

Tourism and COVID-19: Impacts and implications for advancing and resetting industry and research

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Abstract

The purpose of this study is to critically analyze previous and new studies to assist professionals and scholars in better understanding, managing, and valorizing COVID-19's tourist impacts and transformational potential.

To accomplish this, the paper first examines why and how the COVID-19 can be a transformative opportunity by examining the pandemic's circumstances and questions.

The report then discusses the basic ideas, institutions, and pre-assumptions that the tourist industry and academia should challenge and break through to progress and reset research and practice boundaries.

The report goes on to highlight the primary impacts, behaviors, and experiences that three major tourism stakeholders (tourism demand, supply, and destination management organizations, as well as policymakers) are having during the three stages of COVID-19 (response, recovery, and reset).

This gives an overview of the kind and scale of COVID-19 tourist impacts, as well as the research implications.

Keywords: Tourism, COVID-19, Impacts, Recovery, Resilience, Crisis

1. Introduction: Setting the necessity and parameters for tourism COVID-19 research

The COVID-19 (declared as a pandemic by WHO, 12 March 2020) significantly impacts the global economic, political, socio-cultural systems. Health communication strategies and measures (e.g. social distancing, travel and mobility bans, community lockdowns, stay at home campaigns, self- or mandatory quarantine, curbs on crowding) have halted global travel, tourism, and leisure. Being a highly vulnerable industry to numerous environmental, political, socio-economic risks, tourism is used to and has become resilient in bouncing back (Novelli, Gussing Burgess, Jones, & Ritchie, 2018) from various crises and outbreaks (e.g. terrorism, earthquakes, Ebola, SARS, Zika). However, the nature, the unprecedented circumstances, and impacts of the COVID-19 demonstrate signs that this crisis is not only different, but it can have profound and long-term structural and transformational changes to tourism as socio-economic activity and industry. Indeed, the global and huge scale, the multidimensional and interconnected impacts challenging current values and systems and leading to a worldwide recession and depression are the most distinctive characteristics of this pandemic.

COVID-19 tourism impacts will be uneven in space and time, and apart from the human tool, estimates show an enormous and international economic impact: international tourist arrivals are estimated to drop to 78% causing a loss of US\$ 1.2 trillion in export revenues from tourism and 120 million direct tourism job cuts representing seven times the impact of September 11, and the largest decline in the history (UNWTO, 2020). Being one of the most important global employers (1 in 10 jobs are directly related to tourism, UNWTO, 2020) and the major GDP contributor for several countries, tourism and COVID-19 is the epicenter of all international discussions and economies.

Within the burgeoning industry discussions and research about tourism and COVID-19, there is a unanimous call to see and use the pandemic as a transformative opportunity (Mair, 2020). The industry should not only recover but also reimagine and reform the next normal and economic order (McKinsey, 2020), while researchers should not solely use COVID-19 as another context to replicate existing knowledge for measuring and predicting tourism impacts (Gössling et al., 2020, Hall et al., 2020). Although such studies are important for managing the pandemic, they do not advance knowledge and/or guide the industry to a step beyond. Moreover, because of the interlinked socio-cultural, economic, psychological, and political impacts of COVID-19 of this magnitude, unforeseen trajectories instead of historical trends are expected and the predictive power of 'old' explanatory models may not work. Moreover, there is enough evidence to claim that both the tourism industry and research have matured to a good extent providing sufficient knowledge about how to study and effectively: (1) design and implement crisis recovery and response strategies (e.g. McKercher & Chon, 2004); (2) build resilience to address future crises (Hall, Prayag, & Amore, 2017). What is still lacking is knowledge about how crisis can foster industry change, how companies can convert this crisis disruption into transformative innovation and how to conduct research that can enable, inform and shape the rethinking and resetting of a next normal.

Crises can be a change trigger, but no crisis has been so far a significant transition event in tourism (Hall et al., 2020). Crises have also been used as a political tool to stabilize existing structures and diminish the possibility of collective mobilization (Masco, 2017). As change can be selective and/or optional for the tourism stakeholders (e.g. tourists, operators, destination organizations, policymakers, local communities, employees), the nature and degree of crises-led transformations depend on whether and how these stakeholders are affected by, respond to, recover and reflect on crises. Consequently, to better understand, predict but also inform and shape change, tourism COVID-19 research should provide a deeper examination and understanding of the tourism stakeholders' (behavioral, cognitive, emotional, psychological, and even ideological) drivers, actions, and reactions to their COVID-19 impacts. Research should also examine and understand the stakeholders' lived and perceived COVID-19 experiences as well as their consciousness, mindfulness, capabilities, and willingness to understand and act (pro-actively and re-actively) to the pandemic, as all these can equally influence their attitudes, behaviors, and change potential.

