The strategies to promote Sudan's tourism destinations post COVID-19 pandemic

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ABSTRACT

The global pandemic has brought a halt to various economic, business, as well as tourism activities around the world. It also happens in various countries in Africa, including Sudan. Sudan's tourism has constantly lasted out of all main economic sectors. The tourism business in Sudan provides many jobs, government revenue, and foreign exchange profits. By analyzing all the marketing actions, media regulations, crisis communication techniques, and advertising campaign components, this article aims to identify strategies used by tourism players in Sudan to re-establish a positive tourism destinations image in times of uncertainty, panic, and struggle, as well as to entice international tourists to return to Sudan's tourist attractions. The study used qualitative content analysis of the media and marketing strategies, global and local tourism reports, and press interviews to integrate practice and theory and followed the multistep approach for transforming place image. The result shows that Sudanese actors used three strategies to restore a good image of Sudanese tourism destinations: new media strategy, available content strategy, and audience-focused strategy. This study demonstrates why this epidemic must be viewed as an opportunity to adapt to a new normal and rebuild the destination's image for tourism in a new way.

Keywords: Media strategies; tourism destinations; COVID-19 pandemic; tourism marketing; crisis communication

Strategi promosi destinasi pariwisata Sudan pasca pandemi COVID-19

ABSTRAK

Pandemi global telah membuat berbagai kegiatan perekonomian, bisnis, dan pariwisata di seluruh dunia terhenti. Hal ini juga dialami di berbagai negara di Afrika, termasuk di Sudan. Pariwisata Sudan di masa pandemi berupaya untuk terus bertahan dari semua sektor ekonomi utama. Bisnis pariwisata di Sudan menyediakan banyak pekerjaan, pendapatan pemerintah, dan keuntungan devisa. Dengan menganalisis semua tindakan pemasaran, regulasi media, teknik komunikasi krisis, dan komponen kampanye iklan, artikel ini bertujuan untuk mengidentifikasi strategi yang digunakan oleh para pelaku pariwisata di Sudan untuk membangun kembali citra destinasi pariwisata yang positif di saat ketidakpastian, kepanikan, dan perjuangan, serta untuk menarik wisatawan internasional untuk kembali ke tempat wisata Sudan. Untuk menjawab beberapa pertanyaan yang telah diajukan, studi ini menggunakan analisis konten kualitatif dari media dan strategi pemasaran, laporan pariwisata global dan lokal, serta wawancara pers untuk menggabungkan teori dan praktik dan mengikuti "pendekatan multi-langkah untuk mengubah citra tempat". Hasil penelitian yang telah kami lakukan menunjukkan bahwa pelaku pariwisata di Sudan menggunakan tiga strategi untuk mengembalikan citra baru destinasi pariwisata Sudan yang baik yakni new media strategy, available content strategy, dan audience-focused strategy. Studi ini menunjukkan mengapa epidemi ini harus dilihat sebagai peluang bagi Sudan untuk beradaptasi dengan normal baru dan membangun kembali citra destinasi pariwisata dengan cara baru.

Kata-kata Kunci: Strategi media; destinasi pariwisata; Pandemi COVID-19; pemasaran pariwisata; komunikasi krisis

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INTRODUCTION

COVID-19 (labeled as a pandemic by the World Health Organization on March 12, 2020) significantly impacts the world's economic, political and socio-cultural sectors (Collins-Kreiner & Ram, 2021; Kaushal & Srivastava, 2021). Due to health communication methods and policies, overseas travel, tourism, and leisure have been constrained (travel, community lockdowns, social distance, mobility bans, stay-at-home campaigns, self or compulsory quarantine, and crowding curbs). Tourism has become accustomed to and resilient to recovery from many crises and plagues, making it highly vulnerable to environmental, political, and socio-economic dangers (Novelli, Gussing Burgess, Jones, & Ritchie, 2018; Vaishar & Šťastná, 2022). On the alternative hand, nature, exceptional circumstances, and the results of COVID-19 display that this example is not always splendid and that it can reason substantial and long-time period structural and transformative adjustments in tourism as a socio-monetary pastime and industry. Indeed, the pandemic's maximum distinguishing capabilities are its worldwide scope and enormity (Lu et al., 2022). The complex and interconnected repercussions put current values and systems to the test, culminating in a worldwide recession and depression.

