



TOURISM SECURITY-SAFETY AND
POST CONFLICT DESTINATIONS

PANDEMICS AND TRAVEL

COVID-19 Impacts in the Tourism Industry

Editors

CLÁUDIA SEABRA, ODETE PAIVA,
CARLA SILVA *and* JOSÉ LUÍS ABRANTES



Pandemics and Travel

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 globalization, 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.

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Pablo Muñoz	Faculty of Economics and Business University of Salamanca SPAIN
Pedro Reis	School of Technology and Management Polytechnic Institute of Viseu PORTUGAL
Romeu Lopes	School of Tourism and Hospitality Polytechnic Institute of Guarda PORTUGAL

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Pandemics and Travel: COVID-19 Impacts in the Tourism Industry

EDITED BY

CLÁUDIA SEABRA

University of Coimbra, Portugal

ODETE PAIVA

Instituto Politécnico de Viseu, Portugal

CARLA SILVA

Instituto Politécnico de Viseu, Portugal

And

JOSÉ LUÍS ABRANTES

Instituto Politécnico de Viseu, Portugal



United Kingdom – North America – Japan – India – Malaysia – China

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About the Contributors



Ana Mafalda Abrantes is an Assistant Lecturer at the Faculty of Medicine – University of Lisbon. She is an Internal Medicine Resident Physician at Hospital Santa Maria, Lisbon. She published in the *International Journal of Hypertension* and the *European Journal of Case Reports in Internal Medicine*. Her interest areas include Cardiology, Rheumatology and Intensive Care Medicine. ORCID ID: 0000-0002-1295-9679.



José Luís Abrantes is Professor at the School of Technology and Management of the Polytechnic Institute of Viseu, Portugal. Some of his work has been published in the *Journal of Business Research*, *Tourism Management*, *International Marketing Review*, among other journals. He is affiliated with the Portuguese Foundation for Science and Technology, and he is the Coordinator of CISEd – Research Centre in Digital Services. José Luís Abrantes develops his research in marketing and tourism areas. ORCID ID: 0000-0003-0565-7207.



Dora Aguilascho-Montoya has a PhD in Management and Direction from Rovira i Vigili University. She is a Researcher and Professor at Universidad Michoacana de San Nicolás de Hidalgo and an active member of the International Competitiveness Researchers Network (RIICO) and the European Academy of Management and Business Economics. Her research interests are finance and its impact on competitiveness, innovation, gender equality and touristic management. She has published more than 40 papers and book chapters in prestigious journals.



Inês Almeida is a PhD Student in Tourism, Territory and Heritage at the Coimbra University (Portugal) and a Collaborating Researcher in CEGOT – Centre of Studies in Geography and Spatial Planning (Portugal). Her current research interests include local and collaborative planning in tourism, social sustainability in tourism, creative tourism and campus-based tourism.



José Alvarez-García is Associate Professor and Researcher at the Department of Financial Economics and Accounting of the Faculty of Business, Finances and Tourism at the University of Extremadura (Spain). He has obtained his PhD in Direction and Planning of Tourism from the University of Vigo. He has Master in Business Innovation and Entrepreneurship (University of Vigo) and Master MBA Executive of Business Administration and Management (Business School Caixa Nova). He also has Bachelor of Veterinary Science from the University of León (Castilla y León-Spain) and Diploma in Health by the National School of Health (Spain). He is the author of numerous research articles in national and international journals and chapters of books. He has been co-editor of books published by Springer, Routledge and IGI Global. He is a guest editor in indexed journals: *Sustainability*, *Mathematics*, and *Water*. His main research topics are business and tourism, quality management systems, health and wellness, water, agglomeration economies, economic growth, bibliometric analysis, entrepreneurship and higher education, among others. Email: pepealvarez@unex.es



Dina Amaro is a Researcher in Tourism, Marketing Destination and Higher Education Marketing, and a PhD student in Tourism, Territory and Heritage at the University of Coimbra (Portugal). She has a Degree in International Relations, a Post-Graduation Degree in Human Resource Management and a Master's Degree in Relational Marketing. She started her career in development

cooperation in 1996, working in cooperation projects in emergent countries before settling in higher education in 2011. Currently, she is working for the International Marketing Office of the Polytechnic of Leiria and is responsible for promoting the higher education Institution in international markets, through the development of integrated marketing campaigns.



Leticia Bollain-Parra has an MBA from Universidad Michoacana de San Nicolás de Hidalgo and specializes in accounting and management of non-financial issues. She has been working in travel agencies and in the accounting office of Cinepolis, one of the biggest movie theatre chains in the world. Her core research interest is the management of non-governmental organizations (NGOs), corporate social responsibility and the benefits of sustainability in travel and leisure companies. She is a Professor at Universidad Michoacana de San Nicolás de Hidalgo and is the Operations Head Officer of Fundación Coppel, an NGO of one of the biggest non-cyclical retail chains in Mexico.



