

Chapter 22

Socio–Cultural Impacts of the Pandemic on Tourism: The Case of COVID–`9

Caner Çalışkan

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ABSTRACT

During the pandemic, global life has been adversely affected. These negativities have been observed in different dimensions, especially in health, economy, and education. The pandemic has also deeply affected many industries such as tourism. With the pandemic, damages have increased gradually in terms of both supply and demand. In this process, the view of the local people, one of the most important stakeholders of the tourism, towards tourism and tourists is very important. As a matter of fact, while there are health problems and social distance obligations that dominate the whole world on the one hand, economic concerns are dominant on the other hand. In this dilemma, the question that arises is whether COVID-`9 is a new barrier to local community interaction. In this study, based on this question, pandemic-induced social changes are evaluated in the context of local people tourism and tourist.

DOI: 10.4018/978-1-7998-8231-2.ch022

*Socio-Cultural Impacts of the Pandemic on Tourism***INTRODUCTION**

Throughout history, mankind has experienced countless setbacks and tried to deal with these socially. The relationship between man and nature is multifaceted and complex. The relationship between human and nature has changed over time, but the effort of man to control nature has always continued. This situation has caused serious damage to nature. As a matter of fact, nowadays climate change makes its effect felt, forest areas decrease, nuclear energy accidents occur, disasters and epidemics are increasing. All of these reminds us of an important fact in the human-nature conflict: A single event that takes place in the microenvironment can become a major global problem after a while (Turan & Çelikyay, 2020). The current COVID-19 pandemic is a dramatic example of this situation, and whether it will come to an end is an uncertain global problem for our world (Atay, 2020). Most countries close their borders and strict measures such as home isolation, quarantine, etc., social distancing obligation, closure shutdowning of schools, universities and workplaces, cancellation or postponement of events (conferences, commercial activities, concerts and festivals, elections, Olympics) (Gossling, Scott & Hall, 2021) have been prominent indicators of this problem. It is clear that the pandemic, which affects the whole world in biological, psychological, social and economic terms, initiated a rapid transformation in social life. There are limited predictions about how the “new” social order that will occur after the pandemic and what will meet humanity (Öztürk et al., 2020). Therefore, it is possible to say that the COVID-19 pandemic has created a new normal and a new paradigm all over the world and this will create a new world order (Bozkurt, 2020). It should be noted that COVID-19 virus has negatively democratized the health and financial well-being of people around the world; it did not distinguish between rich, poor, strong or weak in terms of transmission and prevalence (Carr, 2020). Similarly, the fact that the virus threatens everyone regardless of identities and status has been a global security problem (Okur, 2020). Nevertheless, we must state that, in general, it has had the most negative economic impact on middle- and lower-income people, who make up the world’s largest population.

As is known, COVID-19 is the main topic of discussion in all areas of life today. At this point, although the restrictions that hinder individuals’ desire for mobility and the reactions to them (Weed, 2020) are an important subject of investigation, the most significant effects of these restrictions are observed in tourism mobility. However, the unexpected in terms of tourism has happened and the sector has entered a sudden collapse. Sub-sectors related to tourism and tourism have faced a crisis due to global measures, travel restrictions, prohibited social activities, home calls and pandemic fight strategies (Higgins-Desbiolles, 2020). Consequently, large-volume businesses such as hotels and airlines and activities that provide significant economic inputs such as cruises have suffered (Sharma & Nicolau, 2020).

The crisis caused by the pandemic and currently experienced by the whole humanity is in fact the reality of tourism. Because every resource that builds tourism is the same as the common life resources of human beings without exception, and no tourism resource is independent from the others (Liu, 2003). Therefore, it is necessary to take new steps, develop strong strategies and implement functional policies in order to ensure global resource sustainability and strengthen contentious tourism behaviour. On the other hand, it is a matter of curiosity how the pandemic will play a role in the local public-visitor relationship. For example, will the virus make the people of the region more protective and distant? Will this cause cross-cultural bias? In this sense, it is necessary to analyse the pandemic in terms of social tendency and dimension of thought and to interpret it from a socio-cultural perspective in order to understand the current state of inter-communal interaction in tourism.

