

A research on travel behaviours and expectations of Italians

Abstract

The pandemic has undoubtedly impacted on the tourists' behaviours in all the world, regardless of how much it has affected their particular area of residence. This research examines Italians' travel intentions during and after the end of the pandemic. The study describes the current situation using a quantitative approach. Through a simple quantitative data analysis the survey was made by administering online questionnaires (Google Form) through WhatsApp broadcast messages, reaching 700 respondents. What will the tourism be like after the pandemic? What will the main changes in travel behaviour be? Are there geographical differences based on the spread of the pandemic? The data suggest that there are passion and optimism that tourism will recover faster because the majority of respondents in this study have planned when and where they will immediately go after COVID-19 pandemic ends, and express new travel preferences.

Keywords: travel behaviour; pandemic; tourism

Introduction

The growth of international tourism has been one of the strongholds of the world economy since the 1950s. From "just" 25 million international tourist arrivals in 1950, the numbers reached 450 million in 1990, then rapidly surged to 1 billion in 2010. In 2018, the number of arrivals had already increased to 1.4 billion while the United Nations Organization estimates that world tourism represents \$ 1.7 trillion and 7% of the value of world goods and services [1]. However, since the 2000s, one of the socio-economic activities most affected by the pandemics has been tourism. From the "SARS" epidemic of 2003 to the "Swine flu" of 2008 up to the Middle East flu syndrome "MERS" of 2015, tourism has repeatedly suffered pandemic repercussions. While none of these setbacks has actually led to a decline in global tourism development - and this supports the thesis of tourism as a resilient social system [2] - it appears that recovery from the consequences of the current pandemic, especially on the economic side, will have no precedent for the tourism sector. As is well known, the spread of Covid-19 is having a drastic impact on the international tourism economy globally. According to recent OECD estimates [3], travel restrictions and social distancing measures will likely remain in place for at least two years, with the likelihood of

more limiting restrictions in the event of new waves. Depending on the duration of the crisis, these same estimates indicate that the potential shock due to the decline in the international tourism economy in 2020 could fluctuate between 60 and 80% compared to the year 2019. Based on the analyses of UNWTO [1], the sector is losing more than 60% of the total tourist flow and about 80 billion dollars to date (September 2020) with losses three times higher than those experienced during the 2009 economic crisis. Even when tourism chains start functioning again, as is the case around the world starting as was the case in May 2020, the new protocols severely limit tourism organizations and economic growth, while consumer confidence and traveller behaviour are affected deeper and deeper as the pandemic continues [4]. All the measures taken worldwide in order cope with the pandemic have deeply affected people's everyday lives globally, including their tourist behaviours [5]. With mobility stopped, cruise ships and planes parked and hotels closed, it took only a few weeks for the pandemic to completely disrupt the geography of travel and tourism [6], especially as concerns big cities [7] stopping the growth of a sector that was experiencing a real boom in recent years [8, 9, 10] and which rather slowly started to grow again in the second half of 2020 [11].

In Italy, the Coronavirus pandemic has significantly influenced two of the main elements that distinguish tourism - travel and social interactions - and has made its aspects of social resilience evident [12]. On the one hand, the current pandemic scares people, but on the other it emphasizes the need for mobility due to the loosening of rules and restrictions on travel around the world in these first months of 2021. However, this ambiguity carries important messages regarding the resilience of tourism processes, even with respect to other current crises that are not so immediate, but just as significant as Covid-19, such as the protection of landscapes or limits to the tourist carrying capacity [13].

The purpose of this article is to focus on the attitude and scenario of post-pandemic tourist behaviour through an empirical sociological analysis. Lade et al. [14] cast the attention on the effect on present and future tourism of disasters caused by human interference on nature. It seems paradoxical that the crisis manifested itself in one of the moments in which the debate was particularly animated on some key issues related to the management of tourist flows in destinations such as the

undesirable effects of overtourism, the need to reorganize the tourist carrying capacity above all in protected natural areas and, more generally, the aim of preserving the values of local identities. These are issues that have been addressed at more or less regular intervals in sociological literature and, in the last two years, have also aroused interest in the media due to some events that have affected art destinations such as Palermo, Naples, Rome, or Venice. What happened during the two-year period 2020-2021 has shifted the attention from the critical issues related to the protection and enhancement of the Italian tourist capital, characterized by the contrast between those who give primacy to the economic dimension of tourism and those who instead include in the concept of value for tourism choices other variables that pertain to the social, environmental and cultural sphere. The current scenario foreshadows the possibility of addressing these and other problems that traditionally afflict tourism in Italy with the aim of reaching even more sustainable solutions than those that some destinations, such as the Vesuvius National Park, already adopted during the pandemic in order to welcome visitors [15]. Therefore, to identify what impact the pandemic is having and will have on the future of tourism, the Observatory on Tourism of the University of Naples Federico II (OUT) conducted an online survey aimed at detecting opinions, behaviours and future propensities of a sample of Italian tourists distributed throughout the Italian territory. The Italian case represents an interesting sociological focus because Italy was the first country in Europe to be affected by the virus and to go through the various stages of the containment measures of Covid-19, including the lockdown. Some Authors (see, e.g. [16]) underlined how the virus has reached all Italian regions, although Northern Italy was particularly hit in the first phase of the epidemic, especially Lombardy, where tens of thousands of people were infected and thousands died.

