

Preparing for the “New Normal” Tourism: The Risk Perception Perspective

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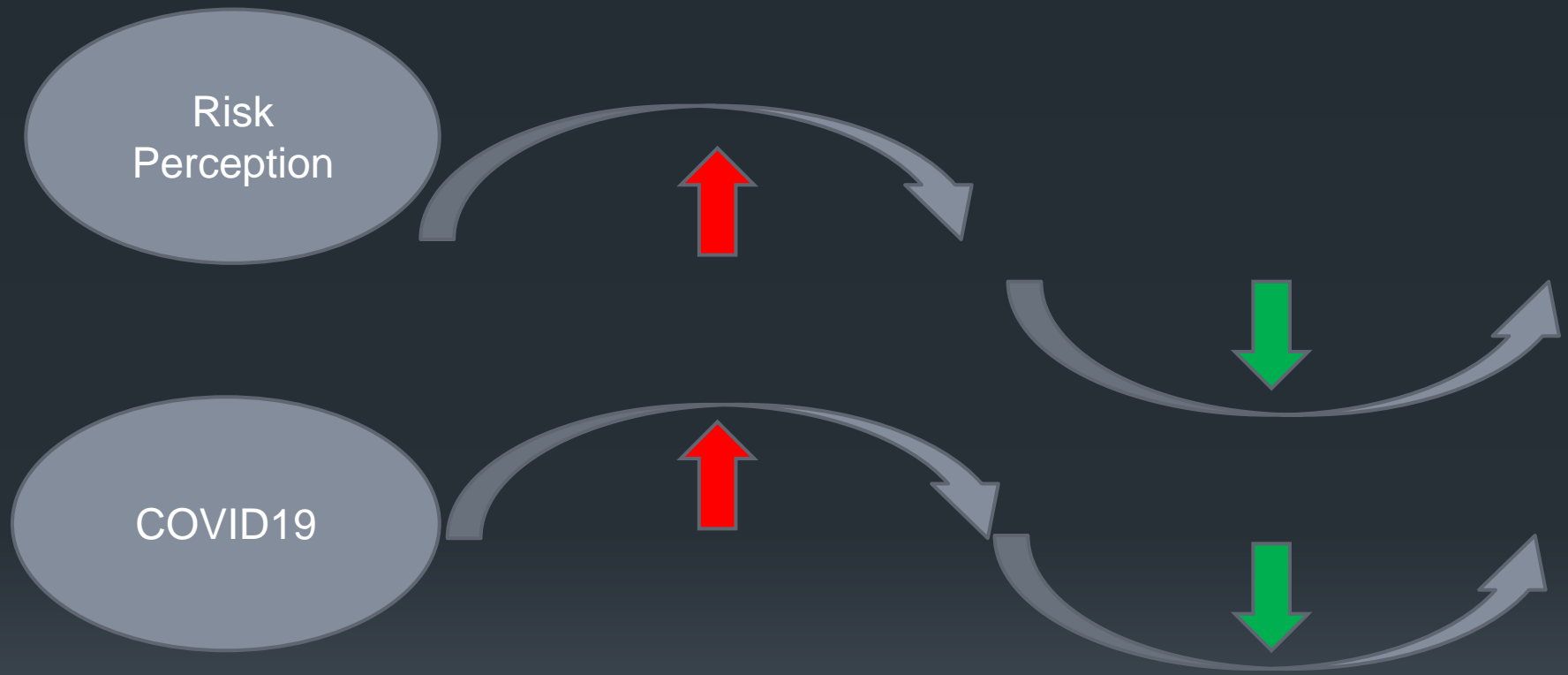
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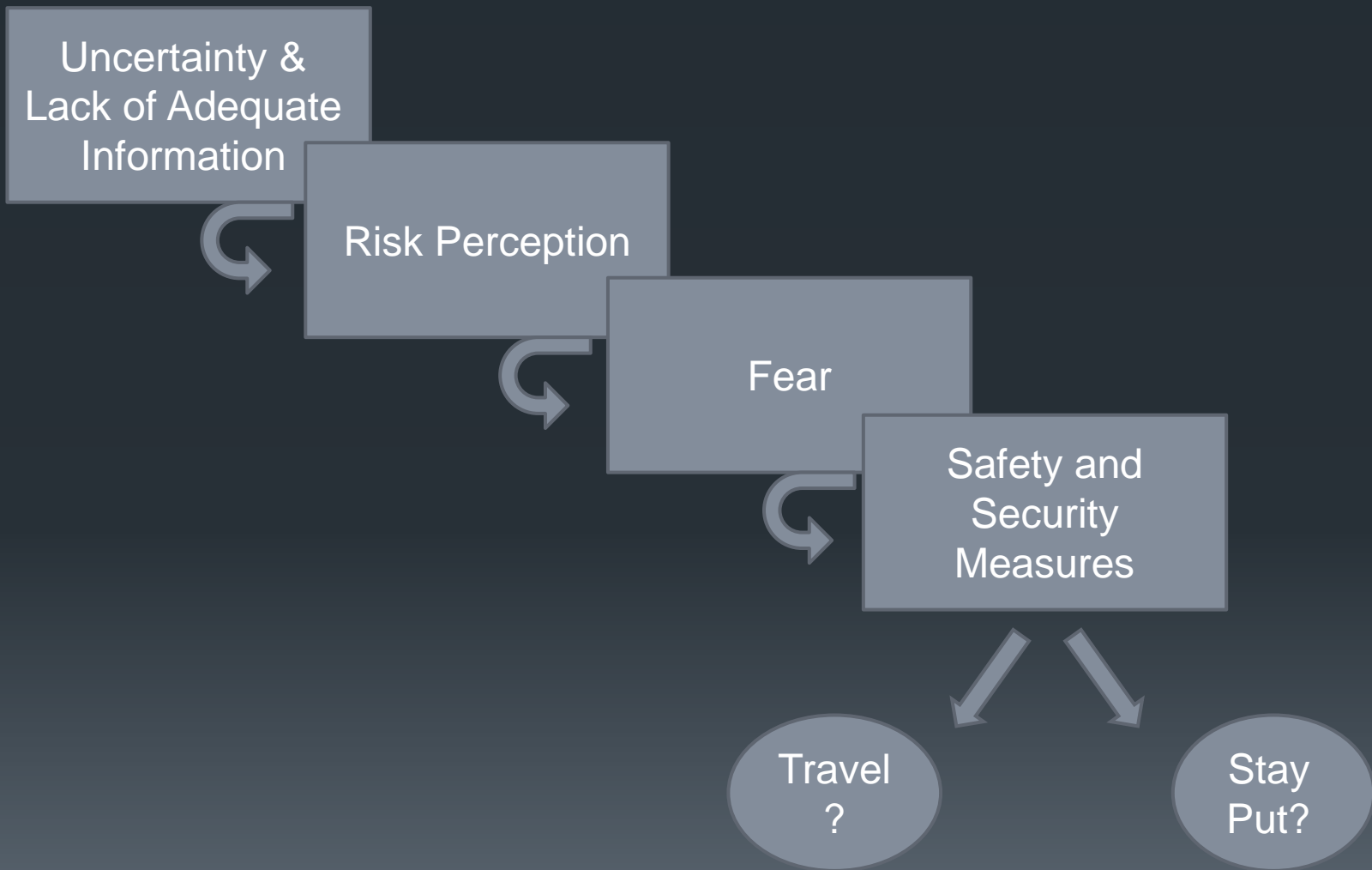


