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ARE THE HABITS AND BEHAVIORS OF TOURISTS FROM THE COVID-19 PERIOD MAINTAINED AFTER THE END OF THE PANDEMIC?

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Abstract: The study explores the behaviour of tourists during the pandemic and post-pandemic period using a questionnaire. Some behaviours solidified in tourists' routines, while others declined as pandemic restrictions became more relaxed. Long-term implications include possible changes in travel preferences and demand for different types of accommodation. The results make a significant contribution to our understanding of how the COVID-19 pandemic has influenced tourist behaviour in the post-pandemic era.

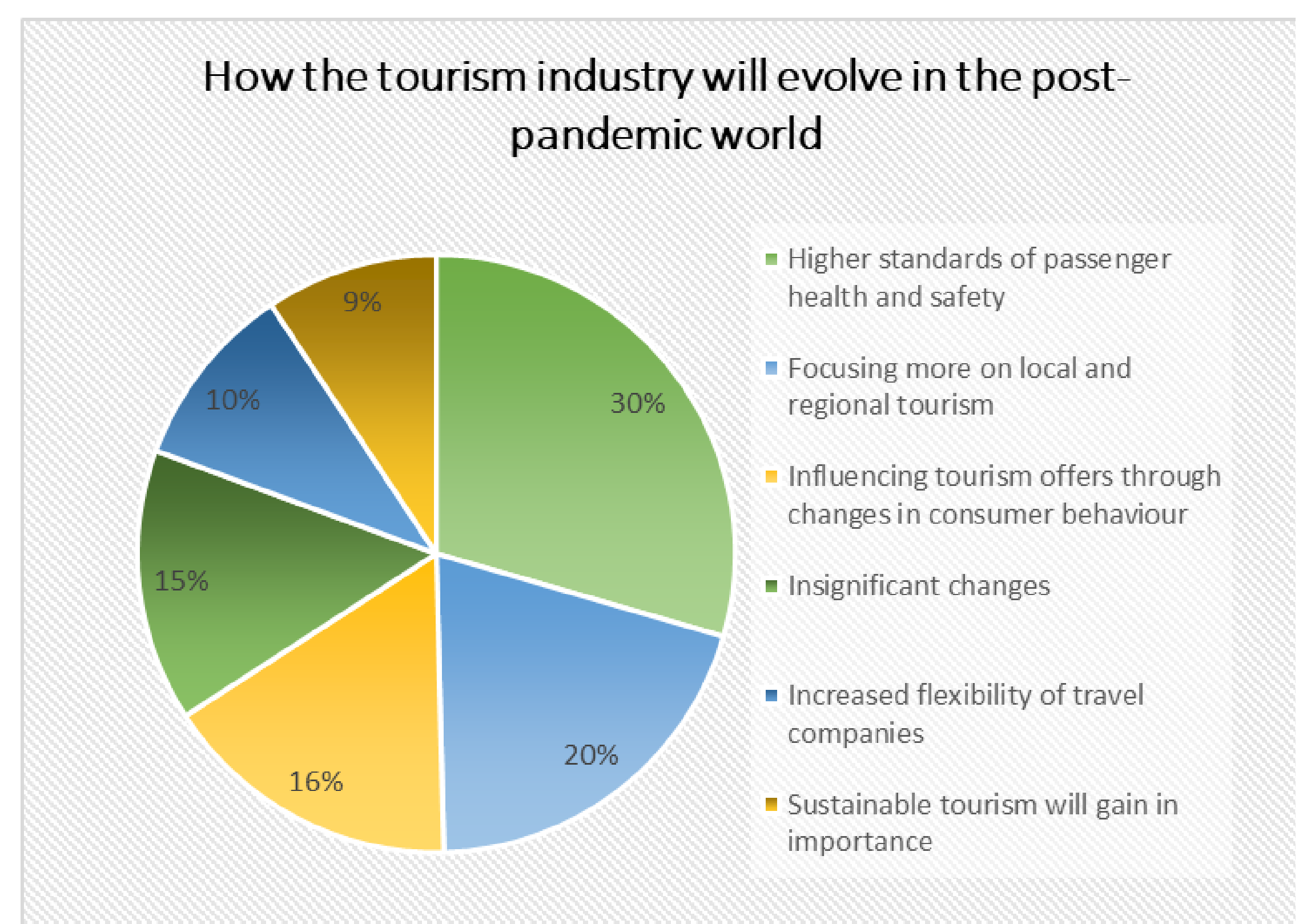
• Introduction

The COVID-19 pandemic has severely affected the tourism industry globally, with travel restrictions, lockdown and health concerns disrupting travel plans and the entire tourism ecosystem. The losses have been significant and for this reason, we considered it important to carry out such a survey, which examines the impact of the COVID-19 pandemic on tourist behaviour in the tourism industry.

