



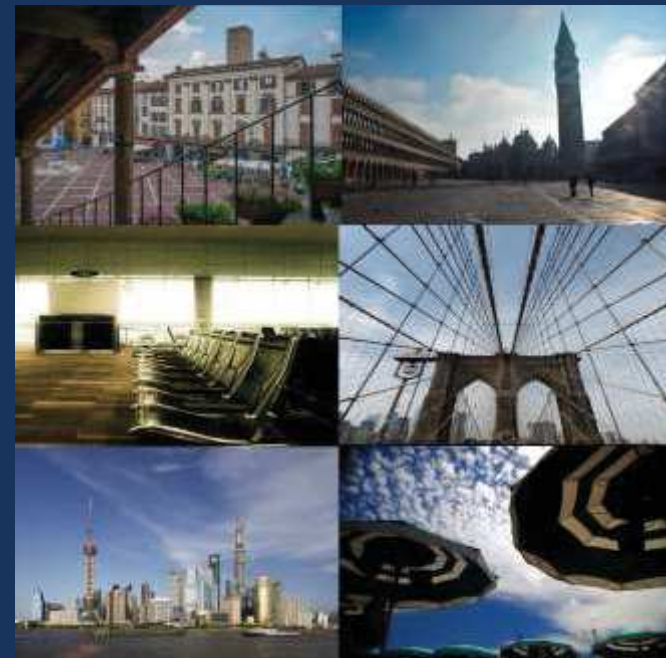
This collection of papers has been written by the international team of scholars teaching at the Master Course in Planning and Management of Tourism Systems of the University of Bergamo, while the Covid-19 emergency was spreading in all parts of the World and especially in the territory of Bergamo.

The main aim of the work is to face the topic of Tourism in the case of exogenous shocks, like the Covid-19 pandemic, reflecting on their impacts on territories, communities and heritage both during and after the crisis. The papers adopt different disciplinary approaches and methods, trying to give a multi-focused gaze to the complexity of a global phenomenon and to possible forms of recovery.

This collection is addressed to students and researchers studying in the tourism sector, who are in search of answers in this time of change and crisis. We believe that after reading this volume they won't have all the answers to their dilemmas, but they will reflect about them, they will receive proposals for specific approaches, methodologies, sources, references, examples, useful for the future of their own research.

FEDERICA BURINI is Associate Professor of Geography at the Department of Foreign Languages, Literatures and Cultures of the University of Bergamo where she is member of the CST-DiathesisLab. Her primary research interests are participatory processes and collaborative mapping to promote territorial regeneration in a sustainable perspective.