The COVID-19 pandemic has ruined all earlier tourism improvement initiatives. International governments have enacted the largest-scale lockdowns in human history to forestall the virus from spreading. As over 1/2 of the world's populace imposed high-quality mobility restrictions, the pandemic's implications may disrupt many factors of human existence and industry, which include tourism management.

The tourism industry and COVID-19 are central to all international debates and economies. The impact of pandemics on the tourism industry can vary by time and region, but estimates suggest that the global economic impact is enormous. The arrival of foreign tourists is expected to plummet by 78%, resulting in a $ 1.2 trillion decrease in tourism export revenues and 120 million direct tourism mass dismissals, seven times larger than 9/11. It will lead to the worst reduction in tourism employment in history (Collins-Kreiner & Ram, 2021). According to Gössling, Scott, and Hall (2021), UNWTO (2021) and an essential contributor to GDP for many countries, one of the world's largest employers or one of 15 jobs is directly related to tourism.

Tourism stakeholders such as tourists, tour operators, target companies, policymakers, communities, workers, and crisis-led transformations, as they can be selectively

and optionally adjusted in type and scope, are determined by whether and how these parties are affected, responded to, recovered and reflected in the crisis. Therefore, tourism research during a pandemic should enable detailed research and understanding of tourist-related drivers by behavior and reaction (behavior, cognition, emotion, psychology, and even ideology); COVID-19 better understand, anticipate, inform and shape change (Sigala, 2020).

All stakeholders have lived and are aware of the COVID-19 experience, as well as stakeholders' awareness, capacity, and willingness to understand and act either proactively or reactively on the pandemic, all of which need to be examined and understood in order to potentially affect their attitudes, behaviors, and money (Qiu, Park, Li, & Song, 2020; Yeh, 2021; Ylipukki, 2021). Sudan's tourism industry is popular with the "tourism crisis" concept. Over the years, the region has experienced civil war and brutal conflicts, all of which have hindered tourism. It is remarkable because the expertise in image repair and crisis management gathered worldwide could have been valuable to marketers and decision-makers in this country.

However, there is little research on Sudan's tourism disaster management and crisis communication. The multistep model for changing place images by Avraham and Ketter

was used as the conceptual framework for this study. It included three strategies: audience, source, and message. However, all those strategies were not part of a more significant crisis communication theory, framework, or model (Avraham, 2021). This study describes media policies, marketing initiatives, campaigns, communications, news reports, and advertising campaigns from national tourism websites to help Sudanese marketers and officials restore their image after the COVID-19 pandemic. We aim to identify the strategies used to attract tourists during the pandemic through the investigation on media platforms and official reports regarding Sudanese destinations.

Tourism reputation management, marketing recovery, crisis communication, and rhetoric theory (Avery, Lariscy, Kim, & Hocke, 2010; Benoit, 1995) are linked to a lengthy heritage in genre and apologetic studies. The researchers propose several ways to repair people, groups', and organizations' reputations. The definition of "strategic" as used here is "an abstract or generic term that represents a purpose or effect desired by discourse" rather than "image restores strategy."

Some experts recommend a three- to four-step reaction strategy, namely expressing sorrow, taking action to remedy the problem, ensuring that the incident does not return, and, if required, offering reparations to the harmed

parties. According to several researchers that several techniques include criticizing the accused, presenting excuses or justifications, ingratiation, and full apologies (Coombs, 2010; Huertas, Oliveira, & Girotto, 2020; Musa, Mulyana, Bajari, & Navarro, 2020; Musa & Qamari, 2020; Wu, Connors, & Everly, 2020).

