a key role in accessibility, territorial cohesion, and socio-economic development. Following Castanho *et al*. (2020) the complications of these insular regions undermine accessibility to the mainland. The barrier formed by the sea prevents the use of private vehicles, and inter-island transport is limited. British Isles has a highly dependent on aviation industry and their correlation with international tourist arrivals in the destination. According to

Hernandez-Luis (2004) the Canary Islands depend almost completely on aviation sector. What is more, tourism is developing in the islands and is highly dependent on low-cost carriers and legacy carriers, over 90% of tourists access the islands on non-scheduled flights that are chartered by tour operators from abroad.

Tourist conglomerate within British Isles management is a great opportunity in the international market, in order to explore and analyze as another business industry. All islands should consider this tourist and business synergy, due to their geographical isolation which gives more emphasis to these areas to invest in tourism as one of the main economic backdrops as a form of employment and creation of wealth in the territory. Following Florido-Benitez (2021b) suggests that the interoperability between DMO-Airport-Stakeholders is crucial in the tourism and air transport of the city, especially in these moments of pandemic. That's why the continued digital shift to transform border management processes is essential. Only by digitalizing border operations can we accelerate our ability to coordinate and manage a global response to threats of new epidemics before reaching pandemic-level crisis and, ideally, pre-empt the need to lock down borders (SITA, 2021).

Tourism is the goose that lays the golden eggs in British Isles (e.g., tourists and travel and leisure business), but the pandemic and government measures are choking both the tourism and aviation industry, thus is, killing the goose. Tourism crises imply shocks to the usual flow of tourists from a region of origin and the destinations. The accessibility and connectivity of these twelve airports bring to the British Isles has been one of the main reasons we have selected it (see Figure 6). Furthermore, these airports have a tourist and economic impact on each of the destinations in which they operate. All of these airports have one characteristic in common, they are inside the economic golden egg of the British Isles. The economic egg is defined in this study as that area of influence of airports in the economic and tourist activity in which they operate. The main characteristic of the economic egg is the accessibility and connectivity that airports give to this peculiar spatial perimeter in British Isles. Air services must be promoted by British Isles, to provide frequencies, timetables, occupation levels, connectivity, amongst many others.

The proactive role that airports and aviation industry plays in island development is essential because the economies of islands are heavily dependent on tourist activities (e.g., Azores, Canary Islands, Seychelles, Balearic Islands, Maldives, among others). Any island faces many challenges and tourism industry is really attractive to bring some financial stability to such a place. Hernandez-Luis (2004) claims that

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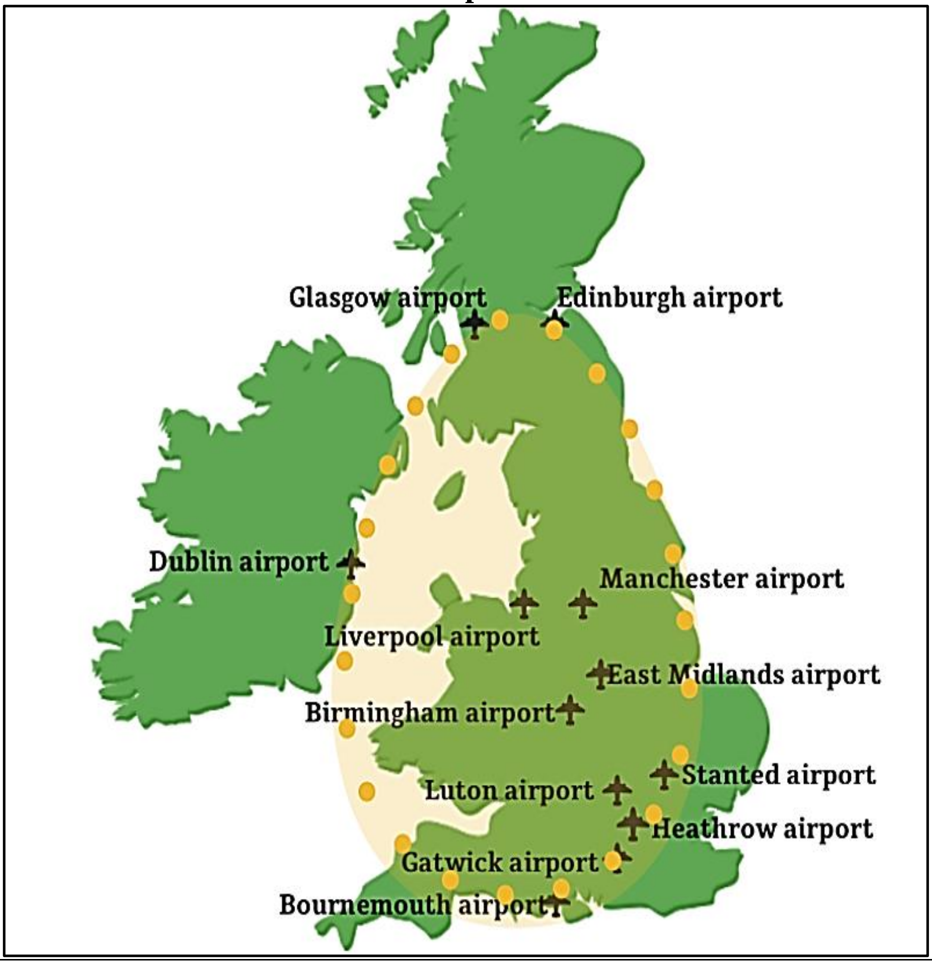
within the framework of liberalizing European air transport, the interinsular network cannot be left entirely to air companies' business criteria. According to Reynolds-Feighan and McLay (2006) claimed that the accessibility analysis of Irish, UK and European airports showed that Dublin is an attractive destination as a counter hub for the largest EU airports and gives excellent access opportunities to destinations in the UK, Europe, and North America. As a result of the accessibility that they provide, airports in geographical peripheries have important wider impacts, for instance, on regional economic and social development (Halpern, 2020).