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BACKGROUND

Infectious diseases are as old as human history. Human beings have acquired various habits and adopted different behavioral styles since the hunter-gatherer era. The transition to settled life together with agriculture has been a sign of a radical transformation. This transformation has expanded production and trade activities and increased social interaction. The increase in social interaction and commercial relations has created a health risk and facilitated the spread of diseases (Özkoçak, Koç & Gültekin, 2020). Perhaps the most striking example of this is the COVID-19 pandemic witnessed by today's world. The SARS-CoV-2 virus, which emerged in Wuhan, China's Hubei province, spread largely due to social interaction and has accelerated with the human mobility. While various studies on this virus continue to be conducted in many countries, there are many issues related to the pandemic that have not yet been clarified (Dikmen et al., 2020; Farzanegan, et.al., 2020; Foo et al., 2020).

The global effects of COVID-19 are not only the agenda of the scientific world, but also the agenda of all humanity from policy makers to the media. The health problems caused by the virus have created social, political, and psychological effects, with a tremendous impact on the economy, and COVID-19 has become a multifaceted phenomenon (Soylu, 2020; Üstün & Özçiftçi, 2020). One of the most severe consequences of the pandemic is restrictions on social and economic life. Many restrictions have been taken and strict rules have begun to be applied, especially to prevent people from being together. In most countries, education has been suspended or a distance education model has been adopted; in business life, home-working system has been adopted, domestic and international travels have been cancelled; shopping centres, restaurants and entertainment venues have been closed; concerts and sports competitions have been postponed (Kılıç, 2020). The pandemic, which is a global problem with similar discourse, has made the risk factor a threat to all societies. On the other hand, the restriction of living spaces, social distance rules and the obligation to stay at home have led to an increase in violence and aggressive behaviour. At the same time, the decrease in production and commercial activities has led to an economic stalemate. Before the pandemic, health and economic problems that only concern some segments of society have become global risk for all humanity with the pandemic (Yıldırım, 2020).

MAIN FOCUS OF THE CHAPTER

COVID-19 has led to various economic outcomes. New opportunities have arisen for some sectors while many others have suffered deeply from it. In particular, online shopping sites, take-away restaurants and cargo-logistics companies achieved high profit margins in this process. On the other hand, the industry that has most suffered from the pandemic is tourism. The activities of tourism industry, and the sub-related enterprises came to a halt. Furthermore, several enterprises suffered loss of income and several employees have lost their jobs (Atay, 2020). The pandemic has created an uncertainty in the industry and exerted pressure both on the demand aspect (restrictions on freedom of travel, closure of borders, fear of infection of the guests etc.) and supply aspect (closure of accommodation/food and entertainment venues etc.) of tourism (Uğur & Akbıyık, 2020).

Throughout history, global tourism industry has suffered from many disasters (tsunami, hurricane, and earthquake, etc.), incidents (terrorism, etc.) and geopolitical instability. These events had greater impacts on countries whose economies are dependent on tourism. However, the current pandemic has been the first crisis to affect the global economy, especially the world tourism market. As a matter of fact,

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the pandemic created a domino effect, causing travel restrictions, countries to close down and eventually tourism activities to stop (Polyzos et al., 2020).

Considering the deep and lasting effects of the pandemic in all areas of global life, tourism concerns may be ignored. However, this is not true because of the role it plays in many countries in terms of their economic growth and development plans. As a matter of fact, business volumes decreased and significant job losses were experienced due to travel restrictions on a global scale (Higgins-Desbiolles, 2020). On the other hand, this outcome is more remarkable when considering the factors that tourism interacts directly or indirectly (travel, transportation, hotel-food / beverage, and airline businesses etc.) (Yeh, 2020). For example, international events such as the Olympic Games, various conferences and exhibitions have been postponed indefinitely. In another example, while approximately 10 million people visit Saudi Arabia every year to perform Hajj and Umrah, this situation changed in 2020 and the pilgrimage visits were stopped. This had an impact on employment ratios and reduced tourism incomes (Bhuiyan et al., 2020). Accordingly, many areas that either feeds or is fed by this industry suffered similar socio-economic losses.