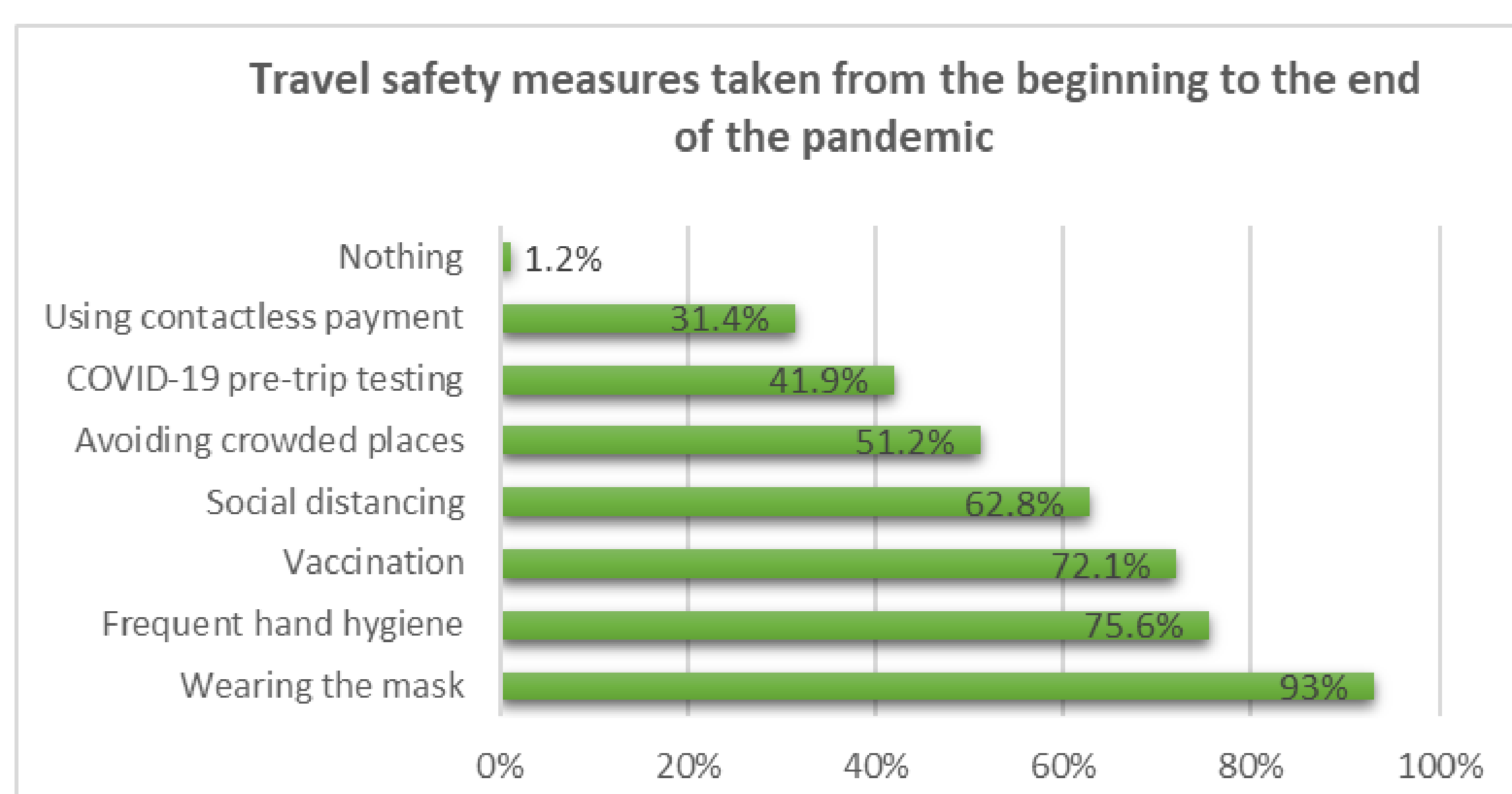
It can also be observed that more than 90% wore masks during activities, as it was mandatory everywhere. This could have been reflected in the damage to the tourism industry as people avoided travelling due to the discomfort created by wearing the mask. Other negative factors on tourism, by decreasing sales, were the avoidance of crowded places and social distancing, which were apparently observed by more than half of the study participants.

• Material and method

The research, focusing on qualitative issues, involved the use of a questionnaire and content analysis, with a self administered questionnaire as the main research tool. This choice made it possible to interview a large number of people while covering a wide geographical area. The method of distribution was via the Internet (social networks).



• Results and discussions



About 1% stated they did not follow any safety measures during the pandemic. This means that people were aware of the seriousness of the situation and complied with the laws in the hope that things would return to normal.

Approximately one third of survey participants believe that there will be significant changes in the health and safety of travellers in the future. This means that, firstly, this is what citizens want from the tourism industry and, secondly, that health and safety is for them the most important condition for having a good holiday. 15% of respondents believe that nothing will change for their well-being, which raises concerns for the tourism industry, as people no longer trust them.

• Conclusions

Opinions on the tourism industry's efforts to ensure post-pandemic safety are divided, with the majority satisfied or neutral and a minor percentage dissatisfied. These findings are important for future tourism industry strategies and understanding tourist expectations in the post-pandemic era.