Katty Celi-Sánchez is a Professor and Researcher at the Department of Economics, Universidad Técnica Particular de Loja (UTPL). She is a PhD student in Economics and Business at the University of Oviedo, Magister in Urban and Regional Economics from UNAM. She has a Higher Diploma in Finance and a Graduate in Economics from the Private Technical University of Loja. She is a member of the research groups, Urban and Regional Economics (UTPL) and

RegioLAB (UNIOVI). Her field of interest being studies related to cost of living, community social development, welfare economics and inequality, among others.

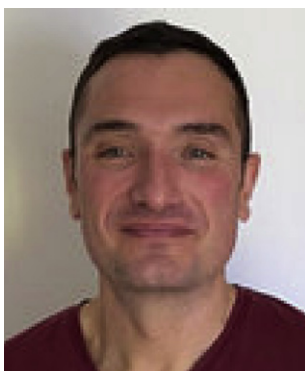


Kevser Çınar holds a PhD in Tourism Management from Necmettin Erbakan University in Turkey. She has been an Assistant Professor in the Department of Tourism Management since 2018. She is Vice-President of EATSA – Euro-Asia Tourism Studies Association. She worked at Selçuk University as instructor (2011–2014). She has also been working as EU project expert for 14 years, and she has taken part in several different international EU projects so far, and such participation has provided her with a clear understanding of what is required of a project expert both in Turkey and Europe. Her research interests are innovation in tourism, consumer behaviour and tourism marketing. She has already published book chapters and research papers about restrictions’ acceptance and risk perception among younger generations in a COVID-19 context, pandemic process and changes in consumption habits, digital marketing, and virtual tourism to enhance destination accessibility and the role of mobile technology in tourism development.



Ronny Correa-Quezada is an Economist from the Universidad Técnica Particular de Loja (UTPL), with a Master’s Degree in Economic Development for Latin America from the Universidad Internacional de Andalucía (UNIA) and a Doctorate in Economics from the Universidad Nacional Autónoma de México (UNAM). He is currently the Director of the Department of Economics and a

Research Professor at the UTPL and Tutor of the Doctoral Program in Legal and Economic Sciences at the Camilo José Cela University (UCJC). He coordinates the Urban and Regional Economy Research Group and leads the Regional Observatory. He is also the principal investigator in Ecuador of the Circle of Latin American Studies (CESLA – Autonomous University of Madrid and Rey Juan Carlos University). He is an evaluator of Quartile 1 and Quartile 2 Journals. Throughout his career, he has developed book chapters and several indexed scientific publications on issues of economic development, regional development, regional policies, migration, labour markets, creative industries and spatial econometrics.



Amador Durán-Sánchez currently, he is a PhD Doctoral Student in the University of Extremadura and has a Master's Degree in Social Science Research University of Extremadura (Spain). Currently, he is a Graduate Teaching Assistant (TA) and Researcher at the Department of Financial Economics and Accounting of the Faculty of Business, Finances and Tourism at the University of Extremadura, Caceres (Spain). He is the author of numerous research articles in national and international journals indexed and with impact factor, *Water, Sustainability, International Journal of Environmental Research and Public Health, International Journal of Entrepreneurial Behaviour and Research*. His main research topics are business, tourism and higher education.



Isabela de Fátima Fogaça is Professor and Vice-Coordinator of the Tourism Course (Bachelor's degree) at the Universidade Federal Rural do Rio de Janeiro

(UFRRJ), Brazil, and the Graduate Program in Heritage, Culture and Society (PPGPACS) at UFRRJ. She holds a Bachelor's Degree in Tourism from UEPG, Master's Degree in Tourism and Hospitality from UNIVALI and PhD in Geography from UNESP, and she graduated in Geography from UNB. She is the Coordinator of the Tourism and Leisure Observatory of the Baixada Verde tourist region which is part of the Center for Tourism Studies (NEPET). She develops research in Planning and Management of Spaces for Tourism; Public Tourism Policies; Tourism and Cities; and Cities and Culture.



Catarina Frias is a PhD Student in Tourism, Heritage and Territory at Coimbra University. In 2019, she completed her Master's Degree in Tourism Management from the School of Technology and Management of Viseu, where she developed a dissertation focussing on Storytelling in Cultural Tourism – Study of the UNESCO Historic City Centres in Continental Portugal. She also holds a Degree in Journalism from the Faculty of Arts and Humanities of the Coimbra University. Her research interests include storytelling and communication in tourism, tourism memorable experiences, touristic experiences, cultural tourism, scenic routes and tourism destinations management.



