

Tourism Through Troubled Times

Once again I want to congratulate Dr Maximiliano Korstanje, Hugues Seraphin and Shem Maingi and the team of scholars for having given to the world a valuable academic work to help the tourism industry face its twenty-first-century emerging issues. As is typical of many of the other books written or edited by Korstanje, Seraphin & Maingi, this book offers wisdom and guidance not only for tourism scientists but also for those who work in the applied field of tourism. This newest book touches on a number of value subjects, including tourism and the digital world, some of the world's most challenging tourism destinations such as South Africa and Haiti, the impact of pandemics and especially COVID-19 on tourism. This book will be not only a window to the world of tourism but also a handbook of how to handle new crises as they emerge.

–Professor Peter Tarlow, PhD, Texas A&M University, USA

This book advances a bold perspective on tourism: while it is generally true that COVID-19 created troubles for tourism growth, what is even more true is that it merely exacerbated the troubles that were already brewing in the background; also, globally, COVID-19 activated the process of reinventing tourism in fundamentally different ways. This is an exciting opportunity for newer forms of tourism and management styles. The contributions included in this volume explore these dimensions. An excellent compendium of a very diverse set of viewpoints.

–Babu George, PhD, Professor of International Business,
Christian Brothers University, USA

In this new book we are given the opportunity to scrutinise perceptions and representations of crisis faced by tourism as an industry and a system of services in the twenty-first century. Building on their previously published work, the editors of the compendium bring together an exciting array of case studies and fresh analytical propositions, helping us to reflect on what it means to live and travel in troubled times.

–Professor Rodanthe Tzanelli, PhD, Director, Mobilities Research
Area, Bauman Institute, University of Leeds, UK

Tourism Security-Safety and Post Conflict Destinations

Series editors: Maximiliano E. Korstanje and Hugues Seraphin

Since the turn of the century, the international rules surrounding security and safety have significantly changed, specifically within the tourism industry. In the age of globalisation, terrorism and conflict have moved beyond individual high-profile targets; instead, tourists, travellers and journalists are at risk. In response to this shift, the series invites authors and scholars to contribute to the conversation surrounding tourism security and post-conflict destinations.

The series features monographs and edited collections to create a critical platform which not only explores the dichotomies of tourism from the theory of mobilities but also provides an insightful guide for policy makers, specialists and social scientists interested in the future of tourism in a society where uncertainty, anxiety and fear prevail.

Tourism Security-Safety and Post Conflict Destinations explores research approaches and perspectives from a wide range of ideological backgrounds to discuss topics such as:

- Studies related to comparative cross-cultural perceptions of risk and threat
- Natural and human-caused disasters
- Post-disaster recovery strategies in tourism and hospitality
- Terror movies and tourism
- Aviation safety and security
- Crime and security issues in tourism and hospitality
- Political instability, terrorism and tourism
- Thana-tourism
- War on terror and Muslim tourism
- The effects of global warming on tourism destinations
- Innovative quantitative/qualitative methods for the study of risk and security issues in tourism and hospitality
- Virus outbreaks and tourism mobility
- Disasters, trauma and tourism
- Apocalyptic theories and tourism as a form of entertainment

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Tourism Through Troubled Times: Challenges and Opportunities of the Tourism Industry in the 21st Century

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Preface

Tourism is one of the most important industries, representing the third most important economic activity worldwide accounting for 10% of GDP, 30% of world employment and exported services. The international arrivals grew 4% in 2019 to 1.5 billion, after an average annual growth between 2005 and 2018 of 5% (UNWTO, 2020). The mobility of international tourists was booming with increasing ease of access through the establishment of protocols. In 2019, about 20% of countries had access to more than 170 countries without a visa with forecasts that by 2025 that percentage could approach 50% (Henley, 2022). And then, at the beginning of 2020, a pandemic disrupted this reality... The present pandemic brought a complete disruption to this crucial activity (Seabra et al., 2021). Researchers already consider Tourism B(Covid) and A(Covid).

Tourism is one of the strongest and most resilient industries. This industry overcame other disruptive events such as 9/11, the economic crash of 2008–2009 and the Arab Spring in early 2010. However, the recent crisis deployed by COVID-19 is different from any other previous calamity for several reasons: (1) it has a global geographic dimension; (2) is a real threat; (3) it affected in only two months the entire world population; (4) tourism and travel had a significant role in spreading the disease; (5) there is no forecast of normalisation with the new variants and lack of vaccination in less developed countries; (6) the global restrictions on internal and external mobility; (7) the bankruptcy of national health systems and (8) the unilateral responses of countries imposing restrictions from and to some countries. In conclusion, the markets (demand and supply) are not fully responsible for the normalisation of the sector.

According to the UNWTO the rising rates of vaccination, the easing of travel restrictions and the increased cross-border coordination and protocols would permit a soft recovery in the year 2022 (UNWTO, 2022).

And... in a time when we were hoping for the end of pandemic and go on with our normal lives... a war in the old continent arose, creating scenarios that we would like to forget.

Again, the future of tourism is uncertain showing how this huge and global industry is so dependent on stability and safety. The vulnerability of the tourism industry to the global crisis is clear, and the last disruptive events showed how researching the changes and risks affecting tourism activity is a continuous and crucial work.

This book *Tourism Through Troubled Times: Emerging Issues and New Pathways for the 21st-Century Tourism* edited by my dear colleagues Maximiliano Korstanje,

Hugues Seraphin and Shem Maingi is an important effort in discussing the challenges that the tourist industry will have to face in a future in which the world is and will be increasingly interdependent.

The sustainability of tourist activity is the topic of discussion, wherein the effects of the pandemic that still hangs, the new market trends, the crucial importance of security measures, the growing digitalisation of tourist processes and consumption, and the response and resilience of destinations towards crises are some of the subjects included in this monography.

The UN claims that ‘Tourism is the biggest peaceful movement of people through cultural frontiers’. Continuing to reflect on the challenges that this important industry faces in such an uncertain present and future become, more than ever, fundamental. Tourism should be a movement of peace and wealth, welfare and well-being for all. However, this is only possible with stability, safety and peace, and tourism should play a central role in achieving this balance.

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