Figure 6. The economic golden egg of the British Isles and its airports.



Source. Own elaboration.

4.3 An outline of the current situation of airports and aviation industries of British Isles

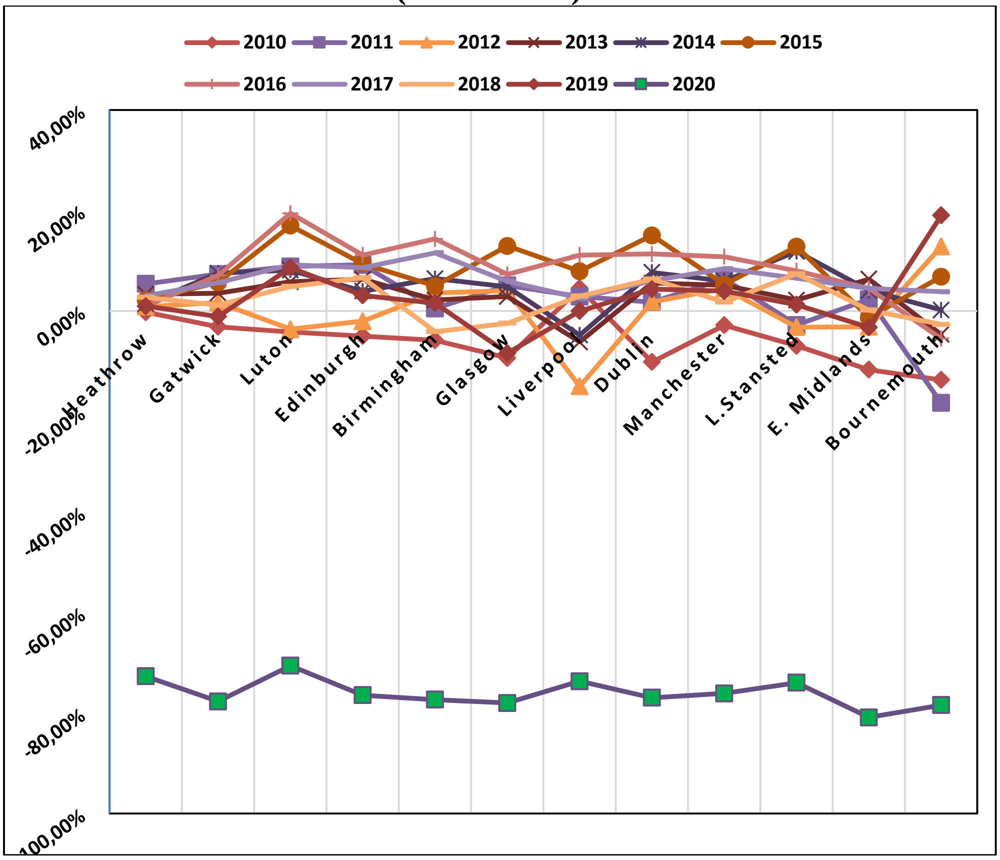
Without a medical solution to the pandemic, tourists will be reluctant to travel, despite the protective measures taken by transport and hospitality companies. 2020 must be counted as an almost total loss for the industry, since the drop for this year exceeds 98%, while predictions in some scenarios for June 2021 are even graver (Fotiadis *et al.*, 2021). On the contrary, Sharma *et al.* (2021) claim that the involvement of local communities is going to be immensely critical in post-COVID-19 era, as the restrictions on international travel may stay longer than anticipated. These local authorities would widen the base of the tourism industry and present opportunities for less-developed tourism spots to grow further. According to Martin-Domingo *et al.* (2019), and Levy and Ziegler (2016) suggest that airport operators must provide the best information to passengers with the aim of improving airport service quality. Indeed, a good result is obtained through selected essential information and analysis of the airport management process to achieve efficiency in aircraft operation. What is more, the innovation in airport design is closely related with the safety of aircraft and security of passengers (Medvedev *et al.*, 2017).