COVID-19 tourism research should also advance our knowledge for informing, fostering, shaping, or even leading such crises-enabled transformations. Otherwise, we will simply experience one crisis after the other (Lew, 2020). Responding to the mushrooming euphoria of COVID-19 tourism-related research, Gretzel et al. (2020) also plead for transformative e-tourism research that can shape tourism futures by making value systems, institutional logics, scientific paradigms, and technology notions visible and transformable. To achieve scientific paradigm shifts, e-tourism research should embrace historicity, reflexivity, transparency, equity, plurality, and creativity (Gretzel et al., 2020). To avoid the bubble of the COVID-19 research orgasm and advance tourism research, others have also suggested adopting inter-disciplinary (Wen, Wang, Kozak, Liu, & Hou, 2020), multi-disciplinary (Gössling et al., 2020, Hall et al., 2020) or even anti-disciplinary (Sigala, 2018) research to enable out-of-the-box, creative and flexible thinking that challenges and goes beyond existing pre-assumptions and mindsets.

To fill these gaps, this study will conduct a critical evaluation of previous and new literature to assist professionals and scholars in better understanding, managing, and valorizing COVID-19's tourist impacts and transformational potential.

To do so, the study first explains why and how the COVID-19 pandemic can be a transformative opportunity by examining the circumstances and concerns generated by the pandemic.

The report addresses the basic ideas, institutions, and presumptions that the tourist industry and academia should challenge and break through to progress and reset research and practice boundaries.

The report goes on to talk about the primary impacts, behaviors, and experiences that three major tourism stakeholders (tourism demand, supply, and destination management organizations, as well as policymakers) are having during the three COVID-19 stages (response, recovery, and reset).

This analysis is useful because it provides an overview and comprehension of the types and extent of COVID-19 tourism impacts, as well as demonstrating how stakeholders and researchers perceive, react, and behave at each step may shape and set the next (new) normal in the post-COVID-19 era.

Responding to the call for transformative research, the rationale is that tourism research should go beyond replicating and reconfirming existing knowledge within the COVID-19 context; instead, tourism COVID-19 research should see new things and see them differently to inform and guide tourism futures.

As a result, the study proposes new research areas and theoretical perspectives for improving and resetting industry practice and research. The paper does not aim to provide a fully comprehensive and inclusive analysis of all the impacts, theories, topics, and tourism stakeholders that COVID-19 tourism research can examine. Instead, it aims to provide practical and theoretical implications on how to better research, understand, manage and transformative valorize COVID-19 tourism impacts.

2. COVID-19 circumstances and tourism:

Shifting the research focus to challenge, reset and contradict institutional logic, systems, and assumptions

To avoid 'casualties,' develop, monitor, and improve reaction methods, researchers must investigate, measure, and anticipate the COVID-19 tourist impacts (i.e. you cannot manage what you cannot measure). However, research that focuses on the characteristics and consequences of crises rather than their structural underpinnings tends to obscure and stabilize the conditions and social structures that lead to crises (Barrios, 2017: 151). Investigating the true origins of COVID-19 may extend beyond the scope and bounds of tourist study. However, the latter must investigate and challenge the tourism "circumstances" and structures that have aided and sometimes hastened COVID-19's global spread and impact. Regrettably, economists dismiss the pandemic as a simple natural occurrence that occurs outside of the economic system (Nowlin, 2017).

However, COVID-19 is being treated as an exogenous shock and event unrelated to socioeconomic structures and values. COVID-19 is a crisis of the economized societies rooted in the growth paradigm (Ötsch, 2020). COVID-19 is also a result of the intersection of broader processes of urbanization, globalization, environmental change, agribusiness, and contemporary capitalism (Allen et al., 2017). The nature of tourism (requiring traveling) and its evolution and growth paradigms are significant contributors to such circumstances and the current socio-economic system accelerating the spread and impact of this contagious and infectious virus. Tourism is a result but also responsible for: our highly interconnected and global world; pollution, waste, and climate change; global, national, and regional economic development and growth; the superiority of capitalism values in people's and business decision-making but also policy and politics formulations. As climate change increases the frequency of pandemics and outbreaks, pandemics are expected to become more common in the future (World Economic Forum (2019) (2019), 2019), which in turn highlights the interwoven nature and vicious circle forces between the biological, physical and socio-economic systems.

