Examining Asian Destination Quality Attributes and Recovery Strategies in Advent of Covid-19: A Systematic Review

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Abstract

The advent of COVID-19 in Asia has piqued interest for research and publication from the discipline of tourism and destination management. In order to assess how the pandemic affected both DQAs and recovery efforts, this study employed a methodology of systematic review. The review of a literature followed the PRISMA's protocol. The first screening extracted 165 papers from Dimensions and Lens web sources, which were further filtered according to their date of publication, publication type, keywords, publisher, and the relevance of the title. After the initial screening, from the preliminary articles which were retained for consideration, 60 met inclusion criteria. To identify the concurrency of topics, a consolidated spreadsheet was mapped using Vosviewer and Nvivo software. The mapping process identified three main topics: destination attributes, impacts, and recovery strategies. The study used descriptive Meta-ethnography approaches to further synthesize the data. It was observed that most of the articles reviewed were published between 2021 and 2022 and the majority use quantitative and

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qualitative methods. China contributed the majority of the articles while Indonesia and India contributed a significant number. Meta-ethnography synthesis revealed seven concepts related to each of the three main dimensions. The findings raise anxiety to revisit destination management practices and policies post-pandemic

It underscored the significance of destination managers spending quality time in understanding, in order to transform destination performance as well as quality management practices and policies in the times of Covid-19.

Introduction

Destinations are hotspots that nurture and boost tourism activities. In its simplest sense, destination attributes represent the pull factors that attract tourists. Destination quality attributes (DQA) are the source of competitive advantage (Buhalis, 2000). When DQAs are not attractive or unfavorable, tourists either choose other destinations or the intention to revisit is low. The ability of a location to meet the needs of visitors, is a key component of quality. Quality, according to Jennings (2006), is a crucial element that boosts a destination's ability to compete. As destinations are geared toward recovery, measuring the pandemic's effect on DQA is crucial. Post Covid-19, a few attributes could have assumed more importance than the rest. There could also be new developments that might affect travel decisions, such as those attributes that are new, a few that needs to be modified, or those which have become obsolete.

Destinations have a favourable impact on both satisfaction and intention to revisit if their design to appeal are taken into consideration (Chen, et al., 2021). Destinations that offer quality attributes that meet customer expectations are most likely to attract more first-time tourists and build the intention to revisit. Many countries such as Qatar, are investing billions of dollars in attractions, sports, facilities and amenities, to bring out new attributes that attract tourists. DQAs have a favourable effect on the

customer's decision-making ability, if perceived benefits are evident (Nursiah & Faulina 2021). They contribute to the process of deciding on a destination. According to Rasoolimanesh et al (2021), destination possessing and having the right attributes have a competitive advantage over those who do not have either**,** thus contributing towards its competitiveness.

However, despite its positive side, DQAs have disadvantages. For example, a perceived risk may damage the image of the destination. Any destination with high-level of life-threatening risks have negative impact on the destination's image **(**Hossain and Islam, 2021). Once a tourist feels that a destination has some degree of risk, demand and intention of revisit decrease (Chahal and Devi, 2015). Covid-19 is contagious, which makes travel and tourism a risky exercise. However, threat and risk are not conclusive in terms of impacts of the pandemic. In order to create a comprehensive plan for recovery of a destination, examination of the impacts of Covid-19, as well as the attributes are crucial.Despite the different sizes and scales of destinations, Covid-19 changed the nature of doing business operations in tourism, including managing a destination's tourism activities. Asian destinations have not been spared. For instance, UNWTO (2022) reported that Asia-Pacific destinations witnessed international arrivals that were 90% below the 2019 figures and also lower than Europe and the Americas. This paper is systematically designed to examine the impact of Covid-19 on destination attributes and identification of recovery strategies.

Literature Review
Destination Quality Attributes

Ryglova and Vajcnerova, (2012) define a destination as a network of businesses, services, resources found naturally and artificially. Pioneering studies dwell on the 'physical attributes' of a destination (Mukherjee, Datta, and Adhikari, 2018) and 'tourism product'(Anjos et al. (2015). Anjos et al. (2015) suggests five dimensions, namely water quality, tourism infrastructure, natural endowments, hospitality, and cleanliness. Some destination brands prefer visitor experience as the key quality dimension (Gilmore & Pine, 2002). According to Ryglovaa et al. (2015), security issues, safety, and natural wonders are the three most important elements determining

a quality location. Some studies have focused on specific destinations. For instance, Abdulla et al (2020) in an assessment of UAE as a destination, identified that accommodation, amenities, ground transport, cleanliness, hospitality, activities, airport facilities, language, and communication services are important DQAs affecting tourist satisfaction. They further recommend that destination management organizations must examine these attributes thoroughly (Abdulla et al,2020). Güzel (2017) assessed the DQAs from the perspective of 295 local people interviewed in Turkey, wherein Güzel identified similar attributes outlined in previous studies along with new additions, namely, the image of place, atmosphere, location, and historic places. Güzel further says that national park managers can sustain park attractiveness through the provision of security and unique attributes in meeting tourists' needs and wants. It is apparent that the list of destination attributes means different things to different people and the list depends on what is important to the author. Most researchers cite challenges in populating these attributes as they depend on location, the tourist, and the complexity of organizations directly or indirectly involved in the supply of tourism services. Gaps in prior literature indicated that DQAs were studied in isolation. Hence a holistic approach is a desideratum.