Following Florido-Benitez (2021c) suggests the obligation of governments to change its business model based mainly on tourism. It is necessary to diversify the economy, especially in sectors that guarantee stability in the medium and long term, such as the automotive, agri-food, and technological industries. Tourism and airline sector are very unstable sectors in periods of political instability, distrust of markets, pandemics, social events, geopolitical and health uncertainties, among others. Airports and airlines not only bring passengers, but these infrastructures are also drivers of productive synergies. Destinations have to see airports as a market where you can exchange, send and receive the products and services that you produce. Let us take as examples the three main cargo airports: Hong Kong, Memphis, and Shanghai airport. 'Airports are the Gates of Paradise where tourists enjoy and satisfy their dreams in the desired tourist destination and these are an internal part of the tourism service system' (Florido-Benitez and del Alcazar, 2020; Florido-Benitez, 2016; Florido-Benitez, 2015). There is plenty of evidence that air transport creates opportunities as well as risks (Gössling, 2020).

The reality of British Isles is not being aligned with the prevention and control measures by governments at airports. 'Currently with demand virtually nonexistent, the airline industry is approaching collective bankruptcy and it is unknown when people will be able and willing to resume taking regular flights across the country. It could be years before air passenger traffic reaches the levels attained before the public health emergency' (Barger and Branson, 2020). Next, we compare and analyze data from twelve airports, in order to examine COVID-19 and Brexit effects on tourism British Isles. Figure 7 shows the real situation at airports in 2020, we can observe that the pandemic and its impact in the number of passenger's arrivals at British Isles airports fell dramatically with an average of -76% among the twelve airports, that is, 211,4 million passengers, too many lost tourists for British Isles economy that depends mainly on business and tourism sectors. The Heathrow airport is the ambassador of British Isles, this airport received 763 million passengers between 2010 and 2020, followed by Gatwick 403 million, Dublin with 252 million and Manchester with 228 million passengers.

Luton got the highest growth in passenger's percentages terms between 2010 and 2019 with 74%, followed by Edinburgh with 52%, Dublin and Manchester with 49.7% and 49.3%. Heathrow's airport was the busiest in British Isles until 2020, this saw just 22,1 passengers pass through its terminal, a drop of -72.6% year-on-year, that is, near of 59 million passengers, these results are very detrimental to the UK and rest of British Isles economy, since it is highly dependent on aviation industry. Dublin's airport had the same problem as Heathrow in terms of passengers, the most important airport in Ireland saw a passenger drop of -77% in 2020. British Isles have enough problems with COVID-19 pandemic without adding Brexit. Following European Commission (2020) at this time, the EU and the UK have two separate markets, two distinct regulatory and legal spaces. This is creating barriers to trade in goods and services and to cross-border mobility in both directions.

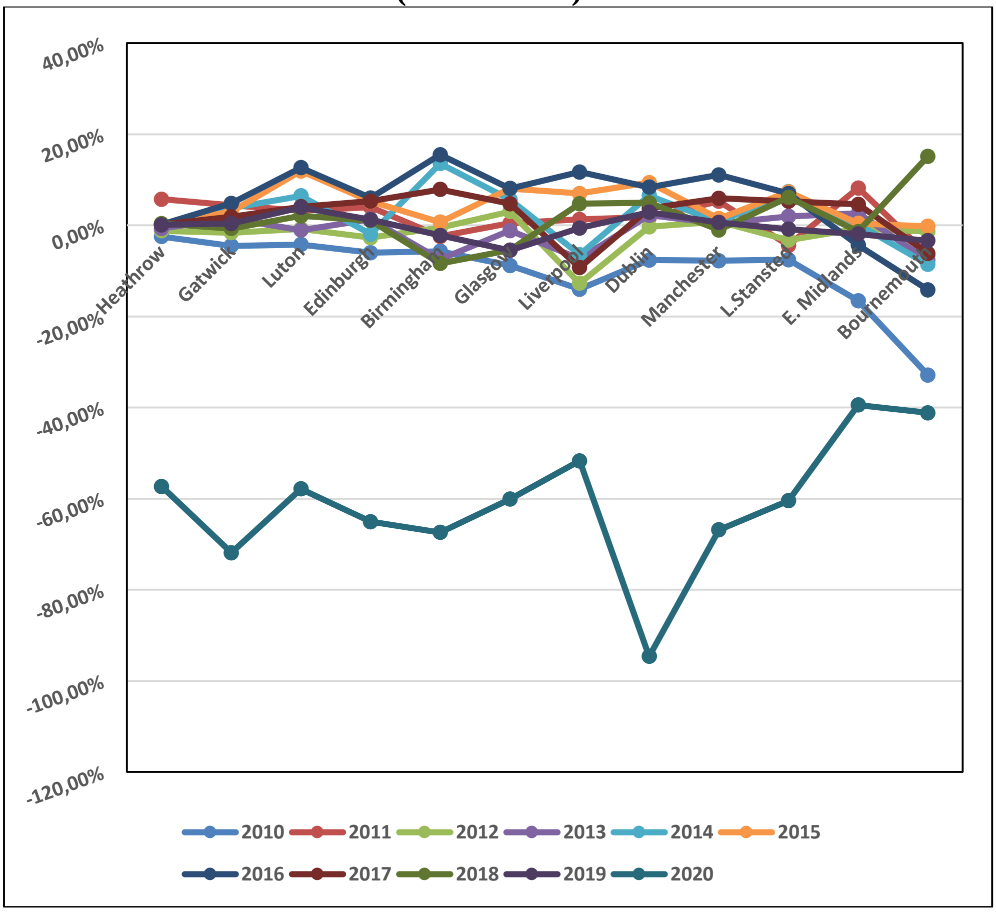
Figure 7. Passenger arrivals at twelve airport British Isles (2010-2020).



