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Utjecaj pandemije bolesti COVID-19 na turizam i putovanja u svijetu i Hrvatskoj: pregled ranijih istraživanja

The impact of the COVID-19 pandemic on tourism and travel in the world and in Croatia: an overview of the initial research findings

Pandemija bolesti COVID-19 od svoga je početka 2020. godine izazvala mnogobrojne psihološke i sociološke posljedice na pojedince i društvo, a veliku su materijalnu i nematerijalnu štetu pritom pretrpjele i gotovo sve ljudske i gospodarske djelatnosti i aktivnosti, među kojima osobito putovanja i turizam. U ovome je članku analizirano ukupno 126 radova otvorenoga pristupa da bi se došlo do saznanja na koje je sve načine pandemija nakon izbijanja utjecala na turizam, turistička kretanja i budući razvoj turizma, kao i na ponašanje i navike turista, od lokalne pa sve do globalne razine. Analizirani radovi klasificirani su s obzirom na temu i objekt istraživanja te se na taj način došlo do ukupno devet tematskih područja, što pokazuje da znanstvenike zanima vrlo širok spektar utjecaja i posljedica koje je pandemija izazvala. Očekivano, općenito se najviše analiziranih radova bavi istraživanjem trenutačnih utjecaja pandemije na različite aspekte turizma, pa tako i radovi koji se odnose na Hrvatsku.

Since its outbreak in 2020, the COVID-19 pandemic has caused numerous psychological and sociological consequences for individuals and society, and almost all human and economic activities, especially travel and tourism, suffered great material and immaterial damage. In this article, a total of 126 open access papers were analysed to find out how the post-outbreak pandemic affected tourism, tourist movements and the future development of tourism, as well as the behaviour and habits of tourists from the local to the global level. The analysed papers were grouped by topic and research subject. In this way, a total of nine thematic areas were delineated, which shows that scientists are interested in a very wide range of effects and consequences of the pandemic. As expected, most of the analysed papers deal with research on the current impact of the pandemic on various aspects of tourism, including papers related to Croatia.

Ključne riječi: turizam, pandemija, COVID-19, Hrvatska

Key words: tourism, pandemic, COVID-19, Croatia

Uvod

Od trenutka kada se potkraj 2019. godine do tada nepoznati virus pojavio na tržnici u Wuhanu (pokrajina Hubei, NR Kina) malotko je očekivao ono što će stanovništvo svijeta doživjeti i proživjeti u sljedećih nekoliko godina. Pandemija¹ bolesti COVID-19, uzrokovana virusom SARS-CoV-2², od početka 2020. godine uzrokovala je globalnu zdravstvenu, ali i gospodarsku krizu koju nije izbjegla ni jedna država svijeta te je naglo dovela do korjenitih promjena u načinu života i rada velikoga dijela stanovništva svijeta. Osim mnogobrojnih psiholoških i socioloških posljedica na pojedince i društvo, veliku su materijalnu i nematerijalnu štetu pritom pretrpjele i gotovo sve ljudske i gospodarske djelatnosti i aktivnosti (osobito uslužne), a među njima značajno i putovanja i turizam.

Pojava bolesti COVID-19 i njome uzrokovana pandemija koja je uslijedila³ inspirali su i pokrenuli brojna znanstvena istraživanja koja proučavaju različite aspekte utjecaja pandemije na turizam i turistička kretanja u svijetu. U ovome je preglednom radu iznesen sadržajni i metodološki pregled ranijih istraživanja s ciljem dobivanja uvida u stanje prvih istraživanja utjecaja pandemije bolesti COVID-19 na turizam u svijetu i Hrvatskoj te načine na koje je pandemija u svojoj prvoj fazi utjecala na turistička kretanja, ponašanje i navike turista, od lokalne pa sve do globalne razine.

S obzirom na to da je ova pandemija donijela nešto novo, drukčije, i u suvremeno doba nezabilježeno, jasno je da su i svi povezani radovi novijega datuma, nastali u razdoblju 2020. – 2024. Ipak, ne odnose se svi radovi izravno na utjecaj pandemije bolesti COVID-19 na turizam i turistička kretanja, već je pandemija neke znanstvenike inspirirala da se dotaknu i sličnih pojava s početka 21. stoljeća, pa tako Chen i dr. (2020) u svom radu iznose četi-

Introduction

From the moment the previously unknown virus emerged in Wuhan (Hubei Province, PR China) at the end of 2019, few could have guessed what the world’s population would experience in the coming years. The COVID-19 pandemic¹, which was caused by the SARS-CoV-2² virus starting in the beginning of 2020, triggered a global health and economic crisis that no country in the world was able to escape and which suddenly led to radical changes in the way a large part of the world’s population lives and works. In addition to numerous psychological and sociological consequences for individuals and society, almost all human and economic activities (especially services) suffered major material and immaterial damage, including travel and tourism.

The emergence of COVID-19 and the resulting pandemic³ inspired and initiated numerous scientific studies on various aspects of its impact on tourism and tourism trends around the world. In this review, a substantive and methodological overview of previous research was provided, with the aim of gaining insight into the state of initial research on the impact of the COVID-19 pandemic on tourism in the world and in Croatia and the way in which the pandemic in its first phase affected tourist movements, behaviour and habits from the local to the global level.

Considering this pandemic was unprecedented in modern times, it is clear that all the related papers are recent, written in the 2020–2024 period. However, not all papers directly refer to the impact of the COVID-19 pandemic on tourism and tourism trends, but the pandemic inspired some scholars to refer to similar phenomena from the beginning of the 21st century, as Chen et al. (2020) presented in their work four

ri perspektive odnosa između putovanja i turizma i bolesti (utjecaj bolesti na turizam i srodne industrije, percepcija i ponašanje turista, čimbenici rizika od bolesti tijekom putovanja te širenje bolesti putem turizma) u razdoblju od pojave SARS-a⁴ 2003. godine do siječnja 2020. godine, a prijašnjih su se kriza i njihova utjecaja na turizam i turistička kretanja, zajedno s aktualnom pandemijom bolesti COVID-19, kroz svoj rad dotaknuli i Gössling i dr. (2021). Već su oba ta rada stavila na znanje da ni jedna dosadašnja značajnija zdravstvena, sigurnosna ili gospodarska kriza u 21. stoljeću (teroristički napad na SAD 11. rujna 2001., epidemija⁵ SARS-a 2003., globalna ekonomska kriza 2009. te epidemija MERS-a⁶ 2015. godine) nisu imale ni približno takav utjecaj na turizam kao što ga je imala pandemija bolesti COVID-19.

Metodologija

Radovi za potrebe ovoga članka pretraživani su u bazi *Web of Science* uz pomoć dviju ključnih riječi – *COVID-19* i *tourism* te nakon toga dodatno i *Croatia*. Pretraživanje za prvi dio istraživanja (ranija istraživanja) izvršeno je u tri navrata: u prvom kvartalu 2022. godine, u drugom kvartalu 2023. godine te u prvom kvartalu 2024. godine, a radovi su odabrani na način da su poredani prema relevantnosti te su dostupni u otvorenom pristupu. Dodatno je još, nakon svega, analizirano i pet radova objavljenih u seriji knjiga *Perspectives on Geographical Marginality*⁷, koja se u svom III. dijelu (*Ekonomski učinci i marginalizacija*) bavi utjecajem pandemije na turizam marginaliziranih područja te su sveukupno za ove potrebe analizirana 63 rada. Kako bi se tematski i metodološki usporedila istraživanja iz prvoga dijela pandemije s onima pred kraj i nakon njezina završetka, u rujnu 2024. godine izvršen je još jedan pregled iste baze s istim ključnim riječima, ali ograničen na godine objavljivanja radova 2023.

perspectives on the relationship between travel and tourism and disease (the impact of disease on tourism and related industries, tourist perception and behavior, disease risk factors during travel and tourism-driven disease) in the period from the emergence of SARS⁴ in 2003 to January 2020, and the previous crises and their impact on tourism and tourism trends, together with the current COVID-19 pandemic, were also referred to by Gössling et al. (2021) in their work. Both papers pointed out that none of the major health, security or economic crises of the 21st century (the terrorist attack on the USA on September 11, 2001, the SARS epidemic⁵ in 2003, the global economic crisis in 2009 and the MERS⁶ epidemic in 2015) had nearly as much impact on tourism as the COVID-19 pandemic.

Methodology

Papers for the purposes of this article were found in the *Web of Science* database using two keywords: *COVID-19* and *tourism*, and then also *Croatia*. The search for the first part of the research (initial research) was conducted for three periods: in the first quarter of 2022, the second quarter of 2023 and the first quarter of 2024, and papers were selected so that they were categorised by relevance and had to be open access. In addition, five papers from the book series *Perspectives on Geographical Marginality*⁷, which (in Part III *Economic Impacts and Marginalisation*) deals with the impact of the pandemic on tourism in marginalised areas, were also analysed; so that a total of 63 papers were analysed for these purposes. In order to compare the research from the first part of the pandemic thematically and methodologically with that towards the end and after the end of the pandemic, in September 2024, a further review of the same database was carried out with the same keywords, but limited to the publication

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1 Prema *Hrvatskoj enciklopediji*, pandemija označava „širenje neke bolesti na velika prostranstva, tj. na više država, cijeli kontinent ili cijeli svijet.” (Leksikografski zavod Miroslav Krleža, 2021b).

2 Engl. *Severe Acute Respiratory Syndrome Coronavirus-2* (Hrvatski zavod za javno zdravstvo (HZJZ, 2021).

3 Pandemija je službeno trajala od proglašenja 11. ožujka 2020. do 4. svibnja 2023. godine, kada je Svjetska zdravstvena organizacija (WHO) donijela zaključak da COVID-19 „više ne predstavlja hitnu situaciju u javnom zdravstvu od međunarodne važnosti” (WHO, 2023).

1 According to the *Croatian encyclopedia*, a pandemic means “the spread of a disease over large areas, i.e., over several countries, an entire continent or the entire world.” (The Miroslav Krleža Institute of Lexicography, 2021b).

2 *Severe Acute Respiratory Syndrome Coronavirus-2* (Croatian Institute of Public Health (CIPH), 2021)

3 The pandemic officially lasted from its declaration on 11 March 2020 until 4 May 2023, when the World Health Organization (WHO) concluded that COVID-19 “no longer fit the definition of a PHEIC” (WHO, 2023)

4 Engl. *Severe Acute Respiratory Syndrome* (Leksikografski zavod Miroslav Krleža, 2021c).

5 Prema Hrvatskoj enciklopediji, epidemija označava „naglo obolijevanje većega broja ljudi na određenom području u kratkom razdoblju.” (Leksikografski zavod Miroslav Krleža, 2021a).

6 Engl. *Middle Eastern Respiratory Syndrome* (American Lung Association, n. d.).

7 Ur. Fuerst-Bjeliš i dr. (2022).

4 *Severe Acute Respiratory Syndrome* (The Miroslav Krleža Institute of Lexicography, 2021c)

5 According to the Croatian encyclopedia, an epidemic means “the sudden illness of a large number of people in a certain area in a short period of time” (The Miroslav Krleža Institute of Lexicography, 2021a).

6 *Middle Eastern Respiratory Syndrome* (American Lung Association, n. d.)

7 edited by Fuerst-Bjeliš et al. (2022)

i 2024. Na taj su način za usporedbu odabrana još 63 u tom trenutku najrelevantnija rada⁸, što ukupno iznosi 126 analiziranih radova.

Vrlo sistematičan pregledni rad o istraživanjima u turizmu povezanim s pandemijom bolesti COVID-19 objavili su Yang i dr. (2021). Oni su u svojoj analizi obuhvatili 249 radova objavljenih u 76 znanstvenih časopisa tijekom prve godine pandemije (zaključno do siječnja 2021. godine), a njome je identificirano pet ključnih tema u koje se analizirani radovi mogu svrstati: 1. psihološki učinci i ponašanje; 2. odgovori, strategije i otpornost; 3. održiva budućnost; 4. praćenje utjecaja, vrednovanje i predviđanje; 5. usvajanje tehnologije.

Svi analizirani radovi u ovome radu u prvome su koraku također sistematizirani prema područjima koja su ustanovili Yang i dr. (2021), a zatim su dodatno klasificirani na uža i detaljnija područja, s obzirom na temu i objekt istraživanja, te je na taj način dobiveno devet tematskih područja, kako je na kraju i prikazano: *promjene u motivaciji i ponašanju turista, percepcija rizika u putovanjima i donošenje odluka u skladu s proizašlim procjenama, strategije za prevladavanje krize i oporavak turizma, ranjivost i otpornost turističkih destinacija, pandemija kao prilika za (buduću) uspostavu održivoga turizma, trenutni utjecaj pandemije na različite aspekte turizma, poslijepandemijski turizam – mogući smjerovi, uporaba tehnologije za potrebe turizma u vrijeme pandemije i digitalni turizam.*

Uz objekt istraživanja analizirani su i istraživački pristup, metode i prostorni obuhvat istraživanja te je naveden i znanstveni časopis u kojem je rad objavljen da bi se istraživački pristupi i metode u pojedinim područjima mogli usporediti te upotrijebiti prilikom oblikovanja budućih istraživanja. Radi preglednosti sve analize prikazane su i obliku tablica. Isto je tako važno napomenuti da u obzir nisu uzeti samo radovi iz časopisa iz područja turizma i ugostiteljstva već i iz drugih znanstvenih područja poput sociologije ili medicine kako bi se uvid u ovu temu dobio iz što je više moguće različitih perspektiva i konteksta (Yang i dr., 2021). Također, neki radovi mogli bi se, prema svom objektu istraživanja, kategorizirati u više razli-

years of 2023 and 2024. In this way, 63 papers that were relevant at the time were selected for comparison⁸, resulting in a total of 126 analysed papers.

A very systematic review of tourism research related to the COVID-19 pandemic was published by Yang et al. (2021). In their analysis, they included 249 papers published in 76 scientific journals in the first year of the pandemic (up to January 2021) and identified five key topics into which the analysed papers can be classified: 1. psychological effects and behaviour; 2. responses, strategies and resilience; 3. sustainable futures; 4. impact monitoring, valuation and forecasting; and 5. technology adoption.

In a first step, all analysed papers were also systematised in this paper according to the topics defined by Yang et al. (2021), and then further subdivided into narrower, more detailed areas in relation to the topic and the object of research. This resulted in nine thematic areas, as presented in the paper: *changes in the motivation and behaviour of tourists; risk perception in travel and decision-making according to the resulting assessments; strategies to overcome the crisis and recover tourism; vulnerability and resilience of destinations; the pandemic as an opportunity for the (future) establishment of sustainable tourism; the current impact of the pandemic on various aspects of tourism; post-pandemic tourism—possible directions; use of technology for the tourism needs during the pandemic and digital tourism.*

In addition to the research object, the research approach, methods and spatial coverage of the research were also analysed, and the scientific journal in which the paper was published was also listed, so that research approaches and methods in certain areas could be compared and used in the design of future research. For the sake of clarity, all analyses are also presented in the form of tables. It is also important to note that articles from other scientific fields (apart from hospitality and tourism) such as sociology or medicine, in order to gain insight into this topic from as many different perspectives and contexts as possible (Yang et al., 2021). Also, some papers could, according to their object of research, be categorized into several different areas (e.g. Carr (2020), Gössling

⁸ The work by Srisawat et al. (2023) was skipped, as it was already included in the analysis during the second search in the second quarter of 2023.

čitih područja, npr. Carr (2020), Gössling i dr. (2021), Harchandani i Shome (2021), Li i dr. (2021), Palazzo i dr. (2022), Singh (2021), Srisawat i dr. (2023), Šulc i Fuerst-Bjeliš (2021), Vaishar i Štastná (2022), Värzaru i dr. (2021) ili Yang i dr. (2020), ali su na kraju svrstani u ono područje koje je prema osobnoj procjeni autora primarno, odnosno dominantnije.