Moreover, the economic system and mindset contributing to the COVID-19 has also been guiding and shaping the COVID-19 response and recovery strategies of governments, institutions, businesses, and people alike. This can significantly perpetuate and repeat crises as we are treating their symptoms and not their roots. For example, economic priorities for maintaining business continuity and jobs, resume and recovering to the old 'economic success growth', have been driving governments' policies and practices such as: economic support (e.g. subsidies, tax reliefs) to tourism businesses and employees; debates for relaxation of restrictions for re-opening and re-starting economies at the expense of a second wave and human lives. Similarly, people have engaged in panic buying and (over)-consumption of online experiences (e.g. virtual entertainment, dining, drinking, traveling) during lock-downs, that demonstrate their persistence, preference, and fear of losing to their 'consumerism'

traditional lifestyles deemed essential for their success and happiness. Early COVID-19 tourism research also reinforces a similar mindset, e.g. many studies trying to measure the economic impacts of COVID-19 trading them off to socio-cultural and biological impacts, studies aiming to predict and measure when tourists will start traveling again and when we can reach the old tourism targets. As governments race to minimize economic losses, and be the first to reopen borders and (tourism) businesses, and financial markets, investors, cash liquidity and financial survival are equally pressing multinational and small tourism enterprises, they are all also looking for tourism research that can ‘feed’ and ‘reconfirm’ their mindset and help them resume operations based on the old paradigms and business models they are founded. Debates and research are based on trading between economic benefits and losses in exchange for human rights, lives, moral,s and ethics. There is no discussion why trade-offs are the best methodology and mindset to decide, no one has re-imagined ‘solutions’ enabling co-existence or regenerative forces between these concepts.

Overall, research, education and our socio-economic and political system (which they shape and are shaped by each other) have all framed our mindset on how we research, measure, understand, respond and aim to recover from the COVID-19. Consequently, we have converted COVID-19 from a biological virus contagion to a financial crisis contagion and recently, an economic race to re-build our old financial competitiveness. To avoid such perpetuations, tourism research should assume more responsibility in informing, driving, and leading sustainable futures. To that end, COVID-19 tourism research should not be solely seen, conducted, and used as a useful tool to help resume old states. Instead, COVID-19 tourism research should also challenge our growth paradigms and assumptions that have led to the current situation and enable us to reimagine and reset tourism (e.g. Ioannides and Gyimóthy, 2020, Gössling et al., 2020, Hall et al., 2020, Higgins-Desbiolles, 2020). To achieve this, COVID-19 tourism research should criticize ontological and epistemological foundations and assumptions that underpin the current science and growth paradigms (Brodbeck, 2019). It should also deconstruct and challenge the mechanisms and systems that sustain the deleterious unsustainable tourism evolution (Higgins-Desbiolles, 2020). But to regenerate and transform tourism and its socio-economic system, tourism research should not only support new ways and perspectives of researching, knowing, and evolving. COVID-19 tourism research should also inspire, motivate and inform all tourism stakeholders alike to adopt new ways of being, doing, and politicizing. For example:

At a macro-level, COVID-19 tourism research should generate rethinking, rethinking, and unthinking of pre-assumptions and mindsets including (Higgins-Desbiolles, 2020): globalization as an unstoppable force; neoliberal capitalism as the best system and decision-making tool for organizing and allocating resources; growth as the sole way for development and success. It should also challenge the ‘surveillance capitalism’, whose institutionalization and normalization is perceived as inevitable and unstoppable because of forces including (Zuboff, 2015): institutionalized facts (e.g. data collection, analytics, and mining); leading tech and disrupting companies being respected and treated as emissaries of a better future solving the “faults of capitalism” (e.g. sharing economy platforms ‘democratising’ micro-entrepreneurship); and people seeing technologies as a necessary requirement for social and civic participation, securing employment and addressing the increasingly stressful, competitive, and stratified struggle for effective life. The COVID-19 is accelerating the institutionalization and acceptance of this algorithmic governance, management, and society, previously contested as violations of human rights, privacy, and laws (Zysman, 2006), but now becoming normalized in the name of health and the common good.

Technology is at the core of solutions for combating the COVID-19 and re-opening tourism and the economy (e.g. mobility tracing apps, robotised-AI touchless service delivery, digital health passports, and identity controls, social distancing and crowding control technologies, big data for fast and real-time decision-making, humanoid robots delivering materials, disinfecting and sterilizing public spaces, detecting or measuring body temperature, providing safety or security), while technology is seen as a panacea to our COVID-19 driven-needs to normalize surveillance, to ensure health and safety, to collect and analyse personal data for fast decision-making. Although COVID-19 tourism research cannot stop these technological advances, it should fight this digital trojan horse from the inside by questioning and resetting its purposes, designs, and affordances,

