



Module 1 Introduction to management

Lesson 5 - Understanding the tourist, tourist behaviour and experience

After the recent outbreak of the COVID 19 pandemic all industries are wondering how the world and business would look afterwards.

The information in this document is mainly extracted from a recent report “ THE TOURISM INDUSTRY AND THE IMPACT OF COVID-19 SCENARIOS AND PROPOSALS”

Regarding the tourism industry several studies and scenarios have been proposed.

What is certain is that the world will be changing after this major event and industries have to be ready for this.

Researchers have obtained responses from the population mainly because people are interested in travelling and staying at home had them wondering when they can get back to do what they were doing. People have realised how much it plays a role in their life.

According to the recent study named at the beginning of this document, all businesses will be affected by this crisis. According to UNWTO estimates, *“the tourism sector, which is 80% made up of small and medium- sized enterprises, international tourist arrivals could fall by between 1% and 3% by 2020 globally, reducing growth from an estimated 3% to 4% in early January. This would translate into an estimated \$30-50 billion in lost international tourism revenue for international visitor spending in the destinations”.*

One factor that will be relevant in the development of the situation after COVID 19 will be the response of the tourist. The shock, the sociological impact and the uncertainty are key factors to develop these scenarios. To develop the scenarios, the technicians have foreseen the behaviour of the tourist after the passage of this crisis, the interaction with the authorities and the world economic development.



Source: https://worldshoppingtourism.com/downloads/GJC_THE_TOURISM_INDUSTRY_AND_THE_IMPACT_OF_COVID_19.pdf

“ Scenario 1. Low incidence of the current situation.

If the government restrictions on the movement of people at the international level were temporary and/or insignificant; the world economy stops falling and symptoms of recovery are detected; and the tourist's fears or cautions generated by the pandemic are relaxed; in a relatively short time the pre-crisis situation would return, bringing us back to the problems that until a few weeks ago covered the agendas of private and public agents in the sector, mainly social and environmental sustainability.

It will have a low incidence:

- The control of the pandemic is achieved, and the economic measures taken by the countries begin to show results.
- The economies of the main sending countries are activated at the destination.
- Tourists' sense of security is high.
- The impact on the tourism industry is low.

Scenario 2. Fear in the tourist's mind

If the restrictions of the governments are progressively easing, but the trauma of the Covid-19 is installed in the mind of the tourist and the economy does not show any signs of recovery, we would find ourselves in a scenario in which the tourist demand would have changed qualitatively, with new criteria in the purchase decision of the tourists that would lead us to an analysis and revision of our offer.

It will have a medium impact

- Control of the pandemic is lagging, and economic measures taken by countries are stagnating despite the efforts being made.
- The economies of the major sending countries are lagging.
- Tourists' sense of security is average.
- Impact on the tourism industry is average. Thanks to public aid and a situation of paralysis of expenditure, activities begin.

Scenario 3. Government restrictions



If tourist behavior were only affected in the short term, but government policies continued to curb the flow of travelers, we would find ourselves in a scenario of quantitative contraction of demand at the international level, which would alter pre-crisis tourist flows, with winners and losers.

Domestic or shorter-haul mobility could be encouraged by these policies.

It will have high incidence

- The control of the pandemic is not bearing fruit so far and coincides with the inability of governments to activate the local economy.
- The activation of the economies of the main sending countries to the destination is delayed.
- Tourists' sense of security about the destination is very low.
- The impact on the tourism industry is high. Many of the tourism and commercial actors have not withstood the economic pressure and have disappeared.

Scenario 4: Structural changes in government and tourist behavior

In this scenario the sector must reconfigure its offer to adapt to these changes requested by the tourist.

It will have acute incidence:

- The control of the pandemic at a global or regional level has not been successful so far and after significant social unrest and pressure on governments, the economy is in a serious situation due to the total lack of results so far. The inability of governments to activate the local economy is highlighted.
- The economies of the main sending countries to the destination do not consider it safe.
- Tourists' sense of security has been very low so far.
- The impact on the tourism industry is very high and only a small group of companies have resisted, which are in a very precarious situation”.

Some experts are pretty optimistic, because from what has happened after other crises the tourism industry is quite resilient and the industry rebounds pretty quickly. The estimation is that tourism will be first happening closer to home and there will be doing more driving tourism.