Organizations, groups, and destinations use these communication strategies individually or in integration to reconstruct their image after various disasters. Organizations and groups can regain their reputation overnight by vowing to take responsibility for changes, apologies, blame assignments, or crises and incidents. Civil wars, large demonstrations, pandemics, and political unrest can harm a destination's image and reduce tourist numbers. Because of these circumstances, it is more difficult for a goal to employ the same methods as organizations or groups.

Therefore, the field of image recovery needs to be expanded to provide models to support adverse events and targets suffering from images, such as the "multistep model for changing the image of the place" (Avraham & Ketter, 2012; Haryanto, 2020), which is specially designed to repair the image during and after the crisis. According to Avraham and Ketter (2012); Haryanto (2020), the multistep strategy for changing the image of the place is a holistic paradigm used to restore a destination's

good image.

The application of this approach begins with a preliminary survey of three characteristics that help marketers determine the best strategy, namely problem, location, and audience. After the initial analysis, marketers set goals for the campaign and start dates. Targets can use this information to choose the best tagging method or technique by concerning the source of the negative news, the target audience, or the news itself (SAM). Once a campaign is selected for one or more strategies (television, radio, news media, Internet, etc.), it can be run using different methods (advertising, public relations, promotion) and channels. This model has been used in several studies to evaluate the marketing activities of travel destinations around the world (Avraham, 2015; Van der Wal, 2020; Walters & Mair, 2012).

The three media strategy groups that make up the multistep model's primary element are the topic of this investigation study. Source strategies primarily deal with destination marketer efforts to influence, attract, or replace sources of negative images of destinations. This is usually foreign mass media. For example, regarding COVID-19 case counts, governments and citizens, the WHO protocol to combat this virus with social distancing and wearing a mask. While the audience strategies deal with the values, perceptions, and dreams of the

audience, Marketers seek to show similarities and shared values between their own and foreign audiences.

Message methods aim to counteract negative messages, preconceptions, perceptions, and generalizations about the destination circulated or reported. Negative messages can include concerns about the safety of your destination ("unsafe") and various attractions ("boring"). The marketer's job is to convince the subject that these assumptions are groundless and that the location is actually "safe" or "interesting," and that COVID-19 is absent.

The main areas of knowledge that marketers and researchers use to build positive positional images are "place marketing" and "place advertising." These subjects contain a plethora of definitions, and numerous sources advise how to best use what has been learned. Despite this knowledge, promoting places with a negative image remains a significant challenge. Promoting and advertising a destination in normal conditions is difficult, but promoting a destination facing travel difficulties, whether as a result of negative news or infrastructural damage due to natural disasters, pandemics, or man-made disasters, is another level of challenge.

In the image crisis, the challenge of achieving good images is enormous, both in terms of services and infrastructure, as well as invisible image damage to the destination. The procedure is so extensive and difficult that it can take several years to settle in a country or city.

According to Govers and Go (2004), place/destination branding researchers and practitioners "building brand values for countries, regional and local (or urban) identity" is what "place branding" entails. Many case studies of countries and tourist destinations that have tried to change their brand through the creation and promotion of cultural events, exhibitions, sporting events, and tourism can be found in the academic literature.

Investments directly influence inbound tourism in destination promotion and marketing. However, the use of these forms of public diplomacy will have a limited impact when a destination is related to the risk of war, violence, terrorism, and instability. In such circumstances, the negative aspects of the location dominate public opinion and sabotage tourism efforts.

This extraordinary public health catastrophe has become a devastating economic crisis for the entire world, including tourist destinations. With the recovery of other sectors, the recovery will gradually contain the epidemic and restore financial activity. As a result, planned measures will be taken in response to changing conditions, and ensuring the safety of visitors and staff has become an absolute priority for tourism stakeholders. Similarly, to offset trade losses

and restore a positive image in tourists' minds of Sudanese destinations, strong marketing, and promotion activities need to be implemented both domestically and globally. Another strategic tool to attract new tourists is to offer flexible services. Therefore, the introduction of flexible pricing, cancellation policies, and a flexible working environment, among others, will be beneficial in ensuring the long-term viability of the tourism industry.