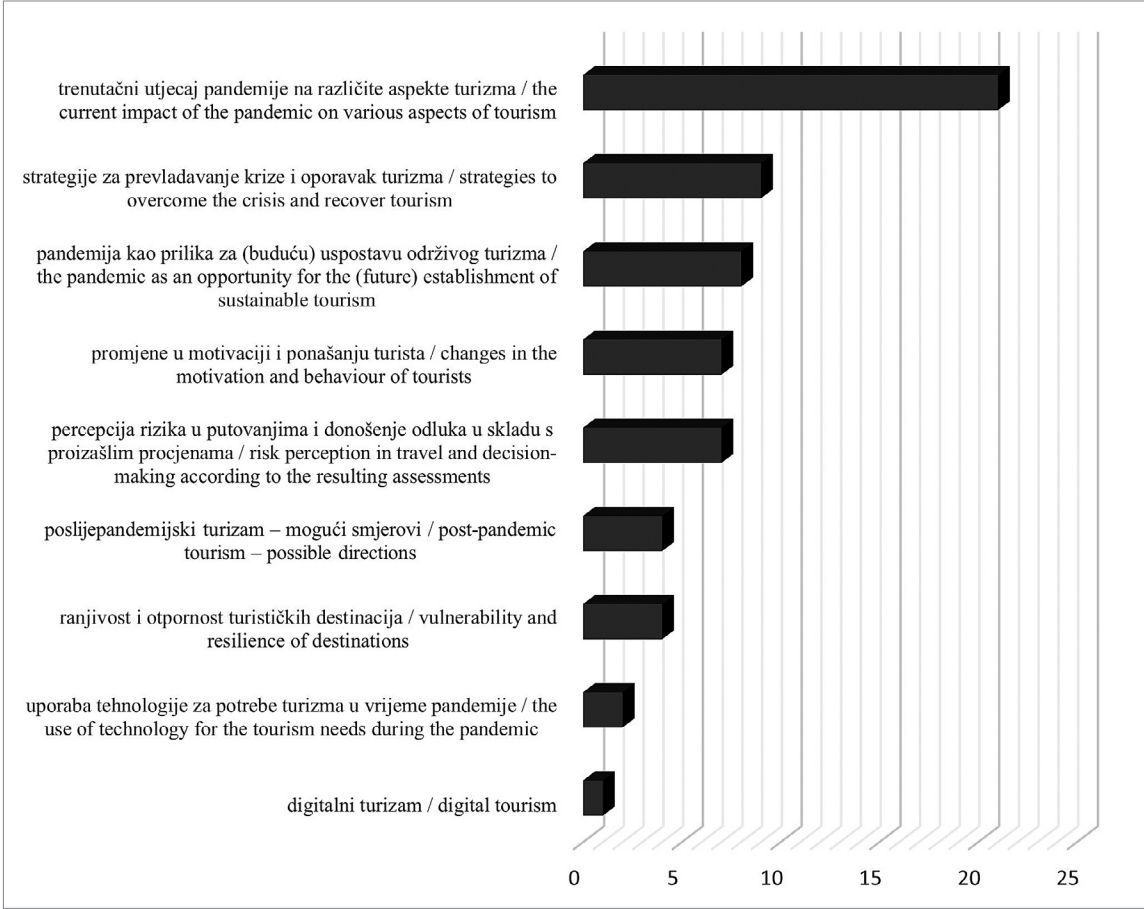
Pandemija bolesti COVID-19 i turizam – pregled dosadašnjih istraživanja

Sadržajna i tematska analiza pregledanih radova iz ranije faze pandemije pokazala je da su uvjerljivo najzastupljeniji radovi oni koji se bave istraživanjima trenutačnoga utjecaja pandemije na različite aspekte turizma (21), a zatim slijede

et al. (2021), Harchandani and Shome (2021), Li et al. (2021), Palazzo et al. (2022), Singh (2021), Srisawat et al. (2023), Šulc and Fuerst-Bjeliš (2021), Vaishar and Štastná (2022), Värzaru et al. (2021) or Yang et al. (2020)), but in the end they were classified in the area which, according to the author's personal assessment, was primary or more dominant.

The COVID-19 pandemic and tourism: an overview of research to date

The content and thematic analysis of the analysed papers from the earlier phase of the pandemic has shown that the most represented papers are those dealing with research into the impact of the pandemic on various aspects of tourism (21), fol-



Sl. 1. Tematski pregled analiziranih radova
Fig. 1 Thematic overview of the analysed papers

Izvor: vlastita analiza
Source: author's analysis

radovi koji se bave strategijama za prevladavanje krize i oporavak turizma (9), pandemijom kao prilikom za (buduću) uspostavu održivoga turizma (8), promjenama u motivaciji i ponašanju turista (7) te percepcijom rizika u putovanjima i donošenjem odluka u skladu s proizašlim procjenama (7), dok su najmanje zastupljeni radovi oni koji se bave mogućim smjerovima poslijepandemijskoga turizma (4), ranjivošću i otpornošću turističkih destinacija (4), uporabom tehnologije za potrebe turizma u vrijeme pandemije (2) i digitalnim turizmom (1) (sl. 1).

Istraživanja iz područja trenutačnoga utjecaja pandemije na različite aspekte turizma

„Budući da je pandemija donijela izazove bez presedana globalnoj turističkoj industriji, pravodobno praćenje utjecaja i vrednovanje ključni su za donošenje odluka na različitim razinama”, zaključili su Yang i dr. (2021, 9). Rezultat svega brojne su ekonometrijske i socio-kulturne analize učinaka pandemije na različite aspekte turizma, a s obzirom na to da je praćenje utjecaja najlakše pratiti putem kretanja broja turista, zarade od turizma i drugih sličnih turističkih statističkih pokazatelja na određenom području, nije iznenađujuće što upravo ovoj temi pripada najveći broj od 63 analizirana rada, njih 21 (tab. 1), što čini 1/3 ukupno pregledanih radova. Također, osim statističkih pokazatelja podložnih matematičkim analizama i interpretacijama, mnogi se znanstvenici oslanjaju i na svoje vlastito znanje i iskustvo, pa iznose osobno viđenje nastale situacije koristeći se nekom od kvalitativnih metoda. Odnos između kvalitativnih i kvantitativnih istraživačkih pristupa i metoda u ovoj je temi stoga podjednak.

Baum i Nguyen (2020) zaključili su da je pandemija nedvojbeno, ali u kontekstu spašavanja ljudskih života, utjecala na uskraćivanje osnovnih ljudskih prava poput slobode kretanja ili prava na rad te tako posljedično turistima onemogućila pristup i konzumaciju brojnih usluga, bez kojih je odvijanje turističkoga prometa u značajnijoj mjeri gotovo nemoguće. Naglašavaju također da je važno da se donesene odluke ukinu i vrate na staro čim zdravstvene prilike to dopuste jer inače postoji moguć-

lowed by papers dealing with strategies for overcoming the crisis and recovery of tourism (9), the pandemic as an opportunity for the (future) establishment of sustainable tourism (8), changes in the motivation and behaviour of tourists (7), and risk perception in travel and decision-making in accordance with the resulting assessments (7), while the least represented papers are those dealing with possible directions of post-pandemic tourism (4), the vulnerability and resilience of destinations (4), the use of technology for tourism needs during the pandemic (2) and digital tourism (1) (Fig. 1).

Research into the current impact of the pandemic on various aspects of tourism

“As the pandemic has brought unprecedented challenges to the global tourism industry, timely impact monitoring and valuation are vital for decision-making at different levels.”, concluded Yang et al. (2021, 9). This has led to numerous econometric and socio-cultural analyses of the impact of the pandemic on various aspects of tourism, and considering that the easiest way to observe the impact is by observing the development of the number of tourists, tourism revenue and other similar statistical indicators of tourism in a given area, it is not surprising that this is the topic of many of the 63 papers analysed, namely 21 (Tab. 1), which represents 1/3 of all papers examined. Also, in addition to statistical indicators subject to mathematical analysis and interpretation, many scientists rely on their own knowledge and experience, so they present their personal view of the situation using qualitative methods. The ratio between qualitative and quantitative research approaches and methods in this topic is therefore balanced.

Baum and Nguyen (2020) concluded that the pandemic undoubtedly, in the context of saving human lives, affected the denial of basic human rights such as freedom of movement or the right to work, and consequently prevented tourists from accessing and consuming numerous services, making tourist traffic almost impossible to a significant extent. They also emphasised the importance of reversing the decisions taken and restoring the pre-pandemic state as soon as health conditions allow. Otherwise, there

nost i opasnost da pojedine vlade iskoriste situaciju i nastave vršiti različite oblike kontrole nad stanovništvom. Zašto smatra da su zbog pandemije marginalizirana turistička područja u smislu turističke konkurentnosti u znatno nepovoljnijem položaju od nemarginaliziranih, u svom je radu objasnio Camarā (2022). Analizirajući na primjeru novoze-landskih Maora kako pandemija utječe na autohtone narode koji se bave turizmom, Carr (2020, 499) također smatra da „budućnost turizma može biti ona koja sažima autohtone društvene, ekološke i kulturne vrijednosti koje podupiru načine postojanja i poslovanja – suprotno neoliberalnim, korporativnim modelima prije COVID-a”. Chan i Chen (2022) proveli su istraživanje o utjecaju pandemije bolesti COVID-19 na turističku industriju u Tajvanu i zaključili da je COVID-19 izazvao izuzetno značajne i štetne učinke usprkos tomu što su stope zaraze i smrtnosti na Tajvanu bile među najnižima na svijetu – 2020. i 2021. godine i emitivni i receptivni turizam pao je za više od 90 %, 79 putničkih agencija bilo je prisiljeno u istom razdoblju ugasiti svoje poslovanje, dok su prihodi ostalih pali za oko 80 – 90 %, a ukupno je broj zaposlenih u turizmu pao za otprilike 1/4. Na samom početku pandemije bolesti COVID-19 Gössling i dr. (2021) usporedili su ovu s prethodnim sličnim krizama te zaključili da postoji hitna potreba da se ova globalna tragedija iskoristi u smjeru transformacije i usklađivanja globalnoga turizma s ciljevima održivoga razvoja umjesto da se sve vrati uobičajenom poslovanju jednom kada kriza završi. Analizirajući dostupne izvore podataka, Harchandani i Shome (2021) istražili su utjecaj pandemije bolesti COVID-19 na turizam diljem svijeta te donijeli pregled mogućih mjera za izlazak iz krize koje su primjenjivale pojedine svjetske države. Da su turizam i pandemija bolesti COVID-19 itekako međusobno povezani i isprepleteni, pokazali su svojim istraživanjem Hu i dr. (2022). Oni su, provevši korelacijsku analizu s podatcima iz 178 država i teritorija svijeta, dokazali da su međunarodna turistička potrošnja, prihodi od međunarodnoga turizma, dolasci međunarodnih turista i udio izvoza u međunarodnom turizmu u značajnoj korelaciji s ukupnim brojem slučajeva zaraze, dnevnim rastom zaraženih COVID-om i brojem slučajeva na milijun stanovnika, a osobito u državama/teritorijima s visokim dohotkom po

would be the possibility and danger that certain governments could take advantage of the situation and continue to exercise various forms of control over the population. In his article, Camarā (2022) explains why he believes that marginalised tourism areas are in a much less favourable position than non-marginalised areas in terms of tourism competitiveness due to the pandemic. Analysing how the pandemic affects indigenous peoples engaged in tourism using the example of New Zealand Maori, Carr (2020, 499) also believes that “the tourism future can be one encapsulating the indigenous social, environmental and cultural values that underpin ways of being and undertaking business – opposite to neoliberal, corporate models pre-COVID-19.” Chan and Chen (2022) conducted research on the impact of the COVID-19 pandemic on the tourism industry in Taiwan and concluded that, despite the fact that infection and mortality rates in Taiwan were among the lowest in the world, COVID-19 had an extremely significant and negative impact. In 2020 and 2021, both outbound and inbound tourism dropped by more than 90%, 79 travel agencies were forced to close their doors during the same period, while the income of other agencies fell by around 80–90%, and the total number of people employed in tourism fell by around 1/4. Right at the beginning of the COVID-19 pandemic, Gössling et al. (2021) compared this crisis with previous similar crises and concluded that there is an urgent need to use this global tragedy to reshape global tourism and align it with sustainable development goals, rather than going back to business as usual once the crisis is over. Harchandani and Shome (2021) used available data sources to examine the impact of the COVID-19 pandemic on global tourism and provided an overview of the available measures taken by individual countries around the world to deal with the crisis. In their research, Hu et al. (2022) showed that tourism and the COVID-19 pandemic were very strongly linked. Using a correlation analysis using data from 178 countries and territories of the world, they proved that international tourism expenditure, international tourism receipts, international tourist arrivals and international tourism exports are significantly correlated with the total number of cases, the daily growth of cases of COVID-19 and the number of cases per million persons, especially in places with

Utjecaj pandemije bolesti COVID-19 na turizam i putovanja u svijetu i Hrvatskoj: pregled ranijih istraživanja

The impact of the COVID-19 pandemic on tourism and travel in the world and in Croatia: an overview of the initial research findings

glavi stanovnika. Li i dr. (2021b) u svom su radu analizirali studije, mjere i stavove različitih dionika o urbanom i ruralnom turizmu u Kini tijekom pandemije bolesti COVID-19 te njihov mogući budući razvoj. Nel (2022) je u svom radu prikazao kako su periferne, o turizmu ovisne regije Novog Zelanda, sada postale i ekonomski marginalizirane zbog posljedica pandemije. Palazzo i dr. (2022) predviđaju lagani oporavak turizma, ali i da će u budućnosti porasti potražnja za zelenim turizmom, etičkom potrošnjom, zaštitom prirodnih resursa i životom u blizini prirode, što već i aktualnom situacijom u uvjetima pandemije sve više dobiva na popularnosti. Kao rezultat pandemije i ovisnosti države o sektoru turizma, Payne i dr. (2021) predviđeli su Hrvatskoj jedan od najvećih padova BDP-a (do 10 %) među europskim državama za 2020. godinu⁹. Probleme u kojima su se nakon izbijanja pandemije našli brodovi na kružnim putovanjima i njihovi zaposlenici istražili su Radic i dr. (2020a; 2020b), a rezultati njihovih istraživanja pokazali su da je pandemija psihološki vrlo negativno utjecala na većinu zaposlenika kruzera koji su ostali usidreni na jednom mjestu i bez mogućnosti da napuste brod, ali istovremeno i razotkrila sustavni neuspjeh menadžmenta kruzinge-industrije u razumijevanju pandemije. Radic i dr. (2021b; 2021c) također su istražili i utjecaj pandemije na doživljaj konzumiranja hrane na kruzerima među ženama putnicama, kao i njihove namjere. Rusu (2022) je usporedio i analizirao međunarodne turističke dolaskes i noćenja 2019. i 2020. godine u Rumunjskoj i došao do zaključka da je utjecaj pandemije na turizam mnogo jače došao do izražaja u ruralnim područjima jer ljudi koji su izravno ovisni o turizmu imaju mnogo manje mogućnosti pronaći alternativni izvor prihoda od urbanoga stanovništva. Analizirajući rane utjecaje i posljedice pandemije bolesti COVID-19, Singh (2021) jedan od mogućih načina ublažavanja njezinih posljedica na turizam, a osobito u slabije razvijenim državama Azije i Afrike, vidi u razvoju tzv. brzoga i egzotičnoga turizma¹⁰. Radi se o brzo dostupnim i egzotičnim odredištima prirodne ili kulturne baštine, uključujući i mjesta

high income levels. In their work, Li et al. (2021b) analysed various stakeholders’ studies, measures and attitudes on urban and rural tourism in China during the COVID-19 pandemic and their possible future development. In his paper, Nel (2022) showed how the peripheral, tourism-dependent regions of New Zealand were also economically marginalised by the consequences of the pandemic. Palazzo et al. (2022) predicted a slight recovery of tourism, but also that the demand for green tourism, ethical consumption, protection of natural resources and nature-based living will increase in the future, all of which are already becoming increasingly popular due to the current situation under the conditions of the pandemic. Payne et al. (2021) predicted that Croatia would experience one of the largest GDP declines (up to 10%) among European countries in 2020⁹ as a result of the pandemic and the country’s dependence on the tourism sector. The problems cruise ships and their employees found themselves in after the outbreak of the pandemic were studied by Radic et al. (2020a; 2020b), and the results of their research showed that the pandemic had a very negative psychological effect on the majority of cruise ship employees, who remained anchored in one place and had no way to leave the ship, but at the same time revealed the systematic failure of cruise industry management in understanding the pandemic. Radic et al. (2021b; 2021c) also examined the impact of the pandemic on female passengers’ food consumption experiences on cruise ships and their intentions. Rusu (2022) compared and analysed international tourist arrivals and overnight stays in 2019 and 2020 in Romania and concluded that the impact of the pandemic on tourism was much stronger in rural areas, as people directly dependent on tourism have much fewer opportunities to find an alternative source of income to the urban population. When analysing the initial impact and consequences of the COVID-19 pandemic, Singh (2021) saw the development of so-called quick and exotic tourism¹⁰ as one of the possible solutions to mitigate the impact on tourism, especially in the less developed countries of Asia and Africa. These are