Significant reflections of the events mentioned above are clearly observed on the socio-cultural structure of local people. Here, while the problem of public trust (Whembolua & Tshiswaka, 2020) came to the fore, the management of the existing capacity in tourism has become more difficult (Spenceley et. Al. 2021). Hence, an important dimension of the global effects of the pandemic is the socio-cultural barriers that appear in the interaction between local people and tourists. At this point, main focus of the chapter is to evaluate the new local people-tourism interaction process from the context of pandemic.

New Habits in Tourism World

Throughout history, human beings have struggled with many difficult conditions. The experiences gained at this point make people more resistant to difficulties on the one hand, and on the other hand, they can affect them psychologically, biologically and physically. This situation can leave deep traces in many aspects ranging from individual life to social life (Çetin and Anuk, 2020). Of course, these traces are clearly manifested by behaviour. Behaviour consists of perceptual or practical reactions of individuals on a particular issue (Yanti, et al., 2020). Undoubtedly, one of the most important consequences of COVID-19 is the changes it causes in behaviour (Buckley and Westaway, 2020). The pandemic has clearly shown that people can change their behaviour quickly to feel safe or secure. It is seen that psychological and economic factors play a major role in this behaviour change (Kayabaşı, 2020). In this context, COVID-19 has created uncertainty about how tourism and travel behavior will be affected (Sharma & Nicolau, 2020) and new behavioural trends have emerged. Of course, different social and economic reasons play a role in the formation of new behaviours. However, the pandemic has created a reality where modern consumption theories are almost inadequate, and the panic atmosphere prevailing in general has also been reflected in the consumption behaviour psychologically (Gençyürek Erdoğan, 2020). With this atmosphere of panic and fear, people now tend to save more, especially those who lost their jobs (Kartal & Şentürk, 2020). On the other hand, people who spend more time at home now change their consumption habits and behaviors in order to be self-sufficient. In general, there is an intense trend towards basic needs and people shop in this direction (Duygun, 2020). However, it is thought that after the pandemic, social relations will not be the same as before, at least for a certain period of time, and this situation may increase social alienation. People can now see each other as potential virus carriers. It is estimated that the time spent on international travels or holiday destinations will decrease, and people will be more cautious and cautious in this regard (Afacan & Avcı, 2020).

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The main causes of the damage to global tourism are border closures, flight cancellations, and travel bans. In addition, the perception of risk and uncertainty are social components that deepen this damage. From this point of view, new normalities will emerge in the tourism world as well as in other fields. For example, holiday seasons or travel times may vary. On the supply side of the sector, a more flexible reservation and pricing policy will be applied (Aydın & Doğan, 2020). Furthermore, tourists will be more cautious and selective and will pay more attention to health conditions. In addition, they will want to act individually rather than collectively when booking transportation, accommodation and food and beverage services. In similar terms, the effects of the pandemic on human behaviour will also be reflected in tourism activities, and social and psychological anxiety will be effective in the holiday process (Demir, Günaydın & Şen Demir, 2020).

The current pandemic also affects the travel and holiday culture of societies. For example, Chinese tourists generally prefer all-inclusive package tours or group trips when visiting popular destinations, and they plan collective trips to get together with their families, especially on official holidays. However, it is predicted that this situation may change after the pandemic (Wen et al., 2020). As a matter of fact, after the previous Sars epidemic, Chinese tourists preferred natural tourism destinations, group travels decreased, and they avoided contact with other people during their travels (Zheng, Luo & Ritchie, 2021). In a similar context, it is expected that the tourism culture may change, tourists will tend to travel less and become more selective. It is thought that this situation will continue after the pandemic, tourists will prefer non-crowded destinations and there will be a decrease in mass tourism activity (Wen et al., 2020). We also expect that travelers will initially prefer domestic destinations over foreign destinations, which may partially help decimated domestic tourism and spin the multiplier effect.