The COVID-19 pandemic has halted the Sudanese tourism sector, and the road to recovery will undoubtedly belong. Although fear is still prevalent, there is a growing desire to return to public life. This mismatch between addressing today's complicated reality and planning for a future comeback nicely encapsulates the problem that Sudanese travel marketers face today.

In the period of COVID-19, uncertainty and the resulting anxiety of travelers will be the hallmarks of travel and tourism. Reopening and resurrection methods will have to be adapted to the unique situation, given the various recovery trajectories worldwide.

The disease swiftly spread over the world. This significantly harmed Sudan as a tourism destination and Sudanese travelers. Sudanese tourism contributes significantly to the worldwide tourism industry and the country's economic development.

Sudan has more pyramids than Egypt, but in 2018 it was visited by only about 700,000 tourists, compared to Egypt's 10 million. Sudan has become a rare tourist destination due to conflicts and crises under veteran ruler Omar al-Bashir, strict visa systems, highways other than Khartoum, and the lack of suitable hotels.

However, President Bashir was expelled in April 2019, and the new interim civilian government is reducing visa requirements to attract more foreign visitors to destinations such as the Royal Pyramid of Meroë. The COVID-19 pandemic will undermine Sudan's image as a tourist destination. The Nubian Kush dynasty, which ruled the area 2,500 years ago, buried members of the royal family in pyramidal tombs, similar to the Egyptians. Near the Pyramids of Meroë are several temples with ancient animal motifs and the old town of Naga. Other pyramids may be found farther north at Jabal Barkal and Jabal Mera in the west.

This year, arrivals were down due to unrest and the COVID-19 pandemic, but they are predicted to rise to over 900,000 next year once the pandemic is over and might reach 1.2 million in 2024. According to academics, after decades of isolation and hyperinflation, Sudan needs tourism.

Due to Qatari funds and German expertise, a visitor's center detailing Sudan's history and the pyramids have been built at Meroe. Walking

paths and a new receiving center are available. Visitors can now access the interiors of the pyramids for the first time and will soon be able to enter tombs beneath them, thanks to Qatar's $135 million aid. After decades of neglect, several pyramids will be restored.
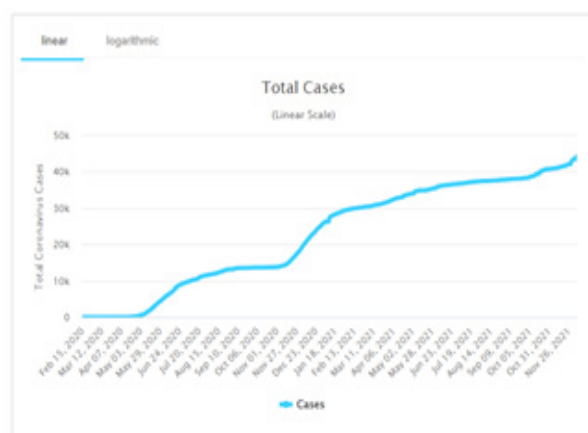
Meanwhile, because the impact of the COVID-19 outbreaks on the local tourism business differed from place to location,

Table 1 Total of COVID 19 cases by 07/12/2021

Total Cases Reported	Sudan	World
Total Infections	44,170	266,692,781
Total Deaths	3,200	5,277,595
Total Recovers	35,786	240,234,180

Source: worldometers.info & Ministry of Health, Sudan, 2021

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Figure 1 Total Coronavirus Cases in Sudan

marketers are taking various approaches to help the economy recover. Some countries have shifted their target audiences, launched recovery programs, cut tariffs, and promoted new sorts of tourism (Dinarto, Wanto, & Sebastian, 2020; Hall, Scott, & Gössling, 2020). The uprisings against the COVID-19 pandemic continue, and marketers face unique hurdles in keeping tourism flowing to Sudanese sites amid the new normal. This research aims to identify strategies used by tourism players in Sudan to re-establish a positive tourism destinations image in times of uncertainty, panic, and struggle, as well as to entice international tourists to return to Sudan's tourist attractions.