The Impact of Pandemics on Tourism

An examination of Acute Respiratory Syndrome (SARS) on the tourism industry revealed that the outbreak negatively affected economic activities (Keogh-Brown & Smith, 2008). These economic activities were affected due to negative media content which discouraged public interaction. For instance, the media portrayed that SARS had high transmission and fatality rates. Countries like China and Hongkong in which SARS cases were high were considered risky destinations. This eventually led to low visit intention, resulting in loss of revenue and consequently, overall gross national product (Keogh-Brown & Smith, 2008). McKercher and Chon (2004) have estimated a three million employment loss in a few Asia-Pacific nations, as a result of the SARS outbreak. There was a 70 percent drop in visitation, which in turn resulted in $20 billion revenue loss across Asian countries (McKercher & Chon, 2004). Kuo et al. (2009) provides an assessment of the media impact

on the spread of Avian Influenza from South East Asia, which suggested that an appropriate response through the intervention of media should help reduce public panic and portray a positive destination image. Page et al. (2006) found that Swine Flu was responsible for an estimated loss of 1.6 million visitors; the crisis resulted in substantial decline in tourism activities. The virus caused massive cancellations of both international and domestic bookings, as well as events, resulting in massive attrition.

Destination Recovery Strategies

According to Mansfeld & Pizam (2006), destination recovery strategies are actions made to reduce the negative effects of an incident and thereby, swiftly return functionality to their prior levels. Ritchie et al. (2004) suggest that crisis communication strategies for tourism organizations are vital; lack of proper strategy results in inconsistency in developing key messages to stakeholders. McKercher & Chon (2004) suggest an establishment of a strong and efficient response to be established in cross-border pandemics like SARS, through international cooperation and coordination among tourism players. As destination is a complex entity, Johnson Tew et al. (2008) suggested the formulation of integrated strategies for dealing with pandemics. Wall (2006) found that the Toronto tourism council used short-range and long-term recovery strategies. For example, a music concert event was deliberately used to revitalize regional participation in tourism activities, which illustrated a short-term strategy. In terms of long-term strategy, Wall (2006) further established the collaboration between service providers in tourism product development, as vital. David & Black (2013) note that destination recovery strategies include: provision of up-to-date information; reconstruction of infrastructure, provision of financial assistance and trained staff, and development of communication and marketing campaigns. In a nutshell, these studies confirm that in every pandemic, destination managers are tasked to devise ways of a quick and efficient recovery.

Tourism and Asian Destination

Asian countries play an important role in the world tourism scale, including activities that promote tourism. UNWTO (2014) reports that 56 % of the world's total population live in Asia. It is also known

as the origin and epicenter of pandemics such as Covid-19, Monkeypox, and SARS. The same UNWTO report further explained that travel was a growing industry in Asia. The number of foreign visitors to the region increased from 208 million in 2010 to 360 million in 2019. In addition, the World Economic Competitive Index (2019) reports that Asia was ranked the second most competitive region in terms of tourism receipts. The region boasts diverse culture and heritage resources, fauna and flora, health and wellness as well as natural attractions. Recently, there have been positive trends in MICE and medical tourism. Rasul & Manandhar (2009) argues that the socio-economic contribution to the region's development is still low despite registering positive trends. Travel and tourism have contributed to millions of jobs and formed an integral part of socio-economic growth. Devastating effects of the virus were felt by tourist attractions, businesses, and communities (UNWTO, 2020). This was due to strict travel bans and other similar restrictions imposed by several governments in the region to curb further transmission of Covid-19.

Methodology Of The Literature Review
The methodology is split into two parts: data identification technique and synthesis. The study adopted the PRISMA technique in data identification. Meta-ethnography was applied in data synthesis. The study used Vosviewer and Nvivo software to synthesize concepts related to the literature reviewed.

Research Gap
Though there are ample studies on the recovery methods for the Covid-19 epidemic in diverse areas such as, the tourists, the tourism sector, and individual countries. None of the studies link the Covid-19 pandemic to destination attributes in Asia. This study bridges this gap by examining how destination quality attributes are strategic for recovery.

Objective of the study
The primary goal is to evaluate the destination quality attributes and recovery strategies in the light of Covid-19.