A Story of Dynamic & Recurrent Relationship



Recurring pandemic waves, generate recurring rise in **risk perception** and consequently fear of travel

The COVID19's Way to Destination Choice



The Risk Perception Agents?



The
Media



Travel
Adviso
ries

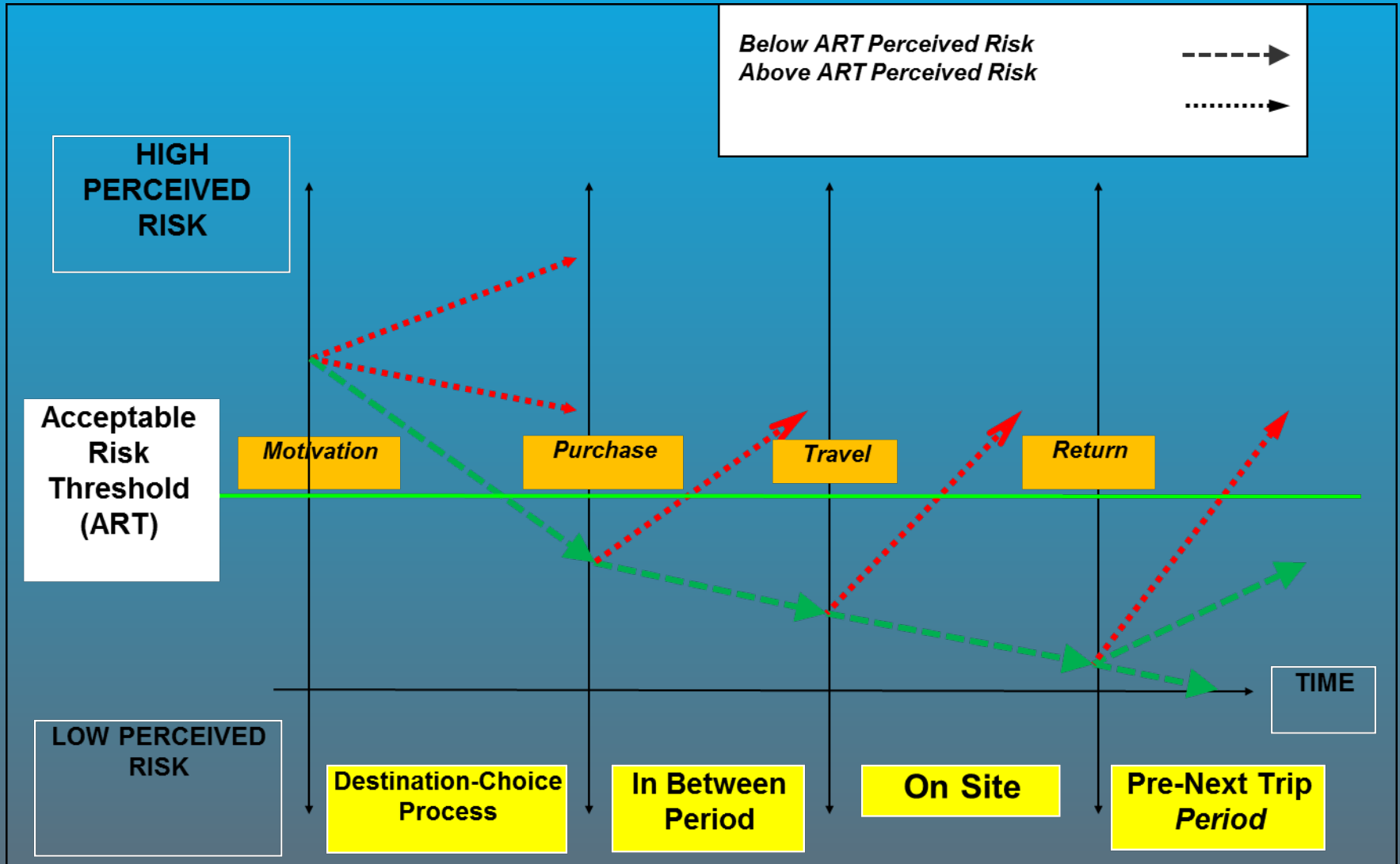
Social
Milieu



The
Missing
Link?



The Industry and Receiving Destinations' Challenge



Operating Sustainable Tourism in the Shadow of COVID19: Action Items at the Destination Level

- Provide accurate, trustworthy and transparent information on level of risk
- Inform of the safety and security measures taken on the way and at the destination to protect inbound tourists
- Frequently update and release risk related information
- Disseminate risk related information using multiple digital and mass-media platforms
- Study risk perception behavior among predefined market segments in pursuit of highly resilient clientele



Operating Sustainable Tourism in the Shadow of COVID19: Action Items at the Destination Level

- Create COVID-free tourism enclaves and inform of their existence.
- Train staff to implement zero tolerance policy and inform potential travelers of such policy
- Always refer to travel advisories generated at the generating markets
- Prepare an integrated solution to an on-going safety- and security-induced crisis situation
- DMOs should avoid bias when framing risk information on the pandemic
- DMOs should provide safety guidance and disseminate it using there initiated travel advisories