interpretations, and applied ethics. Technologies are constituted by unique affordances, whose development and expression are shaped by the institutional logic in which technologies are designed, implemented, and used (Zuboff, 2015). COVID-19 tourism research could simply investigate and advance our information and technological capabilities to collect, analyze and use (big) data for better knowledge, predicting, controlling, and modifying human behavior (e.g. tourists and employees behaviour) as a means to produce revenue and market control (Zuboff, 2015). But such research will simply further support the making of everydayness qua data imprints an intrinsic component of organizational and institutional life and a primary target of commercialization strategies (Constantiou&Kallinikos, 2015). Technologies have always been an enabler, a catalyst of innovation and change, a disruptor of tourism, as well as a tool to build tourism resilience in crisis (Hall et al., 2017). The COVID-19 has further enhanced the role of technologies in the recovery and reimagination of tourism, while it reinforces existing paradigms in the e-tourism evolution. Developmental trends and adoption of smart destinations and tourism services, AI, robotics and other digital advances are now accelerated to combat the COVID-19 tourism implications. COVID-19 tourism research should reimagine and re-shape the purposes, usage and means of such technological advances that significantly form how our societies and economies are being transformed, how tourism is being practiced, managed and evolves with the help and/or because of the COVID-19.

At a micro-level, COVID-19 tourism research should question and reset why tourism is viewed, practiced and managed as how to 'escape', 'relax', 'socialise', 'construct identities/status', 'learn' and reward themselves from a routine, unpleasant and meaningless life. Why tourism should be researched and practiced as an shake an uneventful life, rather than life being rewarding and meaningful itself? Why people need to travel thousands of miles faraway from home to 'learn' and 'be happy'? Why companies need to commercialize and commoditize communities, people and their tangible and intangible resources as tourism attractions 'please' the tourists' needs and drive economic development? Tourism paradigms and mindsets like this, have led and intensified crises like COVID-19 and this can't be sustainable for for much longer . Consumerism and tourism shouldn't be seen because the sole thanks to achieve happiness, self-expression, and (economic) development. COVID-19 tourism research should inspire tourists, businesses and destinations alike to re-imagine and reset new mindsets, frontiers and behaviours such as: the way to use and develop tourism to valorize and not consume tourism resources, to get well-being, sustainability and transformational learning; the way to study and practice environmental/sustainable management not as a legal necessity for lobbying and formulating policies, not as marketing tool to create brands' and people's identities, not as an expense to be minimized, but as a mindful business investment and private lifestyle for a responsible future. Overall, COVID-19 tourism research shouldn't only be the mean to beat the crisis and resume previously chartered economic process trajectories. It should lead the refocusing, repurposing, reframing and re-interpretation of research questions, methodologies and outcomes, in order that tourism stakeholders can successively re-direct their actioning, conduct and evolution. thereto end, COVID-19 tourism research are going to be benefited by embedding, adapting, reflecting and expanding the theoretical lenses and perspectives of a way greater plurality of disciplines and constructs to guide and implement research. Transformative (service) research, philosophy, criminology, ethics, law, anthropology, behavioural and non secular studies, politics and diplomacy, governance, bioethics, rhetoric. Researching within unchartered waters, COVID-19 tourism research can also got to apply new methodological approaches and tools that are capable to combat roots and not symptoms of tourism crises and use the latter as transformational opportunity to reset research agendas and re-imagine and re-shape unthinkable tourism futures. thanks to the novelty of the sector qualitative approaches like (cyber)ethnography and therefore the need for urgent, fast and real-time research processes and outcomes, COVID-19 tourism research can also got to intensify and advance "new" methods of (big) data collection, analysis and interpretation/visualization, like participatory sensing (i.e. using tourists as sensors for data collection).

Paradox research, as a meta-theory and/or methodology, also can be very instrumental for informing and supporting COVID-19 tourism research. Originating in philosophy and psychology (e.g. Aristotle, Confucius, Freud), paradox research (also frequently requiring multi-disciplinarity) has helped to tell , advance and

transform management science research (Schad, Lewis, Raisch, & Smith, 2016) and organisations (Cameron & Quinn, 1988) alike. As a meta-theory, paradox research offers a strong lens for enriching extant theories and fostering theorizing processes in management science, because it provides deeper understanding and conceptualisation of constructs, relationships, and dynamics surrounding organizational tensions. By investigating contradictions between interdependent elements that are seemingly distinct and oppositional, one can better unravel how one element actually informs and defines the another, tied during a web of eternal mutuality. As a strategy, the paradox lens encourages researchers to approach organizational paradoxes paradoxically (Cameron & Quinn, 1988). Incorporating paradox research into COVID-19 research can also be inevitable, because the COVID-19 circumstances, impacts and debates have uncovered and intensified existing paradoxes, but also generated new ones. Paradox research is additionally paramount to COVID-19 tourism research, if the latter is to become innovative and transformative. These are because (adapted by Schad et al., 2016):

- • Interruptions in socio-economic life can reveal structural contradictions and paradoxes, and by studying and understanding them, one can make the crisis positive and transformative.
- • paradoxes intensify, grow and intensify, as contemporary organizations and their environments become increasingly global, fast-paced, and complex; the evolution and circumstances of tourism and COVID-19 are strong evidence of a highly interconnected, fast paced and sophisticated world.
- • paradox may be a powerful meta-theorizing tool: opposing theoretical views may enable vital insights into persistent and interdependent contradictions, fostering richer, more creative, and more relevant theorizing.
- • paradox identifies and challenges our pre-assumptions: as antinomies, theoretical paradoxes remain perplexing, even paralyzing, when researchers are confined by the past and/or assumptions.
- • paradox help us think creatively and out-of-the box, because contradictions provoke established certainties and tempts untapped creativity.