Research Questions

RQ1: What constitutes destination quality attributes?
RQ2: How does Covid-19 impact the quality dimensions of tourism destinations?
RQ3: What are the emerging quality issues affecting tourist destinations during the pandemic?
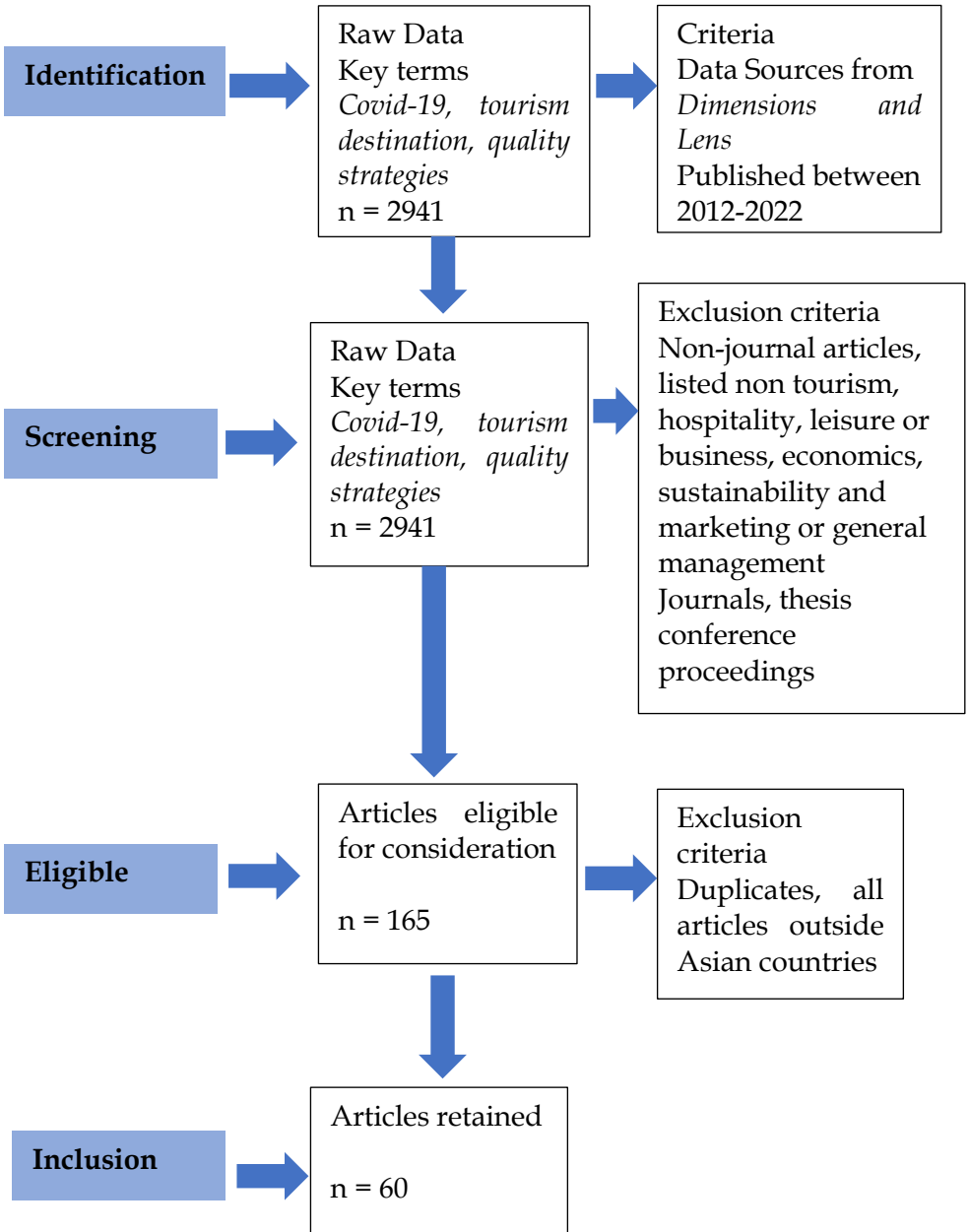RQ4: What are the management recovery strategies of destinations?

Method

PRISMA was used to find, gather, and choose the publications that were included in this study. Scholars of tourism have recently begun to apply this systematic approach, which is also applied in other disciplines. According to Petticrew and Roberts (2006), systematic reviews are "literature reviews that rigorously adhere to a set of scientific methodologies that include identifying, appraisal, and synthesis of data". There are several approaches that reduce biases, boost reliability, and improve the way that the results are communicated (Liberati et al. 2009). To identify, select, and exclude sources and data, PRISMA adheres to a step-by-step structure or methodology. The protocol serves as a benchmark to lessen internal and external bias for the inclusion of data. The protocol comprises developing goals, establishing eligibility standards, identifying data sources, choosing studies, and gathering and analysing data.