By studying tourism through a territorial approach, it is possible to identify how the Covid-19 emergency will have an impact on tourism and how mobility will be conditioned both in its form and in its social significance. In our perspective, the space on which it is necessary to define the impact analysis of Covid-19 goes beyond geographical boundaries and includes multiple dimensions of the physical and virtual realities within which the "tourist gaze" is played [17]. The article is structured as follows. The first section is

focused on the description of the methodology used in the study. In particular, both the research technique and the dimensions investigated and the methodological choices (sampling method and the dissemination strategies used) are presented. The following section presents the main results that emerged from the survey. A specific section is devoted to the discussion of the results, within which some critical considerations are proposed. In the final part of the paper, the sociological analysis will be directed towards the post-pandemic horizon, hypothesizing possible scenarios for the future of tourism and providing some possible policy indications.

Survey methodology: population and sampling method

As part of this study, a questionnaire was designed to collect data from a sample of Italian tourists, residing in Italy for at least 10 years. The questionnaire was divided into five sections. The first was designed to collect socio-demographic data from tourists, including area of residence, gender, age, nationality, income, level of education and employment. The second includes a series of questions aimed at learning about the tourist habits of Italians before the health emergency. More specifically, respondents were asked to indicate their preferred means of transport, the duration of the trip, the type of accommodation mainly chosen and the preferred travel company. The third section of the questionnaire concerned the same issues, but this time from a forecasting point of view. In other words, travellers were asked to indicate their tourist preferences for these same aspects, imagining, however, their next trips in a post-Covid time scenario. The fourth section has been implemented to understand the main consequences for the tourism sector in the short to medium term. To obtain this information, a series of questions about travellers' needs, fears and expectations were asked. In the last section, a specific space was devoted to the use of new technologies, both in daily practice and as tools to somehow increase tourist possibilities, including through virtual travel. A non-probabilistic sub-sample was chosen for the survey, consisting of 700 individuals aged between 15 and 75 years. In order to guarantee the geographic representativeness of the data, it was decided to set the sampling by quotas, dividing the population proportionally to the distribution of the Italian population among the 3 main tourist areas available in Italy: North, Center and South. Although the random sampling is not representative [18], thanks to the now widespread use of the Internet among the Italian population this study could nonetheless reach a heterogeneous target. The questionnaire was disseminated online through the main communication channels of OUT (social networks, websites and mailing lists).

The tourist experience of the sample

The average age of the subjects was 38 years; 60% of them were women and 40% men. They are mainly office workers (38.3%) and students (29.9%), with 10.1% of the respondents unemployed and / or looking for a job. The level of education appears to be quite high, with over 63.5% holding a post-secondary

Tab. 1. Average travel time per area - v. %.

	Southern Italy		Central Italy		Northern Italy	
	Pre-Covid	Post-Covid	Pre-Covid	Post-Covid	Pre-Covid	Post-Covid
One day	0,7%	2,7%	1,4%	5,7%	0,5%	2,9%
A weekend	7,1%	16,2%	8,3%	15,7%	9,5%	14,5%
Maximum 5 days	16,4%	19,7%	8,3%	10%	10,8%	20,3%
A week	44%	39,3%	33,3%	37,1%	35,1%	34,8%
A couple of weeks	23,1%	16,6%	40,3%	25,7%	34,6%	18,8%
More than two weeks	8,7%	5,4%	8,3%	5,7%	9,5%	8,7%

Tab. 2. Preferred company per area - v. %.