Paradox research is limitedly used within tourism research, but its applicability, versatility and value are shown already in investigating: macro-level tourism and destination management issues (Williams & Ponsford, 2009); business operations (Sigala, Airey, Jones, & Lockwood, 2004) and tourism demand (Mawby, 2000). However, because the present and post COVID-19 era may be a fertile ground of persistent and new paradoxes in tourism, tourism researchers should seriously consider adopting a paradox lense. for instance, the circumstances of COVID-19 (e.g. occupy home lockdowns, social distancing) have necessitated and accelerated the utilization of technologies by both tourists (e.g. information about travel restrictions, online crisis communication, online COVID-19 alerts and hygiene measures) and businesses (e.g. online food delivery, virtual dining, virtual wine experiences, festivals/events, virtual visits of museums, destinations).

However, persistent 'paradoxes' (e.g. increase use of social media and loneliness, democratisation of data accessibility and knowledge darkness, technology and (small) business empowerment/equalizing competition rules) are questioning the effectiveness of such technology solutions and have fuelled debates on whether or not they are a 'cure' or a 'fertiliser' and "diffuser" of the pandemic. Not everyone has access to technology and people that they need don't necessarily have the capabilities and knowledge to effectively use the technology tools and knowledge. The persistent digital divide found in consumers and businesses (which mainly represents a socio-economic divide of citizens and size of businesses), has converted the pandemic to an infodemic (e.g. lack or mis-information, diffusion of faux COVID-19 news and advices, emotional contagion of worldwide depression and mental health) and a tool deepening the economic divide and competitive gap between larger and

smaller tourism operators. Digital inequalities in tourists potentiated their vulnerability to COVID-19 (e.g. putting themselves and their beloved in health risk while traveling or willing to travel during and after the COVID-19), while COVID-19 vulnerability potentiate to enlarge the digital inequalities [e.g. those that have the tools and means to easier undergo the COVID-19 impacts also will be the sole ones who pays and access virtual tourism experiences, who are going to be well informed on how, where and when travel and who are going to be ready to afford to travel within the future, as increased (hygiene and technology) operating costs and transportation oligopolies may increase costs of tourism]. Similarly, digital inequalities in tourism businesses potentiate COVID-19 vulnerability (as larger operators that were technology ready and ‘inherited’ by size resilience, were the primary and perhaps the sole ones to be ready to virtualise operations and experiences for maintaining business liquidity, surviving, re-opening and recovering post COVID-19), while COVID-19 vulnerability increases digital and economic inequalities within the tourism competitive landscape (e.g. larger companies/destinations which are characterised by greater cash liquidity, know-how, technology readiness and resilience then , have lower COVID-19 vulnerability, are going to be those to survive and thrive post COVID-19). Paradox research which will investigate such contradictions between the abovementioned distinct and oppositional, but also elements interdependent elements can better define, understand, manage and address their concepts and therefore the dynamics of their web of eternal mutuality. The COVID-19 fortified and generated many other paradoxes, which also are identifiable in the least tourism management levels (macro, meso and micro) and COVID-19 tourism research can investigate for advancing and reworking research.

3. COVID-19: Dismantling and re-mantling tourism in three stages

It is widely accepted that crisis management must be implemented before, during and after a crisis. COVID-19 tourism research doesn't need to address issues within the last stage so as to be transformative. It can equally be transformative if it re-examines ‘existing’ issues and relations but through new theoretical lenses and/or methodological approaches by embedding a plurality of ‘new’ disciplines into the research designs. By doing this, one can significantly unravel unknown issues and dynamics, provide a far better explanatory power and understanding of concepts and relations also as identify and test new ‘remedies’.