UNESCO-ove svjetske baštine, koja su sigurnija od zaraze COVID-om zbog manjega broja turista iz udaljenijih područja. Istodobno, takvi su turisti ujedno i boljih finansijskih mogućnosti te su za turističke usluge spremni platiti više, izravno na taj način potpomažući i lokalno stanovništvo i ekonomiju. Ovakav će oblik turizma, smatra isti autor, uz određene uvjete, ionako vjerojatno procvjetati u bliskoj ili srednjoročnoj budućnosti. Škare i dr. (2021) među prvima su izmjerili i procijenili potencijalne učinke pandemije bolesti COVID-19 na turističku industriju u gotovo cijelom svijetu (185 država) i zaključili da su procijenjeni negativni učinci ove pandemije daleko veći od onih uočenih tijekom prošlih pandemijskih kriza. Šulc i Fuerst-Bjeliš (2021) usporedili su turističke rezultate u Hrvatskoj u prvih devet mjeseci 2019. i 2020. godine i detektirali ključne promjene receptivnih turističkih pokazatelja nastale pod utjecajem pandemije bolesti COVID-19, a raspravili su i prirodu i uzroke promjena tokova i pojave novih trendova potaknutih posebnim uvjetima koje je stvorila pandemija. Travé Molero i Santos González (2021) kroz svoj su osvrt na objavljenu monografiju „Turismo post-COVID-19 desde las Ciencias Sociales”, koju su ujedno i uredili, također iznijeli stav da je turizam pod utjecajem pandemije pretrpio brojne socioekonomske posljedice, ali je isto tako postao i polje za brojne inovacije kroz koje se sinkrono mogu proučavati prilagodbe turista na promjene koje će vjerojatno trajno, na različitim razinama, promijeniti način na koji se turizam prakticira i komunicira. Analizirajući situaciju u ruralnom turizmu, Vaishar i Štastná (2022) utvrđuju da je ruralni turizam u Češkoj zahvaljujući pandemiji doživio uzlet jer se 2020. godine, u usporedbi s 2019., u ruralnim područjima turistički promet čak i povećao, i to prvenstveno zahvaljujući domaćim turistima, dok su najveće negativne turističke rezultate zabilježile najposjećenije urbane turističke destinacije popularne među stranim turistima, kao što su npr. Prag, Karlovy Vary ili Český Krumlov. Zaključno, smatraju da je „unatoč brojnim problemima pandemija COVID-a stvorila priliku za razvoj ruralnoga turizma koji je usmjeren uglavnom na domaće turiste s mogućnošću kasnijega širenja na inozemnu klijentelu” (Vaishar i Štastná, 2022, 190).

quickly accessible and exotic destinations with natural or cultural heritage, including UNESCO World Heritage Sites, where the risk of COVID infection is lower due to a small number of tourists from remote regions. At the same time, such tourists are also better off financially and willing to pay more for tourism services, directly supporting the local population and economy. According to the same author, under certain conditions, this form of tourism is likely to flourish in the short- and mid-term future. Škare et al. (2021) were among the first to measure and assess the potential impact of the COVID-19 pandemic on the tourism industry in almost the entire world (185 countries) and concluded that the estimated negative impact of this pandemic is far greater than that observed in previous pandemic crises. Šulc and Fuerst-Bjeliš (2021) compared the results of tourism in Croatia in the first nine months of 2019 and 2020 and identified the main changes in inbound tourism indicators caused by the COVID-19 pandemic. They also discussed the nature and causes of the changes in travel flows and the emergence of new trends stimulated by the special conditions created by the pandemic. Travé Molero and Santos González (2021), in their review of the monograph they edited *Turismo post-COVID-19 desde las Ciencias Sociales*, also considered that tourism has suffered numerous socio-economic consequences under the influence of the pandemic, but has also become a field for numerous innovations by which the adaptation of tourists to the changes can be studied synchronously, which is likely to permanently change the way tourism is practised and communicated at different levels. When analysing the situation of rural tourism, Vaishar and Štastná (2022) concluded that rural tourism in the Czech Republic experienced an upswing thanks to the pandemic, because in 2020 tourist traffic in rural areas increased compared to 2019, mainly thanks to domestic tourists, while the urban destinations most visited by foreign tourists, such as Prague, Karlovy Vary or Český Krumlov, recorded the highest negative tourism results. They concluded that “despite many problems, the COVID-19 pandemic created an opportunity for the development of rural tourism that focused mainly on domestic tourists with the possibility of later expansion to foreign clients.” (Vaishar and Štastná, 2022, 190).

Utjecaj pandemije bolesti COVID-19 na turizam i putovanja u svijetu i Hrvatskoj: pregled ranijih istraživanja

The impact of the COVID-19 pandemic on tourism and travel in the world and in Croatia: an overview of the initial research findings

⁹ Prema podacima Hrvatske narodne banke (HNB), hrvatski je BDP 2020. godine doživio pad od 8,5 % u odnosu na 2019. godinu (Hrvatska narodna banka (HNB), 2023).

¹⁰ Engl. „Quixotic” tourism.

⁹ According to data from the Croatian National Bank (CNB), Croatian GDP experienced a decline of 8.5% in 2020 as compared to 2019 (Croatian National Bank (CNB), 2023)

¹⁰ “quixotic” tourism

Tab. 1. Pregled analiziranih radova o trenutačnom utjecaju pandemije bolesti COVID-19 na različite aspekte turizma
Tab. 1 Overview of analysed papers on the current impact of the COVID-19 pandemic on various aspects of tourism

Autor(i) i godina objave / Author(s) and year of publication	Prostor istraživanja / Research area	Istraživački pristup / Research approach	Temeljna metoda istraživanja / Fundamental research method(s)	Objekt istraživanja / Object of research	Znanstveni časopis / Scientific journal
Baum and Nguyen (2020)	svijet (primjeri iz pojedinih država) / The world (examples from individual countries)	kvalitativni / Qualitative		utjecaj pandemije na turizam i ugostiteljstvo kroz interpretaciju ljudskih prava / The impact of the pandemic on tourism and the hospitality industry through the interpretation of human rights	International Journal of Contemporary Hospitality Management
Camară (2022)	svijet / The world	kvantitativni / Quantitative	teritorijalni koeficijent privlačnosti, deskriptivna statistika / The territorial coefficient of attraction (TCA), descriptive statistics	utjecaj pandemije na (ne)marginalizirana turistička područja / The impact of the pandemic on (non-) marginalised tourist areas	Perspectives on Geographical Marginality
Carr (2020)	Novi Zeland / New Zealand	kvalitativni / Qualitative		utjecaj pandemije na Maore koji se bave turizmom i uloga autohtonih zajednica u budućnosti turizma / The impact of the pandemic on Maori working in tourism and the role of indigenous communities in the future of tourism	Tourism Geographies
Chan and Chen (2022)	Tajvan / Taiwan	kvantitativni / Quantitative	deskriptivna statistika, srednja vrijednost, t-test, Cohenov d, analiza trenda / Descriptive statistics, mean value, t-test, Cohen's d, trend analysis	utjecaj pandemije na putovanja i poteze vlade (fiskalne mjere i politika cijepljenja) za održivost turizma / The impact of the pandemic on travel and government measures (fiscal measures and vaccination policy) for the sustainability of tourism	Sustainability
Gössling et al. (2021)	nedefiniran / Undefined	kvalitativni / Qualitative	gledište autora, analiza izvora / Author's point of view, source analysis	usporedba pandemije bolesti COVID-19 s prethodnim krizama i njezin utjecaj na društvo, ekonomiju i turizam / Comparison of the COVID-19 pandemic with previous crises and its impact on society, the economy and tourism	Journal of Sustainable Tourism
Harchandani and Shome (2021)	svijet / The world	mješoviti / Mixed methods research	analiza izvora i deskriptivna statistika / Source analysis and descriptive statistics	utjecaj pandemije na turizam i mogući putevi za izlaz iz krize / The impact of the pandemic on tourism and possible ways out of the crisis	Tourism: An International Interdisciplinary Journal
Hu et al. (2022)	svijet (178 država i teritorija) / The world (178 countries and territories)	kvantitativni / Quantitative	korelacijska analiza / Correlation analysis	povezanost turizma i pandemije bolesti COVID-19 / The link between tourism and the COVID-19 pandemic	The Journal of Infection in Developing Countries
Li et al. (2021b)	Kina / China	kvalitativni / Qualitative	analiza novinskih članaka / Analysis of news articles	utjecaj pandemije na urbani i ruralni turizam i njihov budući razvoj / The impact of the pandemic on urban and rural tourism and their future development	Tourism Review
Nel (2022)	Novi Zeland / New Zealand	kvantitativni / Quantitative	deskriptivna statistika / Descriptive statistics	utjecaj pandemije na periferne regije Novog Zelanda ovisne o turizmu / The impact of the pandemic on New Zealand's tourism-dependent peripheral regions	Perspectives on Geographical Marginality
Palazzo et al. (2022)	Europa (35 država) / Europe (35 countries)	kvantitativni / Quantitative	klaster-analiza, deskriptivna statistika / Cluster analysis, descriptive statistics	utjecaj pandemije na održivost turizma / The impact of the pandemic on the sustainability of tourism	Sustainability
Payne et al. (2021)	Hrvatska / Croatia	kvantitativni / Quantitative	model frakcijske integracije / Fractional integration model	utjecaj pandemije na broj turističkih dolazaka i ostvarenih noćenja / The impact of the pandemic on the number of tourist arrivals and overnight stays	Tourism Economics
Radic et al. (2020a)	nedefiniran (brodovi na kružnim putovanjima) / Undefined (cruise ships)	kvalitativni / Qualitative	intervju / Interviewing	kriza upravljanja u krizerskom turizmu u vrijeme pandemije / Management crisis in cruise tourism during the pandemic	Sustainability
Radic et al. (2020b)	nedefiniran (brodovi na kružnim putovanjima) / Undefined (cruise ships)	kvalitativni / Qualitative	fokus-grupa / Focus group	psihološki učinci pandemije na zaposlenike kruzera koji su ostali na brodovima / The psychological impact of the pandemic on cruise ship staff remaining on board	International Journal of Enviromental Research and Public Health
Radic et al. (2021b)	nedefiniran (brodovi na kružnim putovanjima) / Undefined (cruise ships)	kvantitativni / Quantitative	anketa, modeliranje strukturnih jednadžbi temeljeno na kovarijanci / Survey research, covariance-based structural equation modeling (CB-SEM)	utjecaj pandemije na doživljaj konzumiranja hrane na krizerima među ženama putnicama / The impact of the pandemic on the experience of food consumption among female passengers on cruise ships	International Journal of Hospitality Management
Radic et al. (2021c)	nedefiniran (brodovi na kružnim putovanjima) / Undefined (cruise ships)	kvantitativni / Quantitative	anketa, potvrdna faktorska analiza, procjena najveće vjerojatnosti, modeliranje strukturnih jednadžbi (SEM) / Survey research, confirmatory factor analysis (CFA), maximum likelihood estimation (MLE), structural equation modeling (SEM)	namjere ženskih putnika oko konzumiranja hrane na krizerima / Intentions of female passengers regarding food consumption on cruise ships	Sustainability

Utjecaj pandemije bolesti COVID-19 na turizam i putovanja u svijetu i Hrvatskoj: pregled ranijih istraživanja

The impact of the COVID-19 pandemic on tourism and travel in the world and in Croatia: an overview of the initial research findings

nastavak Tab. 1. Pregled analiziranih radova o trenutačnom utjecaju pandemije bolesti COVID-19 na različite aspekte turizma
continued Tab. 1 Overview of analysed papers on the current impact of the COVID-19 pandemic on various aspects of tourism

Autor(i) i godina objave / Author(s) and year of publication	Prostor istraživanja / Research area	Istraživački pristup / Research approach	Temeljna metoda istraživanja / Fundamental research method(s)	Objekt istraživanja / Object of research	Znanstveni časopis / Scientific journal
Rusu (2022)	Rumunjska / Romania	mješoviti / Mixed methods research	deskriptivna statistika, iskustvo i znanja autora, analiza medijskih članaka / Descriptive statistics, experience and knowledge of the author, analysis of news articles	utjecaj pandemije na međunarodne turističke dolaske i noćenja / The impact of the pandemic on international tourist arrivals and overnight stays	Perspectives on Geographical Marginality
Singh (2021)	svijet (primjeri iz pojedinih država) / The world (examples from individual countries)	kvalitativni / Qualitative	komentar autora / Author's comment	utjecaj pandemije na mogućnosti turističkoga razvoja za manje popularna turistička odredišta i oblike turizma / The impact of the pandemic on tourism development opportunities in less popular destinations and forms of tourism	Journal of Heritage Tourism
Škare et al. (2021)	svijet (185 država) / The world (185 countries)	kvantitativni / Quantitative	panel strukturna vektorska autoregresija / Panel structural vector auto-regression (PSVAR)	procjena učinka pandemije na turizam / Assessment of the impact of the pandemic on tourism	Technological Forecasting & Social Change
Šulc and Fuerst-Bjeliš (2021)	Hrvatska / Croatia	kvantitativni / Quantitative	deskriptivna statistika / Descriptive statistics	utjecaj pandemije na ostvarene turističke rezultate i promjene u turističkim trendovima / The impact of the pandemic on the results achieved in tourism and the changes in tourism trends	Research in Globalization
Travé Molero and Santos González (2021)	svijet (primjeri iz pojedinih država) / The world (examples from individual countries)	kvalitativni / Qualitative	analiza literature / Literature analysis	utjecaj pandemije na turizam / The impact of the pandemic on tourism	Barataria. Revista Castellano-Manchega De Ciencias Sociales
Vaishar and Štátná (2022)	Češka / Czech Republic	mješoviti / Mixed methods research	analiza izvora, deskriptivna statistika / Source analysis, descriptive statistics	utjecaj pandemije na ruralni turizam / The impact of the pandemic on rural tourism	Current Issues in Tourism

Izvor: vlastita analiza
Source: author's analysis

Istraživanja iz područja strategija za prevladavanje krize i oporavak turizma

Događaji koji su uslijedili pod utjecajem pandemije bolesti COVID-19 mogu se svrstati pod zajednički nazivnik s kriznom situacijom i/ili upravljanjem katastrofama, stoga je sve ono što se povezuje s upravljanjem, strategijom, oporavkom te na kraju s politikom dio mogućega rješenja novonastale situacije. Kao najčešće rješenje alata za upravljanje katastrofama i kriznim situacijama spominje se otpornost, što su u borbi s pandemijom prepoznala i mnoga poduzeća i vlade. Brojne vlade usmjeravale su svoje napore da bi pomogle izravno ugroženima ili podržale razne inicijative koje su radile na povratku u „staro normalno”. Uz to, ključno je svakako i učinkovito vođenje i upravljanje kompanijama u vrijeme krize da bi negativan utjecaj na poslovanje bio pod kontrolom i što je moguće manji (Yang i dr., 2021). Devet od šezdeset tri analizirana rada bavi se istraživanjem primijenjenih ili potencijalno primjenjivih strategija za prevladavanje krize i oporavak od negativnih pandemijskih utjecaja (tab. 2), a ovom temom dominiraju kvalitativne istraživačke metode.

Research into strategies for overcoming the crisis and recovering tourism

The events that followed under the influence of the COVID-19 pandemic all have a common denominator, namely the crisis situation and/or disaster management. Therefore, everything that has to do with management, strategy, recovery, and with politics, is part of a possible solution to the newly created situation. The most frequently-mentioned solution for disaster and crisis management is resilience, which many companies and governments have recognised in the fight against the pandemic. Many governments have focussed their efforts on helping those directly affected or supporting various initiatives that have worked to return to the “old normal”. In addition, it is also important to lead and manage companies effectively in times of crisis so that the negative impact on the business remains under control and as minimal as possible (Yang et al., 2021). Nine of the 63 papers analysed deal with research into applied or potentially applicable strategies for coping with the crisis and recovering from the negative effects of the pandemic (Tab. 2), and this topic is dominated by qualitative research methods.