RESEARCH METHOD

The present study uses qualitative content analysis, which is a familiar method among researchers in the advertising field, and it has been hailed as a valuable tool for examining promotional information such as news, press releases, advertisements, and marketing campaigns.

Researchers who apply this strategy believe that patterns, labels, terms, logos, symbols, images, slogans, and generalizations in promotional materials and news can reveal patterns of conceptual discourse shouted. The belief is that these patterns are unique to a given

component, body, or destination and show how they interpret the environment and their unique perspective.

Since tourism was one of the dimensions most affected by the COVID-19 pandemic, this study adopted a qualitative strategy and concentrated on examining the topic as a novel phenomenon in the world. Through this approach, we analyzed this problem from a qualitative perspective.

During the COVID-19 pandemic, the following research questions were utilized to determine the techniques Sudanese marketers employed to reclaim their country's favorable image and reintroduce tourism. What PR and advertising campaign components (text, slogans, graphics, etc.) were used in the COVID-19 pandemic? What is the interaction between global media and media policies adopted by Sudanese tourism officials during the pandemic crisis? During the COVID-19 pandemic crisis, which marketing activities (such as cultural and education events) did Sudanese marketers promote?

The multistep model for altering the image in the place was employed to respond to the questions. This study is based on a qualitative analysis of four tools, namely advertising components (logo, image, text), press conferences with Sudanese officials and marketers, government decision-makers, and

marketers' official media policy (fining and punishing COVID-19 protocol violators); and marketing activities by tourism marketer. "Tourism Marketer" means a national official or a person authorized to engage in the promotion of tourism in Sudan globally and domestically, such as the minister of tourism and ministry officials, and advertising media and public relations campaigns approved and published by the Head of the National Tourism Association, the Head of the National Tourism Platform, and the National Tourism Association.

RESULTS AND DISCUSSION

Through the investigation of media platforms and official reports regarding Sudanese destinations, we found data in three places from the beginning of the COVID-19 pandemic on December 1, 2019, until now: the Internet, video sharing platforms such as YouTube, and the platform of tourism in Sudan. We looked at advertising on YouTube and Sudanese tourism websites during the study period and news stories from international media and locals. During the sample and global tourist news websites, the researchers investigated the newspaper web archives for reports that included information about Sudan tourism during the COVID-19 epidemic, interviews with decision-makers, and country-adopted marketing activities.

Sudanese marketers' dissatisfaction with traditional media coverage of the COVID-19 pandemic events prompted them to use other means such as the Internet to reach out directly to their target audiences. The Internet gives a fantastic platform for countries to communicate about a catastrophe or even a happy celebration (Musa & Qamari, 2020). The times and technological advances have created many new channels for digital advertising and promotion. Tourism, the world's largest industry, is also involved (Feng & Wang, 2020).

The Sudanese government also cooperated with other foreign institutions to develop workers' skills in tourism marketing in Sudan. One example is Qatar institutions' $15 million deal to support tourism in Sudan and work on restoring the pyramids and other archaeological places. The Sudanese government realized that many countries had used YouTube to communicate information to help the country recover from the tourism crisis.

Meanwhile, Sudanese activists also followed suit, creating a YouTube channel and pages on Twitter, Facebook, and Instagram (Visit Sudan) to display the country's "other faces." Present reality without traditional media mediation, such as Facebook Live, was employed in this technique. These were broadcast live on Facebook to anyone interested via the Internet. Sudan and Egypt used Facebook Live to demonstrate to Western tourists that their main tourist destinations were still safe and bustling.

The focus of Sudanese tourism should be on message. While the emphasis of communication strategies varies, they all have one thing in common: they manage the possible media consequences of catastrophic occurrences such as pandemics, crises, and wars directly from a tourist standpoint.