Source. Own elaboration from CAA (2021).

In the same line, the aircraft movements in these airports plummeted to levels never seen before, in 2020 dropped a -61.2% on average between twelve (see Figure 8), a situation in which not even the worst predictions of airlines, airports and governments contemplated or anticipated in their worst nightmares. Dublin's airport has been the one which has lost the biggest aircraft movements with a -94%, followed by Gatwick's airport showing a loss of -72% and Birmingham with a 67.5%. Following Florido-Benitez (2021d) the uncertainty brought by COVID-19 on the aviation industry must be reduced, the organizations need to reassess the different scenarios that can occur onwards and ensure that sustainable and safe airport operations can be maintained. This critical situation is unsustainable, support will be necessary for companies, lowering taxes and offering long term 0% interest credits from governments and the financial sector.

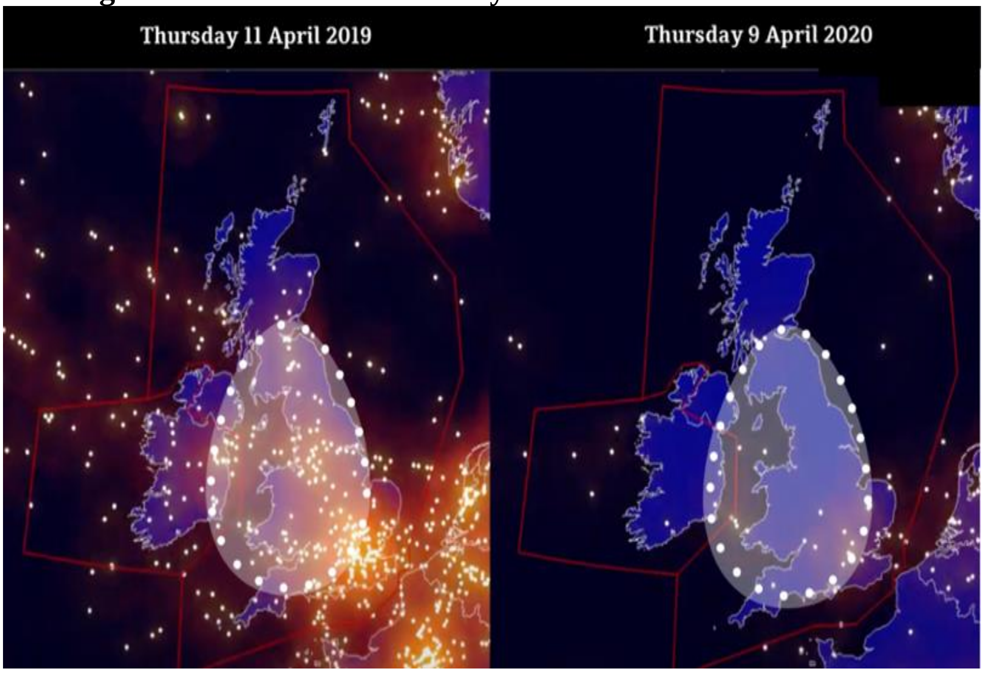
Figure 8. Aircraft movements at twelve airport British Isles (2010-2020).



