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Ethics in Tourism. The Art of Travel after the Covid-19 Pandemic

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Abstract

This paper is based on the premise that even covid-19 virus will not stop the individuals of this planet to have the desire to continue to travel and explore breathtaking destinations after this pandemic. The research was made in a way that will show the travel behavior and perception among travelers regarding the pandemic period in 2020 and the future potential plans to travel in a country that is known to offer safety for its visitors.

Keywords: tourism, travel, Covid-19, pandemic, behavior, safety

Introduction

In human history, Pandemics have had a major influence. Many individuals have died, and economies have been seriously damaged in terms of social issues. As stated by the World Health Organization (WHO), the epidemic is considered to start when a virus/disease not detected previously, spread very fast and continuously throughout communities, rising the number of life-threatening cases and a high percentage number of deceased individuals. However, pandemic prevention and isolation are not quite that easy to implement in the Covid case, the government and the heroes of the front line have faced many problems in organizing, introducing, and maintaining restrictions. The increased number of travels is perhaps the most significant aspect. When the airline traveling rate increases, in parallel, the virus spread rate also was rising, because the pandemic doesn't have borders. The tourism sector was one of the most affected industries because of the Covid19 pandemic restrictions. When all of a sudden, the international and domestic

flights were banned, not only the travelers were affected but also the airline companies that saw a huge drop in their revenues. The European region is still one of the important markets of the worldwide tourism industry and constitutes one in two holiday vacations globally taking into account for approximately 48% of the total outbound tourism. Therefore, in the close future, we have to think in which ways we can still maintain this sector, the tourism sector, open and safe for the travelers and also for the employees. For example, regarding the pandemic crisis over the tourism sector, the UNWTO data says that was leading to a cut of almost 57% in airline international arrivals in March 2020 and even more in the next months of 2020, with huge losses and reduction up to 1.1 billion worldwide travelers and also the unemployment rate was increasing reaching sometimes the number of 120 million employees from direct tourism jobs internationally without a job or having a long break from work.

First of all, we need to have a better understanding of the individuals' behavior and mentality regarding traveling after the pandemic, to diminish the disastrous influence of the Covid19 pandemic on the tourism sector, instead of just simply forecasting the tourist demand.

What are the reasons that will make people travel after the pandemic?

The pandemic caused a high level of fear amongst people, being one of the reasons why some of the individuals will unlike have the desire to travel soon. It is also the lack of understanding of the current situation and many of them being confused about what's happening, having also conspiracy theories about the virus, pandemic, vaccine, and the government that push them to be against the rules and don't obey and listen to the authorities or even don't want to do the Covid19 vaccine.

The fear of infection could last for a while after the pandemic, which leads to fear-induced consumption and interaction behaviors during and after the pandemic outbreak. Due to the fact that travelers have to challenge very risky situations and do not have insurance or medical care available throughout the pandemic burst, they have the fear of being infected with the virus and in the unfortunate case even dying, that could make them anxious and nervous towards traveling. Moreover, existing research on travelers' reactions to crises has focused exclusively on their perceived risk and post-crisis travel motivations, ignoring the psychological consequences of wellness crises. There is a lack of studies regarding the way tourists will recover from the

psychological point of view towards a pandemic. Regardless of the public health emergency that could eventually end with repercussions for travelers, there are some studies about the way that travelers rate the pandemic threat and the way they possibly determine some travel behaviors.

As we all know in the long period of the lockdowns and restrictions everyone was nostalgic and they were looking thru old photos when they traveled and also compared the old good days when they were exploring different destinations, visiting their loved ones, partying, and having fun with friends and so on. At the same time, many individuals changed their behavior and become spontaneous, being concerned and caring more about others.

In the following statement, you can read what are the reasons why people should consider when they choose to travel in the post-pandemic period. First of all, most places for a long period will be less-crowded and ready for you to explore them. We all know how many tourists were in Rome at Fontana di Trevi, or in Venice in Piazza San Marco, but I can assure you from my own experience that if you'll travel there now or in the near future everything will be yours. You'll be able to enjoy the architecture, the sculptures and to take some picture-perfect shots. There will not be a huge waiting line at the Vatican's Museum, and you will be able to enjoy properly, all the fine art of the Italian artists.