Ana Peixoto Jerónimo is a PhD Student in Tourism, Heritage and Territory at the Coimbra University, Faculty of Arts and Humanities, in Portugal. She holds a Master's Degree in Heritage Studies and Bachelor's Degrees in Tourism and

History. As a tourism officer, she is involved in tourism strategy, tourism promotion and destination management. Her research interests include these fields and music tourism, astrotourism and heritage tourism.



Maria Koroleva is a third-year Postgraduate Student of the Faculty of Journalism at Lomonosov Moscow State University, Department of Periodical Press. Her research interests include journalism, print and online media, UGC (user-generated content) in online media, media psychology and traumatic events coverage in online media.



Miguel Ángel Mendoza-González is a tenured Professor, Researcher and Supervisor of Regional and Urban Economics at the National Autonomous University of Mexico (UNAM), Faculty of Economics Postgraduate Division. PhD in Economics, M.Sc. in Economics and Licentiate in Economics from the UNAM. He has published numerous books and articles on regional economy, from a theoretical focus as well as empirical analysis and case studies. Main research fields are spatial economics, spatial econometric, urban economics, human capital, cities growth, migration, remittances and labour markets. Research profile ID: <http://orcid.org/0000-0001-7433-5194> and email: mendozag@unam.mx.



Claudia Corrêa de Almeida Moraes is a Professor at the Department of Tourism and Coordinator of the MBA in Service Management at Universidade Federal Fluminense (UFF), Brazil. She holds a Bachelor's Degree in History from the Universidade Estadual de Campinas (Unicamp), Bachelor's Degree in Tourism from the Pontifícia Universidade Católica de Campinas (PUC Campinas), Master's Degree in Social Communication from Universidade de São Paulo (USP), PhD in Geography from Universidade Estadual Paulista 'Júlio de Mesquita Filho' (UNESP) and Post-Doctorate in Tourism from Universidade de Aveiro (UA). She is the Vice-Leader of the research group Tourism, Management and Territory. She is developing research in Public Policy of Tourism, Tourism Workers, and Cultural Heritage and Tourism.



Pedro Manuel Nogueira Reis is an Assistant Professor at the Polytechnic Institute of Viseu – School of Technology and Management. He holds a Post-Doc in Finance from Aveiro University and a PhD in Business Management – Specialization in Finance – from the Coimbra University of Economics. He has worked for more than 24 years in business management positions, including a position in a multinational group, and as advisor for several companies. He is affiliated with and is currently a board member of the CISeD Research Centre in Digital Services. He has several articles published in refereed international journals as well as works on

xx About the Contributors

international proceedings. He has been invited on several occasions to be a Reviewer at Finance and Management high-ranked journals. He is a Registered Certified Public Accountant (CPA). Pedro Reis develops his research in Finance and Accounting. ORCID ID: 0000-0003-1301-6645



Odete Paiva obtained her PhD in Tourism, Leisure and Culture, and Masters in Museology and Cultural Heritage from the University of Coimbra. She is an invited Professor in Polytechnic Institute of Viseu – School of Technology and Management, since 2000, in the graduation and Master of Tourism. She is the Director of the National Museum Grão Vasco. She is affiliated with the CEGOT – Geography and Spatial Planning Research Centre and CISeD – Research Centre in Digital Services. Odete Paiva develops her research in cultural tourism and heritage. ORCID ID: 0000-0003-1440-3030



Andreia Pereira holds a Master's Degree in Tourism Management from the Polytechnic Institute of Viseu. Currently, she is a PhD student in Tourism, Heritage and Territory at the Faculty of Arts and Humanities of the University of Coimbra. She has participated, as a research fellow, in tourism projects, and she has published book chapters and peer-reviewed papers. She collaborates with Centre for Studies in Geography and Spatial Planning (CEGOT), University of

Coimbra, Faculty of Arts and Humanities and Centre for Studies in Education and Innovation (CI&DEI). Her main research interests include gender studies in tourism, travel constraints and tourism risk perceptions.



Carlos Pinho has a PhD in Applied Economics from the University of Santiago de Compostela, an MSc in Finance and a Degree in Management from the Portuguese University. He is an Associate Professor at the University of Aveiro at the Department of Economics, Management and Industrial Engineering. He lectures undergraduate and graduate courses of Finances and Economics. Presently, he is Coordinator of the research group on Decision Support Systems integrated in the Governance, Competitiveness and Public Policy (GOVCOPP) research unit. He was a member of research teams of the University of Aveiro and participated in several national sponsored projects in the fields of Economics and Finance, Regional Development, Decision Support Tools development. He is author and co-author of more than 100 papers presented in national and international conferences or published in scientific journals and books. Email: cpinho@ua.pt; ORCID ID: [0000-0002-7422-4555](https://orcid.org/0000-0002-7422-4555)