Source. Own elaboration from CAA (2021)

Luton is becoming established as an important operations center to airlines in British Isles, this airport gets the highest growth in aircraft movements from 2010 to 2019 with 38.2%, followed by Dublin's airport with 32% and London Stansted with 19%. Following Reynolds-Feighan and McLay (2006) suggest that the performance of Dublin and Manchester airports in a broader European context show high levels of accessibility to the different regional air transport markets in Europe, North America and globally. These airports are the top ranked of all the Irish and UK airports; both are ranked in the top 20 airports for access to all World airports and in the top 10 for access to all EU airports.

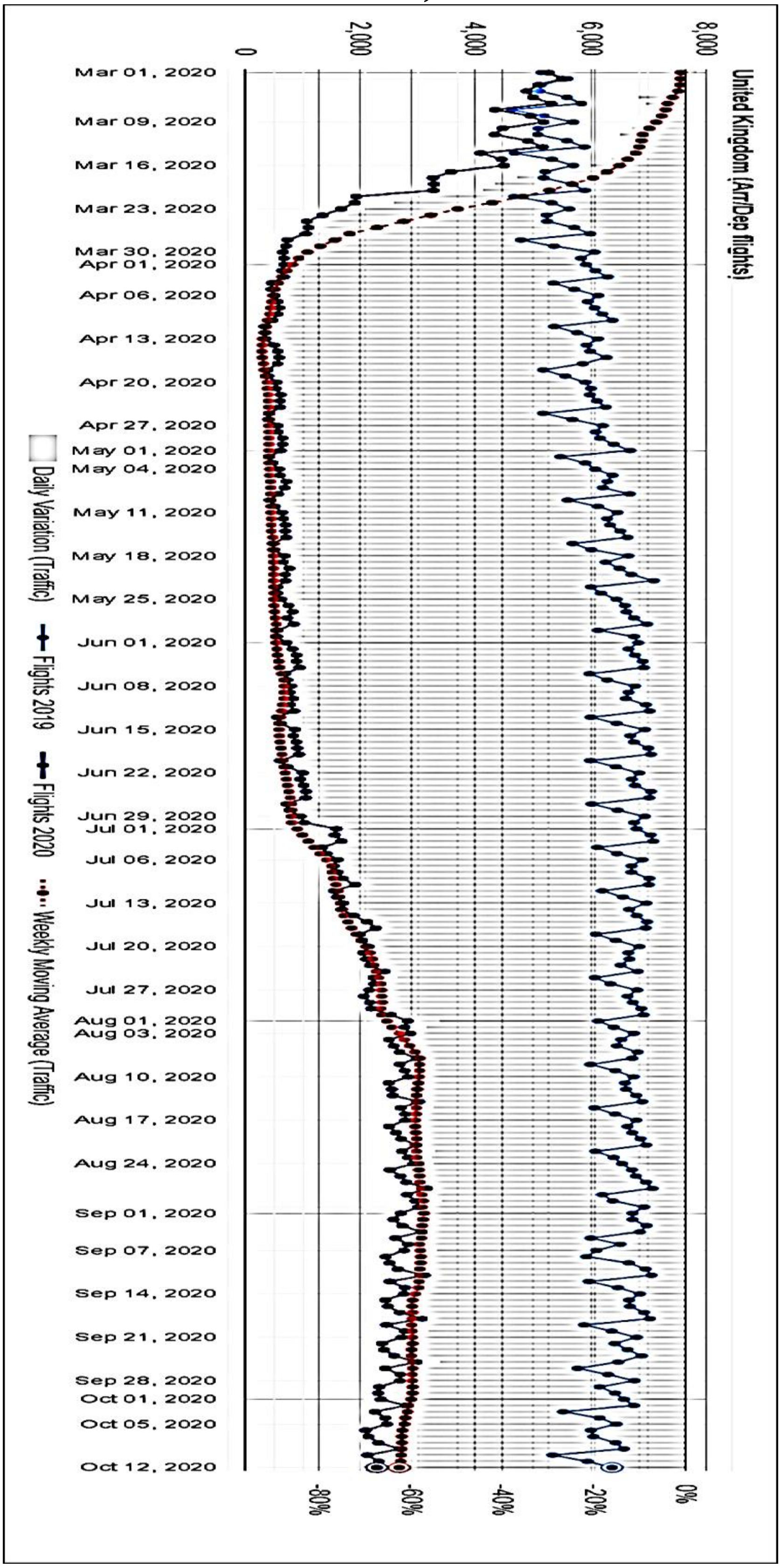
Figure 9. Aviation industry situation in British Isles.



Source. Own elaboration from Eurocontrol (2020c).

Nevertheless, Liverpool's airport has a strategic location in terms of tourism and its proximity to Ireland and Scotland for the city, this aerodrome lost about 26% of aircraft movements from 2010 to 2019, a quite worrying figure for a tourist destination that has invested considerably in tourist and airport infrastructures. Some airports are not efficiently managing their infrastructure and developing commercial strategies to encourage the creation of new air routes at their airports. Tourist destinations need connectivity and accessibility with their main tourist source countries (see Figure 9). For instance, Bournemouth airport the one with the most aircraft movements lost in this last decade (-107%). Indeed, Liu *et al*. (2021) revealed that during the lockdown, the aviation industry cancelled over 795,000 flights, which resulted in averting an additional six million people being from being infected and saving 101,309 lives.