	Southern Italy		Central Italy		Northern Italy	
	Pre-Covid	Post-Covid	Pre-Covid	Post-Covid	Pre-Covid	Post-Covid
Family	24,9%	28,7%	16,7%	20%	24,3%	31,4%
Group of friends	34,5%	25,8%	20,8%	14,3%	24,3%	15,7%
Organized group	2%	1,3%	6,9%	1,4%	4,1%	1,2%
Pairs	33,5%	39,6%	47,2%	57,1%	43,2%	50%
Solo travels	5,1%	4,6%	8,3%	7,1%	4,1%	1,7%

qualification. Male participants have a higher level of education than the women surveyed: 40% of responding men have a master's degree and 27.6% have a first degree. By comparison, 37% of female travellers have a master's degree and 27% have a bachelor's degree. Almost all of the sub-sample (93%) stated that their tourist habits will change as a result of the health emergency in relation to: duration of tourist experiences, travel companions, type of accommodation and means of transport chosen. Deepening the data, it is immediately clear that this anticipated change is a widespread trend at a national level, but the propensity for this change is expressed more emphatically by residents in the regions of Northern Italy most affected by the pandemic: 95% of the people living in this area of the country stated that their tourist habits will change, against 92% of residents in central Italy and 89% of people living in the South. A first empirical finding of sociological interest is that the pandemic has inevitably hit all, regardless of their area of residence. In fact, as we have anticipated, travel restrictions and containment measures will probably remain in force for a long time with the possibility of a gradual relaxation of the restrictions which will also depend on the regulations of the Regions which, as is known, management the tourism sector. This will have implications on the territorial distribution of future tourist flows. What the respondents said in general was confirmed by the comparison with their answers to the questions in sections 2 and 3 of the questionnaires, through which it is possible to compare pre and post Covid 19 tourist habits and preferences. As can be seen from Table 1, the Italian respondents who declared that they do not want to give up tourism in the future intend to try their hand at shorter experiences than before: in general, trips lasting more than one week lose their appeal in favour of "micro-holidays" which take the form of periods of limited mobility both in time and distance.

The territorial distribution of the answers shows a certain caution on the part of residents

in the South. Compared to the pre-Covid period, these are more likely to concentrate their tourist experiences within a few days or in any case for no more than 5 days. Even those who reside in Central Italy are willing to give up a few days of vacation, but the number of people who decide to stay away from home for at least a week is higher here. As for Northern Italians, many continue to prefer holidays of at least 7 days, but the percentage of people who spend two weeks away from home is in sharp decline. As concerns the choice of travel partners, Italians also intend to change their habits. Table 2 shows how Italian tourists plan fewer trips with friends or organized groups and more tourist experiences with spouses and family, with whom they already share a certain degree of intimacy in daily life. This attitude is also explained by the fact that the regulations of the Italian government during the lockdown period allowed people to visit family members first; only from the late spring of 2020 this possibility was extended to friends and acquaintances. This data highlights that respondents are adopting a prudent approach in choosing travel companions, a trend widespread nationwide and most evident among participants from the North. In terms of travel companions, in general it could be argued that the Italians who took part in the study prefer to engage in tourism with people they know well (or think they know well) as concerns their behaviour, health and daily practices.

With respect to this specific aspect, the utmost caution is shown by the over 40s, a larger share of which declared that they have planned their holidays exclusively with their family, compared to members of the younger generations. In fact, young people from Southern Italy in particular consider, despite all, the travel experience as a moment of sharing with their group of friends. Furthermore, we can see that the tendency to travel alone remains almost unchanged in both Central and Southern Italy. This type of travel is also practiced almost exclusively by the

younger men of the sample. With regard to the choice of accommodation (Tab. 3), from a forecasting point of view and in the light of physical distancing measures, in general, the respondents currently show a greater interest than in the pre-Covid period for the so-called "holiday homes" (where they can personally supervise the cleaning of the rooms and common areas) or hotels from 4 stars up. Luxury hotels are acquiring a growing interest in the eyes of Italians as they have rooms or suites generally characterized by large spaces. In this sense, it is important to underline that sharing economy practices, which in recent years have been experiencing an interesting period of growth [19, 20], have suffered a setback throughout the Italian territory. Looking at our data, we observe that residents in Central Italy choose to stay in shared apartments. The advent of the pandemic seems to some extent discourage this practice, as well as that of staying in campsites or hostels (no interviewee from Central Italy stated that they would consider a hostel as a possible short-long term accommodation). As we anticipated, Italian tourists with larger economic resources expressed a greater preference for expensive accommodation facilities than other respondents. This group mainly includes "silver tourists" residing in Northern Italy. These are people who prefer to spend their time in luxury hotels because they assume that these structures have the spending power and the managerial competence to offer their guests the best guarantees regarding the cleanliness of the spaces as well as the healthcare procedures. Last but not least, we investigated the choice of the means of transport. It is often argued that a country with a good transport system can potentially be considered to be a valid tourist destination [21, 22, 23]. However, in line with the crisis of the Italian transport system due to the pandemic emergency [24], the values in Table 4 clearly shows that a significant percentage of Italians will still avoid in the near future traveling by collective transport. The difficulty to keep adequate physical distances and the high prices of air tickets and high-speed trains [25] have led many Italians to prefer traveling by car to reach the tourist destinations. Especially in Southern Italy, respondents appear to be willing to rent a car for their trips thus avoiding the risk of coming into contact with strangers. Car driving surely makes the journey longer and more tiring, but it also allows stops along the way, making it possible for travellers to visit places they would otherwise ignore. The subjectivity of distance and proximity plays an important role in the spatial distribution of tourists, destinations and tourist activities. Even the distance and proximity of the destinations, in fact, are able to influence the interest of tourists who will perceive some places as more or less attractive for a visit also based on this variable. This appears even more tangible in the context of the pandemic. The most recent international data on tourism mobility [26] describes a scenario in which tourists are choosing destinations closer to their places of habitual residence, not only because many international destinations remain inaccessible, but also because nearby destinations are considered to be less risky and allow one to go home in less time, in case of