As all this information indicates, there is a very close and strong relationship between pandemic and tourist behavior, and it is seen that the studies conducted in the tourism literature focus more on the risks perceived by tourists and the economic consequences of the pandemic (Byrd et al., 2021; De Silva and De Silva, 2020; Joo et al., 2021; Qiu et al., 2020; Visentin et al., 2021). On the other hand, the social dimension of the issue is not adequately examined (Ramkissoon, 2020; Qiu et al., 2020). Therefore, it is necessary to examine and interpret local public-tourism interaction on the basis of social impact during the pandemic process (Ramkissoon, 2020).

The Outbreak and Perceptual Disposition of Demand

The current pandemic has become a burning with different global components. It is very important to analyse this equation, which is formed by both supply and demand aspects. In this context, it is thought that psychological factors, new tendencies and perceptions are important parameters, and these factors also constitute a paradox. Being an important market for Turkey, China is an example of this paradox. As a matter of fact, destinations where Chinese tourists travel heavily are likely to be perceived as risky destinations, especially by potential tourists (Atay, 2020). Despite mentioned above, we expect that all countries that offer adequate hygiene and anti-virus measures will be exempt from these prejudices.

In the future, global demands are expected to change in different directions. In this context, it is possible to prefer closer regions rather than foreign destinations, to increase domestic tourism dynamism and to prefer more boutique accommodation alternatives or brand hotels (Kılıç, Aslan & Gövce, 2020). When the details of the estimates about demand structures are examined, it is seen that psychological factors predominate. Here, a few points draw attention. First, it is thought that tourists will want to spend their holidays with their family and friends and the sense of security plays a role in this. Secondly, due to

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the long amount of time spent together with their family members in quarantine, tourists will now spend their post-pandemic holidays with their friends, whereas they used to enjoy family holidays. Finally, it has been observed that people who spend the quarantine process alone changed their pre-pandemic individual vacation plans (Öztürk & Tankuş, 2020). Based on the recommendations of the World Health Organization (WHO) to reduce the spread of infection, governments have created physical distancing policies that allow people to avoid gathering activities in one place that will prevent them from maintaining physical contact with each other (Wachyuni & Kusumaningrum, 2020).

The psychological pressure of the pandemic on the demand aspect is felt clearly. It is believed that a global concern is dominant in both shaping the destination perception of tourists and changing their holiday tendency. In other words, the pandemic triggered an anxiety of death in people and travel behaviours changed accordingly. It is estimated that this change will continue for a while even if the pandemic ends (Şengel, 2020). People are now looking for alternative tourism options as they want to seek new pursuits where they can act independently, have contact with as few people as possible and have different experiences. It is thought that alternative tourism types such as plateau tourism, eco-tourism, health tourism, cultural heritage tourism, bird watching, underwater diving tourism will be among the more preferred alternative tourism types for tourists. As the pandemic pushed tourists to be more careful and encouraged new searches, tourism types that were not known much before became popular in this process. Glamping is one of the rare places where people can get the five-star service that they are accustomed to in nature and in a relatively deserted area in a nature-friendly and environmentalist concept, and it allows people to stay away from the crowd (Demir, 2020; Düzgün, 2021).

Tourism and Local Community during the Outbreak

In many countries, borders have been closed or restrictions have been experienced on a large scale in order to reduce tourism activity in the post-pandemic process (Brouder et al., 2020; Lew et al., 2020). As such, it is anticipated that there will be a slow-down in international tourism mobility for a period of two to five years. This situation is thought to continue, at least until most of the world's population is vaccinated or until tourists regain a sense of safe travel (Lew et al., 2020). Tourists may exhibit behaviours such as avoiding traveling to regions they see as risky due to reasons such as natural disasters, pandemics and terrorism, abandoning the travel decision, delaying travel or changing location. For this reason, the impact of factors such as COVID-19 is felt very strongly in terms of economy, sociology and psychology (Kırlar Can & Ozgen, 2020).