The next trend in tourism will be about seeking quality over quantity. No more crowds and just enjoying the destination's attractions fully, by keeping some of the restrictions that were implied by the Covid-19 pandemic we can manage to create a new trend. The next reason will be much deeper and will be about ourselves and the way that we connect with nature, that will be a life experience, spiritually, giving us more freedom in thinking, more inspiration, and creativity. It will be to reconnect with the four natural elements (Water, Fire, Air, Earth) and not with technology that we've been relying lately upon. It will be a sustainable way of thinking, an eco-friendly action towards our planet and its wonders.

Another reason it will be to escape from the monotonous daily life where we stuck between work and home and doing the same activities over and over. Rethinking tourism as being a desirable reward. You will realize that traveling could be an amazing escape that might give you strength, motivation, hope, and happiness. It also could connect you with others and bond relationships that will last forever. And then, when you'll arrive home with all the memories and the thoughts about the experiences that you've had, you will be able to digest them and see how beneficial was for you

to travel. It will be just like after a fitness session when your body and mind are telling you how good you feel, with your energy fully charged for the next challenges. And after that, you become so grateful for the choice you've made and start thinking about the next trip.

Let's also not forget about the pleasure that the experience of planning a trip, the act of booking a flight, accommodation, and activities gives you, the excitement, happiness and fulfillment. Travel is also boosting mental health and personal growth. For example in the year 2013, a survey had the following results regarding the tourists in U.S. that tourism makes them to improve energy, empathy, attention and focus.

Which destinations can offer safety for its tourists in the next period?

And now, let's talk about your safety, where is safe to travel, where people feel safe to be after the Covid-19 pandemic. While doing research about this topic, my eyes just stopped for a second on the Travel Pulse article about the safest places to travel in 2021 because I agreed with that immediately when I saw the photo of the capital of Iceland, Reykjavik. I was actually traveling to Iceland in 2020 for an exchange program, before the pandemic started, and I know what the situation is there and I couldn't agree more with Iceland being the safest place to travel. There are also other destinations in that article that I will love to mention as well.

Regarding Iceland and why is the safest place to travel, there are some reasons that will make you think about having this country as your next destination. A good reason is that Iceland does not have harmful animals like snakes, bears, poisonous spiders, etc. For example, you can easily walk outside at the night without thinking that you will going to meet a bear, but instead if it is wintertime there are many chances for you to see the northern lights. The only "hazardous" animal in Iceland will be the Arctic Fox but is a pacifist animal, that will approach you just for food.

Another good reason is the fact that the crime rate is very low and the murder rate from 0 up to 1.5 a year. Also, there everyone stands for equality and the aim is to reduce inequities, they have a law that is stated as follows, "the women can not be paid less than men for the same work", and also agrees to be legal with same-sex adoption and marriage. All individuals can practice their religion that they believe in, and in the capital, it's plan to be build a mosque and also a Pagan center. A

good reason for travelers from all around the world is that in the country, everyone uses the English language, sometimes as a primary language, even do they have the Icelandic language.

Everyone is safe and feels safe, nobody has a bodyguard, not even the president. And also, another interesting fact is that the police do not carry any weapons with them, because there is no use for them, they don't need guns, everyone is peaceful.

The next destination that is safe to travel to is Canada, especially the Quebec region, followed by Auckland, New Zealand, and Australia being countries that responded very well to the Covid-19 crisis and managed to be on this top. Other destinations that could be mentioned in this top are Switzerland, Scandinavian countries with Norway, Sweden, and Finland that is still the world's happiest country, Italy, Ireland, Singapore, Thailand and Taiwan, Portugal, and even Japan that was being ranked as 10th in the top made by the Berkshire Hathaway regarding the safest countries.

Leaving aside this globally top of the safest countries/ places to visit after the pandemic. In Europe has been nominated by the European Best Destinations, Braga, Portugal, the best destination of 2021 to travel to. Is a mesmerizing place as seen online platforms like Instagram, and worth to be explored.

Conclusion

In conclusion, we all have to remind ourselves, the power of traveling and the beneficial aspects that come with it. We need to support the local businesses that depend on tourism while trying to be as eco-friendly and sustainable as possible and promote traveling in every way we can. This paper will increase the awareness of the safest destinations to travel post-pandemic towards individuals that search for a place that could provide safe for them. Don't stop dreaming! Don't stop traveling!

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