Tab. 3. Choice of accommodation per area – v. %.

	Southern Italy		Central Italy		Northern Italy	
	Pre-Covid	Post-Covid	Pre-Covid	Post-Covid	Pre-Covid	Post-Covid
Farmstays	2,5%	2,9%	4,2%	7,1%	4,1%	2,9%
Shared apartments	3,8%	2,5%	10,7%	8,6%	2,7%	2,9%
Non-shared apartment	-	1%	0,4%	2,9%	1,4%	5,8%
Holiday homes	21,6%	26,7%	8,7%	17,1%	14,9%	21,7%
Bed and breakfasts	21,6%	18,8%	25%	18%	28,4%	17,4%
Camp grounds /campers	2,9%	2,9%	2%	1,4%	2,7%	1,4%
Hostels	1,6%	0,4%	2,8%	-	1,4%	0,4%
Pensions or hotels up to one star	1,3%	1,4%	1%	2%	1,4%	0,2%
Mid-range hotels (two or three stars)	29,6%	25,3%	27,8%	20%	31,1%	30%
Luxury or semi-luxury hotels (4 stars and up)	14,9%	18,2%	22,2%	22,9%	12,2%	17,4%

Tab. 4. Choice of Transports per area – v. %.

	Southern Italy		Central Italy		Northern Italy	
	Pre-Covid	Post-Covid	Pre-Covid	Post-Covid	Pre-Covid	Post-Covid
Airplane	24%	20,4%	25,7%	18,5%	23,8%	18,3%
Train	23,7%	18,9%	25%	20,5%	21,8%	17,8%
Bus	11,2%	6,7%	9,9%	8,0%	10,1%	6,6%
Private car	21,0%	28,3%	21%	30,5%	24,2%	32,5%
Rented Car	7,4%	13%	7,9%	11,5%	11,7%	15,7%
Ship or ferry	12,7%	12,8%	10,3%	11%	8,5%	9,1%

need or emergency. Let's now pass to the fourth section of the questionnaire which concerns the future of tourism. The vast majority (82.62%) of the respondents prefer destinations with large open spaces, and two thirds of them also intend to avoid areas particularly affected by the pandemic. Therefore mountains, countryside and natural parks will have a competitive advantage. 60% of the sample will avoid cities plagued by mass tourism, showing to believe that the virus has spread more widely in urban settings [27, 28]. Urban areas became less attractive in the eyes of Italians, especially those in the North and Center. Already in the summer of 2020, Venice, Milan, Turin and Rome in fact were much less visited than in previous years, and looked unusually placid. The same fate did not affect tourist cities in southern Italy such as Naples, Reggio Calabria, Palermo or Agrigento which, on the contrary, hosted - mostly in the summer of 2020 - part of the internal tourism subtracted from the pandemic emergency to the cities of the North Italy. Although the emergency has also spread to some areas of the South, the stereotypical image of a pandemic outbreak is still associated with Northern urban contexts, also due to mass-media communication that has long underlined the role of Northern cities in the spread of environmental risks, from pollution to Covid-19 [29, 30]. This concern primarily has an emotional impact on people living in areas that have been less directly affected by the pandemic. It is no coincidence