Luis Quintana-Romero holds a PhD in Social Sciences from the National Autonomous University of Mexico (UNAM). He is a tenured Professor at the Department of Economics, School of Higher Studies Acatlán (FES-Acatlán-UNAM). He has published numerous books and articles on regional

economics. His lines of research include regional development, labour markets, policy impact evaluation and trade agreements. Research profile ID <https://orcid.org/0000-0002-8054-896X> and email: luquinta@acatlan.unam.mx



Manuel Reis is a Professor in the School of Technology and Management at Polytechnic Institute of Viseu, Portugal. He has a PhD in Management. His research interests are retail and consumer behaviour. ORCID ID: 0000-0002-6081-4917



María de la Cruz del Río-Rama received her PhD in Business Management by the University of Vigo. Currently, she is Associate Professor and Researcher at the Business Organization and Marketing Department of the University of Vigo – Campus of Ourense, Galicia (Spain). She is the author of numerous research articles in national and international journals and chapters of books. She has been co-editor of the book *Wine and Tourism: A Strategic Segment for Sustainable Economics*, *Sport Management: An Emerging Economy Activity* published by Springer and *Tourism Innovation: Technology, Sustainability and Creativity*, *Entrepreneurship, Innovation and Inequality Exploring Territorial Dynamics and Development* published by Routledge as well as guest editor in indexed journals: *Sustainability*, *Mathematics* and *Water*. Her main research topics are business and

tourism, quality management systems, health and wellness, wine tourism, water, agglomeration economies, economic growth, bibliometric analysis, entrepreneurship and higher education, among others.



Dr Najma Sadiq is the Head of the Department of Mass Communication and Founding Director of the Centre for Creative Economy at the National University of Sciences and Technology (NUST) in Pakistan. With a PhD from the University of Salzburg, Austria, Dr Sadiq carries professional, teaching and research experience. In her role as the Director Centre for Creative Economy, she developed a collaborative platform that works for the creative industries in Pakistan. The aim of the centre is to involve in research-led interventions to exploit the economic potential of creative sectors. She is involved in various funded research projects related to media practices in Pakistan with a specific focus on conflict and strategic communication. Her research focus is on theoretical and practical understanding of Indigenous communication and media practices. She can be reached at najma.sadiq@s3h.nust.edu.pk.



Cláudia Seabra is a Professor at the Faculty of Arts and Humanities at the University of Coimbra, Portugal where she coordinates the PhD in Tourism, Heritage and Territory. She has a PhD in Tourism and a Post-PhD in Economic and Social Geography. Some of her studies have been published in the *Journal of Business Research*, *Tourism Management*, *Annals of Tourism Research*,

International Journal of Tourism Cities, European Journal of Marketing, Journal of Marketing Management, Anatolia, Journal of Hospitality and Tourism Technology, among others. She is affiliated with the CEGOT – Geography and Spatial Planning Research Centre, and collaborates with CISEd – Research Centre in Digital Services. Her research interests are safety and terrorism, and risk in tourism. ORCID ID: 0000-0002-8496-0986



Gökhan Şener is currently a PhD Candidate in the field of Tourism Management at Necmettin Erbakan University in Turkey. He is also the Director and MICE Manager of Kent Travel Agency. He started working at exclusive hotel brands in tourism and hotel vocational high schools and maintained these activities until he started working in his master's degree. He conducted development and training leadership behaviours in his research. Besides, his research interests include technology, digital marketing, tour operations and sustainable tourism in international brands. His doctoral thesis focuses on the impacts of technological competence and service innovation implementation through perceived value and trust in international hotels.



Carla Silva is a Professor at the School of Technology and Management of the Polytechnic Institute of Viseu, Portugal, where she coordinates the master's degree in Tourism Management. She has a PhD in Tourism Studies. She is affiliated with the GOVCOPP – Governance, Competitiveness and Public Policy,

and CISED – Research Centre in Digital Services. Her research interests include culture of consumption and tourism with special interest in tourism motivations, tourism imagery, tourism experiences and tourism impacts. ORCID ID: 0000-0001-6251-9113.



Carlos Alberto Lidizia Soares is an Adjunct Professor at the Faculty of Tourism and Hospitality at Universidade Federal Fluminense, Brazil. He is a postdoctoral fellow at Universidade de Aveiro (2019–2020). He has a PhD in Civil Engineering (Sustainable Management Line) from Universidade Federal Fluminense (2018), a Master's Degree in Production Engineering in Management Systems from UFF (2004), a specialization in Information Systems Administration from UFF (2002) and a degree in Business Administration. He is Vice-Coordinator of the Service Management Postgraduate Programme and Coordinator of the Tourism Graduate Course at Universidade Federal Fluminense.