3.1. Tourism demand

Tourists have experienced themselves, through their loved ones and/or through the shared experiences of others (e.g. user-generated-content) significant disruptions and health-risks in their travel and bookings plans. The tourists’ experiences and/or exposure to others’ experiences (that also are magnified through the emotional contagion and knowledge diffusion of the social media) can have a big impact on their travel attitudes, intentions and future behaviours. Psychiatric research investigating the impact of traumatic experiences on people’s life, behaviours and experiences of places and services (e.g. Baxter & Diehl, 1998) can provide a useful theoretical lenses for understanding the travel behavior and attitudes of tourists that are exposed to have or others’ COVID-19 travel trauma. Tourism research has mainly focused on studying how tourists develop their perceived risk and therefore the impacts of the latter on tourists’ decision-making processes, future intentions and segmentation profiles (e.g. Dolnicar, 2005, Aliperti and Cruz, 2019, Araña and León, 2008). Others have also examined the impact of the tourists’ perception of crisis management preparedness certification on their travel intentions (e.g. Pennington-Gray, Schroeder, Wu, Donohoe, & Cahyanto, 2014). Such research is vital , as risk perceptions are important for predicting future tourism demand and drafting appropriate recovery strategies (Rittichainuwat & Chakraborty, 2009). It’s also relevant for COVID-19 tourism research due to the new COVID-19 standards and certification rules that companies are now required to adopt. Research has shown that perceptions of risks may differ between tourists with different origin-country, final destination, age, sex and therefore the typology of travel (Rittichainuwat & Chakraborty, 2009). However, the impact of crisis communication and social media on perceived risk has been totally ignored. Some research is completed for examining the impact of social media use on tourists’ psychological state (Zheng, Goh, & Wen, 2020) and crisis information systems and communication – social media (Sigala, 2012, Yu et al., 2020), however, given the increasing role and impact of

social media on crisis communication and people's health and risks perceptions, this is often a neighborhood where more research is granted. As a vaccine for COVID-19 may take long to be developed and travelers may have to measure with it, tourism research might enjoy medical and health research investigating how people behave, live and deal with chronic and lifestyle-related diseases (e.g. AIDS).

It is claimed that while experiencing low pace, new lifestyles and dealing patterns, people are reflecting and recalibrating their priorities and social values. Is that true in reference to their travel behavior? Would people require and expect greater responsibility and sustainability from tourism operators and destinations? Would they be motivated to travel more except for a meaningful purpose? Or would people return to their previous travel behaviours and preferences? Past research (Pieters, 2013) has shown that buyers face a "material trap" during which materialism fosters social isolation and which successively reinforces materialism. This might explain why during lockdowns people increased their online shopping and consumption of virtual entertainment and doubtless they could not have reflected and reset their values. Is that true and what's its impact on tourists' behaviours? Consumer psychology and behavioural science explaining how people wish to align the time they spend with their values (congruence theory) can provide useful insights into such investigations. Additionally, religion and spirituality studies can further enlighten the impact of COVID-19's living conditions on tourists' tourism sustainability preferences and attitudes also as responses to tourism operators' and destination sustainability practices and communications. This is often because religion and spirituality is found to play a crucial role in influencing individuals' thoughts and behaviors (Laurin, Kay, & Fitzsimons, 2012).

During lockdowns, people have experienced and become familiar with virtual services and tourism experiences. Research in technology adoption would claim that increased technology familiarity and trialability will increase its adoption. But will this apply for the controversial technologies introduced by COVID-19? Political economy and law research explaining how people react and accept human rights 'violations' (e.g. surveillance measures, freedom of speech, lockdowns) under conditions of 'state of exception' like terrorism or the COVID-19 (Carriere, 2019, Bozzoli and Müller, 2011, Scheppele, 2003) can provide a new lenses for studying adoption of the COVID-19 controversial technologies and restrictions Research on political ideologies could further enlighten why people's ideologies and political values may further perplex their reactions and behaviours to such interventions in their human rights.

Social distancing imposed by COVID-19 includes actions such as, reducing social contact, avoiding crowded places, or minimizing travel. Social distancing can significantly impact how people experience and evaluate leisure and travel activities like hiking, outdoor activities and nature-based tourism or even personal services like spas, dining, concierge services. Social distancing or better physical distancing may influence tourists' perceptions of health hazards, insecurity and unpleasant tourism experiences. But how 'far' away is enough for tourism employees and other customers to be from each other without compromising sociality, personal service and perceptions of social distancing measures? Social distancing has not been studied before in service provision, while law and criminology research on 'sexual' consent may provide a different perspective on how people define social space and the 'invasion' or not of others into it.

Tourism is primarily a sensory and hedonic experience. By affecting customers' emotions, behaviours, attitudes, and service ratings, service escape design has a significant impact on the tourism experience. However, COVID-19 operating standards require service scapes to be redesigned, removing or inhibiting sensorial elements and 'changing' tourism experiences, such as the smell of cleanliness instead of fragrance; social distancing and the number of co-presence of clients in restaurants, festivals, and other tourism settings will influence new standards of psychological comfort and acceptable levels of perceived crowding; raised voices may generate a wider "moist breath zone" increasing perceived crowding; and raised voices may generate COVID-19. Would visitors and tourism businesses alter their habits and attitudes in response to the new COVID-19 service scapes? What new service etiquette, customer expectations, behaviours, and experiences might COVID-19's service

scapes and operating processes bring? These and many other fields of research have been raised due to COVID-19 conditions, and as explained a plurality of theoretical lenses can be beneficial to provide a better understanding of these new concepts introduced in tourism research.