Bhrammanachote i Sawangdee (2021) u svom su istraživanju razvili održivi model za lokalna hotelska poduzeća u tajlandskoj provinciji Chiang Mai koji je pokazao da je za njihovu održivost potrebna sinergija vlade, koja će poduzeti proaktivne mjere usmjerene na dobrobit zaposlenika i lokalnoga stanovništva, te hotelskoga menadžmenta, koji će svoje poslovanje usmjeriti na smanjenje troškova, fokusiranje na potrebe domaćih (umjesto stranih) turista i provedbu sigurnosno-zdravstvenih mjera koje će osigurati da se gosti osjećaju sigurno. Bulchand-Gidumal (2022) zaključio je da za otoke koji ovise o turizmu (osobito masovnom) strategija oporavka bazirana na privlačenju gostiju s bližih tržišta, koji putuju osobnim automobilima, nije moguće rješenje te stoga predlaže integrirani okvir pametne turističke destinacije. U tom rješenju „najviše dogovorenih aktivnosti odnosilo se na razvoj novih poslovnih modela oko turizma i novih sektora gospodarske aktivnosti, osiguravanje zdravlja i sigurnosti onih koji se bave turizmom, financijsku pomoć turističkim tvrtkama i objašnjavanje situacije u emitivnim tržištima” (Bulchand-Gidumal, 2022, 1). Komparativna analiza implementacije strategijskih mjera oporavka koje

In their study, Bhrammanachote and Sawangdee (2021) developed a sustainable model for local hotel businesses in Chiang Mai province, Thailand, showing that their sustainability required synergy between the government, which takes proactive measures for the well-being of employees and local residents, and hotel management, which focuses its activities on reducing costs, catering to the needs of domestic (rather than foreign) tourists, and implementing safety and health measures to ensure that guests feel safe. Bulchand-Gidumal (2022) concluded that for islands dependent on tourism (especially mass tourism), a recovery strategy based on attracting guests from nearby markets travelling by car is not a possible solution, and therefore proposed an integrated framework of a smart tourism destination. In this solution, “the most agreed-upon actions regarded developing new business models around tourism and new sectors of economic activity, ensuring the health and safety of those involved in tourism, helping tourism companies financially, and explaining the situation of the destination in the origin markets.” (Bulchand-Gidumal, 2022, 1). A comparative analysis of the implementation of strategic recovery measures proposed by the UN-

Tab. 2. Pregled analiziranih radova o strategijama za prevladavanje krize uzrokovane negativnim posljedicama pandemije bolesti COVID-19 i oporavak turizma
Tab. 2 An overview of the analysed papers on strategies to overcome the crisis caused by the negative consequences of the COVID-19 pandemic and the recovery of tourism tourism

Autor(i) i godina objave / Author(s) and year of publication	Prostor istraživanja / Research area	Istraživački pristup / Research approach
Bhrammanachote and Sawagdee (2021)	Tajland (provincija Chiang Mai) / Thailand (Chiang Mai province)	mješoviti / Mixed methods research
Bulchand-Gidumal (2022)	Španjolska (Gran Canaria) / Spain (Gran Canaria)	kvalitativni / Qualitative
Collins-Kreiner and Ram (2021)	7 država svijeta (Australija, Austrija, Brazil, Kina, Izrael, Italija, Japan / 7 countries of the world (Australia, Austria, Brazil, China, Israel, Italy, Japan	kvalitativni / Qualitative
Kaewkitipong et al. (2021)	Tajland / Thailand	kvantitativni / Quantitative
Mikac and Kravaršćan (2021)	Hrvatska / Croatia	kvalitativni / Qualitative
Šerić et al. (2021)	Crna Gora (Zelenika) / Montenegro (Zelenika)	mješoviti / Mixed methods research
Weidmann et al. (2022)	SAD / USA	kvalitativni / Qualitative
Yang et al. (2020)	Nedefiniran / Undefined	kvantitativni / Quantitative
Yeh (2021)	Tajvan / Taiwan	kvalitativni / Qualitative

Izvor: vlastita analiza
Source: author's analysis

je u nacionalne planove oporavka u sedam odabranih država predložio UNWTO¹¹, a koju su provele Collins-Kreiner i Ram (2021), pokazala je da vlade odabranih država i nisu u velikoj mjeri prihvale preporuke krovne svjetske turističke organizacije jer su njihovi prijedlozi u potpunosti implemen-tirani samo u 13, a djelomično u 37 od mogućega 161 slučaja. Kao jednu od mogućih strategija oporavka od pandemijske krize Kaewkitipong i dr.

WTO¹¹ in national recovery plans in seven selected countries conducted by Collins-Kreiner and Ram (2021) found that the governments of the selected countries did not widely accept the recommenda-tions of the world tourism umbrella organisation, as their proposals were fully implemented in only 13 cases, and partially implemented in 37 out of 161 possible cases. As one of the possible strategies for coping with the pandemic crisis, Kaewkitipong et

11 Svjetska turistička organizacija (UNWTO do 2024. godine; UN To-rism od 2024. godine)

11 The World Tourism Organization (UNWTO until 2024; UN Tou-rism from 2024)

Temeljna metoda istraživanja / Fundamental research method(s)	Objekt istraživanja / Object of research	Znanstveni časopis / Scientific journal
anketa, intervju, triangulacija podataka / Survey research, interviewing, data triangulation	razvijanje održivoga modela za lokalna hotelska poduzeća provincije Chiang Mai s ciljem smanjenja rizika tijekom pandemijske krize i uspostavljanja otpornosti nakon završetka krize / Development of a sustainable model for local hotel businesses in Chiang Mai province to reduce risk during the pandemic crisis and strengthen resilience once the crisis is over	Tourism and Hospitality Management
Delphi / Delphi	mogućnosti poslijepandemijskoga oporavka otočnoga turizma korištenjem okvira pametne turističke destinacije / Opportunities for the post-pandemic recovery of island tourism using the framework of a smart tourist destination	Journal of Destination Marketing & Management
komparativna analiza / Comparative analysis	implementacija UNWTO-ovih predloženih strategija oporavka turizma u nacionalne planove oporavka / Implementation of the tourism recovery strategies proposed by the UNWTO in national recovery plans	Annals of Tourism Research
anketa / Survey research	čimbenici koji utječu na sudjelovanje mladih turista u turizmu cjepiva / Factors influencing the participation of young tourists in vaccine tourism	Sustainability
induktivno zaključivanje, analiza sadržaja, intervju / Inductive inference method, content analysis, interviewing	utjecaj pandemije na turistički sektor te razvoj i korištenje mehanizama za krizni menadžment / The impact of the pandemic on the tourism sector and the development and utilisation of crisis management mechanisms	Tourism: An International Interdisciplinary Journal
anketa, SWOT, TOWS, PESTEC, MOF i RECOIL analize / Survey research, SWOT, TOWS, PESTEC, MOF and RECOIL analyses	specijalizirane turističke ponude kao čimbenik odabira destinacije putovanja u poslijepandemijskom razdoblju / Specialised tourist offers as a factor when choosing a destination in the post-pandemic period	Transactions on Maritime Science
model dinamičke stohastičke opće ravnoteže / Dynamic stochastic general equilibrium (DSGE) model	utjecaj pandemije na pojedine aspekte turizma i mogućnosti za njihov oporavak / The impact of the pandemic on certain aspects of tourism and the possibilities for their recovery	Annals of Tourism Research
model dinamičke stohastičke opće ravnoteže / Dynamic stochastic general equilibrium (DSGE) model	utjecaj pandemije na pojedine aspekte turizma i mogućnosti za njihov oporavak / The impact of the pandemic on certain aspects of tourism and the possibilities for their recovery	Annals of Tourism Research
intervju / Interviewing	strategija oporavka turizma nakon pandemije / Tourism recovery strategy after the pandemic	Tourism Recreation Research

(2021) istražili su na primjeru Tajlanda mogućnosti i stavove za razvoj turizma cjepiva u drža-vama koje svoje cjepivo, uz razgledavanje i druge aktivnosti, mogu besplatno ponuditi gostima koji ih posjećuju. Mikac i Kravaršćan (2021) istražili su kako je hrvatski turistički sektor reagirao i od-govorio na nastalu krizu te zaključili da „rezultati turističke sezone pokazuju da se hrvatski turistički sektor relativno uspješno pripremio (za) i odgovo-rio na krizu, iako nema razvijene učinkovite pla-nove, procedure i timove za krizni menadžment” (Mikac i Kravaršćan, 2021, 624), što svakako nije

al. (2021) used the example of Thailand to examine the possibilities and attitudes regarding the devel-opment of vaccine tourism in countries that can offer vaccination to guests free of charge in addi-tion to sightseeing and other activities. Mikac and Kravaršćan (2021) analysed how the Croatian tour-ism sector reacted and responded to the emerging crisis and concluded that “the results of the tourist season show that the Croatian tourism sector has been relatively successful in preparing (for) and re-sponding to the crisis, although it has not developed effective plans, procedures, and crisis management

dobar smjer. Šerić i dr. (2021) analizirali su koliko je specijalizirana turistička ponuda važna kao čimbenik odabira destinacije u poslijepandemijskom razdoblju i došli do zaključka da osnovni sadržaj takve turističke ponude više nije dostatan te kao rezultat istraživanja nude i način razvoja dodatnih i proširenih sadržaja na kojima bi trebalo temeljiti marketinške strategije za privlačenje gostiju u poslijepandemijskom razdoblju. Do saznanja o različitim načinima prilagodbe na novonastale okolnosti u tvrtkama koje se bave turizmom straha u SAD-u svojem su istraživanjem došli i Weidmann i dr. (2022). Yang i dr. (2021) svojim su istraživanjem nastojali procijeniti utjecaj pandemije bolesti COVID-19 na turizam i pronaći najprihvatljiviji model za rješavanje ove sveobuhvatne krize. Rezultati istraživanja koje je proveo Yeh (2021) pokazali su da je „otvorena komunikacija ključ za uspješnu borbu protiv pandemije, a zajmovi koje osigurava država ključni za opstanak turističke industrije” (Yeh, 2021, 188).

Istraživanja iz područja pandemije kao prilike za (buduću) uspostavu održivoga turizma

Održivost se pokazala kao središnja točka za pokretanje brojnih istraživanja u kontekstu pandemije, a jedna od ključnih tema koja se stalno pojavljuje u kontekstu turizma jest može li i zašto pandemija biti prilika za sustavnu promjenu? To je na neki način i razumljivo, s obzirom na to da su u samim počecima pandemije, kada su zbog ograničenja kretanja, zatvaranja granica i otkazivanja letova stala i masovna putovanja, a, kako su zaključili Yang i dr. (2021, 8), „ljudi diljem svijeta primijetili poboljšanje kvalitete zraka i smanjenje zagađenja bukom”. Iako je prekomjerni turizam bio popularna istraživačka tema i prije pojave pandemije bolesti COVID-19, sada je dobio novu dimenziju potaknuvši rasprave o dugovječnosti toga fenomena i njegovih posljedica za lokalnu infrastrukturu i život lokalne zajednice s jedne strane, odnosno o problemu nedostatka turista i socioekonomskoj ovisnosti destinacije o turizmu s druge strane (Yang i dr., 2021). Ipak, neki postpandemijski primjeri ostavljaju dojam

teams.” (Mikac and Kravaršćan, 2021, 624), which is certainly not a good direction. Šerić et al. (2021) analysed how important a specialised tourism supply is as a factor in the choice of a destination in the post-pandemic period and concluded that the basic content of such a tourism supply is no longer sufficient. As a result of the research, they offer a way to develop additional and enhanced content on which marketing strategies to attract guests in the post-pandemic period should be based. Weidmann et al. (2022) also found via their research that there are several ways to adapt to new circumstances in companies dealing with fear tourism in the USA. Yang et al. (2021) attempted, in their research, to assess the impact of the COVID-19 pandemic on tourism and to find the most acceptable model to solve this comprehensive crisis. Yeh’s (2021, 188) research findings show that “open communication is a key to successfully combat pandemic and government-sponsored loans are crucial to the survival of tourism industry”.

Research in the field of the pandemic as an opportunity for the (future) establishment of sustainable tourism

Sustainability has proven to be a central theme in the initiation of much research related to the pandemic, and one of the main themes that keeps coming up in relation to tourism is the question of whether the pandemic can provide an opportunity for systemic change and why? In some ways, this is understandable given that right at the beginning of the pandemic, mass travel was halted due to movement restrictions, border closures and flight cancellations and, as Yang et al. (2021, 8) noted, “many people around the world observed improvements in air quality and reductions in noise pollution.” Although overtourism was already a popular research topic before the emergence of the COVID-19 pandemic, it has now reached a new dimension, stimulating discussions about the longevity of this phenomenon and its consequences for local infrastructure and the lives of the local community on the one hand, and the problem of tourist shortages and the socio-economic dependence of destinations on tourism on the other (Yang et al., 2021).

da je završetkom pandemije i održivost ponovno pala u drugi plan, u korist želje/potrebe za ekonomskim benefitima, što potvrđuju i sve učestaliji prosvjedi lokalnoga stanovništva usmjereni protiv turista/turizma i svega negativnoga što oni donose¹². S druge strane, eksperiment Venecije sa selektivnim uvođenjem naplate ulaznice za jednodnevne posjetitelje¹³ jedan je od rijetkih pokušaja smanjenja broja turista, koji, s obzirom na simbolično postavljenu cijenu ulaska u grad na određene datume, teško može riješiti problem prekomjerna broja posjetitelja. Od 63 analizirana rada, održivošću turizma kao glavnom temom bavi se njih osam (tab. 3), pri čemu se pet od tih osam radova bavi pitanjima novih mogućnosti razvoja turizma pod utjecajem pandemije u smjeru održivosti (Ferreira, 2022; Higgins-Desbiolles, 2020; Higgins-Desbiolles, 2021; Komasi i dr., 2022; Romagosa, 2020), dok se dva rada bave pitanjima izazova održivosti turizma u novim, pandemijskim uvjetima (Martínez-Cabrera i López-del-Pino, 2021; Škrinjarić, 2021). Među njima se izdvaja i jedan rad u kojem autorica smatra da je „s globalnom pandemijom COVID-19 ili bez nje, za promicanje i zamišljanje smislene i pozitivne transformacije planeta općenito, a posebno turizma, odavno došao poziv na buđenje” (Ateljevic, 2020, 1). Budući da se radovi u ovoj temi uglavnom oslanjaju na mogućnosti u budućnosti, većina je autora radova ove teme (pet od osam) pristupila svojim istraživanjima koristeći se kvalitativnim istraživačkim pristupom.

Ferreira (2022) je u svom radu analizirala utjecaj pandemije na turizam Porta i ponudila mogućnost razvoja književnoga turizma kao selektivna oblika turizma koji može doprinijeti ublažavanju negativnih učinaka pandemije, ali i potaknuti održivi turizam u budućnosti. Higgins-Desbiolles (2020, 610) u sažetku svoga rada također navodi: „Pandemijska kriza COVID-19 mogla bi ponuditi rijetku i neprocjenjivu priliku za ponovno promišljanje i ponovno pokretanje turizma prema boljem putu za budućnost. Međutim, „odgovorni” pristupi turizmu sami po sebi

12 Majorca Daily Bulletin, 2024; The Guardian (2024)

13 BBC (2024)

Nevertheless, some post-pandemic examples leave the impression that, with the end of the pandemic, sustainability has once again taken a back seat to the desire/need for profit, which is confirmed by the increasingly frequent protests of the local population directed against tourists/tourism and all the negative things they bring with them¹². On the other hand, Venice’s experiment with the selective introduction of entrance fees for day visitors¹³ is one of the rare attempts to reduce the number of tourists, which can hardly solve the problem of excessive numbers of visitors, given the symbolically fixed price for entering the city on certain dates. Of the 63 papers analysed, eight deal with the sustainability of tourism as the main theme (Tab. 3), with five of these eight papers addressing the question of new opportunities for the development of tourism affected by the pandemic towards sustainability (Ferreira, 2022; Higgins-Desbiolles, 2020; Higgins-Desbiolles, 2021; Komasi et al., 2022; Romagosa, 2020), while the two papers deal with the challenges of tourism sustainability under new, pandemic conditions (Martínez-Cabrera and López-del-Pino, 2021; Škrinjarić, 2021). Among them, one paper stands out, in which the author states that “with or without the global COVID-19 pandemic to promote and envision a meaningful and positive transformation of the planet in general, and tourism specifically, a wake-up call is long over due.” (Ateljevic, 2020, 1). As the papers dealing with this topic mostly focus on potential opportunities in the future, most of the authors of papers on this topic (five out of eight) conducted their research using a qualitative research approach.