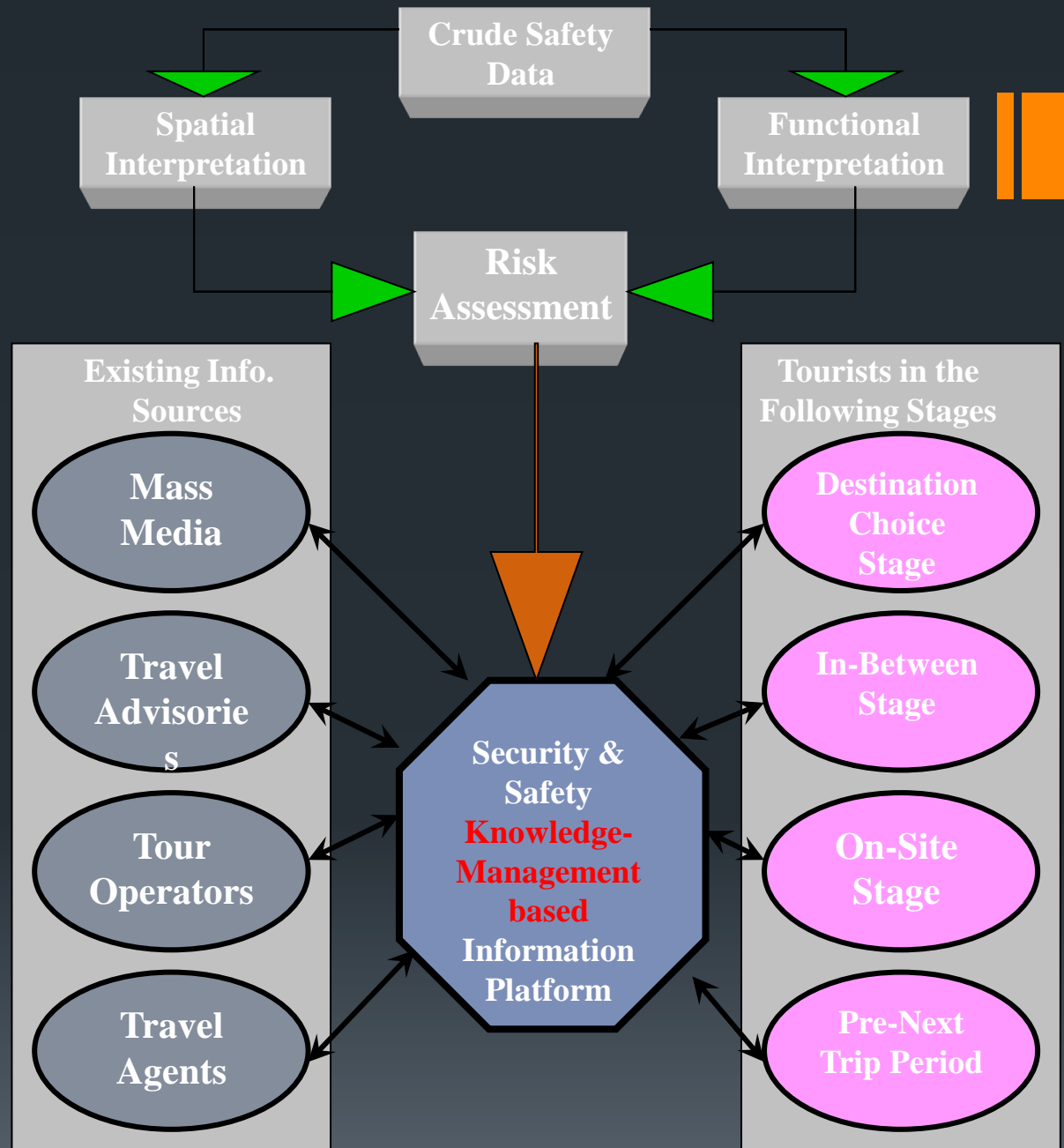


Operating Sustainable Tourism in the Shadow of COVID19: Action Items at the Destination Level

- Wherever it's possible, prioritize the domestic market as it tends to be more resilient
- Invite bloggers to experience the level of safety and security measures at destinations when COVID seems to check out
- In general, testimonials on safety and security disseminated through (new) media are imperative
- Position safety & security measures as part of the “new (positive) travel experience occurring in a new travel reality



The missing link:
A security Information Platform developed and managed by affected receiving destinations



Thank You



Determination

... and ...