Prior to the pandemic, crowds due to over-tourism in several destinations such as Barcelona, Bangkok, Paris and Hong Kong led to a reduced quality of life and consequently, locals became not so welcoming of the tourists. In a matter of weeks, the pandemic has turned the state of tourism in these cities and countries from “over-tourism” to “no tourism”. Along with the pandemic, there has been a decrease in the negative effects caused by over-tourism activities. On the other hand, despite the current decline, the demand for tourism will continue at a certain level. Especially with widespread treatment measures, there will be a significant increase in tourism demand and a recurrence of the impact of over-tourism. If strategies to prevent or alleviate this problem are not implemented, problems of over-tourism may reappear. It is certain that in a touristic area, even if the locals try to protect themselves from the virus by wearing masks, ensuring personal hygiene or following social distance rules, there may be a prejudice against tourists. Despite this prejudice, for economic reasons, they may have to accept tourists even if they see it as risky (Compton, 2020; Kamata, 2021; Koh, 2020). Especially in destinations whose economy

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is dependent on tourism, local people will have to endanger either community health or their jobs or livelihoods (Joo et al., 2021). Therefore, there is a great opportunity to review the main problems of over-tourism in destinations and how to overcome them before tourism comes back to normal (Koh, 2020).

Demand for tourism has increased following the “Go Travel” campaign introduced by Tokyo administration to its citizens in October 2020. Then, it was observed that the number of infected patients increased with the increase in the number of people in the regions visited. Some of the local people opposed the campaign due to the concern that the number of elderly people residing in the destination would be inadequate and the hospital capacity, which is normally sufficient, will be insufficient with the increase in the number of infected patients. Obviously, if the virus continues to spread in a destination, the local population is likely to suffer more in the long run. Locals may therefore face a dilemma between supporting tourism and accepting tourists (Kamata, 2021).

Will the locals continue to support tourism during the pandemic? What do they think of tourists? Will the risk they perceive from tourists and their feelings about tourists affect their support for tourism? All these are important questions that need to be answered. During the pandemic period, the high risk perceived by the local people from tourism will likely weaken their support for tourism. According to the social change theory, the local people’s perceived benefit from tourism will support tourism as long as the benefit outweighs the resulting cost. At this point, people whose economies are directly or indirectly dependent on tourism are expected to have a positive attitude towards tourism (Ramkissoon, 2020). However, considering the destructive effects of the pandemic, it will be possible to have a contrast in economic and social priorities. Therefore, this dilemma of the pandemic in the context of socio-economy and local people is an important subject to investigate. However, where tourism is an important employer, a relatively rapid adaptability of the inhabitants to the changed conditions for the provision of tourism services can be expected.

COVID-19: Is it a New Socio-Cultural Barrier?

Tendencies local people are an important parameter in tourism development and planning. Due to the nature of tourism activities, visitors and local people are in constant interaction in socio-economic and socio-cultural terms. This interaction can occur in shopping, hotels, beach, restaurants, bus or many common living areas. While the problems between local people and tourists are generally caused by cultural and economic differences, the current pandemic has brought a new dimension to this interaction. Hence COVID 19 has triggered psychological problems such as stress, helplessness, anxiety and fear in many societies (Zhang & Ma, 2020; Wang et al., 2020). Therefore, discrimination has been observed between local people and tourists in some destinations. Local people in Taiwan avoiding contact with tourist from Hong Kong is one of the most obvious examples of this (Lin, 2020). In another example, locals in New Zealand places blockades on roads to keep tourists away and told them to “keep away from our society” (Carr, 2020: 497). From a wider perspective, the consequences of the pandemic on the basis of social behaviour can be effective in a wide range of areas from politics to economy. Obviously, it is a critical question whether nationalist sentiments are more dominant or whether stricter policies regarding opening the borders will be implemented. On the other hand, how these possible changes will affect tourism activities or how they will reflect on touristic demand is an important matter of discussion (Gossling, Scott & Hall, 2021).