In her work, Ferreira (2022) analysed the impact of the pandemic on tourism in Porto and proposed the possibility of developing literary tourism as a selective form of tourism that can help mitigate the negative effects of the pandemic, but also promote sustainable tourism in the future. Higgins-Desbiolles (2020, 610) also stated in the abstract of her work: “The COVID-19 pandemic crisis may offer a rare and invaluable opportunity to rethink and reset tourism toward a better pathway for the future. ‘Responsible’ approaches to tourism alone, however,

12 Majorca Daily Bulletin, 2024; The Guardian (2024)

13 BBC (2024)

Utjecaj pandemije bolesti COVID-19 na turizam i putovanja u svijetu i Hrvatskoj: pregled ranijih istraživanja

The impact of the COVID-19 pandemic on tourism and travel in the world and in Croatia: an overview of the initial research findings

Tab. 3. Pregled analiziranih radova o prilikama da se pandemija iskoristi kao mogućnost za uspostavu održivoga turizma
Tab. 3 An overview of analysed papers on opportunities to use the pandemic as an opportunity to establish sustainable tourism

Autor(i) i godina objave / Author(s) and year of publication	Prostor istraživanja / Research area	Istraživački pristup / Research approach	Temeljna metoda istraživanja / Fundamental research method(s)	Objekt istraživanja / Object of research	Znanstveni časopis / Scientific journal
Ateljevic (2020)	nedefiniran / Undefined	kvalitativni / Qualitative	kritički osvrt / Critical review	potreba preobrazbe svijeta (i turizma) u kontekstu održivosti života na Zemlji / The need to transform the world (and tourism) in the context of the sustainability of life on Earth	Tourism Geographies
Ferreira (2022)	Portugal (Porto) / Portugal (Porto)	mješoviti / Mixed methods research	deskriptivna statistika, gledište autora / Descriptive statistics, author's point of view	utjecaj pandemije na turizam Porta i književni turizam kao alternativni oblik turizma koji može doprinijeti smanjenju učinaka pandemijske krize i potaknuti održivi turizam u budućnosti / The impact of the pandemic on tourism in Porto and literary tourism as an alternative form of tourism that can help reduce the impact of the pandemic crisis and promote sustainable tourism in the future	Perspectives on Geographical Marginality
Higgins-Desbiolles (2020)	nedefiniran / Undefined	kvalitativni / Qualitative	konceptualna analiza / Conceptual analysis	prilike za restart turizma u humanijem obliku (kako smanjiti masovni turizam) / Possible ways to restart tourism in a more humane form (how to curb mass tourism)	Tourism Geographies
Higgins-Desbiolles (2021)	nedefiniran / Undefined	kvalitativni / Qualitative	kritički osvrt / Critical review	mogućnosti razvoja turizma nakon pandemije / Possible opportunities for the development of tourism after the pandemic	Journal of Sustainable Tourism
Komasi et al. (2022)	Iran / Iran	mješoviti / Mixed methods research	anketa, Delphi / Survey research, Delphi	ključni utjecaji turizma zasnovanog na prirodi i njegovi budući scenariji pod utjecajem pandemije / Key impacts of nature-based tourism and its future scenarios under the influence of the pandemic	Sustainability
Martínez-Cabrera and López-del-Pino (2021)	nedefiniran / Undefined	kvalitativni / Qualitative	intervju / Interviewing	izazovi kružne ekonomije u turizmu i utjecaji pandemije na njih / Challenges of the circular economy in tourism and the impact of the pandemic on them	Sustainability
Romagosa (2020)	nedefiniran / Undefined	kvalitativni / Qualitative	komentar situacije / Comment on the situation	prilike za razvoj održivoga turizma pod utjecajem pandemije / Opportunities for the development of sustainable tourism affected by the pandemic	Tourism Geographies
Škrinjarčić (2021)	Europska unija (23 države) / European Union (23 countries)	kvantitativni / Quantitative	teorija sivih sustava, višekriterijsko odlučivanje / Grey Systems Theory (GST), multiple criteria decision making (MCDM)	okolišni aspekti održivoga turizma / Environmental aspects of sustainable tourism	Sustainability

Izvor: vlastita analiza
Source: author's analysis

neće ponuditi dovoljno kapaciteta da se omogući takvo resetiranje. Umjesto toga, takva vizija zahtijeva turistički okvir usmjeren na zajednicu koji redefinira i preusmjerava turizam na temelju prava i interesa lokalnih zajednica i lokalnoga stanovništva”. No, da su jedno želje i mogućnosti, a nešto sasvim drugo stvarne situacije, pokazuje ista autorica u svom drugom radu (Higgins-Desbiolles, 2021) u kojem objašnjava kako napor da se turizam reformira u etičnije, odgovornije i održivije oblike dolaze u sukob sa zagovornicima brzoga oporavka turističke industrije. Čak 10 mogućih različitih scenarija o budućnosti turizma temeljenog na prirodi u Iranu predstavili su Komasi i dr. (2022) nakon što su identificirali ključne pokretače takva turizma u uvjetima pandemije bolesti COVID-19. Komentirajući

will not offer sufficient capacity to enable such a reset. Instead, such a vision requires a community-centred tourism framework that redefines and reorients tourism based on the rights and interests of local communities and local peoples.” However, in another paper (Higgins-Desbiolles, 2021), in which she explains how efforts to reform tourism into more ethical, responsible and sustainable forms come into conflict with proponents of a rapid recovery of the tourism industry, the same author shows that wishes and possibilities are one thing and the real situation is something quite different. No less than 10 possible different scenarios about the future of nature-based tourism in Iran were presented by Komasi et al. (2022) after identifying the main drivers of such tourism under the conditions of the COVID-19 pandemic. Romagosa (2020,

također situaciju vezanu uz pandemiju, Romagosa (2020, 693) zaključuje: „Tvrtke koje su vjerovale i bile odane načelima održivoga turizma, bez obzira na svoju veličinu, one su koje bi se mogle dobro pozicionirati u novom kontekstu. U ovom trenutku posebno bismo trebali obratiti pažnju na mnoštvo mikro i malih tvrtki koje su duboko ukorijenjene u destinaciji: one koje nude proizvode ekoturizma ili proizvode temeljene na lokalnoj prirodnoj i kulturnoj baštini i ne pridonose prenapučenosti, nudeći visokokvalitetna iskustva za turiste i visoku dodanu vrijednost destinaciji”.

Svoj doprinos pozicioniranju turizma u okviru kružne ekonomije dali su i Martínez-Cabrera i López-del-Pino (2021), identificirajući 10 za

693) also comments on the situation in the context of the pandemic and concludes: “Companies that have believed in and been loyal to the principles of sustainable tourism, regardless of their size, are those that could be well positioned in the new context. At this point, we should make special reference to the myriad of micro and small enterprises that are deeply rooted in the destination: those companies that offer ecotourism products or products based on the local natural and cultural heritage and do not contribute to overcrowding, offering both high-quality experiences for tourists and high added value to the destination.”

Martínez-Cabrera and López-del-Pino (2021) also contributed to the positioning of tourism within the circular economy by identifying the 10 main

Utjecaj pandemije bolesti COVID-19 na turizam i putovanja u svijetu i Hrvatskoj: pregled ranijih istraživanja

The impact of the COVID-19 pandemic on tourism and travel in the world and in Croatia: an overview of the initial research findings

turizam najvažnijih obrazaca izazova kružne ekonomije te njihovu pogođenost pandemijom bolesti COVID-19. Opsežno je pak empirijsko istraživanje o dosegnutim razinama održivoga turizma u 23 države Europske unije provela Škrinjarić (2021) i, očekivano, došla do zaključka da su države na različitim razinama implementacije održivoga turizma u cjelokupno gospodarstvo, odnosno dok neke pokazuju izvrsne rezultate na brojnim poljima održivosti, u nekima još uvijek treba znatno raditi na općem podizanju svijesti o pitanjima održivosti i zaštite okoliša.

Istraživanja iz područja promjena u motivaciji i ponašanju turista

Kofrekvencijskom analizom ključnih riječi koju su proveli Yang i dr. (2021) detektirana su dva međusobno povezana područja vezana uz psihološke učinke pandemije i ponašanje turista; s jedne strane to su dobrobit, mentalno zdrav-

challenges of the circular economy for tourism and how these have been affected by the COVID-19 pandemic. Škrinjarić (2021) conducted extensive empirical research on the achieved levels of sustainable tourism in 23 countries of the European Union and concluded, as expected, that countries are at different levels of implementation of sustainable tourism across the economy, i. e. while some of them have excellent results in numerous areas of sustainability, in some of them significant work still needs to be done to increase the general awareness of sustainability and environmental protection.

Research into changes in the motivation and behaviour of tourists

The co-frequency analysis of keywords conducted by Yang et al. (2021) revealed two interrelated areas related to the psychological impact of the pandemic and tourist behaviour: well-being, mental health and emotions on the one hand;

lje i emocije, a s druge percipirani rizik, namjera posjeta, ponašanje i zdravlje. „Istraživanje o psihološkim učincima i ponašanju vezano uz COVID-19 stoga se uglavnom usredotočuje na to kako se ljudi osjećaju i reagiraju na rizik, njegove implikacije na ponašanje i njegove utjecaje na turističko poslovanje” (Yang i dr., 2021, 6). Od 63 rada analizirana za potrebe ovoga pregleda, u područje promjena u motivaciji i ponašanju turista izazvanih pandemijom bolesti COVID-19 može se svrstati njih sedam (tab. 4). S obzirom na specifičnost teme i na činjenicu da se do najtočnijih saznanja o promjenama u motivaciji i ponašanju turista može doći istraživanjem subjekata koje je ovakva situacija izravno pogodila metodološka je analiza pokazala da se toga načela drže i istraživači jer su u svih sedam primjera do ciljanih rezultata istraživanja došli prikupljanjem primarnih podataka, do kojih su došli prvenstveno anketiranjem (u četirima slučajima), intervjuiranjem (u jednom slučaju) ili kombinirajući obje navedene metode (u dvama slučajima).

and perceived risk, visit intention, behaviour and health on the other. “COVID-19-related research on psychological effects and behavior thus largely focuses on how people feel and respond to risk, its implications for behavior, and its impacts on tourism businesses’ operation.” (Yang et al., 2021, 6). Seven of the 63 papers analysed for the purposes of this review can be classified in the category of changes in the motivation and behaviour of tourists caused by the COVID-19 pandemic (Tab. 4). Given the specificity of the topic and the fact that the most accurate information on changes in the tourists’ motivation and behaviour can be obtained by interviewing the people directly affected by the situation, the methodological analysis has shown that the researchers adhere to this principle, as in all seven cases they achieved the desired research results primarily by collecting primary data via survey research (in four cases), interviews (in one case) or a combination of the aforementioned two methods (in two cases).

Tab. 4. Pregled analiziranih radova koji se bave istraživanjem promjena u motivaciji i ponašanju turista izazvanih pandemijom bolesti COVID-19
Tab. 4 An overview of the analysed papers dealing with research into changes in the motivation and behaviour of tourists due to the COVID-19 pandemic

Autor(i) i godina objave / Author(s) and year of publication	Prostor istraživanja / Research area	Istraživački pristup / Research approach	Temeljna metoda istraživanja / Fundamental research method(s)	Objekt istraživanja / Object of research	Znanstveni časopis / Scientific journal
Borges Tiago et al. (2021)	nedefiniran / Undefined	kvantitativni / Quantitative	anketa / Survey research	navike i ponašanje turista u vrijeme pandemije u odnosu na ranije / Habits and behaviour of tourists during the pandemic compared to before	Sustainability
Jacobsen et al. (2021)	Norveška (općine Oslo i Bærum / Norway (Oslo and Bærum municipalities)	kvantitativni / Quantitative	anketa / Survey research	prilagodba i reakcije turista na uvedene pandemijske restrikcije / Adaptation and reactions of tourists to the introduced pandemic restrictions	Tourism Geographies
Pappas (2021)	Grčka (Atena) / Greece (Athens)	mješoviti / Mixed methods research	anketa, intervju / Survey research, interviewing	utjecaj pandemije na donošenje odluka vezanih uz provođenje godišnjega odmora / The impact of the pandemic on decision-making regarding the use of annual leave	Tourism Management
Pappas and Glyptou (2021)	Grčka (Atena) / Greece (Athens)	mješoviti / Mixed methods research	anketa, intervju / Survey research, interviewing	čimbenici koji utječu na odabir tipa smještaja za vrijeme putovanja tijekom trajanja pandemije / Factors influencing the choice of accommodation when travelling during the pandemic	International Journal of Hospitality Management
Perić and Vitezić (2021)	Hrvatska / Croatia	kvantitativni / Quantitative	anketa / Survey research	stavovi korisnika ugostiteljskih usluga o sigurnosnim i zaštitnim mjerama nakon ukidanja pandemijskih ograničenja / The attitude of catering service users towards safety and protection measures following the lifting of pandemic restrictions	Societies
Radic et al. (2021a)	svijet / The world	kvantitativni / Quantitative	anketa / Survey research	stavovi o cjepivu kao preduvjetu turističkih putovanja u vrijeme pandemije / Attitudes towards the vaccine as a prerequisite for tourist travel during the pandemic	International Journal of Enviromental Research and Public Health
Zhang et al. (2021)	Kina / China	kvalitativni / Qualitative	intervju / Interviewing	gubitak socijalne interakcije i njegov utjecaj na promjenu društvenoga identiteta među turistima / The loss of social interaction and its effects on the change of social identity in tourists	Annals of Tourism Research

Izvor: vlastita analiza
Source: author's analysis

Utjecaj pandemije bolesti COVID-19 na turizam i putovanja u svijetu i Hrvatskoj: pregled ranijih istraživanja

The impact of the COVID-19 pandemic on tourism and travel in the world and in Croatia: an overview of the initial research findings

„COVID-19 transformirao je ponašanje i preferencije turista prema odredištima koja nude poznate, slabije napućene, pouzdane i niskorizične uvjete”, zaključili su Borges-Tiago i dr. (2021, 16) istražujući navike turista u vrijeme pandemije u odnosu na ranije. Jacobsen i dr. (2021) istraživali su prilagodbu i reakcije turista na uvedene pandemijske restrikcije i zaključili da „iako je većina ljudi izrazila razočaranje, dosadu i frustraciju zbog ograničenja njihove slobode i propuštanja društvenih okupljanja, čini se da su mnogi istodobno sposobni iskoristiti situaciju na najbolji mogući način i izvući nešto dobro iz ovoga neočekivanog ostanka kod kuće, bilo da se radi o jačanju obiteljskih odnosa, otkriću lokalnih rekreacijskih aktivnosti bilo smanjenju stresa” (Jacobsen i dr., 2021, 15). Da pandemija ima značajan utjecaj na mnoge aspekte organizacije godišnjega odmora (odabir destinacije, smještaja, prijevoza, aktivnosti na putovanjima itd.) svojim su istraživanjem potvrdili Pappas (2021) te Pappas i Glyptou (2021). Perić i Vitezić (2021) istražili su namjere hrvatskih potrošača o korištenju ugostiteljskih usluga nakon ukidanja svih ograničenja vezanih uz pandemiju te njihove stavove o pridržavanju sigurnosnih mjera u ugostiteljskim objektima, a Radic i dr. (2021a) ispitali su stavove turista o cijepljenju kao preduvjetu međunarodnih putovanja u vrijeme pandemije i dobili potvrdu da su mnogi od njih spremni prihvatiti i taj uvjet. Zhang i dr. (2021) na mnoštvu slikovitih primjera kineskih turista donose dokaze o tome kako se pod utjecajem pandemije mijenja njihov vlastiti identitet, ali i slika drugih o njima.

Istraživanja iz područja percepcije rizika u putovanjima i donošenja odluka u skladu s proizašlim procjenama

Početak pandemije naglo je pao broj turista u čitavom svijetu, što je razumljivo, s jedne strane, pripisano globalnim ograničenjima putovanja, ali jednako tako i sve većoj pozornosti koju su potencijalni turisti pridavali riziku od neželjenih situacija koji su spremni preuzeti na svojim putovanjima te sigurnosti vezanoj uz higijenu i čistoću (Yang i dr., 2021). Ukupno je ovdje sedam analiziranih radova

“COVID-19 has transformed tourist behaviour and preferences toward destinations that offer familiar, less-crowded, trustworthy, and low-risk conditions.”, concluded Borges-Tiago et al. (2021, 16), who studied the habits of tourists during the pandemic compared to before. Jacobsen et al. (2021) examined tourists’ adaptation and reactions to pandemic restrictions and concluded: “Although most people expressed disappointment, boredom, and frustration with constraints on their freedom and missed social gatherings, many appeared simultaneously capable of making the best of the situation, and even seeing a silver lining in the unexpected home stay, be it stronger domestic relations, discoveries of local recreational activities, or reduced stress.” (Jacobsen et al., 2021, 15). Pappas (2021) and Pappas and Glyptou (2021) confirmed in their research that the pandemic has a significant impact on many aspects of holiday organisation (choice of destination, accommodation, transport, travel activities, etc.). Perić and Vitezić (2021) examined the intentions of Croatian consumers regarding the use of catering services after the lifting of all restrictions related to the pandemic and their views on compliance with safety measures in catering establishments, while Radic et al. (2021a) examined tourist attitudes towards vaccination as a condition for international travel during the pandemic and demonstrated that many of them were willing to accept this condition as well. Using many vivid examples of Chinese tourists, Zhang et al. (2021) demonstrated how their own identity and the image others have of them are changing under the influence of the pandemic.

Field research of risk perception in travel and decision-making in accordance with the resulting assessments

At the beginning of the pandemic, the number of tourists around the world fell sharply, due to global travel restrictions, but also due to the increasing attention that potential tourists pay to risk when travelling, as well as to safety in terms of hygiene and cleanliness (Yang et al., 2021). In total, there are seven papers analysed that explore different risk perception aspects of travel

koji se bave istraživanjem percepcije rizičnosti različitih aspekata putovanja tijekom pandemije bolesti COVID-19 (tab. 5). Kao i u prethodnoj temi, i ovdje dominiraju kvantitativne istraživačke metode koje različitim računskim modelima obrađuju podatke uglavnom prikupljene metodom anketiranja.

