

## PANDEMIC AND POST-PANDEMIC TOURISM/TRAVEL

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**Abstract:** *This paper presents a synthesis of tourism and COVID-19 related studies from three different perspectives: during the pandemic, after the pandemic, and general tourism-pandemic issues. The material consists in scientific papers published during the pandemic years (2020-2022), as well as in the post-pandemic era (2022-2023). The focus of the study was on the core themes of the papers investigated – impact of COVID-19 pandemic on tourism, implementation of tourism models, tourism/travel risks, tourist trust, tourists' travel behaviour, travel constraints, and travelling intention.*

**Key words:** *COVID-19, pandemic, tourism, risk, intention, perception, promotion, decision*

### INTRODUCTION

There are many studies on tourism during/in the COVID-19 pandemic (era) [1,5,615,21], on the impacts of the COVID-19 pandemic on tourism [2,3,4,8,17,20,22,23], and on post-pandemic tourism/travel [7,10,11,13,14,21,26,27].

Castanho et al.'s study [4] provides a clearer image of the impact of COVID-19 pandemic over the touristic companies of the Azores Region (Portugal).

Rahman et al. [20] explored the impact of the Covid-19 pandemic “on tourists’ travel risk and management perceptions” (two parameters that are significantly associated with avoidance of overpopulated destinations, distribution channels, hygiene and safety, risk management, service delivery, and transportation patterns) and identified “the mediating effect of travel risk and management perceptions.” (idem) Tapsall et al. [22] also investigate COVID-19’ impact on cruisers and non-cruisers’ perceived risk of ocean cruising, and found that tourists travelling on cruisers were more preoccupied about health risks than those who do not.

Amrhein, Hospers & Reiser [2] examined “the effects overtourism and COVID-19 had on the socio-political perspectives of Spanish residents”. Data analysis revealed influences on residents’ fundamental perspectives, personal development, and professional decision-making. [12,15,16,18]

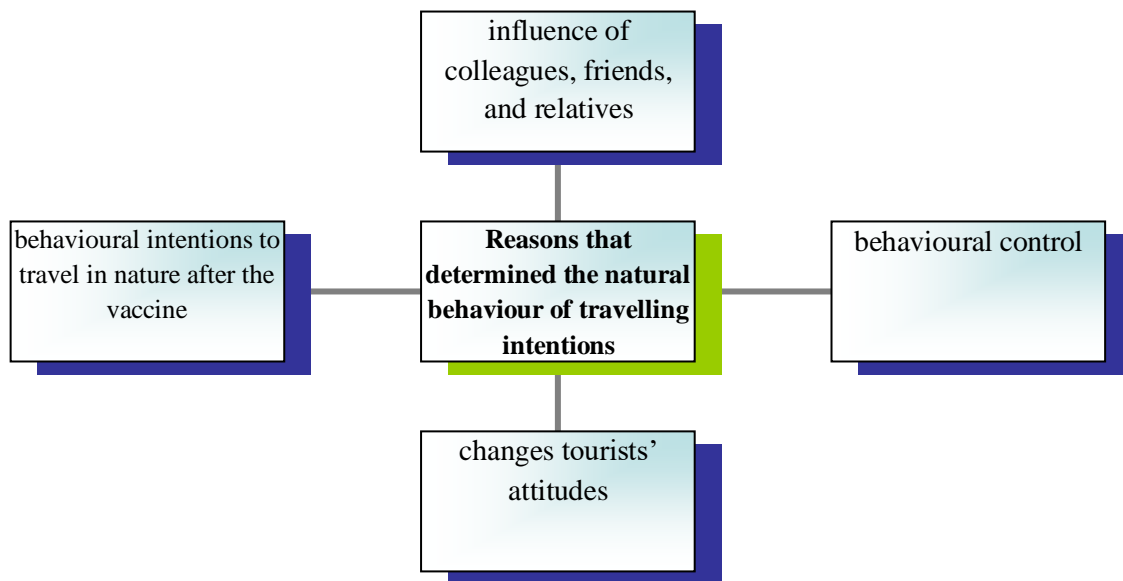
### MATERIAL AND METHOD

The material consists in scientific papers published during the pandemic years (2020-2022), as well as in the post-pandemic era (2022-2023). The research method is the thematic one.

