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Covid-19 and adjustment or transformation in travel behaviour?

[Abstract]

The outbreak of research focused on a single event addressing the meaning and impact of COVID-19 is unprecedented. While risk has been largely associated with the threat of terrorism and natural disasters, COVID-19 has attracted the attention of scientists, policymakers and practitioners. The virus has altered hospitality ecosystem and the health crisis has emerged as one of the main barriers to tourism. There is evidence to think that the impact of COVID-19 will be different and transformative for the tourism sector. The main challenge lies in the transformation of the current production model towards a development model capable of adapting the needed changes. The main objective of this article is to explore the relationship between risk perceptions and travel choice, or travel intentions related to COVID-19. Thus, in the paper, we investigate whether Covid-19 has resulted in adjustment or a transformation in travel behaviour.

[Keywords]

tourism, risk perception, travel behaviour