TOURISM FACING A PANDEMIC: FROM CRISIS TO RECOVERY



edited by Federica Burini

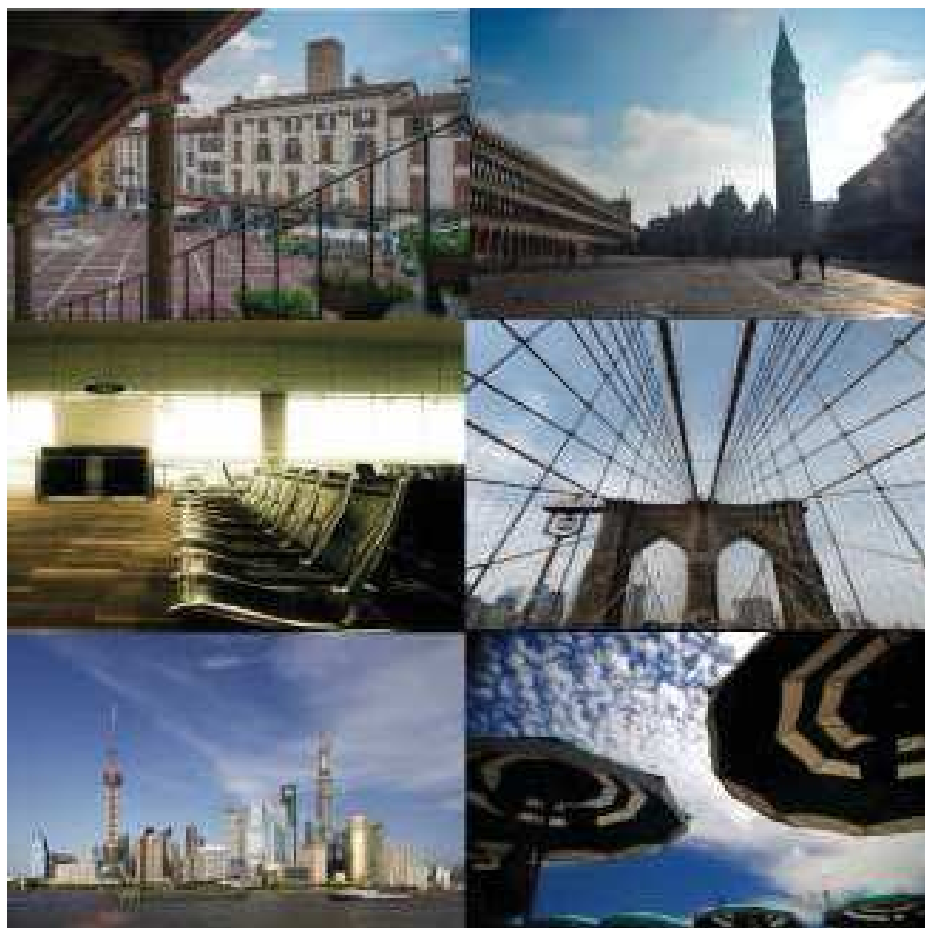


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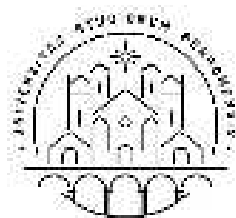
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Università degli Studi di Bergamo

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*To our students of the Master Course
in Planning and Management of Tourism Systems
of the University of Bergamo*

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Presentation and executive summary

This collection of papers has been written in April 2020 by the international team of scholars teaching at the Master Course in *Planning and Management of Tourism Systems* of the University of Bergamo, while the Covid-19 emergency was spreading in all parts of the World and especially in the territory of Bergamo.

The main aim of the work is to face the topic of Tourism in the case of exogenous shocks, like the Covid-19 pandemic, reflecting on their impacts on territories, communities and heritage both during and after the crisis. The papers adopt different disciplinary approaches and methods, trying to give a multi-focused gaze to the complexity of a global phenomenon and to possible forms of recovery. The first section is focused on the impacts of global shocks in travel behaviours seen from economic, marketing and legal perspectives (Peter Keller, Greg Richards, Andrea Macchiavelli, Roberta Garibaldi, Andrea Pozzi, Daniela Andreini, Federico Mangiò, Simon Taylor), followed by a second section which analyses territorial and environmental issues related to tourism sustainability and adaptation to global changes (Andrew Holden, Federica Burini, Jennifer Wells, Elena Bougleux). The third section investigates tourism discourses and imageries during and after a pandemic (Rossana Bonadei, Cinzia Spinzi, Stefania Maci, Milos Nicic, Sanja Iguman), followed by a fourth section focusing on behaviours and social impacts (Roberto Peretta, Gabriella Alberti, Domenico Perrotta, Kerstin Heuwinkel). The fifth section analyses survival strategies to a pandemic for art, culture and science (Terry Stevens, Iolanda Pensa, Gemma Tully, Raffaella Pulejo, Patrizia Anesa, Gloria Pastorino). The last section deals with tourism teaching during crisis by analysing the results of a survey (Stephanie Pyne and Federica Burini).

This collection is addressed to students interested in the tourism sector, who are in search of answers in this time of change and crisis. We believe that after reading this volume they won't have all the answers to their dilemmas, but they will reflect about them, they will receive proposals for specific approaches,

methodologies, sources, references, examples, useful for the future of their own research.

I wish to thank the colleagues from the University of Bergamo and the visiting professors from British, Canadian, Dutch, French, German, Italian, Serbian, Swiss, US universities for having accepted with great enthusiasm this challenge in a so difficult period of resistance. Their valuable contributions will undoubtedly be of great interest and demonstrate that a global phenomenon should be always analysed by a global network of researchers. I also thank the anonymous referees from foreign universities who dedicated their time to read and approve this publication.

The book is dedicated to our students of the Master Course in *Planning and Management of Tourism Systems* and to those of them who particularly suffered for Covid-19.

Federica Burini

President of the Master Course in Planning and Management of Tourism Systems, Department of Foreign Languages, Literatures and Cultures University of Bergamo

Part VI

**TOURISM TEACHING FACING
CRISIS**

PMTS students during Covid-19 outbreak: a survey

Stephanie Pyne and Federica Burini*

After the outbreak of the pandemic, the Master's Course in Planning and Management Systems of the University of Bergamo continued teaching activities with on-line classes and workshops. In a very short period, students and professors had to adapt to a new way of communicating, mainly based on an on-line platform for hosting meetings or live events, with various possibilities for students to interact with professors (for example, chats, webcam and microphones, and screen sharing).