Eligibility Criteria

The first eligibility requirement was the year of publication, which restricted all papers and articles to a ten-year window from 2012 to 2022. This was planned with the aim of comprehending alternative ways and paying close attention to the field destination quality features before and after COVID-19. During this time, it was planned to identify any new problems on quality. Later, publications were further restricted to those that appeared in Asian-published journals on tourism, hospitality, or destination management. The excluded journal articles were: unpublished journal papers, policy documents, conference papers and theses. The keywords "destination quality," "influence of COVID on destination quality," and "destination recovery strategies" were used to determine the eligibility of papers. Additional screening was conducted based on relevance to the set objectives.

Figure1: Protocol

| Identification	Raw Data Key terms *Covid-19, tourism destination, quality strategies* n = 2941	Criteria Data Sources from *Dimensions and Lens* Published between 2012-2022
Screening	Raw Data Key terms *Covid-19, tourism destination, quality strategies* n = 2941	Exclusion criteria Non-journal articles, listed non tourism, hospitality, leisure or business, economics, sustainability and marketing or general management Journals, thesis conference proceedings
Eligible	Articles eligible for consideration n = 165	Exclusion criteria Duplicates, all articles outside Asian countries
Inclusion	Articles retained n = 60	

Source: Authors 2022

Data Sources

The main data sources were sourced from Lens and Dimension databases. These two were chosen based on the worth of publications and their listing in Vosviewer software, which made it for the researcher to select the issues pertaining to the aims and objectives of research. The keywords used for searching items were the terms "destination quality attributes," "post COVID 19 implications on tourist destination," "destination management," and "Covid-19 Pandemic and destination". These items were separated by "AND" and "OR". A dataset for review was created and consolidated on a spreadsheet for further scrutiny. Vosviewer software was used to see the concurrence and relation of data items.

Figure 2: Co-occurrence Mapping
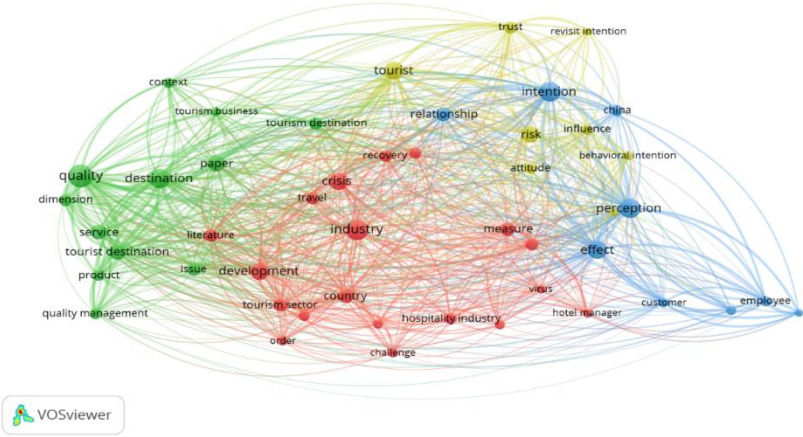
Source: Authors 2022

Figure 2 shows the frequency of key words in the titles and abstracts of publications selected. Specific phrases are paired with coloured nodes, and the sizes of these nodes indicate how frequently those terms appear. The co-occurrence of words is shown by the linkages connecting two nodes. Co-occurring terms tend to group together and resemble one another in terms of color. The green section of the word "quality", formed another cluster and its related elements include product, dimension, destination, issue, service, and tourist

destination. Terms in red colour formed around the term, "industry", include words such as, recovery, crisis, travel, hospitality, tourism, challenges, virus, and development, which have appeared in connection with the term, industry. The blue cluster has its main clusters formed with intention, perception, and effect, while small elements surrounding this cluster include employees, hotel manager, relationships, risk, attitude, customers, and influence with causal relationships.

Descriptive Analysis

Year of Publication

This section analyses articles based on their characteristics and methodologies. The figure below describes the distribution of papers according to the year of publication.
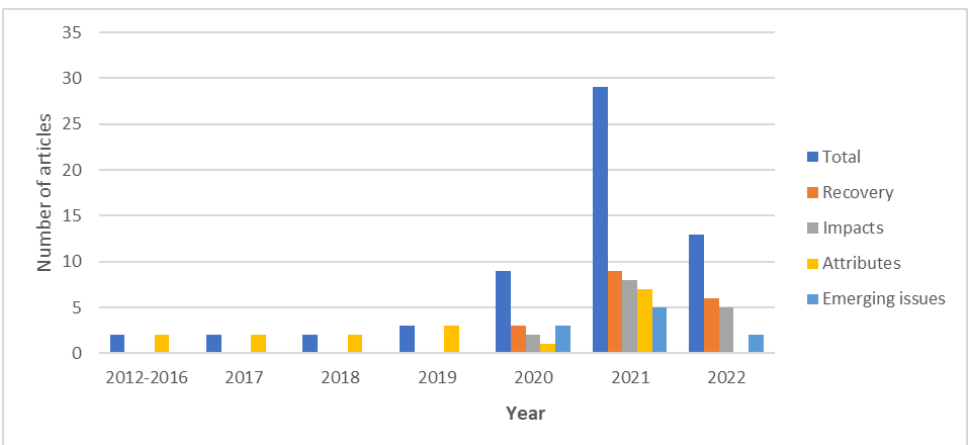