Figure 10. COVID-19 impact on UK airports from March to October 12, 2020.



Source. Eurocontrol (2020c).

According to Yuen *et al*. (2017) suggest that in a gateway-hinterland transport system, it is crucial to have good connectivity between the gateway and the hinterland because coordination between the two areas is necessary for improving the connectivity. The pandemic provides an unprecedented chance for rethinking global transportation and consider the opportunity of a reboot. Accordingly, there are plenty of opportunities for building future transportation and mobility concepts (Sun *et al*., 2021).

Out of all the Eurocontrol Member States, the UK has been one of the hardest hits, losing over a million flights compared with 2019. Flights to/from/within the UK are currently over 62% down on last year (Brennan, 2020a). According to Eurocontrol (2020c) UK is ranked 5th worldwide in terms of deaths. Economy was severely impacted with an GDP decrease of 9.5% in 2020. Overall, UK was the European country having experienced the highest loss of traffic with -1 million flights since March compared to 2019 and an overall loss of 158 million passengers (see Figure 10). A highly significant point, especially in the complicated pandemic and Brexit situations, it shows how aviation industry is having great economic problems, which they are trying to resolve. For example, British Airways was operating at -60% the last week of October 2020, compared the previous year, Ryanair operated at -58% and EasyJet at -74%. The International Air Transport Association 'IATA' (2021) reported that the impacts of pandemic on air transport and economies in Europe, indicating a further deterioration in revenues, job prospects and economic activity across the entire continent.

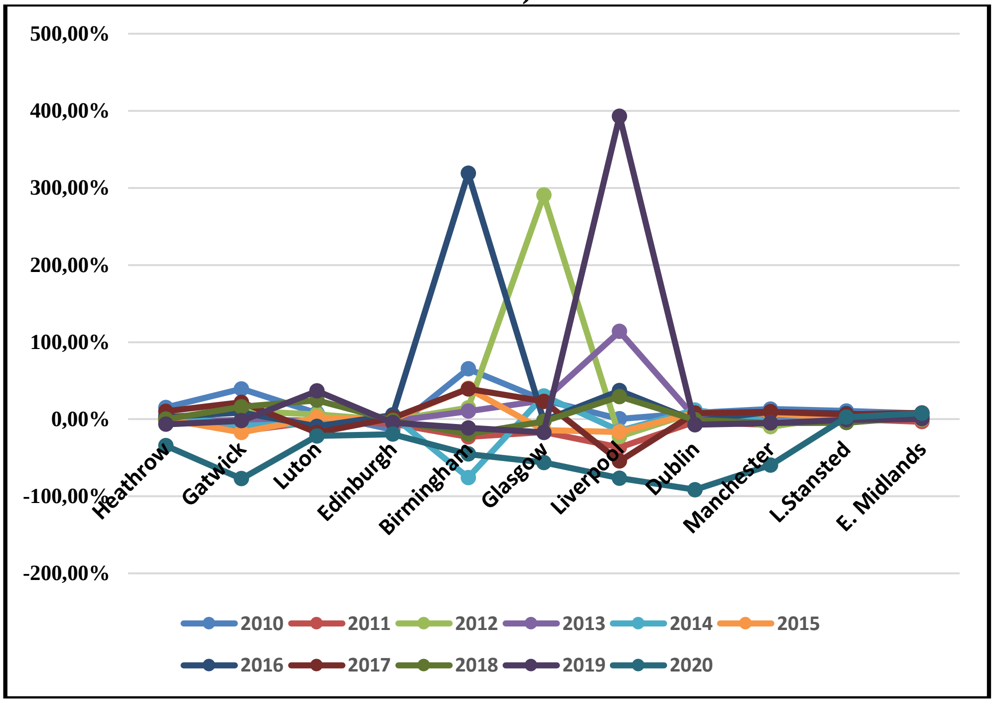
These data are more worrying than the financial crisis of 2008. Aircraft movements will determine the future of airlines, such as airlines that declare bankruptcy, airlines that request financial help from governments and airlines that will reduce aircraft fleet and workers. On December 8, 2020, the UK National Health Service (NHS) began the mass vaccination that protects against COVID-19. There might be some light at the end of the tunnel, and it is the moment for British Isles to reach an agreement to develop new control measures by governments at tourism and aviation sectors. They cannot let tens of thousands of businesses enter bankruptcy another year again. 'The Dutch, Spanish, French, German, Norwegian, and Italian governments are handing out billions of euros to their national airlines, even under the auspices of the European Commission' (Patel and Wilkes, 2020).