Svojim teorijskim okvirom Han i dr. (2020) objasnili su poslijepandemijske namjere putovanja američkih turista, a njihovi su rezultati pokazali da je „predloženi teorijski okvir pokazao kako kognitivna dimenzija, voljna dimenzija i nevoljna dimenzija pokreću međunarodne turističke namjere putnika prema sigurnijim destinacijama” (Han i dr., 2020, 10). Hao i dr. (2021) svojim su istraživanjem o utjecaju pandemije na spremnost turista za putovanja dokazali da ljudi u vrijeme pandemije, očekivano, iskazuju manju želju za putovanjima, a sve zbog negativnih utjecaja koji takvu pojavu prate. Istraživanje o utjecaju pandemije na odabir turističke destinacije koje su na temelju prodanih *online* ulaznica za pojedine turističke atrakcije proveli Li i dr. (2021a) dovelo je do zaključka da turisti izbjegavaju putovati u destinacije s više potvrđenih COVID-19 slučajeva u odnosu na njihovo mjesto prebivališta, a umjesto toga preferiraju lokalne atrakcije i destinacije bliže svomu domu. Seraphin i Dosquet (2020) odlučili su kroz analizu medijskih članaka na primjeru Francuske analizirati kakve su mogućnosti da vikendaštvo i planinski turizam postanu svojevrsni turistički placebo za one koji odluče putovati nakon što pandemijski uvjeti to ponovno dopuste. Istraživanje koje su proveli Srisawat i dr. (2023) pokazalo je da su smještaj i protok informacija najvažniji čimbenici koji su utjecali na donošenje odluka o putovanju kod turista koji su tijekom pandemije bolesti COVID-19 posjetili Tajland, dok je način prijevoza, kod istih turista, imao najmanji utjecaj. Villace-Molinero i dr. (2021) u svom radu donose pregled ključnih čimbenika o kojima ovisi ponašanje turista u smislu otkazivanja ili neotkazivanja planiranih putovanja u pandemijskim uvjetima. Zheng i dr. (2021) svojim su istraživanjem dokazali da kod ljudi postoji određeni „strah” od putovanja tijekom pandemije, ali i da postoje različite strategije suočavanja s njime u svrhu ponovnih pokretanja putovanja nakon završetka pandemije.

during the COVID-19 pandemic (Tab. 5). As with the previous topic, quantitative research methods dominate, using various calculation models to process data collected mainly through the survey method.

Han et al. (2020) used their theoretical framework to explain the travel intentions of American tourists after the pandemic and their results showed that “the proposed theoretical framework showed how the cognitive dimension, the volitional dimension, and the nonvolitional dimension drive travelers’ international tourism intentions for safer destinations.” (Han et al., 2020, 10). In their study on the impact of the pandemic on tourists’ willingness to travel, Hao et al. (2021) showed that, as expected, people were less willing to travel during a pandemic due to the negative influences that accompany such a phenomenon. Research on the impact of the pandemic on destination choice conducted by Li et al. (2021a) based on tickets sold online for certain tourist attractions concluded that tourists avoid travelling to destinations with more confirmed COVID-19 cases compared to their place of residence and instead prefer local attractions and destinations close to their place of residence. Seraphin and Dosquet (2020) decided to analyse media articles using the example of France to examine the possibilities for second-home tourism and mountain tourism to become a kind of tourist placebo for those who decided to travel after the pandemic subsided. Research by Srisawat et al. (2023) showed that accommodation and information flow were the most important factors influencing the travel decisions of tourists visiting Thailand during the COVID-19 pandemic, while mode of transport had the least influence on the same tourists. Villace-Molinero et al. (2021) provided an overview of the key factors influencing tourists’ behaviour in terms of cancelling or not cancelling planned trips under pandemic conditions. Zheng et al. (2021) demonstrated that people showed a certain “fear” of travelling during a pandemic, but also that there were different strategies to deal with this in order to be able to travel again after the pandemic has ended.

Utjecaj pandemije bolesti COVID-19 na turizam i putovanja u svijetu i Hrvatskoj: pregled ranijih istraživanja

The impact of the COVID-19 pandemic on tourism and travel in the world and in Croatia: an overview of the initial research findings

Tab. 5. Pregled analiziranih radova koji se bave istraživanjem percepcije rizika u putovanjima tijekom pandemije bolesti COVID-19 i donošenja odluka u skladu s proizašlim procjenama
Tab. 5 An overview of the analysed papers dealing with the exploration of risk perception in travel during the COVID-19 pandemic and decision-making according to the resulting assessments

Autor(i) i godina objave / Author(s) and year of publication	Prostor istraživanja / Research area	Istraživački pristup / Research approach
Han et al. (2020)	SAD / USA	kvantitativni / Quantitative
Hao et al. (2021)	Kina (29 provincija) / China (29 provinces)	kvantitativni / Quantitative
Li et al. (2021a)	Kina (7 provincija) / China (7 provinces)	kvantitativni / Quantitative
Seraphin and Dosquet (2020)	Francuska / France	kvalitativni / Qualitative
Srisawat et al. (2023)	Tajland / Thailand	kvantitativni / Quantitative
Villacé-Molinero et al. (2021)	svijet / The world	mješoviti / Mixed methods research
Zheng et al. (2021)	Kina / China	kvantitativni / Quantitative

Izvor: vlastita analiza
Source: author's analysis

Simptomatično je da se rezultati mnogih istraživanja u ovoj tematskoj skupini preklapaju s rezultatima istraživanja o promjenama u ponašanju i motivaciji turista u vrijeme pandemije bolesti COVID-19. Dakle, s kojega god da se aspekta istražuje što turisti čine i preferiraju u vrijeme poremećaja kao što je pandemija, rezultati uglavnom pokazuju da se u tom slučaju biraju destinacije koje su bliže, manje popularne, omogućuju boravak na otvorenom prostoru u prirodi i ruralnim područjima i općenito nose manji rizik od zaraze i obolijevanja.

Istraživanja iz područja mogućih smjerova poslijepandemijskoga turizma

Kao što znanstvenici proučavaju utjecaj pandemije na turizam temeljem dostupnih podataka i dosadašnjim razvojnim obilježjima, neki od njih prihvatili su se i mnogo nezahvalnije zadaće, a to su pretežito kvalitativne procjene oporavka turističkoga sektora od posljedica pandemije, za koje se pritom koriste različiti projekcijski modeli i metode. Među 63 analizirana rada tako su

It is significant that the results of many studies in this topic group overlap with the results of studies on changes in the behaviour and motivation of tourists during the COVID-19 pandemic. Regardless of the aspect from which one examines tourist behavior in times of disruption such as a pandemic, the results usually show that destinations are chosen that are closer, less popular, allow a stay in the great outdoors and in rural areas, and generally pose a lower risk of infection and disease.

Research into possible directions for tourism after the pandemic

Just as researchers are studying the impact of the pandemic on tourism based on the available data and current development characteristics, some of them have also set themselves far less favourable tasks, which are mainly qualitative assessments of the recovery of the tourism sector from the consequences of the pandemic, using various forecasting models and methods.

Temeljna metoda istraživanja / Fundamental research method(s)	Objekt istraživanja / Object of research	Znanstveni časopis / Scientific journal
anketa, teorija planiranoga ponašanja / Survey research, theory of planned behavior (TPB)	poslijepandemijske namjere američkih turista / Post-pandemic intentions of American tourists	International Journal of Enviromental Research and Public Health
anketa / Survey research	utjecaj pandemije na spremnost turista za putovanja / The impact of the pandemic on tourists' willingness to travel	Tourism Review
računski modeli / Computational models	utjecaj pandemije na odabir turističke destinacije / The impact of the pandemic on the choice of destination	Annals of Tourism Research
analiza medijskih članaka / Analysis of media articles	vikendaštvo i planinski turizam kao mogući turistički placebo u vrijeme pandemije / Second-home tourism and mountain tourism as a possible tourist placebo during the pandemic	Worldwide Hospitality and Tourism Themes
anketa, modeliranje strukturnih jednadžbi (SEM) / Survey research, structural equation modelling (SEM)	utjecaj četiriju varijabli na odluke o putovanjima tijekom pandemije / The influence of four variables on travel decisions during the pandemic	Sustainability
anketa, intervju / Survey research, interviewing	čimbenici o kojima ovisi (ne)otkazivanje putovanja u vrijeme pandemije / Factors that depend on the (non-) cancellation of trips during the pandemic	Tourism Management
anketa / Survey research	stavovi turista o putovanjima nakon pandemije / The attitude of tourists towards travelling after the pandemic	Tourism Management

se našla četiri koja se bave mogućim poslijepandemijskim smjerovima razvoja, a koji ne uključuju održivi turizam kao ključnu os razvoja (tab. 6).

Brouder (2020) tako pandemiju bolesti COVID-19 vidi kao priliku da se dobro promisli kako će turizam izgledati u narednim desetljećima te nudi matricu potencijalnih evolucijskih putova njegove transformacije. Čorak i dr. (2020) u svom su radu usporedile poglede znanstvenika i turističkih djelatnika na mogućnosti za oporavak turizma za vrijeme i nakon pandemije bolesti COVID-19 i došle do zaključka da su njihovi stavovi prilično slični kada se radi o kratkoročnom razdoblju, no kada se radi o dugoročnim ciljevima, tu se njihovi pogledi već znatno razlikuju. Posebno naglašavaju da bi turistički djelatnici trebali biti otvoreniji prema obrazovanju koje bi, osim temeljnih znanja iz ugostiteljstva i menadžmenta, trebalo obuhvatiti i druga područja poput okoliša, psihologije i suvremene tehnologije, dok bi, s druge strane, znanstvenici rezultate svojih istraživanja trebali

Among the 63 papers analysed, there were also four dealing with possible post-pandemic development directions that do not include sustainable tourism as a key axis of development (Tab. 6).

Brouder (2020) therefore regarded the COVID-19 pandemic as an opportunity to think carefully about what tourism will look like in the coming decades and offered a matrix of possible development paths for its transformation. In their paper, Čorak et al. (2020) compared the views of scientists and tourism professionals on the possibilities of tourism recovery during and after the COVID-19 pandemic and concluded that their views are quite similar over the short-term, but when it comes to long-term goals, they differ significantly. They strongly emphasise that tourism workers should be more open to education, which should include other areas such as the environment, psychology and modern technology in addition to basic hospitality and management skills, while, on the other hand, scientists should simplify the results of their research

Tab. 6. Pregled analiziranih radova o mogućim smjerovima razvoja turizma nakon završetka pandemije bolesti COVID-19
Tab. 6 An overview of analysed papers on possible directions of tourism development after the COVID-19 pandemic

Autor(i) i godina objave / Author(s) and year of publication	Prostor istraživanja / Research area	Istraživački pristup / Research approach	Temeljna metoda istraživanja / Fundamental research method(s)	Objekt istraživanja / Object of research	Znanstveni časopis / Scientific journal
Brouder (2020)	nedefiniran / Undefined	kvalitativni / Qualitative	komentar situacije / Comment on the situation	mogući smjerovi razvoja turizma nakon pandemije / Possible directions of tourism development after the pandemic	Tourism Geographies
Čorak et al. (2020)	Hrvatska / Croatia	kvalitativni / Qualitative	pregled literature, intervju / Literature review, interviewing	pogledi znanstvenika i turističkih djelatnika na prilike za oporavak turizma za vrijeme i nakon pandemije / The views of scientists and tourism workers on the possibilities of tourism recovery during and after the pandemic	Tourism: An International Interdisciplinary Journal
Lew et al. (2020)	nedefiniran / Undefined	kvalitativni / Qualitative	gledište autora / Author's point of view	budućnost turizma i putovanja nakon pandemije / The future of tourism and travel after the pandemic	Tourism Geographies
Zhang et al. (2022)	Hong Kong / Hong Kong	mješoviti / Mixed methods research	ARDL-ECM, analiza scenarija, Delphi / ARDL-ECM, scenario analysis, Delphi	predviđanje kretanja broja turista i finansijskih gubitaka 2021. – 2024. / Forecasting trends in the number of tourists and financial losses 2021-2024	Annals of Tourism Research

Izvor: vlastita analiza
Source: author's analysis

pojednostaviti i tako ih približiti svim aktivnim i zainteresiranim dionicima u turizmu. Grupa uglednih znanstvenika koji se bave područjem turizma također je dala svoje viđenje o tome kako pandemijski događaji iz 2020. godine mogu pridonijeti transformaciji čitavoga planeta, a osobito turizma (Lew i dr., 2020). Zhang i dr. (2021) su, kombinirajući kvalitativne i kvantitativne istraživačke metode, izradili projekciju utjecaja pandemije bolesti COVID-19 na broj turističkih dolazaka u Hong Kong iz 16 za njih najvažnijih emitivnih turističkih tržišta te procjenu ekonomskih učinaka pandemije na hongkonške prihode od turizma.

Istraživanja iz područja ranjivosti i otpornosti turističkih destinacija

Tema ranjivosti i otpornosti turističkih destinacija rijetko se pojavljuje samostalno u istraživanjima o utjecajima pandemije bolesti COVID-19 na turizam, ali ne zbog toga što nije potrebna ili zanimljiva znanstvenicima, već zbog toga što se uglavnom ugrađuje u druge teme, poput održivih budućnosti ili strategija za oporavak i izlazak iz krize (Yang i dr., 2021). U ovome pregledu analizom su ipak izdvojena četiri rada koja se primarno bave ranjivošću i otpornošću turističkih destinacija na negativne posljedice koje je pandemija bolesti COVID-19 ostavila na turizam (tab. 7).

and in this way bring them closer to all active and interested stakeholders in tourism. A group of distinguished scientists working in the field of tourism also commented on how the pandemic events of 2020 can contribute to the transformation of the entire planet, especially tourism (Lew et al., 2020). Using a combination of qualitative and quantitative research methods, Zhang et al. (2021) produced a projection of the impact of the COVID-19 pandemic on the number of tourist arrivals to Hong Kong from 16 outbound tourism markets of importance to them, as well as an assessment of the economic impact of the pandemic on Hong Kong's tourism revenue.

Research into the vulnerability and resilience of destinations

The topic of vulnerability and resilience of destinations rarely appears alone in research on the impact of the COVID-19 pandemic on tourism, but not because it is not necessary or interesting for researchers, rather because it is usually integrated into other topics such as sustainable futures or strategies for recovery and overcoming the crisis (Yang et al., 2021). In this review, however, four studies were singled out that primarily deal with the vulnerability and resilience of destinations to the negative consequences of the COVID-19 pandemic for tourism (Tab. 7).

Istražujući turističku ranjivost španjolskih regija u uvjetima pandemije, Duro i dr. (2021) došli su do zaključka da su najranjiviji dijelovi regija glavnoga grada te čitava sredozemna obala te dvije španjolske otočne skupine u Sredozemnom moru i Atlantskom oceanu, dakle regije koje su turistički najposjećenije. Analizirajući dva različita tipa marginaliziranih područja u Hrvatskoj (planinsko područje Gorskoga kotara te otoke Lastovo i Mljet), Fuerst-Bjeliš i Šulc (2022) došli su do zaključka da su oba marginalizirana područja ostvarila manje turističke gubitke nego Hrvatska u cjelini, ali su veću otpornost na poremećaje uzrokovane pandemijom ipak pokazala kontinentalna područja (Gorski kotar) u odnosu na ona priobalna (Lastovo i Mljet), koja su i prije pandemije imala veći udio domaćih turista. Grofelnik (2020) je svojim izračunima pokazao da plaže Grada Malog Lošinja u Hrvatskoj u uvjetima pretpandemijske 2018. godine nisu bile preopterećene brojem posjetitelja, no u pandemijskim uvjetima (uz poštivanje epidemioloških mjera) na pojedinim tipovima plaža (plaže unutar naselja) one neće biti dostatne za očekivani broj posjetitelja, što bi nadležne institucije svakako trebale uzeti u obzir prilikom održivoga prostornog planiranja turističkih sadržaja. Värzaru i dr. (2021) istovremeno su, uz mjere za osiguranje otpornosti turističkoga sektora tijekom pandemije na području Europske unije, istražili i posljedice pandemije na turizam, ali i gospodarstvo u cjelini.

When analysing the tourism vulnerability of Spanish regions in the event of pandemic, Duro et al. (2021) concluded that the region of the capital city, as well as the entire Mediterranean coast and the two Spanish archipelagos in the Mediterranean and Atlantic, which are the most visited by tourists, are the most vulnerable. Fuerst-Bjeliš and Šulc (2022) analysed two different types of marginalized areas in Croatia (the mountainous region of Gorski Kotar and the islands of Lastovo and Mljet) and concluded that both marginalized areas experienced smaller losses in tourism than Croatia as a whole. However, the continental areas (Gorski Kotar) proved to be more resilient to the disruption caused by the pandemic than the coastal areas (Lastovo and Mljet), which had a higher proportion of domestic tourists before the pandemic. Grofelnik (2020) has shown with his calculations that the beaches of the Town of Mali Lošinj in Croatia were not overloaded with the number of visitors under pre-pandemic conditions in 2018, but under pandemic conditions (in compliance with epidemiological measures) certain types of beaches (beaches within settlements) would not be able to cope with the expected number of visitors, which the competent institutions should certainly take into account when planning sustainable tourist facilities. At the same time, Värzaru et al. (2021) also analysed the impact of the pandemic on tourism and the economy as a whole, as well as measures to ensure the resilience of the tourism sector in the European Union during the pandemic.