### RESEARCH RESULTS

The impact of the COVID-19 pandemic on tourism has been studied by many researchers from three different perspectives: during the pandemic, after the pandemic, and as general tourism-pandemic issues.

Hakim, Eddyono & Adisuna [8] investigated the reasons that determined the natural behaviour of travelling intentions of Indonesians after vaccination against Covid-19, and found that attitudes, perceived behavioural control, and subjective norms substantially shape their behavioural intentions to travel in nature after the vaccine. They also change tourists’ attitudes and perceived behavioural control because of the strong influence of colleagues, friends, and relatives.



**Figure 1. Reasons that determined the natural behaviour of travelling intentions of Indonesians after vaccination against Covid-19**

*Source: own creation*

Baixinho *et al.* [3] investigated the Creatour Azores Project in Portugal and found that, despite the COVID-19 pandemic, the tourism sector offered opportunities nobody expected along with challenges, thus contradicting the studies that had focused only on the isolation and remoteness of these beautiful islands.

Jiménez-García, Ruiz-Chico & Peña-Sánchez [9] examined, for members of the Generation Z or Zoomers (the demographic cohort born between 1997 and 2012), the effect of the perceived risk of COVID-19 and non-pharmaceutical interventions on Zoomers' intention to travel and if they are ready to pay more for more safety.

Tu, Park & Ding [22] analysed “the effects of age, fear of COVID-19, multidimensional perceived value, and social interactions” on travellers' travel intentions during the COVID-19 pandemic. They found that “perceived value and satisfaction had a significant mediating effect in the relationship between perceived quality and travel intention; that fear of COVID-19 had a significant moderating effect in the relationship between satisfaction and travel intention; and that, with the moderation of fear of COVID-19, age had a significantly negative effect on travel intention”.

Literature on tourism and COVID-19 pandemic also refers to two specific periods – *during the pandemic* and *post-pandemic*.

#### **A. Tourism during the pandemic**

Chhabra [5] offered a realistic systems approach for the lock-down and stay-at-home environments or places opening cautiously during warnings from public health experts. She investigated the type of prevailing synergies to keep communities grounded, healthy, and reduce their stress levels. She, thus, advocated, on a large scale, “stay-at-home” restorative mechanisms (including livestreaming outreach by different stakeholders of the travel and tourism industry) to successfully launch “the next day's travel”: wellness tourism based on yoga.

Shin *et al.* [21] developed “a comprehensive framework to explain the impact of travel promoting, restricting, and attitudinal factors on travel decision during the pandemic”, using three theoretical frameworks: “*extended theory of planned behaviour*” (past travel experience, perceived behavioural control, perceived health risk, subjective

norm, travel attitude), “*tourist trust*” (destination, interactional, and political trust), “*travel constrain*” (intrapersonal, interpersonal, and “social distancing”). They found that interactional trust has a positive impact, and that political trust has a negative impact on travel decision; and that intrapersonal and social distancing constraints have negative impacts on travel decision.

Akhrani *et al.* [1] analysed travelling intention because of the COVID-19 pandemic “through COVID-19 risk perception, fear of COVID-19, risk perception to travel, vaccine attitude, and fear to travel”. They found that “the travel intention of Indonesian tourists was formed from the direct and indirect roles of COVID-19 risk perception, fear of COVID-19, risk perception to travel, vaccine attitude, and fear to travel, while the travel intention model of Taiwanese tourists is formed from the direct and indirect roles of COVID-19 risk perception, risk perception to travel, vaccine attitude, and fear to travel”.

Puspasari & Soedarsono [19] described the four communication strategy steps to promote cultural tourism during the COVID-19 pandemic: “analysis and research focused on the condition of the decline in tourism activity; policy formulation of strategic policies by utilizing digitalization to promote tourism through packaging creative media content on social media; implementation of the main strategy program by designing creative promotional content; and communication activity by disseminating promotional content through social media such as Instagram and Youtube”.