According to Florido-Benítez (2021e) indicates that airports are essential infrastructures in the strategic and marketing plans of Spanish destinations, but we are aware that every tool has a mathematical and social divergence, in the case of Spanish airports, these have been the gateways of the

Spanish tourist destination, but at the same time they have become the controller of the future of many Spanish tourist destinations, in which they condition the economy, urban planning and the labor and social scenario of the natives of that territory.

According to air cargo in these twelve airports in 2019, Heathrow's airport is the first by volume of cargo in British Isles with 15,366,714 tons (from 2010 to 2020) followed by East Midlands airport 2,933,427 tons, and London Stansted with 2,154,013 tons. Bournemouth does not show data due to its lower cargo rates; this regional airport is more focused on tourism sector. Following Harry (2020) the UK's East Midlands Airport (EMA) increased the number of cargo aircraft movements by 10%. This airport is a strategic point to keep supply chains moving during the coronavirus pandemic. According to Eurocontrol (2020b) the UK's East Midlands Airport experienced the smallest drop in flight numbers compared with other European airports. In addition, Figure 11 shows how Birmingham (+319% in 2016), Glasgow (+291% in 2012) and Liverpool (+393% in 2019) had exponential growth in the air cargo in 2016, 2012 and 2019 years, but this was just a mirage, these three airports like Bournemouth are tourist airports, in order to increase the number of international tourist arrivals in their tourist destinations. Following Merket *et al*. (2017) indicate that airport operators are constantly on the lookout for new niche markets to increase revenue.

Figure 11. Air freight at twelve airport British Isles (2010-2020).



Source. Own elaboration from CAA (2021).

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The importance of freight is too often under-estimated, yet one-quarter of the output of the airline industry, measured in tone-kms, is generated by freight rather than passengers and for some airlines it is considerably more than this. Though the revenue contribution of freight is much less, generating only around 8% of total revenue, it makes a significant contribution to the profitability of many services. Air cargo is a source of income for passenger airlines, but in the case of low-cost airlines, air cargo is not a priority, they are focused on ancillary services (Doganis, 2019). Azadian (2020) argues that manufacturing industries show a preference for all-cargo carriers. The current business environment seeks practice-oriented logistics solutions to sustain the pandemic situation. Increased capacity in the air freight supply chain and cargo freight operations will necessitate simplified methods to improve cargo handling efficiency (Sahoo *et al.*, 2021). Although, the pandemic has drastically disrupted the air cargo industry. This disruption has taken many directions, one of which is the demand imbalance which occurs due to the sudden change in the cargo capacity, as well as demand (Shaban *et al.*, 2021).

Conversely, service industries as travel agencies, hospitality and leisure generate low demand for air cargo (all-cargo) and they prefer passenger–cargo carriers. Moreover, Azadian (2020) suggests that it is reasonable to expect that the decline in the GDP during a recession reduces the air cargo traffic. Some researchers such as Zhang (2003); and Gössling (2020) claims that the growth of trade and the GDP of the countries is linked to air freight, these are interdependent in a globalized economy. Following Brennan (2020b) suggests that even in the most positive scenario, air sector does not expect a recovery to 2019 levels before 2024. The particular situation on tourism and aviation industries requires new challenges and future opportunities (Morrison and Maxim, 2021).

5. CONCLUSIONS

Tourism on British Isles and its governments cannot 'Cracking the Golden Egg' and kill 'The Goose with the Gold Eggs'. Travel and tourism industries have significantly shaped the modern British Isles economy. An updated tourist and economic management strategies is urgently required because along this study the current approach is weak or nonexistent in tourism of British Isles. These new strategies must include knowledge and the necessary institutional instruments required to minimize or eliminate COVID-19 and Brexit related impacts. Managements plans by DMOs, and governments must generate an optimal benefit to improve tourism as well as reducing society's vulnerability in these turbulent times. As stated by Florido-Benítez (2021f; 2021b) airports have spatial spillover effects in local economy and urban zone development and suggest that airport's zone of influence is a significant factor of tourism flows, the establishment of companies in its hinterland and creates employment. Airports are required to be more attractive to airlines and passengers with relevant investment in commercial policies (Florido-Benítez, 2022).

There is a consensus that many of the pandemic and Brexit impacts and studies by researchers, DMOs, governments, and airport and airline operators, so implications as well as the new enforced reality are going to alter tourist behavior and aviation and tourism sectors. In this study, most researchers (see Table 1) suggest that the historical and economic context in which we find ourselves today (Pandemic, Brexit, economic crisis, Ukraine's war) is forcing tourists, companies, organizations, and governments worldwide to re-think where tourism and air transport industries should aim in order to improve tourist's experience, to implement new business models, to design new joint marketing strategies, and internationalize the brand image of British Isles. Pappas (2019) claims that Britain's referendum decision to exit the European Union has substantially increased the financial and political uncertainty in the country.