Ignore, limit, narrow, or shrink the scope of the crisis. Destination marketers often utilize the "ignoring or limiting crisis" method, also known as "minimizing (or restricting) the issue." Many destination marketers have employed this method, which was popular in Sudan during the outbreak. The idea was to make it appear that any incidents reported in the media were trivial or that no significant crisis had occurred. The approach of "ignoring or restricting the crisis," also known as "minimizing (or narrowing) the crisis," is a simple solution utilized by destination marketers. This was a popular strategy among tourism marketers in Sudan during the pandemic. The goal was to make it appear as if any incidents reported in the media were trivial or that no significant crisis had happened.

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The Sudanese government also used "restricting the crisis" during the crisis. The marketers do not disregard the events of the problem but instead aim to portray the impression that pandemics are limited to specific locations; therefore, traveling to other parts of the country is not an issue. For example, the health minister declared that his country is "doing well with the pandemic" and that Khartoum is "safe," but that "traveling activities in the rural" are causing problems. According to the minister, just a few communities are unsafe for visitors, and the situation is geographically limited.

Sudanese marketers seek to present events as irrelevant, insignificant, or marginal and ignore or reduce the situation. When new COVID-19 cases are published in the media, this method is frequently used to demand answers or responses from decision-makers.

Audience strategies include messages tailored to a specific or narrow audience and will not be noticed by others. Audience tactics can be tailored to a foreign audience based on shared common values, religion, destiny, history, or world outlook. Still, they can also be tailored to a local audience, as previously indicated. The

COVID-19 epidemic will employ the Audience Strategy.

The spread of the novel coronavirus has significantly impacted Sudanese life. With obligatory confinement and the transition to large-scale teleworking, which has decreased to below half of the workforce, it has impacted not just residents' health and mobility. Due to widespread quarantines and states of emergency in most affected nations, travel was canceled, and visitors were sent home. Resulting in a severe tourism crisis, the present study highlighted the media strategies of destinations in pandemics and the problems and transition processes and their impacts, using the conceptual framework of the "multistep model for altering place image" and integrating theory and practice.

This analysis revealed that Sudan nation marketers used three techniques to overcome COVID-19 tourist crises: poor images from the pandemic and the demand for political and social change. The researchers discovered marketing initiatives, PR campaigns, media relations, and crisis communication.

The result shows that new media has been used to communicate Sudan's tourism destinations, especially during the pandemic. This is important because new media can quickly disseminate information not only to local tourists but also to foreign tourists. New media plays an increasingly important role in

many aspects of tourism, including booking, exchanging knowledge and experiences, as well as marketing tourist attractions (Harrigan, Evers, Miles, & Daly, 2017). Also, tourism marketers can consider using social media. Social media has the potential to facilitate the operation of smart destinations and industries in the context of developing and managing tourism-related ICTs (Yuan, Chan, Eichelberger, Ma, & Pikkemaat, 2022).

Furthermore, to attract travelers after COVID-19 is under control, Sudanese tourism organizations and the government have marketed and reassured tourists that Sudan is a safe tourism destination. After establishing a specific sector reopening strategy to promote trust and credibility among potential tourists, Sudan welcomed tourists to return to its resorts and hotels after a lengthy lockdown. Tourists can rest confident that the government has established strong safety and sanitary requirements to ensure the country's safe reopening to visitors from all around the world once travel restrictions are lifted.

In particular, the government plays an important role in building the image of tourism destinations. During the COVID-19 pandemic, the government's public relations role is urgently needed, one of which is in tourism development. The policies that have been made need to be conveyed to the public so that the

'wheels' of the tourism sector can turn again and, of course, by implementing strict health protocols (Kadarisman, 2021). The selection of communication media is one of the success factors of the communication strategy. The government needs to work extra hard so that tourist attractions can continue to exist and attract the attention of tourists, at least knowing that these tourist attractions are ready to face the new normal era during the COVID-19 pandemic. One of the communication strategies that can be carried out by the government is utilizing digital communication media to inform the public about tourist attractions (Kadarisman, 2021).

