

1 Adapting to the New Normal in Tourism Management

After reading this chapter, you should be able to:

- Understand the fundamental changes and adaptations within the tourism industry in response to the COVID-19 pandemic.
- Examine how traveller psychology and motivations have shifted in the post-pandemic landscape.
- Explore the rise of health-conscious choices and the emphasis on well-being in travel.
- Discuss the implementation of new health and safety protocols at tourist destinations.
- Analyse the balance between security and sustaining a positive visitor experience in a post-pandemic context.

Introduction

The unprecedented disruptions brought about by the COVID-19 pandemic have demanded a range of rapid adaptations within the tourism industry to adjust to a 'new normal'. Discussions within academia have highlighted the need for both tourism managers and stakeholders to respond proactively and innovatively to the altered motivations of visitors (Santos et al., 2016; Silva et al., 2024), potential risk profiles (see Kirant Yozcu & Cetin, 2019), and the necessary administrative landscape to help ensure the future sustainability and resilience of the sector. Existing literature tends to emphasise how tourism marketing and communication approaches must be refined to help address the emerging consumer priorities shaped by the pandemic (Morrison, 2022). As such, industry professionals must enact a strategic repositioning around such factors through targeted messaging (Bieger & Laesser, 2002; Cha et al., 1995; Tkaczynski et al., 2009), and personalising content (Zavišić et al.,