In order to understand their reactions to such a new situation in their lives and their learning, students participated in an internal survey, the results of which are analysed in this chapter. The response rate was very good, with 96 students completing the survey – half from first year and the other half from second year. Eighty per cent of respondents were from Italy and twenty per cent from many other countries, including Azerbaijan, Belarus, Brazil, Cyprus, Georgia, Greece, Hungary, India, Lithuania, Mexico, Moldova, Nigeria, Pakistan, Russia, Turkey and Vietnam, which provided a very good representation of many cultural backgrounds and approaches.

Almost 30% of students were in Bergamo Province during the Covid outbreak, while 50% were in other Italian provinces and 20% had gone back home or were in other foreign countries.

In general, many students were directly involved in Covid-19 pandemic especially with respect to their families and friends, in addition to being very scared about the future.

1. Students participation to online lectures

The majority of the respondents (96%) followed the online lectures, which they considered to be a useful method for assuring the continuation of their educational programme and academic careers. A minority (10%) also considered these lectures important

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for daily programme engagement. The overall evaluation of class organisation was positive (88%), with a minority of responses by students who found that the online lectures were not as easy to follow as face-to-face or analogue lectures; or, that the online lectures were not a sufficient replacement for the analogue lecture mode.

Students provided many suggestions about technical aspects of the online lecture delivery, including those concerning connectivity issues, lack of consistency in professors providing re-watchable lectures, and the need for all professors to receive instructions about the use of the system before delivering lectures. The major issue for students was with the length of lectures, and many expressed the need to receive slides before class, in order to better follow the online lecturer. Solutions highlighted by students included recording of lectures in order to make them available for those students who work or have challenges regarding attendance.

It is interesting to note the manner in which students specified their uncertainties and views, including their need to better understand Covid-19's impact on tourism processes and their need to delve deeper into understanding this situation.

2. Students' engagement in the emergency

After the outbreak of the pandemic, many students helped with the emergency response processes by engaging in volunteer activities. Some worked on ambulance crews, or provided counselling and other support to their municipalities. Some participated in sewing face masks for family and friends or giving masks to community initiatives addressing the needs of homeless people. Others worked as photographers and journalists, contributing to promoting news and activities related to Covid-19 sponsored by the Government. Many students provided assistance to other people, including babysitting, taking prescriptions to older people in their neighbourhoods, or working on a casual basis in an asylum seekers reception centre.

Some students reported on their traineeship experiences abroad. A portion of these started their traineeships abroad before the

pandemic outbreak began. Others who started after the outbreak reported being able to complete traineeship requirements via distance working activities.

3. Students' perceptions of the Covid-19 impacts on tourism

The most important perception declared by the students was their preoccupation with health conditions, especially those of grandparents or relatives living distantly from them, either in their home country or home village or city. Many expressed the suffering they were experiencing, given the distance of their beloved and the impossibility of maintaining in-person relationships. Correspondingly, those who were far from their families at the moment of the outbreak declared their need and willingness to find the earliest available flight to return home.

Economic and job conditions are also an important issue for students, as many of them are living far from home and must work in order to pay rent and bills. However, due to the emergency response, many had to stop working.

Apart from personal worries students also declared their preoccupation with the global situation after Covid-19 and the impacts of this pandemic on tourism. They identified the following themes:

- *Economic factors and tourists' perception*

Some students stated that the year 2020 would be the worst in terms of tourism activities in comparison with previous decades. Fewer people will likely be able to travel due to short term economic conditions. Small and medium sized businesses are shutting down. Hotels and tourism-related organizations have stopped services and will have to reorganise their activities. All global airlines are at the risk unless the governments help them financially.

Elements of risk identified by the students include: (1) reduced purchasing power of people due to loss of jobs or the reduction of family income, which will impact destination choices or the even the possibility taking a vacation; (2) a difficult recovery phase regarding the many SMEs of Tourism; and (3), some people will be afraid to travel in the future. This is linked to an increase in intercultural unsteadiness involving a reduction in the image-

perception and fidelity of tourists, and concomitant negative economic and social effects. No more contact between cultures means no more flow of knowledge, and no more valorisation of tangible and intangible heritage sites in many areas of the world.