Figure 3: Distribution of journal articles

Source: Authors 2022

Figure 3 shows that 29 out of 60 or 48 % of reviewed articles were published in the year 2021. This is followed by 11 and 13 journal articles in the year 2020 and 2022 respectively. A lesser number was published from 2012 to 2019, making distribution skewed to the left. 22 to 26 % of articles reported destination recovery strategies;15 articles to 25 % examined destination attributes; 13 to 21 % examined impacts of covid representing; 10 to 17 % of the articles reported emerging issues. As observed above, the majority of these articles addressed destination recovery strategies. This could have resulted

from the gradual slow-down of the pandemic, along with the timely distribution of vaccines. Many countries had procedures and facilities in place to handle Covid-19 related issues.
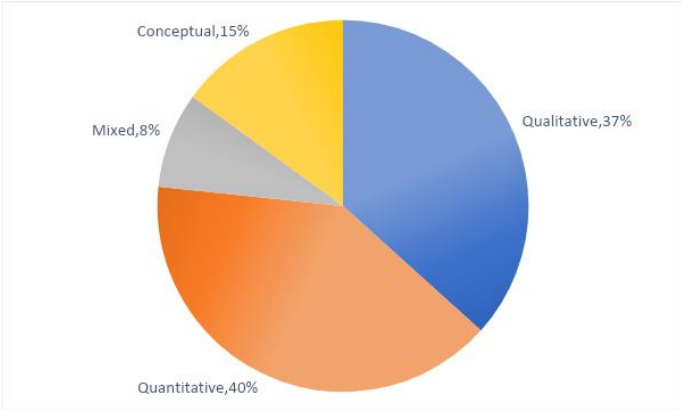
Research Methodology

Figure 4: Pie-chart indicating research approaches.

In figure 4, 40% of papers reviewed used a quantitative approach, while 37% used qualitative methods. 15% used conceptual frameworks and 8% used mixed approaches. Two studies used systematic literature reviews. This enhanced the reliability and validity of the results.
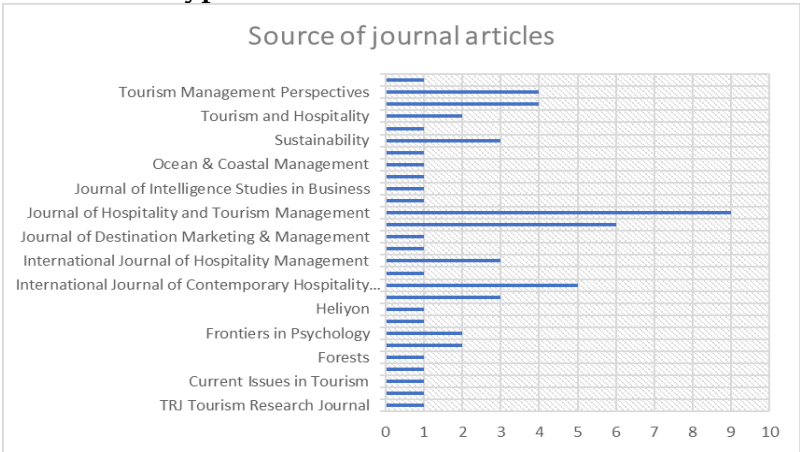
Publication Type

Figure 5: Based on the type of journal
Source: Authors, 2022

Figure 5 indicates sources of data based on the type of journal. As shown above, the majority of articles were from tourism and hospitality Journals. The highest number of articles were from '*Journal of hospitality and tourism management*' (17%), '*Journal of destination marketing and management*' (13%), an '*International journal of contemporary hospitality management*' (11%), '*An International journal of hospitality management*' (7%), '*Tourism management perspectives*' (1%), '*Tourism management*' (7%), and the journal of '*Sustainability*' (4%). Other articles were selected from other journals such as '*Forests*' (2%), '*Psychology*' (2%), 'Coastal management' (2%). The rest shared the remaining percentage.

