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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.*

• Introduction

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:

- Study provides a clearer image of the impact of COVID-19 pandemic over the touristic companies of the Azores Region (Portugal). One of this 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."
- 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. Also 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;
- 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;
- 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";
- refers to two specific periods – during the pandemic and post-pandemic.

• 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.

• Results and discussions

Falahuddin et al. (2020) 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. (2021) 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 (2021) 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. (2021) 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."

• 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.