- *Mobility*

The pandemic has led to a stoppage of the international connections and long distance travelling, which will produce a fear of travelling abroad and increase the possibility for short distance travel and domestic tourism. Perhaps at the beginning, people will not travel far away from home, nor for a long period of time. Travel insurance will be mandatory or seen as necessary by tourists. As far as Italian tourism is concerned, the demand for Italian destinations will decrease.

- *Problems of developing countries*

This situation might cause a shift in attitudes toward remote and distant destinations when people are planning their touristic activities, especially those destinations that are located in developing countries.

Students also identified some **positive consequences following the crisis:**

- *Positive impact on the environment*

The Covid-19 crisis has contributed to a lower level of carbon emissions, less contamination, and a decrease in fossil fuel usage. Some students call this “a restart of the environment”. After these difficult days, we will find new opportunities to live in our environment.

4. Students’ suggestions for how to recover after the crisis

Students were also asked to suggest ways to recover tourism after the crisis, in light of their training in the Master’s course. The following suggestions emerged:

- *Importance of marketing, communication and virtual accessibility*

It will be important to work on the communication and marketing of destinations in a way that will attract people, focus on the strengths of the destination and create a good image; so that potential travellers will perceive it as a secure and healthy place.

It will be important to help people to feel safe again, using social media to help people dream again. Italy, in particular, will need to promote its image with respect to travel.

After the Covid-19 crisis, people will depend increasingly on digitization, so virtual reality and 360-degree content should be used to inspire and attract travellers. Social media will also be very important for highlighting initiatives of local authorities relating to the safety of destinations.

Some students declared their interest in helping owners of small enterprises in the accommodation sector to find solutions for reducing prices through an increase of the domestic flow in the months following the crisis.

- *Short distance tourism promotion*

Some students thought about how to encourage one-day local tourism and putting the focus on domestic tourism while people remain afraid to go abroad. Small businesses are suffering the most from the current situation. Bringing attention to this reality and encouraging people to consume and buy from local sellers could help these businesses to recover.

Strong promotion of local and national activities, experiences and touristic sites will be central in recovering territories. At the same time, the creation of initiatives within a territory could help to recover it. It would be nice to see local people starting to support their own territories rather than wanting to travel afar.

- *Sustainable and individual tourism*

Open air individual activities and virtual tours of indoor activities will be very important in the future. Shifting from mass tourism to individualized, experience-based, sustainable tourism methods would lead to relatively smaller and lesser known territories increasing their fame, as well as protecting their environment while their communities benefit from the sector.

It would be great if we take advantage of this "break" to make tourism restart more slowly and in a sustainable way. It would also be useful to make tourists more responsible. This is possible if we provide people and tourist stakeholders with good inputs, such as Explora and UNWTO are doing. Explora is providing tourist operators with lectures on advertising and marketing and UNWTO

created a call for action in order to collect innovative ideas about how tourism could restart after the crisis.

Open-air activities, sports and avoidance of events that imply gathering will be the most important initiatives to promote.

- *Innovation and creativity*

It is important to encourage innovative ideas to attract people and new ideas to help recover the sector, including "young" and uncommon products/services.

- *Community involvement and empowerment*

Promoting and supporting local involvement and empowerment will be very important in rebuilding destination image. Employing new technologies has amazing power in terms of attracting the attention of tourists.

It will be important to emphasize 'the local' in order to start from the roots of a territory, and to involve local people, including their goals, interests and objectives, in a participatory action approach. Creating solidarity and cooperation with local inhabitants and communities will be important, for example collaboration between the accommodation sector and local village people.

- *Networking and governance*

Some students expressed that they would be interested in working in destination management, in order to recover from this emergency and to create more networked systems that coordinate actions taken at the sub-regional level.

Some students highlighted that their Master's Course offers a multi-disciplinary approach that allows them to help in the field of tourism management, communication, cultural heritage and Arts. Adopting a sustainable approach and a long term planning view, they envisioned working together, combining their knowledge and applying it to particular destinations, regions and countries.

5. Thesis and traineeships projects after Covid-19 pandemic

Students expressed the importance of having the right gaze in approaching tourism after this pandemic. With their suggestions and analysis, they collectively communicated ideas regarding different forms of resilience and adaptation to the crisis, where

qualified competencies must be used for a more sustainable and critical perspective to tourism processes.