that residents in Lombardy, Veneto, but also Trentino Alto-Adige and Emilia Romagna (areas that have experienced moments of great difficulty, especially in the initial phase) have expressed their disagreement with this statement. Still, 69% of the sample said they were afraid to meet people from other cities for fear of contagion. Covid-19 has drastically changed the tourist story of the great Italian tourist destinations and in particular art cities. All this to the benefit, but only during the summer, of mountain, naturalistic or marine destinations. These data allow us to argue that, in the current historical and social context devastated by the pandemic, a social consequence is that non-natives are kept at a distance by the locals in search of an idea of security and in the hope of preserving their own health. This phenomenon contradicts one of the cornerstones of postmodern tourism: the encounter with the other, mutual contamination, the knowledge of cultures different from one's own through dialogue and exchange with people who live in other contexts [31]. A final dimension investigated in this study is the role of new technologies in the future of tourism. New technological applications such as the Internet, interfaces based on mobile devices or augmented reality systems represent significant pillars in the choices of tourists. In the era of the pandemic, the link between tourism and technologies appears to be stronger than ever due to the acceleration of mobility that the latest

generation of technological services seems to offer. An example of this is digital identification technology, used not only to speed up reception services, but also to speed up transactions, and virtual visits to museums. 47% of the sample said they had practiced forms of virtual tourism in the three months prior to the survey. The highest percentage of virtual travellers is concentrated in Northern Italy (58.3%), and is mainly composed of young people belonging to the "Millennial" and "Gen Z" generations. Youth tourism, defined as all tourism activities that are realized by young people aged between 15 and 29 [32], has become increasingly important since UNWTO estimated that around 20% of the 940 million international tourists travelling the world in 2010 were young people who generated 165 billion USD towards global tourism receipts and affirmed their financial value to the global tourism industry and local economies [1]. The spread of virtual tourism, through online photos and videos, Google Maps, Google Street View, 3D devices, robotic and augmented realities is now quite striking in Italy right through youth tourism [33]. However, only 6.7% of our respondents said they agree with the idea that virtual tourism can supplant physical travel. On the contrary, as people live increasingly digital and connected lives, it seems that enjoying physical experiences while traveling is considered to be the only (or at least the main) way to relax. However, the sample agrees in attributing substantial weight to technologies in the post-Covid period. More than in the past, they are seen as useful devices to lead a life in greater safety, including health, and with greater opportunities for tourist use. Their usefulness is recognized above all in booking and shopping online (76%), in searching for tourist information, in receiving constant updates on the evolution of the epidemic (81.4%). An interesting fact is the idea, more widespread among the younger generations, that robotics and artificial intelligence can be useful tools to limit the possibility of contagion among people (15%).

Discussion

The Covid-19 emergency represents a watershed between what tourism was like up to 2019 and what it will be like in the coming years. The survey shows that the behaviour of Italian tourists is and will be influenced for a number of years by a number of factors including personal economic well-being, cost variations, perceived health risks and the ability to plan trips, now limited to a contiguous future due to pandemic restrictions. A near future that will see the spread of tourist "micro bubbles" formed by small groups of countries that will reopen the borders only between them and "green areas" for pre-selected travellers, such as those with who have a COVID-19 immunity passport [34]. This scenario will last until the spread of the new vaccines has reached all countries of the world. In this perspective, the Italian tourists intercepted here are aware that the rules of physical distancing will probably remain in force for some years and, therefore, they cannot imagine a future of travel that is not conditioned by physical and social distancing. This does not mean that Italians will give up tourism in the short to medium term. Indeed, the data presented highlight a resilient behaviour of

tourism in Italy, which bends, adapts, but does not die [35]. Our research found out that respondents indicate a general preference for closer trips, formerly associated with lower socio-demographic status and older age groups [36]. It is not the first time in the history of tourism that mobility has been challenged. Looking back, in the last twenty years various events have represented an obstacle to travelling around the world. These events are divided into three types: terrorist attacks, natural disasters and epidemics. Since the start of new millennium, terrorism has upset the safety and normality of travel, manifesting itself in all its ferocity from the 2001 attacks on the Twin Towers in New York to the attacks on international tourist destinations such as London, Sharm el-Sheikh, Bali, Madrid and, starting from 2010, also the area of Western Europe such as Brussels, Nice and Paris. Over the last few decades, moreover, the phenomenon of travel for tourism has already been considerably affected by health events such as the epidemics of the early 2000s in which the alarm about SARS in China and later the so-called "swine flu" began to spread, or the MERS that appeared in the Middle East in 2015 [37]. While a temporary blockage of tourist flows may have been created by the severity of these events, none of them eventually caused a major long-term decline in global tourism growth [38]. Tourism has shown its resilient character in all the situations we argued, showing itself to be a "social need" capable of resisting critical circumstances and being resilient. Every time, it has undoubtedly undergone variations and modifications, from the destinations selected by the individuals to the way the subjects practiced tourism [39]. It has always survived, establishing itself as one of the most successful sectors.

