



XIII
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REINVENTING TOURISM
FOR UPCOMING CHALLENGES

27-29 OCTOBER 2021

ESTORIL - PORTUGAL

BOOK OF ABSTRACTS







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The unexpected merge of tourism seasons and COVID-19 pandemic: Marketing and economic contributions from ex-ante and ex-posts observations in the Algarve

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Structured Abstract

Purpose. The lockdown in March 2019, due to Covid-19 Pandemic, declared the almost total closure of the Algarve's tourism sector. The cessation of flows, uncertainty about the immediate and post-pandemic future, involved unparalleled consequences that it mattered to know to better manage.

Theoretical framework. Contributions from the literature on the destination image and on economic impacts in tourism/hospitality, in the context of crisis and post-crisis management and planning.

Design/methodology/approach. The research uses official statistics and develops a quantitative and qualitative approach by a questionnaire applied to 400 agents of the tourist supply in the region during the period preceding the first high season (summer 2020) lived in a state of calamity.

Findings. The decline in the total profits of tourist accommodation is higher than that seen by agents at the entrance to the lockdown; In post pandemic, the concern for the health security of tourists will be more focused on travel (transport) vs. stay (accommodation) and; the image projection of the Algarve destination should highlight attributes such as health security and economy/quality of life.

Research, Practical & Social implications. It provided guidelines to reorient the IMPACTUR ALGARVE research project, supported by the Algarve's Regional Operational Programme, Portugal 2020 and the European Union, through the European Structural and Investment Fund (acknowledgements); and proved its potential to support management and planning for the sector and region recovery.

Originality/Value. The study's delivery original measures and proposals, later expressed in the +Sustainable Tourism Plan 20-23 revised by 'Turismo de Portugal', in 2021.



Keywords. Accommodation profits; Algarve; Destination image; Pandemic Covid-19; Travel concerns.

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