The cessation of international tourism activity has unfortunately turned tourism-dependent destinations into ghost cities. This has made local people realize how dependent they are on tourism in many

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destinations. It has enabled them to rethink the gains of tourism in the economic benefit of tourism (Haywood, 2020). At this point, there are different studies examining the approaches of local people towards tourism. The Destination Life Course and Doxey Anger Model, which examines the approaches of the local people towards tourism depending on the number of tourists and interaction with the local people, is one of the more popular ones.

According to Doxey's Anger model, the development of the local people's attitudes towards tourism and tourists from positive to negative is examined in four different stages, which are listed as enthusiasm, indifference, annoyance and hostility. This emerging trend changes depending on the intensity of tourism. With the increase in the number of tourists coming to a touristic area in the stage of enthusiasm, local people who think that they will gain from this are more moderate to tourists (Mason & Cheyne, 2000:392). However, the behaviour of the local people who are disturbed as a result of the economic, social and environmental negative effects of tourism towards tourists is changing (Akış et al., 1996; Çavus & Tanrısevdi, 2003). Then at the stage of annoyance, the negative effects of tourism started to be felt by the locals. Therefore, local people are concerned about the increasing number of tourists and tourism development. Another approach that examines the local people's approaches to tourism is the Touristic Area Life Cycle (TALC) model developed by Butler (1980). This model describes the development of a touristic area in stages (Tooman, 1997). According to TALC, the development of a touristic area, similar to product-life curve, occurs in six stages, which are discovery, development, growth, satiation, stagnation, recession/revival. During these stages, the effects occur along with tourism development. Therefore, the local people's perceptions and behaviours towards tourism development and tourists also differ. While it is expected that the perceptions of the local people towards tourism will be positive in the early stages of TALC, the perception and attitude of the local people towards tourism may change with the emergence of the negative effects of tourism in the later stages (Butler, 2009; Diedrich and Garcí'a Buades, 2009).

It is possible to claim that the TALC-related development stages of destinations have changed during the pandemic. Akora is a prominent cruise destination in New Zealand, and it has gained an accelerated demand in international tourism in recent years. Despite being in the development stage according to TALC, Akora had to move on to the recession/revival stage without experiencing the growth, satiation and stagnation processes due to the pandemic. The important thing at this point is the policies to be implemented by the destination administration. With regards to revival of tourism, it has become clear that the related policies need to be based on "slow" rather than "rapid" and on "domestic" rather than "international". A gradual return to "domestic tourism" from "cruise tourism" has started in Akora (Hussain & Fusté-Forné, 2021).

In terms of the aforementioned dilemma, it is believed that COVID-19 will add a new dimension to the stages of the interaction between locals and tourists or it will make it necessary to re-interpret these stages. However, thinking of the community's health, the perspective or attitude of the locals towards tourists is expected to change during the pandemic. According to a study conducted in Dardanelles, one of Turkey's prominent dark tourism destinations, locals of the area believe that the visiting tourists negatively affect the health of their community. Various psychological reactions such as fear, anxiety and stress have emerged, especially among the local people who are in contact with tourists due to their jobs. It can be said that this will cause negative behaviours of local people towards tourists and will negatively affect the cultural interaction between local people and tourists (Can et al., 2020).

When compared to previous events such as Ebola and Sars, COVID-19 is one of the most significant health issues with a tremendous impact on tourism industry. Tourism industry is an important source

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of income and employment in several countries and therefore the socio-economic status of millions of people employed in the accommodation, restaurants and transport companies have been affected. However, it is highly likely that the local people living in the destinations will be affected by this situation (Piccarozzi, Silvestri & Morganti, 2021). In this case, crisis management to be implemented by countries and destination management organizations will affect the life course of the destination. Especially in destinations that are centres of mass tourism, the need to focus the attention of local stakeholders on the “quality” of tourism rather than “quantity” comes to the fore (Hussain and Fusté-Forné, 2021).