The results of the empirical study we presented suggest that the same process will also take place in the post-Covid phase. The social and economic losses caused by the pandemic have not put an end to the desire to escape and travel, which is why Italian travellers will continue to dedicate themselves to tourism, albeit in a different way than in the past in terms of places to visit, time spent, accommodation facilities, travel companions, and use of technology. This last point seems to us to be decisive. Our sample declared that they find the technologies extremely useful to support their tourism choices but at the same time they stressed that virtual travel alone is not enough to satisfy the need to travel. Although there have been many advances in technology, our sample does not consider virtual reality and augmented reality to be valid alternatives to real travel. On this point it is important to make a distinction between what we can describe as "tourism of the spirit" and "tourism of the body". If the first definition refers to "de-territorialized", imaginative and virtual journeys which, not mediated by bodily experience, have allowed visitors to visit virtual places that otherwise cannot be visited, the definition of "body tourism" requires corporeality and presence on the territories. During the lockdown, tourism of the spirit was clearly and coercively chosen, through travel on the Internet. However, the research data show that it is the "tourism of the body", implemented through physical mobility that

will be the element that will prove capable of overcoming the obstacles of tourism. Italian travellers seek these experiences to have a direct and non-mediated relationship with places and objects. According to recent studies on this topic [3, 40, 41], the desire to travel expressed by the Italians in our sample, despite the difficulties that characterize the current moment, is probably based on four short-term expectations: the discovery of a vaccine and its spread, the reduction of travel bans on an enlarged territorial scale, the socialization of health measures for travellers and, above all, the spread of local tourism. The analysis presented underlines the attitude of Italians towards forms of proximity travel within areas territorially contiguous to their habitual residence or, in any case, not far from their own region. It is probably fair to argue that travel will increasingly focus on the "why" to visit rather than the "what" as in the past, to meet the specific needs of travellers to go beyond the standard tourism experiences.

Implications

The health, social and economic emergency created by Covid-19 offers tourists the opportunity to rethink the way in which they can enjoy the journey even choosing destinations on a local scale and tour operators the opportunity to rethink the tourist offer in a more sustainable and original key. The current crisis could therefore represent an important moment to pursue the type of tourism innovation and socio-economic development paths that Italy had already foreseen with the "National Strategic Plan for Tourism 2017-2022". Precisely in light of the current situation, some scholars [41, 42] have already urged to use this period of suspension of tourism to regenerate the reorganization of tourism policies, starting from a renewed reflection on different aspects of sustainability policy. The research data on the habits and expectations of Italian tourists, in fact, suggest that an alternative to the mass tourism model is possible. Future tourism could be zero-miles and "slow". Despite the scenario analyses [43], the empirical evidence is not sufficient to propose tourism sustainability as the turning point for tourism of the future. However, political approaches coordinated with other sectors related to tourism and heavily affected by the crisis, such as naturalistic, creative, technological or cultural ones, will be essential to make the recovery of tourist destinations effective. It seems to be of fundamental importance that we reflect on this era to improve crisis management strategies and to strengthen national and international coordination mechanisms and mutual learning between regions and sub-sectors of tourism, in order to rethink a more sustainable and resilient tourism system and to respond in a unitary way to new future shocks. A critical rethinking of the neoliberal approach to space, and of the touristification and commodification of our spaces should prompt a radical discussion for a new reterritorialization of the tourist space, pushing towards a deeper connection between urban space and the rural dimension and thus recalling the enormous importance of non-urbanized and non-touristic areas in the fight against the pandemic. It is necessary to reallocate economic resources by

distributing them to the territories of inner Italian areas, mitigate the overtourism of Italian art cities, invest in environmentally responsible ways, enhance tourism in protected natural areas. In this scenario, even the Italian urban centers can benefit from the uncertainty of this historical period: the drop in arrivals in the next three years will be inevitable, especially because a large part of the foreign component will be missing, but there could instead be an increase in tourists from nearby areas, once again following local or short-range itineraries [44]. In other words, the territories have the ability to reformulate their scale of tourism offerings from a sustainable perspective, starting from the current under-tourism situation [45]. The "end" of global travel and tourism after pandemic, may represent a golden opportunity for making the right moves towards a more responsible, balanced and respectful tourism that concretely supports ecotourism's empowerment, autonomy and agency by promoting tourism in educational and training processes, reducing barriers to entry, supporting the practice and perception of personal safety and increasing protection against further health and environmental risks.