Based on the Country of Origin

Figure 6 indicates that most of the articles were published from China representing 35%, while Indonesia contributed 13 articles representing 17% Indonesia, 11% from India, and others shared the remaining percentages.
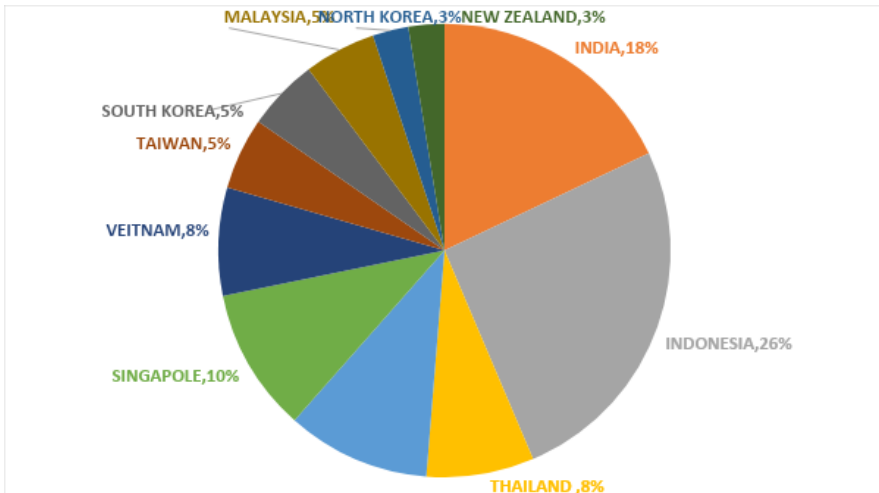

Figure 6: Based on the country of origin
Source: Authors 2022

Data structure synthesis

A qualitative method known as meta-ethnography was employed in the study. Meta-ethnography, which has its roots in phenomenology, is appropriate for the synthesis of both qualitative

and quantitative investigations (Thomas & Harden 2008). Meta-ethnography is a good fit for this study, compared to other approaches. Aspers (2015) corroborated the idea of "meaning structure," as phenomenologists put it. It is possible to scientifically study this process of meaning formation or categorization at the individual and social levels by arranging them in the proper order. Dias, Boir, and Prabhugaonkar (2022) successfully arranged data sets in their study on tourism, which included analysis of how adventure, wellness, and eco-tourism relate to one another, utilising first- and second-order concepts. Databases that already existed in the form of interviews served as the foundation for this study. This study relied on second-order literary constructs from databases that exist currently. We organise the data sets from second to third-order, while first synthesising ideas from each of the sixty journal articles in accordance with meta-ethnography methodologies. A programme called Nvivo was used to show the most frequently used and related words in order to identify concepts.

Data-Visualisation

Figure 7 Data-Visualisation

Source: Authors 2022

Figure 7 displays the words associated with the concepts.

Table 1: Data Structure

THIRD ORDER Aggregated dimensions	SECOND ORDER Concepts Synthesized	SECOND ORDER Based on key findings of literature reviewed
Destination quality dimension or attributes	Permanent and uncontrollable. Geographical location, physiography, natural attraction, climate Permanent /controllable. Infrastructure, cultural heritage, image, superstructure, facilities, connectivity Temporary/ dynamic. Destination image, experiences, security, activities, packages, hygiene, brand name, price, services, and procedures. Standards, systems, marketing efforts,	"Travel intentions are influenced by a variety of elements, including geography, attachment to a location, local culture, variety of activities, hospitality, environment management, accessibility, quality of service, and superstructure." (Singh et al., 2019). The primary components of destination quality are experience, destination features, and service quality (Mukherjee, Adhikari, and Datta, 2018), Infrastructure, notably signs and directions, physiography, destination management, superstructure, and tourism information (Moon et al, 2018) DQAs affect satisfaction and intent to return favourably. According to Chen et al.2021) Quality of event facilities affects perceptions of MICE tourists (Chayanan Kerdpitaka, 2019). Tourist attractions, advantages desired, on-site administration, ease of access, and sociocultural

THIRD ORDER Aggregated dimensions	SECOND ORDER Concepts Synthesized	SECOND ORDER Based on key findings of literature reviewed
	amenities, management, governance, safety, information, and quality.	aspects are all included in DQAs (Mistry,2018)
		Seventeen criteria for evaluating the quality of tourist attractions (Chen et al, 2017)
		A number of factors Influence tourists' intentions. (Thiumsak and Ruangkanjanases, 2016).
	Support/enablers.	Gathering space is a crucial component in luring meeting organisers (Huo, 2018)
	Health services, emergence facilities, information, data sharing, social media support, visa regimes, partnerships, and associations.	Ten indicators of excellence in tourism include a low tourist density, stunning and unique locations, fascinating cultural activities, friendly residents, delicious cuisine, accessibility to public transportation, high-quality facilities, climatic and weather conditions (Trimurti et al, 2021)
		Network governance includes management and leadership involving all stakeholders (Mahadiansar et al, 2021).
		Quality improvement and management techniques (Manhas and Dogra, 2013)
		The presence of cleanliness, orderliness, greenery, and fresh

THIRD ORDER Aggregated dimensions	SECOND ORDER Concepts Synthesized	SECOND ORDER Based on key findings of literature reviewed
		air has a big impact on other qualities (Wullur and Samehe, 2020)
		Prioritizing DQAs must begin with destination management (Digpasari, Irawan, and Ghina,2021)
		DQAs include amenities, destination management, tourism attractions, accessibility, and culture (Dhusia, 2016)
Impacts	Business and economic losses.	High risk perception (Yu, Lee & Hyun, 2021).
	Unemployment, loss of investment, loss of revenue, Increase in cost and bad image.	Trauma and stress disorder (Cheng et al, 2022).
		Customer perspective has changed (Liang et al, 2022).
		Alterations in tourist behaviour (Calder et al, 2022, Bhati et al, 2021)
		Financial loss (Knight et al, 2020, Japutra et al, 2021).
	Human and social.	Travel purpose (Lisheng et al, 2022).
	Travel restrictions, behaviour, trust, stress, perception, support, motivation and solidarity.	Experience re-designs (Bonfanti et al, 2021).
		Changing consumption trends (Li et al, 2020).