SOLUTIONS AND RECOMMENDATIONS

The current pandemic has been foreseen several years ago and it was expected as a fact that would have an impact on everyone's lives. The severity of the pandemic is determined not by its source or when it originated, but how it is managed. However, it is thought that such disasters will be experienced in the future too. The important point here is the ability of the global public to act with common sense and responsibility (Budak & Korkmaz, 2020). In the current situation, it seems quite difficult to establish the balance between health and economic sustainability. Countries that are already more vulnerable and socially unequal are more affected by the pandemic (Higgins-Desbiolles, 2020). At this point, inter-country solidarity programs should be established for the provision of global justice and sustainability of socio-cultural diversity.

In addition to its socio-economic consequences, the pandemic can also lead to post-traumatic stress disorder, depression and suicide due to its prevalence, length of treatment process and impacts in different dimensions (Emiral, Arslan Çevik & Gülümser, 2020) and therefore its effects on societal behaviour structures need to be the subject of further studies. At this point, the significant effect of the pandemic is observed on consumer behaviour in an individual-society and economic context. Decisions taken, preferences and ultimately motivations change, especially due to the impact seen in the psychological dimension. Here, it is important how the consumer classifies and interprets information, how his attitudes are formed, how he shapes his memories (Kayabaşı, 2020). It is important to be able to predict or guide post-pandemic behaviour of tourists to provide an overview of tourism trends after the pandemic is over (Wachyuni & Kusumaningrum, 2020). Being able to evaluate post-pandemic trends of tourist behaviour and make the right decisions is important for sectoral recovery.

The changes caused by the pandemic in social behaviour and the socio-economic and cultural consequences of these changes reflect dramatically on the tourism industry. Of course, this situation will bring along application-based transformations in the short and long term. At this point, it should be noted that the risk perception of tourists in travel and tourism behaviour has increased due to the pandemic (Neuburger & Egger, 2020). Therefore, it is clear that reducing the cost of tourist services, hygiene measures and social distance rules (Madani, et al.2020) will gain importance. It should be noted that it is natural for the consumers in this “new normal” period to pay more attention and have different expectations from the tourism enterprises' measures on health, hygiene and safety when compared to the pre-pandemic era. In addition to the traditional expectation of a peaceful and safe holiday, health safety has now come to the fore (Aydın & Doğan, 2020). On the other hand, airports, planes, cruise ships will need to be disinfected more frequently, and implementation of a robust and effective pandemic planning strategy will be essential within the scope of measures (Farzanegan et al., 2020).

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It is clear that the tourism sector with intense human relations will experience a change due to the pandemic. It can be thought that automation systems, robot technologies and even artificial intelligence applications will be included in the sector. All of these will be beneficial in order not to stop production against a possible threat such as a pandemic in the future and to continue somehow (Afacan & Avcı, 2020). However, knowing tourist behaviour is important for predicting destination choices and evaluations of tourist destinations (Zhang, et al., 2014). Generation Z is getting to the forefront of tourism activities day by day. Generation Z has unique opportunities in terms of travel. They don't respond to traditional marketing and rely heavily on technologies like smartphones and social media to help them plan their travel (Wachyuni & Kusumaningrum, 2020).

It should not be forgotten that Generation Z can be easily reached via smart phones and social media for tourism movements during and after the pandemic. Ways to influence Generation Z both through influencers and social media platforms and encourage them to participate in a safe tourism movement should be sought. In addition, in a climate of fear caused by the pandemic, a common culture of solidarity and peace can be established among the new generation.

It is the uncertainty and social anxiety that the pandemic has the sharpest impact. It is not known how long or how effective this situation, which creates a serious pressure on people, will last and therefore the depth of anxiety increases (Çiçek & Almalı, 2020). In addition, the pandemic is a dynamically progressing process. Changes in people's perceptions, sensitivity levels and behaviours are expected during this process (Tüzün et al., 2020). The changes that the pandemic has caused or will cause in global behavioural trends will be reflected in the world of tourism. However, local and visitor interaction is also an important area of study here. However, it is believed that tourist behaviour will not be the same despite all the measures taken. This makes it necessary to have a comprehensive analysis of new behaviour styles of tourists, to develop new strategies (Silik, Ilgaz & Dünder, 2020) and re-assess the interaction between locals and tourists. In this context, it is necessary to interpret new life trends and styles from a socio-cultural perspective in order to strengthen the interaction between local people and tourists and to prevent new prejudices in the future.