REFERENCES

- [1] UNWTO (2020), International tourist numbers could fall 60-80% in 2020, Unwto reports, United Nations World Tourism Organization, Madrid.
- [2] Cheer, J. M., & Lew, A. A. (Eds.), (2017), *Tourism, resilience and sustainability: Adapting to social, political and economic change*. Routledge, New York.
- [3] OECD (2020), *OECD Tourism Trends and Policies 2020*, OECD Publishing, Paris. <https://doi.org/10.1787/6b47b985-en>.
- [4] Corbisiero, F. (2020), "Sostenere il turismo: come il Covid-19 influenzerà il viaggio del futuro", *Fuori Luogo. Journal of Sociology of Territory, Tourism, Technology*, Vol. 6, No. 2, pp. 69-79, DOI: 10.6092/2723-9608/7177.
- [5] IPSOS (2020), *New center for public integrity/Ipsos poll finds most Americans say the Coronavirus pandemic is a natural disaster*. <https://www.ipsos.com/en-us/news-polls/center-for-public-integrity-poll-2020>.
- [6] Florida, R. (2020). "The geography of the coronavirus". *City Lab*, available at: <https://www.citylab.com/equity/2020/04/coronavirus-spread-map-city-urban-density-suburbs-rural-data/609394> (accessed on September 2020).
- [7] Haywood KM (2020), "A post Covid-19 future - tourism re-imagined and re-enabled", *Tourism Geographies*, vol. 22, n. 3, pagg. 599-609, DOI: 10.1080 / 14616688.2020.1762120.
- [8] Cerved (2020), *L'impatto del Covid-19 sui ricavi delle imprese italiane*, Cerved, Roma.
- [9] RTE (2020), "How the coronavirus may hit the tourism industry", 3 march, available at the website: <https://www.rte.ie/brainstorm/2020/0303/119857-coronavirus-tourism-ireland/> (seen on 24th september 2020).
- [10] WTTC (2020), *Global Economic Impact and Trends*, World Travel and Tourism Council, Londra.
- [11] UNWTO (2020b), *World Tourism Barometer and Statistical Annex (August/September 2020)*, United Nations World Tourism Organization, Madrid.
- [12] Corbisiero, F. and Delle Cave, L. (2021), "Comunità resilienti e qualità della vita: il caso del centro storico di Napoli", *Sociologia Urbana e Rurale*, n. 124, pp. 14-28.
- [13] Barlow, J. et al. (2016), "Anthropogenic disturbance in tropical forests can double biodiversity loss from deforestation", *Nature*, vol. 535, pp. 144-147, DOI: 10.1038/nature18326.
- [14] Lade, S.J. et al. (2020), "Human impacts on planetary boundaries amplified by Earth system interactions". *Nature Sustainability*, Vol. 3, pp. 119-128, DOI: 10.1038/s41893-019-0454-4.
- [15] Corbisiero, F., Delle Cave, L., Marotta, L., Zaccaria A.M. (2021), *In Viaggio sul vulcano. Turismo nel Parco Nazionale del Vesuvio*, Carocci, Roma.
- [16] Corbisiero, F., Paura, R. e Ruspini, E. (2020), "Il turismo dopo il coronavirus. Tecnologie, fragilità e crescenti responsabilità", *FUTURI*, Vol. 12, pagg. 1-3.
- [17] Urry, J., Larsen, J. (2011), *The Tourist Gaze 3.0*, Sage, Londra.
- [18] Lombi, L. (2015), "La ricerca sociale al tempo dei Big Data: sfide e prospettive", *Studi di Sociologia*, Vol. 2, pagg. 215-227.
- [19] Cheng, M. (2016), "Sharing economy: A review and agenda for future research", *International Journal of Hospitality Management*, vol. 57, pagg. 60-70, DOI: 10.1016 / j.ijhm.2016.06.003.
- [20] Ertz, M., Durif, F. and Arcand, M. (2019), "A conceptual perspective on collaborative consumption", *AMS Review*, Vol. 9, no 1, pp. 27-41, DOI: 10.1007/s13162-018-0121-3.
- [21] Das, D., Sharma, S.K., Mohapatra, P.K., and Sarkar, A. (2007), "Factors influencing the attractiveness of a tourist destination: a case study", *Journal of Service Research*, Vol. 7, No. 1, pp. 103-134.
- [22] Kaul, R. (1985), *Dynamics of tourism: A trilogy*, Sterling Publishing, New York.
- [23] Pagliara, F., Mauriello, F. e Garofalo, A. (2017), "Exploring the interdependences between High Speed Rail systems and tourism: Some evidence from Italy", *Transportation Research Part A: Policy and Practice*, Vol. 106, pagg. 300-308.