This is a very good response from our students who should be prepared in the next future to collaborate with institutions and stakeholders – during their traineeships and thesis preparation – not only for recovering tourism territories from the crisis, but also for catalysing the lessons learned for a renewal and innovation of tourism systems by avoiding to come out again with tourism pathologies.

6. Epilogue: Map-related tourism work before and during the Covid-19 pandemic

In the background, and separate from the survey and the online lectures, the visiting professor component of the course “Space diversity and intercultural diversity” involved teaching and learning about the role of historical geography and Cybercartography in critical approaches to tourism. In connection with this, two optional local field trips were held in November, 2019 in Città Alta, Bergamo. These field trips intersected with a number of themes, including the ongoing work of Indigenous (Haudenosaunee/Iroquois) photographic artist and curator, Jeff Thomas (<https://jeff-thomas.ca/>), who has an ongoing “Indians on Tour” project, and generously lent his “Toy Indians” to the class for the purpose of photographing them on the field trips.

The first trip to the Museo di Scienze Naturali and the second trip to the Botanical Garden steps (the Orto Botanico di Bergamo “Lorenzo Rota”) and some other areas in Città Alta were analogue exercises – both in-person and on the land – that also involved interacting with digital technologies in terms of taking cell phone pictures of Jeff’s ‘Toy Indians’ in various touristic poses. Students who participated kept in touch with each other and the visiting professor via social media and shared their photographs here as well. In the midst of the pandemic, work on adding these photographs to the Jeff Thomas and WATC Exhibitions Map in the Residential Schools Land Memory Atlas has begun (https://residentialschoolsatlas.org/index.html?module=module.jeff_thomas_and_watc_exhibitions#), offering an opportunity to share student work to keep in touch digitally. An example is

included below as thanks to the students for participating and as an indication of the potential for digital technologies and mapping, in particular, to contribute to the next future in tourism.

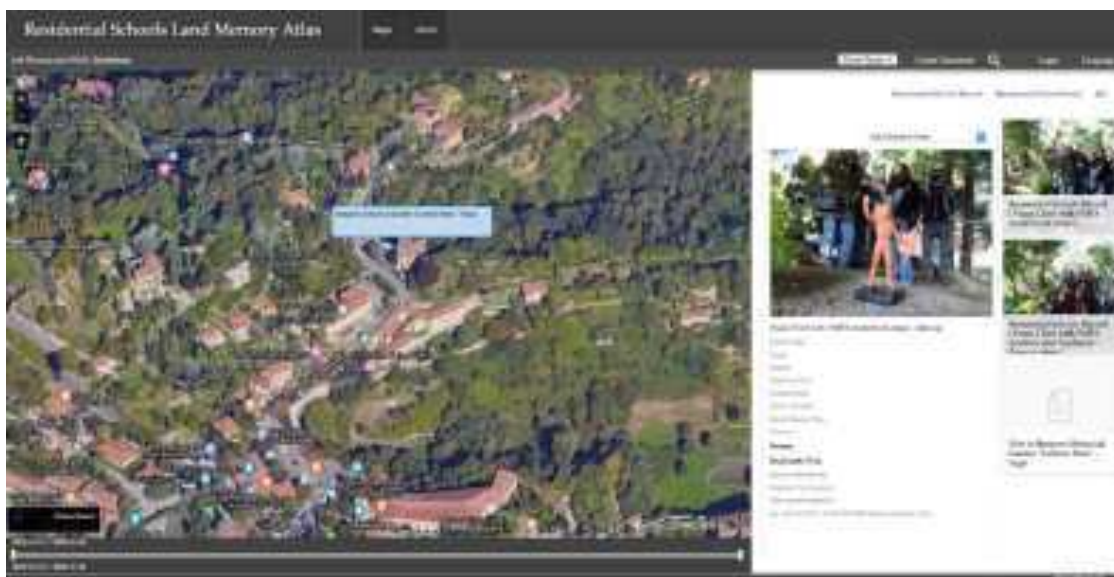


Figure 1 – Screenshot of map display, Peace Chief with PMTS students on Botanical Garden steps - close up (courtesy of Stephanie Pyne)
https://residentialschoolsatlas.org/index.html?module=module.jeff_thomas_and_watc_exhibitions#eyJ0ljoieClslmkiOiJIZjdIMTQzMWUyMjBiYTc5MGE5ZDU1YjJhNGRhMjZiZiIsInMiOjE1ODk3NTk2Mzg3NTk2).

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