FUTURE RESEARCH DIRECTIONS

Many tourism researchers around the world are conducting studies on COVID-19, which affects almost the whole world. The number of studies on COVID-19 is also increasing day by day. It can be said that COVID-19, which has serious economic, social, environmental, and technological effects in the international arena, has a very wide literature since its emergence (Kunt, 2021). As a result of the bibliometric researches conducted on the articles about the COVID-19 pandemic in the tourism literature, it is seen that the majority of the articles focus on the effects of the pandemic on the tourism sector, the effects on travel behaviour, the effects on employment, and on the impacts of the hotels and travel enterprises.

Interaction between local people and tourists is very important in terms of successful tourism activities of destinations. The high risk perceived by local people during the pandemic period also changes their behaviour towards tourists. However, there is very little research on this subject in literature. Therefore, more research should be done on the interaction of local people and tourists during the pandemic period.

Research areas should be expanded and / or the problems of the sector should be addressed more specifically in studies to be carried out on COVID-19 and the tourism sector. However, it is thought that the negative effects of over-tourism have decreased after the pandemic. Nonetheless, there are not

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enough studies on this. In future, several studies can be conducted on this subject in different touristic destinations if relevant statistics are available.

Finally, it is assumed that the changes caused by pandemic in the dimensions of psychology, health, economics, and behaviour will lead to radical changes in the socio-cultural structure of societies in the long term. For this reason, it would be beneficial to conduct more sociological research other than such dimensions.

CONCLUSION

People's means of travel and transportation have changed during the pandemic period. People tend to travel by car, which is seen as the safest mode of transportation, when compared to crowded planes, bus or train travel (Brouder et al., 2020). Destination marketers and policy makers should take into account this change in the choice of transportation vehicles due to COVID-19, when planning for the destination transportation structure, parking areas and their advertisements.

On the other hand, a number of studies have indicated that COVID-19 has different impacts on the concerns and behaviour patterns between younger and elder people. Even though the death ratio of COVID-19 is around 2-3%, case/death ratio is higher among elder individuals (Wu & McGoogan, 2020). Therefore, it would be reasonable to assume that elder people will be more concerned about COVID-19 and will therefore take more precautions (Barber & Kim, 2020). Considering the customer potential of tourism destinations, some destinations come to the fore with third-age tourism, while others appeal to young tourists. From this point of view, in destinations where tourism is at the forefront, planners and policy makers should consider the effects of COVID-19 on younger and elder people and the tourist age range that their destinations address and create short-term measures and alternative plans.

One of the key stakeholders affected in a tourism destination during a crisis, disaster or pandemic is the local community. During the pandemic period, there is a perception that the number of cases will increase and there is a decrease in tourism revenues. On the other hand, local people are seen as a key stakeholder in the destinations' recovery from the crisis. For this reason, increasing the supervision of local governments, businesses, and tourists on whether they comply with the necessary rules will lead businesses and tourists to be more conscious and careful about this issue. As a result, public health will be protected and the negative attitudes of local people towards tourists will be eliminated (Can et al., 2020). It is necessary to improve the quality of life of the local people in terms of ensuring a sustainable tourism development with stakeholder participation in the tourism planning process (Ramkissoon, 2020; Qiu et al., 2020).

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KEY TERMS AND DEFINITIONS

Doxey’s Irridex Model: The development of the attitudes of the local people towards tourism and tourists from positive to negative is perceived by the local people as enthusiasm, indifference, annoyance, and hostility.

Glamping: One of the innovative accommodation types in camping areas.

Tourism Area Life Cycle (TALC): The development of a touristic region consists of six stages as in the product life curve. At these stages, the approach of the local people to tourism development and tourists also differs.