Tab. 7. Pregled analiziranih radova o ranjivosti i otpornosti turističkih destinacija na negativne posljedice pandemije bolesti COVID-19
Tab. 7 Overview of analysed papers on the vulnerability and resilience of destinations to the negative consequences of the COVID-19 pandemic

Autor(i) i godina objave / Author(s) and year of publication	Prostor istraživanja / Research area	Istraživački pristup / Research approach	Temeljna metoda istraživanja / Fundamental research method(s)	Objekt istraživanja / Object of research	Znanstveni časopis / Scientific journal
Duro et al. (2021)	Španjolska / Spain	kvantitativni / Quantitative	indeks turističke ranjivosti / Tourism Vulnerability Index	turistička ranjivost i otpornost španjolskih regija u uvjetima pandemije / Vulnerability and resilience of Spanish regions in the event of a pandemic	Tourism Management Perspectives
Fuerst-Bjeliš and Šulc (2022)	Hrvatska (Delnice i Mrkopalj te otoci Lastovo i Mljet) / Croatia (Delnice and Mrkopalj and the islands of Lastovo and Mljet)	mješoviti / Mixed methods research	deskriptivna statistika, intervju, analiza medijskih članaka / Descriptive statistics, interviewing, analysis of media articles	turistička otpornost i prilagodljivost marginaliziranih područja na pandemijske uvjete / resilience and adaptability of marginalised areas to pandemics	Perspectives on Geographical Marginality
Grofelnik (2020)	Hrvatska (Grad Mali Lošinj) / Croatia (the Town of Mali Lošinj)	mješoviti / Mixed methods research	terenski uvid, analiza literature, računska mjerenja i analize / Direct field insight, a review of the literature, computational measurements and analyses	opterećenost plaža Grada Malog Lošinja u realnim i pandemijskim uvjetima turističke sezone / Workload on the beaches of Mali Lošinj under real and pandemic conditions during the tourist season	Hrvatski geografski glasnik / Croatian Geographical Bulletin
Värzaru et al. (2021)	Europska unija / European Union	mješoviti / Mixed methods research	analiza umjetnih neuronskih mreža, modeliranje strukturnih jednadžbi, klaster-analiza, analiza literature / Analysis of artificial neural networks (ANN), structural equations modelling (SEM), cluster analysis, literature analysis	posljedice pandemije na turizam i gospodarstvo u cjelini te mjere za osiguranje otpornosti turističkoga sektora tijekom pandemije / The impact of the pandemic on tourism and the economy as a whole and measures to ensure the resilience of the tourism sector during the pandemic	Sustainability

Izvor: vlastita analiza
Source: author's analysis

Kao i u nekim ranije analiziranim radovima (npr. Borges-Tiago i dr. (2021), Seraphin i Dosquet (2020), Singh (2021), Vaishar i Šťastná (2022), Šulc i Fuerst-Bjeliš (2021) itd.), i s ovoga je aspekta vidljivo da turisti u vrijeme pandemije više traže bliže, cestovno dostupnije, rjeđe naseljene i manje posjećene destinacije ruralnoga i prirodnoga karaktera nauštrb napučenijih i uglavnom masovnom turizmu okrenutih urbanih i/ili priobalnih destinacija.

Istraživanja iz područja uporabe tehnologije za potrebe turizma u vrijeme pandemije

Yang i dr. (2021) smatraju da tehnologija ima ključnu ulogu u otpornosti turizma uslijed pandemije bolesti COVID-19 jer nudi rješenja za različite izravne i neizravne probleme povezane s njom. Kao primjere novih tehnoloških usluga koje su tijekom pandemije najviše došle do izražaja spominju primjerice virtualne obilaske turističkih destinacija/atrakcija, robote u uslužnim djelatnostima, usluge dostave dronovima, mobilno plaćanje te inovacije poput aplikacija za praćenje (samo)izolacije pojedinaca ili kretanje broja zaraženih na nekom području. Ipak, u ovoj je analizi to za istraživače bila jedna od najmanje

As in some previously analysed papers (e.g. Borges-Tiago et al. (2021), Seraphin and Dosquet (2020), Singh (2021), Vaishar and Šťastná (2022), Šulc and Fuerst-Bjeliš (2021) etc.), it is also clear from this aspect that, during the pandemic, tourists were looking for destinations with a rural and natural character that are closer, easier to reach by car, less populated and less visited, at the expense of overcrowded and mostly mass tourism-oriented urban and/or coastal destinations.

Research into the use of technology to meet the needs of tourism during the pandemic

Yang et al. (2021) stated that technology plays a key role in the resilience of tourism during the COVID-19 pandemic because it provides solutions to various direct and indirect problems associated with it. Examples of new technological services that have come to the fore during the pandemic include virtual tours of tourist destinations/attractions, robots in the service industry, drone delivery services, mobile payments and innovations such as applications to monitor people's (self-)isolation or the number of infected people in a given area. However, this was one of the least researched topics for researchers in

istraženih tema, pa joj se tako mogu pridružiti samo dva analizirana rada (tab. 8), a zanimljivo je i da se oba rada bave sličnom temom – korištenjem digitalnih platformi za iznajmljivanje smještaja, ali se pritom koriste različitom metodologijom istraživanja.

Dolnicar i Zare (2020) smatraju da će pandemija dugoročno poremetiti tržište ugovaranja turističkoga smještaja putem internetskih platforma jer će se mnogi iznajmljivači zbog ovoga, ali i mogućih budućih ekonomskih šokova, radije okrenuti sigurnosti dugoročnoga iznajmljivanja nego nesigurnosti koju za sobom donosi kratkoročno turističko iznajmljivanje. Do sličnih su rezultata, uz to izradivši i tipologiju privatnih iznajmljivača temeljenu na njihovim daljnjim planovima vezanim uz iznajmljivanje vlastitih smještajnih jedinica, u četirima mediteranskim turističkim državama stigle Farmaki i dr. (2020).

this analysis, so only two analysed papers can be added on this topic (Tab. 8). It is also interesting to note that both papers deal with a similar topic – the use of digital platforms for renting accommodation, but they use a different research methodology.

Dolnicar and Zare (2020) stated that the pandemic would disrupt the market for booking tourist accommodation via online platforms in the long term because many accommodation owners would prefer to rely on the security of long-term rentals, rather than the uncertainty associated with short-term tourism rentals, due to the pandemic and possible future economic shocks. Farmaki et al. (2020) came to similar conclusions for four Mediterranean tourism countries by creating a typology of private accommodation owners based on their future plans regarding the rental of their own accommodation units.

Tab. 8. Pregled analiziranih radova o uporabi tehnologije za potrebe turizma u vrijeme pandemije bolesti COVID-19
Tab. 8 An overview of analysed papers on the use of technology for the needs of tourism during the COVID-19 pandemic

Autor(i) i godina objave / Author(s) and year of publication	Prostor istraživanja / Research area	Istraživački pristup / Research approach		Temeljna metoda istraživanja / Fundamental research method(s)	Objekt istraživanja / Object of research	Znanstveni časopis / Scientific journal
Dolnicar and Zare (2020)	nedefiniran / Undefined	mješoviti / Mixed methods research		gledište autorica, konceptualna statistička analiza / Authors' point of view, conceptual	dugoročni utjecaj pandemije na iznajmljivanje smještaja putem digitalnih platforma / The long-term impact of the pandemic on the rental of accommodation via digital platforms	Annals of Tourism Research
Farmaki et al. (2020)	Mediteran (Hrvatska, Cipar, Grčka, Španjolska) / Mediterranean (Croatia, Cyprus, Greece, Spain)	kvalitativni / Qualitative		intervju / Interviewing	turistička otpornost i prilagodljivost marginaliziranih utjecaj pandemije na iznajmljivanje smještaja putem digitalnih platforma / The impact of the pandemic on the rental of accommodation via digital platforms	International Journal of Hospitality Management

Izvor: vlastita analiza
Source: author's analysis

Istraživanja iz područja digitalnoga turizma

Iako su mnogi pružatelji turističkih usluga svoje sadržaje tijekom pandemije prebacili u virtualnu stvarnost i tako donekle pokušali nadomjestiti nedostatak posjetitelja uživo, bilo zbog ograničenja u putovanjima, zabrane rada bilo zbog turista koji su sami odlučili tako, ovaj oblik turizma nije privukao značajniji interes istraživača koji bi se više posvetili ovom obliku nadomjestka pravim putovanjima. Od 63 analizirana rada tako se nalazi samo jedan koji se bavi digitalnim turizmom kao istraživačkim objektom (tab. 9). U tom su radu Akhtar i dr. (2021) istražili ima li budućnosti za digitalni turizam i nakon što pandemija jednoga dana završi i došli do zaključka da, osim što je virtualni turizam praktična zamjena za masovni turizam tijekom pandemije, to može ostati i nakon njezina završetka.

Research in the field of digital tourism

Although many tourism service providers shifted their content to virtual reality during the pandemic in an attempt to compensate somewhat for the lack of live visitors, whether due to travel restrictions, work bans or tourists deciding to do so themselves, this form of tourism did not attract much interest from researchers who would be more concerned with this form of substitute for real travel. Among the 63 papers analysed, there is only one that deals with digital tourism as a subject of research (Tab. 9). In this paper, Akhtar et al. (2021) investigated whether digital tourism has a future even after the end of the pandemic and concluded that virtual tourism is not only a practical substitute for mass tourism during the pandemic, but could remain so after its end.

Tab. 9. Pregled analiziranih radova o digitalnim oblicima turizma u vrijeme pandemije bolesti COVID-19
Tab. 9 An overview of analysed papers on digital forms of tourism during the COVID-19 pandemic

Autor(i) i godina objave / Author(s) and year of publication	Prostor istraživanja / Research area	Istraživački pristup / Research approach		Temeljna metoda istraživanja / Fundamental research method(s)	Objekt istraživanja / Object of research	Znanstveni časopis / Scientific journal
Akhtar et al., 2021	nedefiniran / Undefined	mješoviti / Mixed methods research		analiza literature, klaster-analiza, bibliometrijska analiza / Literature analysis, cluster analysis, bibliometric analysis	budućnost digitalnoga turizma nakon pandemije / The future of digital tourism after the pandemic	Sustainability

Izvor: vlastita analiza
Source: author's analysis

Utjecaj pandemije bolesti COVID-19 na turizam i putovanja u svijetu i Hrvatskoj: pregled ranijih istraživanja

The impact of the COVID-19 pandemic on tourism and travel in the world and in Croatia: an overview of the initial research findings

Hrvatska kao prostor istraživanja utjecaja pandemije bolesti COVID-19 na turizam i putovanja

Od 63 analizirana rada Hrvatska se kao prostor istraživanja pojavljuje u njih 13 (21 %). Od toga se u sedam radova pojavljuje kao glavni (jedini) prostor istraživanja, dok se još u šest radova pojavljuje kao prostor istraživanja u manjoj, srednje velikoj ili globalnoj skupini promatranih država. Analizirajući tematski, i Hrvatska je, kao prostor istraživanja, najzastupljenija u općenito najzastupljenijoj temi *trenutačnom utjecaju pandemije na različite aspekte turizma* s čak pet radova (dva u kojima je Hrvatska jedini/glavni ciljani istraživački prostor i još tri u kojima se analizira kao dio skupine istraživanih država). Ostalih osam radova raspoređeno je u šest različitih tema: *pandemija kao prilika za (buduću) uspostavu održivoga turizma i uporaba tehnologije za*

Croatia as a research area for the impact of the COVID-19 pandemic on tourism and travel

Out of 63 papers analysed, Croatia appears as a research area in 13 of them (21%). It appears as the main (only) research area in seven of these 13 papers, while in further six papers it appears as a research area in a smaller, medium or global group of observed countries. In a thematic analysis Croatia is most strongly represented as a research area in the most common topic, *the current impact of the pandemic on various aspects of tourism*, with five papers (in two papers Croatia is the only/main research area and in three other papers it is analysed as part of the group of countries studied). The other eight papers are divided into six different topics: *the pandemic as an opportunity for the (future) establishment of sustainable tourism* and *the use of technology*

potrebe turizma u vrijeme pandemije (kao jedna od analiziranih država), *strategije za prevladavanje krize i oporavak turizma, promjene u motivaciji i ponašanju turista, poslijepandemijski turizam – mogući smjerovi* (kao glavno područje istraživanja) te *ranjivost i otpornost turističkih destinacija* (dva rada kao glavno područje istraživanja i jedan rad kao dio skupine analiziranih država). U dva od devet izdvojenih tematskih područja Hrvatska se ni u kojem obliku ne pojavljuje kao prostor istraživanja: *percepcija rizika u putovanjima i donošenje odluka u skladu s proizašlim procjenama* te *digitalni turizam*, koji je i među svim analiziranim radovima najmanje zastupljena tema sa samo jednim pripadajućim radom.

Sumarno, samo u dvjema od devet izdvojenih tema Hrvatska je kao prostor istraživanja zastupljena s više od jednoga rada: *trenutačni utjecaj pandemije na različite aspekte turizma te ranjivost i otpornost turističkih destinacija*. Iz toga je vidljivo da se radovi koji uključuju Hrvatsku kao prostor istraživanja bave prvenstveno receptivnim obilježjima i posljedicama pandemije na turizam, dok je prisutan manjak radova koji se bave emitivnim obilježjima turizma i odlukama koje tijekom pandemije donose hrvatski turisti te radova o strategijama za prevladavanje krize te posljedično oporavka od njezinih negativnih posljedica.

Usporedba s novijim radovima

S ciljem usporedbe radova objavljenih početkom i na vrhuncu pandemije s onima objavljenima pri njezinu kraju i nakon službenoga završetka (2023. i 2024. godine) analizirana su i 63 rada iz toga razdoblja (tab. 10 i 11), koji su pokazali određene razlike u pristupu i temama kojima se istraživači bave. Ti će se radovi također analizirati tematski i metodološki, ali se zbog ograničenosti prostora neće ulaziti u njihov sadržaj. Ipak, valja napomenuti da rezultate ove analize ne bi trebalo generalizirati jer se određeni dio radova, iako objavljeni 2023. ili 2024. godine, oslanja na rezultate istraživanja provedenih još na početku ili vrhuncu pandemije, tijekom 2020. i 2021. godine.

for tourism needs during the pandemic (as one of the analysed countries), *strategies to overcome the crisis and recover tourism, changes in the motivation and behaviour of tourists, post-pandemic tourism – possible directions* (as the main research area) and *the vulnerability and resilience of destinations* (two papers as the main research area and one paper as part of a group of analysed countries). In two of the nine selected topics, Croatia does not appear as a research area in any form: *risk perception in travel and decision-making according to the resulting assessments*, and *digital tourism*, which is the least represented topic among all the papers analysed with only one contribution.

To summarise, Croatia as a research area is represented with more than one contribution in only two of the nine selected topics: *the current impact of the pandemic on various aspects of tourism* and *vulnerability and resilience of destinations*. The analysis thus shows that the papers that include Croatia as a research area mainly deal with the characteristic of inbound tourism and the consequences of the pandemic for tourism, while there is a lack of papers dealing with the characteristic of outbound tourism and the decisions of Croatian tourists during the pandemic, as well as papers on strategies for overcoming the crisis and thus recovering from its negative consequences.

Comparison with works of more recent date of publication

With the aim of comparing papers published at the beginning and at the peak of the pandemic with those published at its end and after its official end (in 2023 and 2024), 63 papers from that period were analysed (Tabs. 10 and 11), which showed certain differences in the approach and topics that researchers deal with. These papers are also analysed thematically and methodologically, but due to space limitations, their content will not be discussed. However, it should be noted that the results of this analysis should not be generalized because a certain proportion of the papers, even if published in 2023 or 2024, are based on the results of research conducted at the beginning or the peak of the pandemic, during 2020 and 2021.