Organizations like Civil Aviation Authority (CAA), Irish Hotels Federation (IHF), Department of Transport, Tourism and Sport (DTTAS), Irish Tourism Industry Confederation (ITIC), VisitBritain and VisitScotland need to empower tourism sector to increase the number of tourists at British Isles. Airports are the cornerstone of British Isles because they provide the main accessibility to all tourist destinations and make to these more resilient against economic and political difficulties.

In this research, we show the GDP as an impotent indicator to evaluate tourism sector at countries, due to this indicator is a cross-sectional variable to analyze the evolution of tourism and aviation industries at each tourist destination. For instance, UK has been one of the countries most affected (with a fall of GDP by -20,37% in Q2-2020) by pandemic. For this reason, this study suggests the need to add new tourist products and services that will contribute to enhancing the British Isles brand image around the world and strengthen their competitiveness against their major competitors.

Another point to note in this study has been particularly worrying the situation at airports during the pandemic, the twelve airports analyzed at British Isles showed that the pandemic has considerably impacted in these airports in the number of passenger's arrivals, this fell an average of -76% among the twelve airports, that is, 211,4 million passengers, too many lost tourists for British Isles economy that depends mainly on business and tourism sectors. Nevertheless, the air freight in these twelve airports of British Isles has endured well the impacts of pandemic and Brexit crisis, especially the Heathrow and East Midlands airports. This also demonstrates that these twelve airports are managed very good by airport operators, and they have known how to diversify their business models.

Finally, this study considers DMOs, airports, LCCs and stakeholders as the decision makers for development in British Isles. DMOs and airports provide plans for future directions in growth while proposals are forwarded by airlines to meet the demands and growth of tourist destinations. It is understandable that airlines have their own business strategy interests, decision making structures and an economic-commercial interest in their future decision outcomes. The economic and business strategies of all of them are not necessarily compatible with one another. The tourist development within a destination and airport provides a context where goals and economic interests overlap by (DMOs, airport, airlines, and stakeholders), and sometimes is very hard to advance a common set of interests. We must never forget that the British Isles have a rich cultural and natural diversity towards sustaining the territory's development and social progress.

6. THEORETICAL IMPLICATIONS

This study makes several important theoretical implications. First, we have added to the tourism literature updated studies in this topic to improve future decisions by governments, DMOs, airport and airlines operators. Gohary *et al*. (2022) claims that political actions influence tourism and provide insights to managers and policymakers in understanding how foreign aid may also influence tourism by improving their country's image. ‘Through the Tourism Sector Deal, tourism has been cast as a source of economic growth and resilience after Brexit’ (Coles, 2021). Tourism managers could exercise these results to adopt active measures to minimize uncertainties in tourism demand and receive more attention from international tourists (Dutta *et al*., 2021).

Second, this research contributes to prior the COVID-19 and BREXIT impact in tourism and aviation industries, both sectors can be perceived as a double-edged sword in that on one side, restrictions on people's movements across through airports could have serious impact on economic, financial, and investment-related issues of British Isles. On the other side, ‘tourism and aviation sectors may transform into a new global economic order characterized by sustainable tourism, society's well-being, climate action, and the involvement of local communities’ (Sharma *et al*., 2021), for this reason, this research suggests that governments, airport operators, and

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local communities need to get their act together to lend resilience to future crisis. And third and last, this is the perfect time for governments, DMOs, airports, airlines, and stakeholders to rethink their business strategies and focus on the air cargo activity to diversify their business models.

7. LIMITATIONS AND FUTURE RESEARCH

This study has contributed to expanding knowledge about the effects of the COVID-19 pandemic and Brexit at British Isles from a point of touristic, aviation and economic point of view. However, this research project has some limitations that need to be addressed. First, this study only focused on British Isles where tourism and aviation industries are one of the main economic activities in these isles. The pandemic and Brexit effects at British Isles do not have the same impact in other regions and airports that have diversified their productive activity and do not depend solely on tourism. Second, government agencies, DMOs, airlines, and airport operators are reluctant to give information on current statistics. Third and last, considering the evolution of COVID-19, to date, 'there has already been a second wave in many European countries and different levels and types of government support have been provided for the aviation and tourism industry, which were not considered when conducting the research' (Liu *et al.*, 2021). Future research should be focused on analyzing the effects of Brexit and COVID-19 on tourism, airports and airlines sector in different regions where the main economic activity is tourism, in order to evaluate the operability and accessibility in tourist destinations. Our results point to a series of possible paths for future research, which could shed further light on how airports interact with local economies. Furthermore, it would be interesting to analyze the negative effects of airports depending on the territory where these operate 'beach destinations or cultural and natural destinations'.

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