Only a few papers analyzing specific, individual case studies in the marketing destinations literature that have faced a Sudan crisis were found as novel cases (Pike & Page, 2014). Furthermore, previous papers did not use theories and models from crisis communication and image restoration; hence, using such theories and models is critical in the current investigation. Maintaining the tourism influx into Sudan is vital. Foreign tourism facilitates intercultural discourse, breaking down stereotypes, prejudices, and intercultural barriers and creating jobs.

Sudanese officials and marketers would face challenges in dealing with the image issue until the country is stabilized, free of

COVID-19, and regional conflicts are handled. As a result, decision-makers in this field must be better prepared for future crises. Many types of research have proven that implementing those actions decreased the damage caused to the company and destination image during and after unpleasant occurrences in crisis communication.

It is natural to ask which strategy Sudan should use to repair photographs of its final destination. The option is dependent on the situation. As previously stated, provide a pre-analysis of (the situation, audience, and location), which may aid in the selection of the best plan. Places that receive frequent coverage of COVID-19 case reports in the worldwide media, for example, cannot avoid this by opting for the "Ignore the Crisis" strategy: they must combat it. That strategy should not be preferred by regional venues with limited resources for organizing cultural events.

It's also important to realize that implementing the media methods outlined here isn't enough. Regaining a favorable image necessitates a multistep, comprehensive strategy that blends crisis-resolution tactics (reducing hotel and travel charges; boosting security) with advertising, direct marketing, sales promotion, and public relations approaches.

Projections on the resumption of travel based on current Sudanese trends and survey studies of visitor tastes and communication patterns indicate that recovery will be proximity-based, gradually shifting from domestic to regional, and finally global. Retaining and pumping capital investment into the sector would entail achieving the sector's actual potential as a motor for growth and development in Sudan in the post-COVID environment.

Sudan needs more public-private cooperation to set and adhere to health and safety standards and procedures and clear and consistent communication of these standards and protocols to potential travelers to regain their faith and confidence. Close coordination between industries such as aviation, trains, hospitality, and insurance will be essential to react to changing health situations in specific countries. Travelers must also do their part by preparing for the unknown and ensuring that they follow shifting policies that assist Sudan in managing fluctuations in the number of COVID-19 cases, which will inevitably develop as borders open and the world becomes more mobile again.

CONCLUSION

The result shows that Sudanese actors used three strategies to restore a new good image of Sudanese tourism destinations, namely, new media strategy, available content strategy, and

audience-focused strategy. The COVID-19 outbreak poses a significant challenge to Sudan's tourism industry that has never been seen before. The Sudanese government may need to employ all available media to attract international tourists following the pandemic. People will be increasingly concerned about safety and comfort in the future. Thus, good service will be required to make more informed decisions about where to go.

As a result, contemporary Sudanese tourism officials are urging managers of tourist sites to begin inventorying their facilities and use their free time to plan the best services in the destination.

Since there are not many international tourists coming to Sudan, at present, tourism actors need to create proper progress towards developing Sudanese tourism destinations and attract tourists post-COVID-19 pandemic by implementing: (1) set up quarantine camps for people traveling to high-risk destinations. (2) Putting thermal scanners in international airports in Sudan. (3) Identify the patient link and direct the identified possible individuals through the quarantine process. (4) Identify high-risk zones, low-risk zones, and so on. (5) Provisioning of basics to residents throughout the country. (6) Encourage residents in the area to obtain the immunization. (7) In tourist destinations and public areas, adhere to the international health protocol. (8) Increasing the capacity of the local healthcare industry.

Finally, the experts recommend that Sudan devise novel ideas and actions to address its challenges. This study demonstrates why this epidemic must be viewed as an opportunity to adapt to a new normal and rebuild the destination's image for tourism in a new way.

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