- [24] Unimpresa (2020), *Coronavirus, Unione nazionale delle Imprese*, Roma.
- [25] Dragoni, G. (2020), "Coronavirus, per i biglietti aerei aumento del 49%: in Europa da 125 a 186 euro", *Il Sole 24 Ore*, 7 maggio 2020.
- [26] UNWTO (2020a), *Tourism and Covid-19*, United Nations World Tourism Organization, Madrid.
- [27] Bachimon, P., Eveno, P. and Gélvez Espinel, C. (2020), "Primary and secondary place of residence, the digital link and the rise of presence", *Worldwide Hospitality and Tourism Themes*, Vol. 12 No. 4, pp. 369-385, DOI: 10.1108/WHATT-05-2020-0033.
- [28] Corbisiero, F. and La Rocca, R.A. (2020), "Tourism on demand. A new form of urban and social demand of use after the pandemic event", *Tema. Journal of Land Use, Mobility and Environment*, Vol. 1, pp. 91-104. DOI: 10.6092/1970-9870/6916.
- [29] Cowper, A. (2020), "Covid-19: are we getting the communications right?", *BMJ*, Vol. 368, p. 919, DOI: 10.1136/bmj.m919.
- [30] Yu, M. et al. (2020), "Communication related health crisis on social media: a case of Covid-19 outbreak", *Current Issues in Tourism*, DOI: 10.1080 / 13683500.2020.1752632.
- [31] Page S. J., Connel, J. (2020), *Tourism. A Modern Synthesis*, Taylor & Francis Group, UK.
- [32] Horak, S., and Weber, S. (2000). *Youth Tourism in Europe: Problems and Prospects*, *Tourism Recreation Research*, 25(3): 37-44.
- [33] CNR (2020), *Dalla crisi alle opportunità per il futuro del Turismo in Italia*, IRISS - Istituto di Ricerca su Innovazione e Servizi per lo Sviluppo, Napoli.
- [34] Prayag, G. (2020), "Time for Reset? Covid-19 and Tourism Resilience", *Tourism Review International*, 24. DOI: 10.3727/154427220X15926147793595.
- [35] Jeuring, J.H.G and Diaz-Soria, I. (2017), "Proximity and intraregional aspects of tourism", *Tourism Geographies*, Vol. 19, No. 1, pp. 4-8, DOI: 10.1080/14616688.2016.1233290.
- [36] Berrino, A. (2011), *Storia del turismo in Italia*, Il Mulino, Bologna.
- [37] Gostin, LO e Lucey, D. (2015), "Middle East Respiratory Syndrome: A Global Health Challenge", *JAMA Online*, vol. 17, pagg. 1-3.
- [38] Gössling, S., Scott, D. e Hall CM (2020), "Pandemics, tourism and global change: a rapid assessment of Covid-19", *Journal of Sustainable Tourism*, DOI: 10.1080 / 09669582.2020.1758708.
- [39] Jeuring, J.H.G. and Haartsen, T. (2017), "The challenge of proximity: the (un)attractiveness of near-home tourism destinations", *Tourism Geographies*, Vol. 19, No. 1, pp. 118-141, DOI: 10.1080/14616688.2016.1175024.
- [40] Lapointe, D. (2020), "Reconnecting tourism after COVID-19: the paradox of alterity in tourism areas", *Tourism Geographies*, Vol. 22, No. 3, pp. 633-638, DOI: 10.1080/14616688.2020.1762115.
- [41] Vishal, VJ., Aakriti S. (2020), "Impact of Covid-19 pandemic on Hospitality Sector and its revival post vaccine: A Review", *Journal of Business and Social Science Review*, vol. 1, n. 7, pagg. 53-64.
- [42] Sigala, M. (2020), "Tourism and Covid-19: Impacts and implications for advancing and reetting industry and research", *Journal of Business Research*, Vol. 117, pagg. 312-321, DOI: 10.1016 / j.jbusres.2020.06.015.
- [43] Monaco, S. (2018), "Mobilità turistiche fuori dai luoghi. Forme e significati dei viaggi online per i giovani italiani", *Fuori Luogo. Rivista di sociologia del territorio, turismo, tecnologia*, vol. 4, n. 2, pagg. 91-104, DOI: 10.6092/2723-9608/6979.
- [44] Milano, C., Novelli, M. and Cheer, J.M. (2019), "Overtourism and Tourismphobia: A Journey Through Four Decades of Tourism Development", *Planning and Local Concerns. Tourism Planning and Development*, Vol. 16, No. 4, pp. 353-357.
- [45] Papa, R. e Fistola, R. (2016) (a cura di), *Smart Energy in the Smart City Urban Planning for a Sustainable Future*, Springer International Publishing, New York.