3.2. Tourism supply – Businesses

Tourism businesses have been racing to ensure the safety of their employees, customers, brand image and cash liquidity. To re-start, tourism companies are re-designing experiences (e.g. winery experiences, museum visits, tours, sports events, in-room dining and entertainment instead of hotel facilities) to feature smaller groups of tourists, outdoor activities and/or private experiences complying with social distancing and gathering restrictions and travellers' expectations. Tourism companies have already upgraded their cleaning procedures by adopting new standards and restraining staff. Many of companies promote their hygiene certifications accredited by health expert associations. Tourism professionals are being trained to become 'contact tracers' obtaining relevant certifications confirming their skills to identify cases, build rapport and community with cases, identify their contact and stop community transmission. Restaurants, hotels, airports, public spaces are re-engineering their operations to make them contact-free or contactless. Mobile apps (for check-in, check-out, room keys, mobile payments, bookings-purchases), self-service kiosks, in-room technologies for entertainment and destination e-shopping (e.g. virtual reality for destination virtual visits to museums, attractions and destinations, movies), robots (for reception and concierge services, food delivery museum guides), artificial intelligence enabled websites and chatbox for customer communication and services, digital payments (e.g. digital wallets, paypal, credit cards). In addition, the new operating environment enforced by COVID-19 measures require firms to adopt new technologies and applications to ensure management of crowds and number of people gathered in public spaces (e.g. airports, shopping malls, museums, restaurants, hotels), human disinfectors and hand sanitizer equipment, applications identifying and managing people's health identity and profiles.

Research can conduct a reality check and benchmarking of the effectiveness of the various respond and recovery strategies adopted by tourism operators. Research can also investigate the role and the way to build resilience to fast develop and implement such strategies. However, such research is useful and important but probably not enough for investigating the resetting of the next tourism industry normal. Transformative COVID-19 research should help industry to reimagine and implement an operating environment that is human-centred and responsible to sustainability and well-being values.

3.3. Destination management organisations and policy makers

Governments and destinations have been providing stimulus packages and interventions (e.g. tax reliefs, subsidies, deferrals of payments) to ensure the viability and continuity of tourism firms and jobs. Governments have intervened in mobility restriction and closures of businesses. Because of these, COVID-19 has resulted in a greater intervention of governments in the functioning and operations of the tourism industry. The government has also become a much bigger actor in the tourism economy (e.g. re-nationalisation of airlines and other tourism firms and tourism infrastructure like airports). This is very unique for COVID-19, as previous crises have generated research and institutional interest, but they did not have policy impact, specifically in tourism (Hall et al., 2020). Would such government interventions and role sustain in the future? How will this influence the structure and functioning of the industry at a national and global level? Debates have already started questioning the effectiveness of such interventions, their fairness and equal distribution amongst tourism stakeholders (Higgins-Desbiolles, 2020), their long-term impacts in terms of austerity and cuts of public expenditures. Future research looking into these issues is highly warranted. In their COVID-19 reactions and responses governments and destinations seem to have acted individually and nationalistic and recently selectively (e.g. bilateral and multilateral agreements amongst tourism bubbles). However, systems theory and crisis management, would argue that crises need to be addressed collectively. What would be the impact of such governmental behaviours on the future of tourism and destinations tourism policy making and strategies? As it seems, COVID-19 has raised political, geopolitical and governance issues that frameworks and concepts from these disciplines would need to be used to enlighten such research.

4. Conclusions: What is more and what is next?

COVID-19 had a good range of socio-cultural, economic, and psychological effects on tourist stakeholders, a number of which lasted for years. As a result, the pandemic has created a 'fertile' new environment during which tourism experts can conduct studies which will benefit end users. COVID-19 tourist research, on the opposite hand, should aim to avoid the old adage of "publish or perish," which has been driving and mushrooming tourism research (Hall, 2011).

