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Special Issue Section

Tourman 2021- "Restarting tourism, travel and hospitality: The day after"

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Abstract

This guest editorial presents the papers in the Special Issue Section of the European Journal of Tourism Research from the 4th International Scientific Conference "TOURMAN 2021" (www.tourman.gr), 21-23.05.2021, entitled "Restarting tourism, travel and hospitality: The day after"

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A variety of factors, including uncertainties, challenges, crises, and pandemics, have impacted the tourism and hospitality industries over the decades. A sudden and unexpected crisis (such as a natural disaster, financial crisis, or illness) could negatively impact tourism and worsen the performance of businesses. In the wake of the COVID-19 pandemic, tourism and hospitality industries suffered heavily (Gössling, Scott, & Hall, 2020). As a result of COVID-19, the tourism sector suffered a severe decline due to border closures, reduced tourist travel, and reduced visitor demand worldwide (Fotiadis, Polyzos, & Huan, 2021). Several tourism destinations have temporarily suspended operations as restrictions on travel, lockdown measures, and cancellations result from the COVID-19 outbreak (Fotiadis, Woodside, Del Chiappa, Séraphin, & Hansen, 2021).

In developing countries, the COVID-19 pandemic has had a significant negative impact on the tourism sector, since tourism is such an important part of the economy (Polyzos, Samitas, & Spyridou, 2020). Due to both the pandemic's health consequences and the measures taken to reduce its effects, the pandemic has had a direct impact on the entire economy and society (Musyck, Kabykenov, & Webster, 2021). It is also important to note that the pandemic has had a negative impact on the tourism sector, which is critical for economic growth and job creation (WTTC, 2020). In addition, since tourism is interconnected with a variety of other industries, the negative impacts of COVID-19 impact other sectors as well (Del Chiappa, Bregoli, & Fotiadis, 2021). Researchers and policymakers are very interested in these impacts, which is why they are highly interested in the matter. There is a need to formulate measures and take policy decisions to counteract the negative economic impacts of COVID-19 by providing differential information about these impacts. Developing countries that are susceptible to economic shocks would likely benefit from information such as this in terms of economic growth and poverty reduction.

To address the challenges of the covid-19 pandemic, the 4th International Scientific Conference "TOURMAN 2021" (www.tourman.gr) took place online on the 21st to 23rd of May 2021. The conference was entitled "Restarting tourism, travel and hospitality: The day after" and hosted and organized by the International Hellenic University. Four papers from the conference are included in this edition.

The paper entitled "Indicators for measuring tourism intensification in urban areas through their associative network: Case studies from the Spanish Mediterranean coast" (Chamizo-Nieto et al., 2022) offers a methodology for identifying patterns of tourism intensification in urban areas. The objective of the study was to conduct a thorough measure of tourism intensification and to consider possible conflicts of interest among stakeholders. Their indicator system takes into account several factors based on the measurement of neighborhoods as territorial units such as citizen initiatives, population and tourist accommodations and facilities. Both Malaga and Valencia were studied for all indicators. In both cities, the Geographic Information System maps showed similarities, such as tertiary uses concentrating in the old town, new tourist offerings surrounding it, and emerging clusters beyond it. There appears to be a strong spatial relationship between neighborhoods with different citizen initiatives, as well as listings of Airbnb rooms or cultural facilities.

In their paper "Tourists' risk perception, travel behavior, and behavioral intention during the Covid-19" (Ertuşa & Kırlar-Can, 2022) the authors explore metamorphoses caused by the pandemic on how travelers' perceive risk, which is the impact on travel behavior, and their intention in terms of their sociodemographic characteristics. An online survey through social media was developed. One hundred and sixty members of travel groups was approached in turkey. The study did not show any differences associated with past travel experience, despite the fact that it is known the higher the experience, the

lower the risk perception. Due to the worldwide impact of Coronavirus, it is assumed all tourists perceived its risk the same way regardless of their previous experiences.

Gábor Michalkó, Damla Bal, and Éva Erdélyi wrote the paper entitled, "Repositioning Budapest's tourism milieu for a post-Covid-19 period: Visual content analysis." (Michalkó et al., 2022). Budapest's nightly party zone constituting the core of Hungarian capital Budapest's daytime tourism milieu is investigated in this study and what elements could improve daytime tourism milieu for harnessing a sense of place in a future post-Covid-19 era. An analysis of 255 photos was conducted using the visual content analysis method. Further, with each photo, a location was assigned, five hashtags were used and a short description was provided. Based on the descriptions of the images, Python was used to analyze and compute the classification. Findings from the study found that "creative milieu", "Jewish heritage milieu" and "gastronomic milieu" were the most important daytime profiles of the party zone. A repositioning toolkit and strategy are proposed based on the findings of this study.

The next paper is entitled "Value co-creation in branding: A systematic review from a tourism perspective" (Pham, Pham & Nguyen, 2022). Hong Long Pham, Huong Trang Pham, and Tam Thanh Nguyen, are interested in providing a systematic literature review to show how the value creation literature for branding and tourism destinations has evolved over time. The analysis of 74 articles from 2010 to 2022 was conducted using a three-phase methodology consisting of three stages. In this study, five main research areas with several research gaps were identified.

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