THIRD ORDER Aggregated dimensions	SECOND ORDER Concepts Synthesized	SECOND ORDER Based on key findings of literature reviewed
		local support for the tourism industry (Joo, et al. 2021).
		Travel restrictions (Sun et al, 2022, Wang et al, 2022).
		Employee behaviour must change (Yin et al, 2021).
		Envisioned state (Lu et al, 2021).
Emerging issues	New business opportunities. Markets, products, policies, perceptions preferences, concerns, partnerships and collaborations. Change in business environment. Market demand, procedures, systems strategies, designs, policies, products, partnerships and collaboration.	The Covid-19 practices have an impact on how tourists perceive value, are satisfied, and plan to return (Humagain & Singleton 2021). Perception of health and safety risks (Rahman et al., 2021). Strategies and management methods influence how people perceive their level of job stress, and perceived danger lowers job happiness (Cheng & Kao, 2022). Adapting to evolving consumer tastes (Hu et al, 2021, Rastegar, et al 2021, Song et al, 2022). Demand for new tourism products (Jiang et al, 2020 and Lin et al 2021). Congestion is a major issue (Li et al, 2021). Interpersonal motivation comes in second, then physical or

THIRD ORDER Aggregated dimensions	SECOND ORDER Concepts Synthesized	SECOND ORDER Based on key findings of literature reviewed
		physiological incentive. In 2020, Kusumaningrum and Wachyuni
		The choice of destination depends on the type of lodging and the level of crowding (Wang et al, 2022).
Destination recovery strategies	Long-term strategies. Domestic & international Policy changes Crisis planning, Cooperation and coordination, Infrastructure and investment, Information Safety and security planning, Stakeholder involvement Benchmarking	Artificial intelligence, smart technologies, and digital tourism (Gaur et al, 2021, Bethune et al, 2022, Wan et al, 2022) Media, branding, and communication (Li et al, 2021, Thirumaran et al, 2021, Godovykh et al, 2022, Pongsakornrungsilp et al, 2021) Innovation in tourism products (Wan et al, 2022, Prasetya et al, 2022, Li et al, 2022) Market segmentation is evolving (Hussain et al, 2021,) Enhancing partnerships and collaborations. Kim et al. in 2021; McCartney et al. in 2022. Superior public health services (Han et al, 2021). Changing regulations (Albakeri et al, 2021).

THIRD ORDER Aggregated dimensions	SECOND ORDER Concepts Synthesized	SECOND ORDER Based on key findings of literature reviewed
	Short-term strategies. Emergency, Quality services, Product and experience design, Data sharing strategy Compliance, Marketing, Risk reduction, Branding strategy, Benchmarking, impact assessment.	To decrease perceived risk, increase the advantages (Volgger et al, 2021) Quality tourism experience (Hakim 2021, Kour et al, 2020, Li et al, 2021) Prevention and compliance measures (Li et al 2021, Kim, et al, 2022) Redesign product features (Hakim 2021, Kim et al, 2022 and Prasetya et al, 2022) Increasing usage of Artificial intelligence (AI) and Virtual realities (VR) (Van, et al 2020). Tourism should be integrated into the existing disaster management planning (Becken & Hughey 2013, Gurtner 2016,) Media and communication (Li et al 2021, Thirumaran et al 2021, Godovykh et al, 2022, Pongsakornrungsilp et al, 2021) Media influence through mass media and parasocial interactions on social media (Bhati et al, 2021), e-tourism strategy based on campaign, content, community, cooperation, and

THIRD ORDER Aggregated dimensions	SECOND ORDER Concepts Synthesized	SECOND ORDER Based on key findings of literature reviewed
		competitiveness. (Tulungen et al.2021)

Discussions Of Key Findings
RQ1: What constitutes destination quality attributes?

The analysis of fifteen publications showed that academicians and scholars frequently debate the characteristics of a destination's quality. This study has identified four key aspects of destination's quality, using the meta-ethnography method. The first characteristic relates to things that are unchangeable and permanent. These attributes include geographical position, deserts, climate, and natural features. Naturally occurring features include mountains, beaches, flora and wildlife, valleys, volcanoes, rivers, and valleys (sunny, cold, rainy, dry). Natural processes have an impact on these characteristics. These attributes are not directly affected by Covid-19 pandemic. Most of these attributes serve as the foundation for tourist activity. The stunning mountains of Bhutan, India's Himalayas, Goa's sun-drenched beaches, Indonesia, and Thailand's chilly winters, and of Japan are still intact post pandemic.