Oscar V. De la Torre-Torres has a PhD in International Business from Universidad Michoacana de San Nicolás de Hidalgo and an MSc in Financial Engineering from La Salle University. He is a Researcher and Professor at Universidad Michoacana de San Nicolás de Hidalgo. He has had professional experience in brokerages and FX banks such as Vector brokerage, FIRA-Bank of

Mexico and Scotia FX. Also, he owned a financial advising firm and had a position as Technical Secretary in Michoacan's Finance and Administration Secretary. His main research interests are portfolio management, financial econometrics, socially responsible investment, computational finance and time series analysis. He is editor of the *Journal of Research in Accounting and Management Sciences* and a guest editor in *Mathematics*.



Fábila Trentin is a Professor at the Faculty of Tourism and Hospitality at Universidade Federal Fluminense, Brazil. She PhD in Tourism, Leisure, and Culture from Universidade de Coimbra, 2015. She is the Coordinator of the Policy, Governance and Tourism Laboratory (LabPGTUR). Her areas of interest include tourism, public tourism management, tourism policy and governance, and sustainability and tourism.



Christian Viñán-Merecí is Associate Professor in the Department of Business Sciences at the Universidad Técnica Particular de Loja (Tourism Section). He is the main member of the Research Group on Tourism Observation GIOT, and his main area of interest is the management of the territory and sustainability, in order to promote the development of destinations. He is a Doctor in Integral Development and Innovation of Tourist Destinations.

List of Contributors

<i>Ana Mafalda Abrantes</i>	University of Lisbon, Portugal
<i>José Luís Abrantes</i>	Polytechnic Institute of Viseu, Portugal
<i>Dora Aguila-socho-Montoya</i>	Saint Nicholas and Hidalgo Michoacán State University (UMSNH), Mexico
<i>Inês Almeida</i>	Coimbra University, Portugal
<i>José Álvarez-García</i>	University of Extremadura, Spain
<i>Dina Amaro</i>	University of Coimbra, Portugal
<i>Leticia Bollain-Parra</i>	Saint Nicholas and Hidalgo Michoacán State University (UMSNH), Mexico
<i>Katty Celi-Sánchez</i>	Universidad Técnica Particular de Loja (UTPL), Ecuador
<i>Kevser Çınar</i>	Necmettin Erbakan University, Turkey
<i>Ronny Correa-Quezada</i>	Universidad Técnica Particular de Loja (UTPL), Ecuador
<i>Amador Durán-Sánchez</i>	University of Extremadura (UEX), Spain
<i>Isabela de Fátima Fogaça</i>	Universidade Federal Rural do Rio de Janeiro, Brazil
<i>Catarina Frias</i>	University of Coimbra, Portugal
<i>Ana Peixoto Jerónimo</i>	Faculty of Arts and Humanities, University of Coimbra, Portugal
<i>Maria Koroleva</i>	Lomonosov Moscow State University, Russian Federation
<i>Miguel Ángel Mendoza-González</i>	National Autonomous University of Mexico (UNAM), Mexico
<i>Claudia Corrêa de Almeida Moraes</i>	Universidade Federal Fluminense, Brazil
<i>Pedro Manuel Nogueira Reis</i>	Polytechnic Institute of Viseu, Portugal
<i>Odete Paiva</i>	Polytechnic Institute of Viseu, Portugal

xxviii List of Contributors

<i>Andreia Pereira</i>	University of Coimbra, Portugal
<i>Carlos Pinho</i>	Aveiro University, Portugal
<i>Luis Quintana-Romero</i>	National Autonomous University of Mexico (UNAM), Mexico
<i>Manuel Reis</i>	Polytechnic Institute of Viseu, Portugal
<i>María de la Cruz del Río-Rama</i>	University of Vigo, Spain
<i>Najma Sadiq</i>	National University of Sciences and Technology (NUST), Pakistan
<i>Cláudia Seabra</i>	University of Coimbra, Portugal
<i>Gökhan Şener</i>	Necmettin Erbakan University, Turkey
<i>Carla Silva</i>	Polytechnic Institute of Viseu, Portugal
<i>Carlos Alberto Lidizia Soares</i>	Universidade Federal Fluminense, Brazil
<i>Oscar V. De la Torre-Torres</i>	Saint Nicholas and Hidalgo Michoacán State University (UMSNH), Mexico
<i>Fábia Trentin</i>	Universidade Federal Fluminense, Brazil
<i>Christian Viñán-Merecí</i>	Universidad Técnica Particular de Loja (UTPL), Ecuador

Introduction

Cláudia Seabra, Odete Paiva, Carla Silva and José Luís Abrantes

The globalization of the tourism industry has led to an increase in global risks and crises that are inherent to businesses and that have been growing on a worldwide scale, making the tourism industry one of the most vulnerable sectors (Dwyer, 2015). This vulnerability comes from the fact that tourism demand is particularly sensitive to individuals' concerns about their safety, health and well-being (Blake & Sinclair, 2003). Hence, perceived risk in travel is one of the most important determinants of tourists' behaviour (Seabra, Reis, & Abrantes, 2020).