Although studies that assess COVID-19 impacts on various geographies, sectors, and stakeholders are very useful and contextually interesting, they'll offer limited scope to advance our knowledge on crisis management also on potentiate the pandemic's affordance to reset our research agendas and expand the contribution and frontiers of tourism research and entrepreneurship. it's the aim of this paper to inspire tourism scholars to look at and use the COVID-19 as a transformational opportunity for reforming their mindsets in designing and conducting research and for the tourism institutions to reset their standards and metrics for motivating and evaluating the aim , role and impact of tourism research. additionally , crises also accelerate technology innovation and alter (Colombo, Piva, Quas, & Rossi-Lamastra, 2016). However, these shouldn't be viewed as inevitable, unquestionable and impossible to re-shape and re-adjust to serve real needs and meaningful values. it's the responsibility scholars to make sure that COVID-19 tourism research can make sure the latter.

In terms of COVID-19 implications, the present analysis isn't thorough, and impacts might not be consistent across all actors within the same tourism stakeholder group. for instance , the COVID-19 has varying effects on tourist operators counting on their size, location, management, and ownership style, also because the nature of the tourism industry (intermediaries, event organisers, transportation, quite accommodation or attraction provider). Similarly, the highly heterogeneous tourism demand (for example, leisure and business travellers, group and independent tourists, interest tourists like religious, gay and lesbian, and company travellers) means different COVID-19 impacts and implications are expected and price investigating for various market segments. COVID-19 tourism study shouldn't only reveal such differences in COVID-19 impacts, but it should also provide an enriched explanatory capacity concerning the causes of such disparities, with the power to imagine and/or test any proposals for a way to deal with them. The analysis didn't also include other major tourism stakeholders like tourism employees, local communities, tourism entrepreneurs and tourism education (scholars, students and institutions alike). Recent developments and pressures faced by a number of these tourism stakeholders were further strengthen by the COVID-19, which successively place them during a more disadvantaged situation. COVID-19 research associated with these stakeholders is equally important.

For example, COVID-19 has worsen the already difficult situation (e.g. high labour flexibility but at the expense of low salaries, lack of job security, insurance and other benefits) faced by an increasing number of tourism micro-entrepreneurs (e.g. food delivery people, 'Uber taxi drivers', "Airbnb hoteliers") (Sigala&Dolnicar, 2017). Algorithmic management, increased pressure and work stress are a number of the negative impacts of the gig economy, which become more evident and fortified thanks to the COVID-19 (e.g. food delivery employees haven't any insurance or coverage of lost salaries just in case they get infected while working; 'micro-hoteliers' risk losing their homes, as they can't collect 'accommodation fees' to pay off home mortgages). Being an unofficial and sometime black economy/employment, gig tourism workers might not even be entitled to governmental subsidies provided to COVID-19 vulnerable employees or businesses. because the COVID-19 is predicted to continue and reinforce contemporary paradigms and trends of this 'causalisation' of tourism employment (due to the upcoming economic recession and greater operating costs of tourism firms), COVID-19 tourism research must urgently investigate problems with employee psychological, mental and physical health, engagement, working conditions (e.g. remote working, virtual teams and virtual leadership) and other human resource issues within the COVID-19 setting. for instance , traditional leadership, recruitment, management, and motivational incentives might not inspire, engage, motivate, and attract employees who have recalibrated their personal values and priorities during the COVID-19 lockdown and remote working.

The COVID-19 impacts on tourism employment create further pressures on tourism education that has severely suffering from the pandemic. aside from the virtualization of teaching and learning processes, tourism students and graduates need to also address the halt of industry internships, recruitment and questionable career paths. Tourism programs and universities are faced with reduced students' intakes, industry and government sponsorship and research funding. Tourism researchers must develop new methods and resources for doing research that addresses social distancing while also taking under consideration the psychological state and privacy concerns of COVID-19 stakeholders. Investigating pedagogical challenges like the way to make tourism curricula more "resilient," "agile," and "updated" so as to get graduates with adaptable, transferable skills to other industries is additionally crucial. New online and offline courses and certifications, for instance , have already emerged to coach graduates to become professional 'contact tracers,' with the technical, emotional/social, and ethical skills to manage customers and employees in situations of contact tracing, isolation, and quarantine (e.g., the way to conduct contact tracing, the way to build rapport with cases, identify their contacts, and support both cases and their contacts to prevent transmission in their communities). Is this, however, merely an opportunistic educational offering and/or a new 'skill and qualification standard' that the tourism sector and market would anticipate?

Many additional specific topics within the COVID-19 realm also worth investigation. for instance , social entrepreneurship in tourism has exploded within the last decade (Sigala, 2019) thanks to a spread of things , including the 2008 economic downturn. COVID-19 has encouraged tourism social initiatives that aim to supply social value, alleviate COVID-19-related social problems, and assist those in need (e.g. marketplaces enabling the repurposing of varied tourism unutilized resources like labour, hotel and performance space, food, cleaning material, e.g. HospitalityHelps.org). The proliferation of COVID-19-related tourist social ventures offers a wealth of chances to research and better understand this phenomena in new and different ecosystems, stakeholders, and conditions.

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