The second characteristic is permanent but manageable. These characteristics apply to all characteristics that can be developed and changed by humans. These comprise superstructure (laws and regulations, strategy, plans, policies), facilities (accommodation, sports, events, and human heritage), and infrastructure (roads, utilities, communication, and transport). Human ingenuity and intellect are responsible for their development. Any pandemic may have an impact on both their availability and daily use. Covid-19 triggered travel bans, which led to the underuse of lodging, transportation, and aviation resources. However, health care facilities were under intense strain. This demonstrates that certain qualities are unchangeable and only alter due to human intervention.

The third DQA is temporary and dynamic. These qualities are unstable and extremely susceptible to outside influences, including destination management initiatives. These include the perception of the location, experiences, security, activities, packages, cleanliness and hygiene, the brand name, cost, services, procedures, standards, and systems. These characteristics serve as the foundation for perception when tourists make decisions on purchases. For instance, it can take a long time to win back travellers' trust after a single incident tarnishes the destination's reputation. It took years for the USA to recover from events like 9/11. These factors, such as safety, good experiences, protocols, hygienic conditions, cost, systems, and standards, have significantly influenced how travellers make decisions as a result of Covid-19. Support or enabling services is the final characteristic. The factors, such as safety, good experiences, protocols, hygienic conditions, cost, systems, and standards, have significantly influenced how travellers make decisions as a result of Covid-19. Attributes such as health care services, emergency facilities, information, data sharing, media assistance, visa policies, and regulations provide support and an enabling environment for tourism development. Depending on how they are included in the larger tourism planning framework, they may be advantageous. For instance, many nations' visa policies are outside the purview of the primary decision-makers. However, during the pandemic, nations employed visas and restrictive advisories to regulate the influx of tourists.

RQ2: How does Covid-19 impact tourism destinations' quality dimensions?

The effects of COVID-19 were examined in thirteen papers, and two major groups were found. Business and economic losses like decreased tax revenue, job loss, decreased investments in the tourism industry, and increased operating costs resulting from changing business strategies and service redesigns have been covered in one group of studies. These effects increased since there was less expenditure and economic activities, due to cancellations, border closure, social, and poor human interaction. The second group of studies examined how Covid-19 affected people and society. Numerous experts emphasise that there are perceptions of travel as a dangerous and risky activity, as well as problems with

stress, panic, lack of interaction, grief, loneliness, and behavioural changes.

RQ3: What are emerging quality issues affecting tourist destinations during the pandemic?

Ten researched articles were examined, which highlighted issues that emerged from Covid-19, such as, new regulations, plans for services and products, customer concerns, and views of particular locations and preferences. The redesigning of hotel services could be a product of COVID-19. Similarly, changes have been made to human resource policies to allow for working from home. New markets, methods, and processes have emerged, necessitating a total overhaul of destination response tactics.

RQ4: What are the destination's management recovery strategies?

How destinations should rebound from the Covid-19 wave was the subject of 22 studies. The study has determined two main remedies for a location to recover from the Covid-19 epidemic. The first strategy underscores the importance of long-term strategies related to the creation of national and international policies, fiscal policies, educational initiatives, the provision of healthcare facilities, the design of buildings, capital investments, crisis and emergency planning, marketing strategy and branding, and position and communication strategies. The second strategy focuses on short-term tactics, including raising rewards to lower risk and redesigning user experiences, along with service quality enhancements, innovation, data sharing, social-media campaigns, and information provision.

Conclusions And Implications

The chief goal of this study was to examine the characteristics of Asian destination quality and recovery plans during COVID-19. PRISMA and Meta-ethnography were used in the study to collate and analyse data. The study found that the characteristics of a good destination can be divided into four categories: permanent-uncontrollable, permanent-controllable, temporary-dynamic, and support-enablers. The main effects of Covid-19 on tourist locations have been identified to be business and economic losses, human and social consequences, and newly emerging problems that require agent's attention. Long-term and short-term tactics can be used to

establish permanent and controlled traits in order to recover from this epidemic. Long-term initiatives may also be carried out in areas of regional, national, state, and international collaboration and cooperation. In addition to that, the study puts forward the challenging task for destination managers in understanding the nature of these attributes to create effective response strategies. The growing difficulties mentioned in this study should be noted by managers of various tourism-related businesses. Business prospects and innovative ways to conduct business tourism are investigated in the light of the issues emerging out of Covid-19. Planners of destination should provide guidelines and plans to protect business operations. Asian nations must coordinate their efforts and continuously assess the various factors that contribute to destination quality. The study recommends future studies in this area, to include a critical assessment of destination characteristics in the long and short-term business strategies.

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