Since early studies, the risk perception in travel was associated with a large number of factors (Seabra, Dolnicar, Abrantes, & Kastenholz, 2013): social, financial, time, satisfaction, functional, psychological and physical. In addition, the last two factors are usually associated with the uncertainty of consequences and potential loss of well-being (Rohel & Fesenmaier, 1992). Over the last decades, the risks associated with factors that may cause physical danger, injury or sickness (Baker, 2014; Jonas, Mansfeld, Paz, & Potasman, 2011) have been in the spotlight.

Tourism industry is not only affected by pandemics and epidemics but also contributes to their spread, affecting not only tourists but also the residents in tourism destinations (Hall, 2006). In fact, the spread of infectious diseases is naturally connected to international travel. Since the beginning of the new millennium, several crises related with epidemics, diseases and virus outbreaks have hit the travel and tourism industry. Severe acute respiratory syndrome (SARS) first appeared in February 2002 in China and affected profoundly tourism around the world, particularly in Southeast Asia (McKercher & Chon, 2004; Pine & McKercher, 2004; Zeng, Carter, & De Lacy, 2005). The avian and swine flu impacted tourism negatively for at least half a decade (Kuo, Chen, Tseng, Ju, & Huang, 2008) and more recently Zika virus dramatically affected the destination image of Brazil during the 2016 Olympic Games (Walters, Shipway, Miles, & Aldrigui, 2017).

The new coronavirus pandemic brought about a new crisis, challenging the travel industry more than ever. As a response to risk, many countries have cancelled flights, closed borders and imposed travel bans, self-isolation and severe civil restrictions, thereby contributing to the spread of global fear.

Most of the events hosted at global, national and local levels have been cancelled or postponed. The intensive news coverage, the emphasis placed by media on the topic and the spread of information all over social media have amplified the severity of the threat and have led to worldwide panic. Even with the vaccination that started already in several countries, this disease continues to provoke a global fear and terror. Consequently, national economies are being severely affected, especially the tourism industry. Hence, it is crucial to evaluate the impact of the perceived risk related with health and well-being since it is clearly one of the most influential decision-making factors in a global industry that is particularly exposed to global threats, epidemics and diseases.

This edited book aims to provide a broad collection of papers focussing on the specific topic of tourism mobility and the impacts of health risk on the travel industry. This book covers key issues regarding health-related crises impacting tourism industry with a major focus on the current COVID-19 pandemic. Papers with new perspectives and approaches for traditional paradigms and theories, as well as new qualitative, quantitative and mix methodologies present a portrait of how COVID-19 is affecting tourism industry worldwide.

The book *'Pandemics and Travel: COVID-19 Impacts in the Tourism Industry'* relies on the extraordinary contributions of 32 authors and the help of our Editorial Advisory Board composed of 30 reviewers that helped to enhance the quality of the submitted works giving crucial insights and suggestions.

The book is organized in four main areas. After an introductory chapter with a review on the most impacting epidemics, virus outbreaks and pandemics on the twenty-first century in tourism industry, the following chapters include (1) analysis of recent crises in tourism, policies and measures that governments from Turkey, Pakistan and Brazil undertook in the face of COVID-19 pandemic; (2) tourists' and residents' perceptions of risk in tourism activities and daily life in Portugal and Russia; (3) impacts of COVID-19 pandemic in the financial markets and economy in Europe, USA, Ecuador and Mexico and (4) the last chapters focus on promotion, recovery and resilience strategies in several countries to face the present crisis.

1. Summary of Chapters

1.1 Introductory Chapter

Mafalda Abrantes, José Luís Abrantes, Carla Silva, Pedro Reis and Cláudia Seabra present insights into the several epidemics, pandemics and virus outbreaks in the twenty-first century and how those occurrences affected tourism industry and global economy. After a brief literature review of health risks in tourism, the authors bring a clinical perspective on several concepts such as endemic, outbreak, epidemic and pandemic concepts. Subsequently, the main pandemics in recent history of humankind are presented, followed by a deep analysis of the

COVID-19 disease. Hereafter, the major pandemics, epidemics and outbreaks occurred in the twenty-first century are presented, highlighting the impacts in tourism industry and global economy. The final discussion focusses on the challenges that health risks bring to tourism industry.