Dudek, Jaremen & Michalska-Dudek [6] studied “the characteristics of tourist behaviour schemes related to decision-making in buying package holidays during COVID-19 crisis” and found that there is “a relationship between: the research online – purchase offline behaviour and the age, the number of children under 18 in the household, and the marital status of the package holidays buyers; the research offline – purchase online behaviour and the age and the number of children up to 18 in the households of the buyers of tourist packages; the research offline – purchase offline behaviour and the age, the number of children under 18 in the household, the assessment of the financial situation, and sex of the buyers of tourist packages; and the research offline – purchase online behaviour and the age and assessment of financial situation of package holidays purchasers”.

### ***B. Post-pandemic tourism***

Falahuddin *et al.* [7] explored the relationship between “risk perception (financial risk, performance risk, physical risk, psychological risk, social risk, and time risk) and travel intention where stress level prone to COVID-19 quarantine served as a moderating factor”. They found “a positive connection between all independent variables and travel intention simultaneously but not partially: thus, the uppermost influence was found in social risk, while financial risk and time risk indicated no significant relationship”.

Liu *et al.* [11] explored “the factors influencing the post-pandemic intentions of Chinese residents to participate in outbound travel”, and found that attitude, past outbound travel behaviour, perceived behavioural control, and subjective norms ‘have significant positive effects on post-pandemic outbound travel intentions’. Even though “the perception of COVID-19 directly and negatively influences outbound travel intentions, it was also found to have an indirect influence on outbound travel intentions through the mediating effect of non-pharmaceutical interventions. The authors also found that risk tolerance has a negative moderating effect on the direct impact of residents’ perception of COVID-19 on their travel intentions”.

Oktriono [14] proposed a transformative business model (pinpointing on agility, asset sharing, closed loop, collaborative ecosystem, personalization, and usage-based pricing as the key features) “for the tourism industry for the stakeholders to have an

adaptive and innovative frame of mind post-pandemic”, and found that “tourism stakeholders focus more on developing innovative business strategies post-pandemic”.

Xie *et al.* [26, 27] studied the moderation roles of “empathy and perceived waiting time on post-pandemic travel intentions”, and found that “people exposed to messages in the risk-amplifying frame had lower basic travel and destination travel intentions than those exposed to messages in the risk- attenuating frame. Empathy had a beneficial effect on basic travel intentions and an inducing effect on destination travel intentions only in high-risk situations.” High perceived waiting time-tourists had “more positive destination travel intentions in the risk-attenuating frame.”

Kiryakova-Dineva, Vasenska & Koyundzhiyska-Davidkova [10] revealed the potential of (barn, bubble, caravan, geo-dome, hut, tree) glamping (on water) “in the scope of active life and well-being tourism, as an active back to nature trend in the post-pandemic tourism reality”.

Michalkó, Bal & Erdélyi [13] addressed “the essence of the daytime tourism milieu of the Hungarian capital Budapest’s nightly party zone”, where they identified three milieus – the “creative milieu”, the “Jewish heritage milieu”, and the “gastronomic milieu” – “as the most important daytime profiles of the party zone” to reposition as venues of daytime tourism.

Xie *et al.* [27] examined “the effects of risk message frames on tourists’ post-pandemic travel intention via the meditation of loneliness and investigated the roles of conflictive family atmosphere and risk propensity in moderating these effects”. They found that “respondents in risk-attenuating frame had higher travel intention than those in risk-amplifying frame; that social loneliness partially mediated the effect of risk message on travel intention; that conflictive family atmosphere moderated the effects of risk message on social loneliness and travel intention; and that risk propensity alleviated the negative impact of risk message on travel intention.”

## CONCLUSIONS

The focus of many researchers has been “on the impact of the COVID-19 pandemic on intention to travel”, on residents’ socio-political perspectives, “on tourists’ travel risk and management perceptions,” and over tourism companies;

The focus of “during the pandemic” studies has been on intention to travel, on the promotion of “new forms of tourism such as cultural tourism and wellness tourism” based on yoga (tourism), and on travel decision;

The focus of “post-pandemic” studies has been on intention to travel, on risk perception, an on the promotion of new tourism models such as glamping or of new tourism venues;

The most common themes in the studies investigated is risk perception (9 occurrences), followed by intention to travel (8 occurrences), tourist’s perception (4 occurrences), promotion of new forms of tourism (4 occurrences), and travel decisions (2 occurrences);

Promoting new tourism forms/models is the proof that tourism/travel is “healing” after the damage caused by the COVID-19 pandemic.

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