1.2 Tourism Crises and Governments' Policies and Measures in the COVID-19 Context

Kevser Çinar and Gökhan Şener examine the impact of crucial crises and specifically the current COVID-19 pandemic on the tourism industry in terms of their characteristics, social conflicts, political situation and responses. To achieve this objective, the development of the tourism sector in Turkey has been analyzed taking into account the conditions of the world economies. Comparisons were made between overall figures for incoming tourists, tourism revenues and hotel occupancy rates in Turkey for the time periods before, during and after these crises, considering certain other effects.

Najma Sadiq focussed her work on the examination of tourism dimensions in Pakistan and how it sustained the impact of various crises. Specifically, this chapter considers the impact of COVID-19-led measures on the tourism industry and corresponding initiatives of the government concluding that Pakistan should carefully monitor and assess the current debates on tourism policies and practices.

Fábia Trentin, Claudia Moraes, Isabela Fogaça and Carlos Lidizia Soares analyzed the tourism policies introduced in response to the impact of the COVID-19 pandemic on Brazilian tourism at national, state and local levels, taking into account governmental functions and intergovernmental coordination. At the municipal level, there were horizontal coordination arrangements that positively impacted the actions to contain and resume activities in the context of the pandemic, such as ordering flexibility, protection, disclosure and promotion of destinations.

1.3 Tourists and Residents' Perceptions Regarding COVID-19 Pandemic

Cláudia Seabra, Carla Silva, Odete Paiva, Manuel Reis and José Luís Abrantes conducted an analysis of how the current pandemic is impacting people's safety and risk perceptions and also the residents' levels of acceptance of civilian and travel restrictions. The results confirmed that the pandemic had a strong impact on Portuguese residents' safety perceptions and on their travel and tourism plans. Also it was possible to conclude that those perceptions have changed over the course of three pandemic waves.

Maria Koroleva analyzed how Russian residents perceive the impact that the coronavirus has had on their perceptions of safety, travel and leisure plans and activities. It was possible to conclude that Russian residents consider that travelling abroad is riskier than travelling within Russia.

1.4 Impacts of COVID-19 in Economy and Finance

Pedro Reis and Carlos Pinho provide an empirical analysis of investor behaviour's simultaneous influence due to the surprise effect over COVID-19 cases and government responses on market risk. This analysis compares tourism assets risk with other sectors and different types of assets and categories of investors in Europe. Authors concluded that market risk does not arise from COVID-19 cases but from the surprise effect, as the market accurately predicts future cases. The Airline and Utility sectors volatility is conditioned by both surprise effect and government response. Only the Travel sector reveals an interaction effect with both government response effort and surprise effect.

Leticia Bollain-Parra, Oscar De la Torre-Torres, Dora Aguilasocho-Montoya and María del Río-Rama estimated the impact that the US VIX, economic policy and epidemic uncertainty indexes had on leisure and recreation stocks. By using logit regressions, the authors found out that only the US economic policy uncertainty index is a detonator of distress and crisis episodes and that the pandemic (COVID-19) news uncertainty has no significant and direct influence on the smoothed probabilities.

Christian Viñán-Merenci, Katty Celi-Sánchez, Ronny Correa-Quezada and Amador Durán-Sánchez estimated the effects that COVID-19 pandemic could potentially have on tourism activities in Ecuador comparing different internal and external factors, placing them in a future context for the tourism sector. The results confirm the significant financial losses and on job loss, namely food and beverage service, trade and accommodation activities.

Luis Quintana-Romero, Miguel Mendoza-González and José Álvarez-García aimed to determine the national and regional impacts of COVID-19 on Mexican tourism and analyze potential recovery scenarios. The authors looked at tourism performance in Mexico in 2020 and compares it to the experience of the H1N1 influenza epidemic of 2009 and concluded that the current pandemic has impacted more severely on Mexican states that are most dependent on tourism. In some of these states, product decline has almost doubled the country's average.

1.5 Destination Strategies for Recovery and Resilience in the COVID-19 Context

Inês Almeida presents a theoretical reflection on the possible impact of politicians' positive Word of Mouth (pWOM) on the tourists' risk perception and destination image of Portugal in the context of the COVID-19 pandemic. The results show five recurring themes in the politicians' pWOM: General Praise, Pandemic Numbers, Politician Positioning, Health Care and Population Attitude. The discussion includes a reflection on the outputs of the channels used for the dissemination of the messages and the importance of the politicians' countries of origin to a market strategy that highlights Portugal as a tourism destination.

Catarina Frias, Andreia Pereira and Ana Jerónimo analyze the textual content of the innovative promotional video campaigns released between mid-March and

early April 2020 by Portuguese tourism authorities at national, regional and local levels to promote tourism destinations during nationwide states of emergency. The results indicate that the campaigns conveyed inspiring messages of hope and trust to help restore tourists' confidence in their safety and emphasized the planning for future trips while aiming to reduce risk perception by highlighting that the destination is safe for travel.

Andreia Pereira, Catarina Frias and Ana Jerónimo explored the connections between love and safety in tourism through a qualitative approach regarding the feelings towards international marketing strategies during the ongoing pandemic crisis. The authors concluded that humanization strategies have been the main tactics used by several of the affected destinations. Also, it was possible to identify the existence of brand love antecedents – brand trust and a sense of community, and an overall positive reaction to the images and messages promoted.

Dina Amaro looked at the Southern European countries that took government policies and alternative measures on different scales that can build up resilient destinations in the context of COVID-19. Most of these measures involved public and private stakeholders in a coordinated and innovative way and using sustainable resources. The efforts made should be reinforced in the medium- and long term, considering the high probability of substantial changes occurring.

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Chapter 1

Health Risks, Pandemics and Epidemics Affecting Tourism: Understanding COVID-19 Pandemic

A. M. Abrantes, J. L. Abrantes, C. Silva, P. Reis and C. Seabra

Abstract

Tourism activity is a global industry and, as such, it is subject to global risks. International travel has developed exponentially over the last few decades. At the same time, diseases have increased their geographical spread influenced by ecologic, genetic and human factors. Currently, the increasing virus, epidemic and pandemic outbreaks represent some of the most negative consequences of globalization, causing deaths and significant economic losses due to the negative impacts they have on the tourism industry, one of the sectors that have been the most affected by health crises.

This work presents insights on the epidemics, pandemics and virus outbreaks that have occurred throughout the twenty-first century and how those occurrences have affected the tourism industry and the global economy. A brief literature review on health risks in tourism is presented, followed by a clinical perspective to help people understand the differences between endemics, outbreaks, epidemics and pandemics. Then, the study offers a presentation of the most significant pandemics in recent human history and a deep analysis of the COVID-19 disease. Finally, the effects that the different pandemics, epidemics and outbreaks that occurred in the present century had on tourism are explained, and the challenges tourism has to face are presented and discussed.

Keywords: Health risks; epidemics and pandemics; impacts on tourism; COVID-19; virus outbreaks; challenges for tourism industry

1. Introduction

The spread of infectious diseases via human travel has become a huge risk to tourism. When a pandemic occurs, the tourism industry is profoundly affected because tourists tend to avoid travelling (Qiu, Park, Li, & Song, 2020).

Given the growing insecurity driven by health epidemic, the attractiveness of a tourism destination is mostly influenced by the safety it provides (Poku & Boakye, 2019). On the other hand, tourists are becoming increasingly aware of health risks and safety conditions. Consequently, they adjust their travel behaviour and destination choice accordingly (Mertzanis & Papastathopoulos, 2021). Therefore, health safety and security are now the central concerns of tourism and leisure settings.

Health risk is one of the factors that could endanger the safety and security of both tourists and host communities, and despite significant progress in medicine, tourists and residents are still susceptible to health risks (Jonas, Mansfeld, Paz, & Potasman, 2011). One of the main factors that can contribute to the spread of infectious diseases is travelling, especially by plane, because a given infection can reach a new area of the globe within few hours (Morens, Folkers, & Fauci, 2009). In fact, the current pandemic showed how travel industry can not only be affected by diseases but also contribute to its spread.

The ongoing COVID-19 global pandemic has disrupted our world. Worldwide, countries have enacted lockdowns and quarantines, imposed social distancing, the closure of schools/universities, public services and non-essential businesses, cancelled flights, closed borders, imposed travel bans and cancelled or postponed global, national, regional and local events. Travel restrictions have affected 90% of the world's population and have had a huge impact on national economies and particularly on the tourism industry as they managed to disrupt the tourism systems at the international and domestic level. At the same time, consequences were felt in various areas of the economy and society. The impacts that this pandemic will have on tourism varied due to the complexity of the situation (Zenker & Kock, 2020). There are changes in tourism behaviour, modification in resident behaviour and alterations in the tourism industry that will have long-term and indirect effects (Zenker & Kock, 2020).

The main goal of this work is to bring insights into the epidemics, pandemics and virus outbreaks that occurred in the course of the twenty-first century and how those occurrences have affected the tourism industry and the global economy. Starting with a brief literature review on health risks in tourism, the chapter continues with a more clinical perspective focussing on concepts that, for a less informed mind, could seem similar, such as endemic, outbreak, epidemic and pandemic. Then, the article presents the main pandemics that the world has had to face in recent years. A deep analysis of the COVID-19 disease and of its impacts on the tourism industry and the global economy is also provided. The final discussion focussed on the challenges that health risks bring to the tourism industry.

2. Health Risks in Tourism

Risks are the sum of negative outcomes (Le & Arcodia, 2018) and the existence of danger, harm or loss (Reisinger & Mavondo, 2006). In this context, risks are