Tab. 10. Usporedba analiziranih radova o utjecaju pandemije bolesti COVID-19 na turizam prema tematskim područjima i vremenu objavljivanja
Tab. 10 Comparison of the analysed papers on the impact of the COVID-19 pandemic on tourism by topic area and time of publication

Tematsko područje / Thematic area	Ranija istraživanja (broj radova)* / Initial research (total number of papers)*	Novija istraživanja (broj radova objavljenih 2023. i 2024. godine)* / Recent research (number of papers published in 2023 and 2024)*
trenutačni utjecaj pandemije na različite aspekte turizma / The current impact of the pandemic on various aspects of tourism	21 (5)	32 (11)
strategije za prevladavanje krize i oporavak turizma / Strategies to overcome the crisis and recover tourism	9 (1)	9 (2)
pandemija kao prilika za (buduću) uspostavu održivoga turizma / The pandemic as an opportunity for the (future) establishment of sustainable tourism	8 (1)	2
promjene u motivaciji i ponašanju turista / Changes in the motivation and behaviour of tourists	7 (1)	7
percepcija rizika u putovanjima i donošenje odluka u skladu s proizašlim procjenama / Risk perception in travel and decision-making in accordance with the resulting assessments	7	2
poslijepandemijski turizam – mogući smjerovi / Post-pandemic tourism – possible directions	4 (1)	5 (1)
ranjivost i otpornost turističkih destinacija / Vulnerability and resilience of destinations	4 (3)	4 (1)
uporaba tehnologije za potrebe turizma u vrijeme pandemije / The use of technology for tourism needs During the pandemic	2 (1)	0
digitalni turizam / Digital tourism	1	2 (1)

Izvor: vlastita analiza (* broj u zagradi označava broj radova koji se odnose na Hrvatsku kao prostor istraživanja)
Source: author's analysis (*the number in brackets indicates the number of papers related to Croatia as a research area)

Analiza je pokazala da i u radovima novijega datuma istraživače najviše zanimaju teme vezane uz *trenutačne posljedice pandemije na različite aspekte turizma*. Međutim, dok je u ranijim istraživanjima takvih radova bila 1/3 od ukupnoga broja analiziranih radova, među radovima novijega datuma njihov se udio povećao na malo iznad 50 % (32 od 63 rada), a uz to su, za razliku od ranijih radova, noviji dominantno kvantitativnoga pristupa (3/4 radova), što upućuje na zaključak da se istraživači protokom pandemije više okreću njezinim konkretnim posljedicama, potkrijepljeni matematičkim i/ili statističkim dokazima. Druga značajnija promjena (pad s osam na samo dva zabilježena rada) zabilježena je u temi *pandemija kao prilika za (buduću) uspostavu održivoga turizma*, što može upućivati i na to da su i istraživači s protokom pandemije, uvidjevši stvarni razvoj situacije u turizmu i turističkim kretanjima, shvatili da će se nakon pandemije turizam teško sustavno i značajno promijeniti. Primjerice, Opačić i Koderman (2024, 248) u svom su radu zaključili da se „čini da se često spominjana ‘nova

The analysis has shown that even in more recent papers, researchers are primarily interested in topics related to *the current impact of the pandemic on various aspects of tourism*. However, while in earlier research such papers accounted for 1/3 of the total number of papers analysed, in more recent papers this share increased to slightly more than 50% (32 out of 63 papers), and furthermore, in contrast to earlier papers, in more recent papers with a predominantly quantitative approach (3/4 of the papers), suggest the conclusion that as the pandemic progresses, researchers are turning more to the concrete consequences supported by mathematical and/or statistical evidence. Another significant change (a decrease from eight to only two recorded contributions) was recorded on the topic of *the pandemic as an opportunity for the (future) establishment of sustainable tourism*, which may also indicate that even with the flow of the pandemic, having seen the real development of the situation in tourism and tourism movements, researchers have realised that tourism is not likely to change systematically and significantly after the pandemic. For example, Opačić and Koderman (2024, 248) con-

stvarnost’ brzo vraća na obrazac prije pandemije unatoč kataklizmičnim prognozama koje su se dogodile ubrzo nakon početka pandemije”, a na sličnom su tragu i Yamin i dr. (2023) koji pišu o fenomenu „osvetničkoga turizma” kao sastavnom dijelu prekomjernoga turizma nakon završetka pandemije. Značajnija promjena zabilježena je još i u temi *percepcija rizika u putovanjima i donošenje odluka u skladu s proizašlim procjenama*, gdje su također među novijim istraživanjima zabilježena samo dva rada, za razliku od prijašnjih sedam, što također upućuje na zaključak da je protok pandemije i brzi oporavak turizma pokazao da većina turista putovanja ne smatra osobito rizičnima pa rizičnost putovanja nije više ni predmet kojim se istraživači bave u većoj mjeri. Na drugom su mjestu po zastupljenosti (devet radova) i među novijim radovima oni koji se bave *strategijama za prevladavanje krize i oporavak turizma*, ponovno s dominantno kvalitativnim metodama, dok je treća najzastupljenija tema ona o *promjenama u motivaciji i ponašanju turista*, također bez značajnijih promjena u istraživačkom pristupu i metodama istraživanja. Tema *ranjivost i otpornost turističkih destinacija* također je zastupljena s jednakim brojem radova kao i u radovima s početka pandemije, ali u novijoj fazi dominiraju kvalitativne istraživačke metode, za razliku od ranije, kada su najčešće kombinirane s kvantitativnim metodama. Po jedan rad

cluded in their paper that “the oft-mentioned “new reality” seems to quickly return to the pre-pandemic pattern despite cataclysmic prognoses which occurred soon after the beginning of the pandemic.” and Yamin et al. (2023) followed a similar path, writing about the phenomenon of “revenge tourism” as an integral part of overtourism after the end of the pandemic. A more marked change was also noted in the topic of *risk perception in travel and decision-making in accordance with the resulting assessments*, where only two papers were also recorded among the more recent research, in contrast to the previous seven, which also points to the conclusion that the course of the pandemic and the rapid recovery of tourism have shown that the majority of tourists do not see travelling as particularly risky, so that the riskiness of travelling is no longer an issue that researchers are addressing to a greater extent. In second place (nine contributions) and among the more recent contributions are those dealing with *strategies to overcome the crisis and recover tourism*, again using predominantly qualitative methods, while the third most represented topic is *changes in the motivation and behaviour of tourists*, again without significant changes in research approach and methods. The topic of the *vulnerability and resilience of destinations* is also represented with the same number of papers as in the papers from the early days of the pandemic, but in the recent phase, qualitative research methods dominate, in contrast to earlier, when they were mostly combined with

više u odnosu na prvi dio pandemije zabilježen je u temama *poslijepandemijski turizam – mogući smjerovi* te *digitalni turizam*, dok je jedina tema u kojoj u analizi novijih radova nije zastupljen ni jedan rad *uporaba tehnologija za potrebe turizma u vrijeme pandemije*, što svakako jest zanimljivo te ostavlja mjesto za daljnja istraživanja oko toga koji su tomu razlozi.

Hrvatska se, kao prostor istraživanja, pojavljuje u 16 od 63 analizirana rada novijega datuma (25 %), što je malo više od radova iz ranije faze istraživanja. Tematski raspored također je sličan pa se uvjerljivo najviše radova (11) odnosi na općenito najzastupljeniju temu *trenutačni utjecaj pandemije na različite aspekte turizma* (četiri rada kao jedini prostor istraživanja i sedam radova kao jedna od država u istraživanju). Ostalih pet radova raspoređeno je u četiri različite teme: *strategije za prevladavanje krize i oporavak turizma* (dva rada, oba kao jedini prostor istraživanja), *poslijepandemijski turizam – mogući smjerovi* (jedan rad kao jedna od devet istraživanih država), *ranjivost i otpornost turističkih destinacija* (jedan rad kao glavni istraživački prostor) te *digitalni turizam* (također jedan rad kao glavni istraživački prostor). Može se, dakle, zaključiti, da na početku i na kraju pandemije nema značajnije tematske i metodološke razlike u radovima koji se bave istraživanjem utjecaja pandemije bolesti COVID-19 na prostoru Hrvatske.

quantitative methods. Another paper was written on the topics of *post-pandemic tourism – possible directions* and *digital tourism*, while the only topic on which the analysis of recent contributions does not contain a single paper is *the use of technology for tourism needs during the pandemic*, which is certainly interesting and leaves room for further research into the reasons for this.

Croatia, as a research area, appears in 16 of the 63 recent papers analysed (25%), which is slightly more than in the papers from the earlier phase of research. The thematic breakdown is also similar, with the vast majority of papers (11) relating to the most common topic, *the current impact of the pandemic on various aspects of tourism* (four papers as a single research area and seven papers as one of a larger or smaller number of countries in the research). The other five papers are divided into four different topics: *strategies to overcome the crisis and recover tourism* (two papers, sharing a single research area), *post-pandemic tourism – possible directions* (one paper as one of the nine countries studied), *vulnerability and resilience of destinations* (one paper with a single research area) and *digital tourism* (also one paper as a single research area). It can be concluded that at the beginning and at the end of the pandemic, there are no significant thematic and methodological differences in the papers dealing with research on the impact of the COVID-19 pandemic on the territory of Croatia.

Utjecaj pandemije bolesti COVID-19 na turizam i putovanja u svijetu i Hrvatskoj: pregled ranijih istraživanja

The impact of the COVID-19 pandemic on tourism and travel in the world and in Croatia: an overview of the initial research findings

Tab. 11. Tematska i metodološka analiza radova novijega datuma objavljivanja (2023. i 2024. godine)
Tab. 11 Thematic and methodological analysis of papers of recent publication date (2023 and 2024)

Autor(i) i godina objave / Author(s) and year of publication	Prostor istraživanja / Research area	Istraživački pristup / Research approach
Trenutačni utjecaj pandemije na različite aspekte turizma		
Abdelsalam et al. (2023)	SAD / USA	kvantitativni / Quantitative
Alves et al. (2023)	Portugal / Portugal	kvalitativni / Qualitative

Temeljna metoda istraživanja / Fundamental research method(s)	Objekt istraživanja / Object of research	Znanstveni časopis / Scientific journal
The current impact of the pandemic on various aspects of tourism		
TVP-VAR model / TVP-VAR model	učinci pandemijske neizvjesnosti na podsektore turizma u SAD-u (zrakoplovni prijevoznici, hoteli, restorani i putničke tvrtke) / The impact of pandemic uncertainty on the US tourism sub-sectors (airlines, hotels, restaurants and travel companies)	Tourism Economics
intervju / Interviewing	prepreke i ograničenja slijepih osoba u pogledu sudjelovanja u rekreaciji na otvorenom i turističkim aktivnostima te strategije korištene za njihovo nadvladavanje / Barriers and limitations faced by blind people when participating in outdoor recreation and tourism activities and strategies for overcoming them	Journal of Outdoor Recreation and Tourism

nastavak Tab. 11. Tematska i metodološka analiza radova novijega datuma objavljivanja (2023. i 2024. godine)
continued Tab. 11 Thematic and methodological analysis of papers of recent publication date (2023 and 2024)

Autor(i) i godina objave / Author(s) and year of publication	Prostor istraživanja / Research area	Istraživački pristup / Research approach
Caporale et al. (2023)	Srednja i Jugoistočna Europa (8 država) / Central and South-East Europe (8 countries)	kvantitativni / Quantitative
Cepni et al. (2023)	SAD / USA	kvantitativni / Quantitative
Cot et al. (2023)	Hrvatska / Croatia	kvantitativni / Quantitative
Curtale et al. (2023)	države članice EU-a i EFTA-e (razina NUTS2) / EU and EFTA member states (NUTS2 level)	kvantitativni / Quantitative
Čeperković and Čerović (2023)	Hrvatska, Mađarska, Slovenija i Srbija / Croatia, Hungary, Slovenia and Serbia	kvantitativni / Interviewing
Ganji et al. (2023)	Iran / Iran	kvalitativni / Qualitative
Gofran et al. (2023)	Ujedinjeno Kraljevstvo, Europa i Španjolska / UK, Europe and Spain	kvantitativni / Quantitative
Hu et al. (2024)	Kina / China	kvantitativni / Quantitative
Janta and Ladkin (2024)	nedefiniran / Undefined	kvalitativni / Qualitative
Koçak et al. (2023)	Turska / Turkey	kvantitativni / Quantitative
Kriaučinuas et al. (2023)	Litva / Lithuania	mješoviti / Mixed methods research
Liang et al. (2023)	Kina (provincija Gansu) / China (Gansu province)	kvantitativni / Quantitative
Liu et al. (2023b)	svijet / The world	kvantitativni / Quantitative
Mandić (2023)	Hrvatska (NP Plitvička jezera) / Croatia (Plitvice Lakes National Park)	mješoviti / Mixed methods research

Temeljna metoda istraživanja / Fundamental research method(s)	Objekt istraživanja / Object of research	Znanstveni časopis / Scientific journal
analiza statističkih podataka, frakcijska integracija / Analysis of statistical data, fractional integration	utjecaj pandemije na turističke rezultate / The impact of the pandemic on tourism results	Cogent Economics & Finance
vremenski promjenjiva robusna metoda Grangerove kauzalnosti (TVR-GC) / Time-varying robust Granger causality test (TVR-GC)	učinak neizvjesnosti izazvane pandemijom na cjelokupno američko tržište dionica te na dionice sektora industrije turizma i ugostiteljstva i njihovih podsektora / The effect of the uncertainty caused by the pandemic on the entire US stock market and on shares of the tourism and hospitality industry sectors and their subsectors	Tourism Economics
model frakcijskoga odgovora (FRM) / Fractional response model (frm)	utjecaj pandemije na turističku potražnju u europskim regijama / The impact of the pandemic on tourism demand in European regions	Annals of Tourism Research Empirical Insights
model frakcijskoga odgovora (FRM) / Fractional response model (frm)s	utjecaj pandemije na turističku potražnju u europskim regijama / The impact of the pandemic on tourism demand in European regions	Annals of Tourism Research Empirical Insights
deskriptivna statistika, matematički računski modeli / Descriptive statistics, mathematical calculation models	utjecaj pandemije na lječilišni turizam i predviđanje turističkih kretanja u poslijepandemijskom razdoblju (2023. – 2025.) / The impact of the pandemic on health tourism and the prediction of tourism trends in the post-pandemic period (2023-2025)	Ekonomika poljoprivrede / Economics of Agriculture
intervju / Interviewing	utjecaj pandemije na percepciju zajednice o negativnom utjecaju turizma na zdravlje / The impact of the pandemic on the population's perception of the negative effects of tourism on health	Tourism and Hospitality Research
ekonometrijski modeli / Econometric models	utjecaj pandemije na likvidnost turističke industrije / The impact of the pandemic on the liquidity of the tourism industry	Current Issues in Tourism
TVP-VAR okvir frekvencijske povezanosti / TVP-VAR-based frequency connectedness framework	utjecaj pandemije na kinesko tržište dionicama u pojedinim podsektorima turizma / The impact of the pandemic on the Chinese stock market in certain tourism sub-sectors	Research in International Business and Finance
analiza literature / Literature analysis	posljedice pandemije na radnike migrante u turizmu i ugostiteljstvu nakon pojave novih poslovnih modela i operativnih praksi / The impact of the pandemic on migrant workers in tourism and hospitality following the emergence of new business models and operational practises	Tourism Review
računski modeli / Calculation models	utjecaj pandemije na tursku turističku industriju / The impact of the pandemic on the Turkish tourism industry	Tourism Economics
prostorna analiza, anketa, analiza sekundarnih podataka / Spatial analysis, survey research, secondary data analysis	razina utjecaja pandemije na smještajni sektor u ruralnim područjima Litve / The extent of the impact of the pandemic on the hospitality industry in rural areas of Lithuania	Tourism: An International Interdisciplinary Journal
anketa / Survey research	utjecaj percepcije rizika od mogućnosti zaraze virusom bolesti COVID-19 na spremnost turističkih djelatnika manjinskih etničkih zajednica na promjene strategije za život / The impact of the perception of the risk of possible infection with the COVID-19 virus on the willingness of members of ethnic minorities in tourism to change their lifestyle strategy	International Journal of Enviromental Research and Public Health
Grangerov test uzročnosti, analiza mreže, ekonometrijski modeli / Granger causality test, network analysis, econometric models	utjecaj pandemije na industriju turizma i ugostiteljstva kroz kretanje 40 burzovnih indeksa / The impact of the pandemic on the tourism and hospitality industry based on the development of 40 stock market indices	North American Journal of Economics and Finance
analiza literature i službenih dokumenata, intervju, kalkulacija rizika / Literature and official documents analysis, interviewing, risk calculation	utjecaj pandemije na turizam u nacionalnom parku Plitvička jezera / The impact of the pandemic on tourism in Plitvice Lakes National Park	Journal of Outdoor Recreation and Tourism

Utjecaj pandemije bolesti COVID-19 na turizam i putovanja u svijetu i Hrvatskoj: pregled ranijih istraživanja

The impact of the COVID-19 pandemic on tourism and travel in the world and in Croatia: an overview of the initial research findings

nastavak Tab. 11. Tematska i metodološka analiza radova novijega datuma objavljivanja (2023. i 2024. godine)
continued Tab. 11 Thematic and methodological analysis of papers of recent publication date (2023 and 2024)

Autor(i) i godina objave / Author(s) and year of publication	Prostor istraživanja / Research area	Istraživački pristup / Research approach
Opacić and Koderman (2024)	Hrvatska (otok Krk) / Croatia (island of Krk)	kvantitativni / Quantitative
Okafor and Khalid (2023)	svijet (54 države) / The world (54 countries)	kvantitativni / Quantitative
Pröbstl-Haider et al. (2023)	svijet (13 država) / The world (13 countries)	mješoviti / Mixed methods research
Rahman et al. (2023)	Indija (Kochi Heritage City, Kerala) / Indija (Kochi Heritage City, Kerala)	kvantitativni / Quantitative
Sánchez-Cubo et al. (2023)	Španjolska / Spain	kvantitativni / Quantitative
Sandriester et al. (2023)	Austrija / Austria	mješoviti / Mixed methods research
Saputra (2023)	Europa (19 država) / Europe (19 countries)	kvantitativni / Quantitative
Strouhal et al. (2024)	nedefiniran / Undefined	kvantitativni / Quantitative
Sufian and Hoque (2023)	Bangladeš (regija Sylhet) / Bangladesh (Sylhet region)	kvalitativni / Qualitative
Tchouamou Njoya (2023)	Tanzanija / Tanzania	kvantitativni / Quantitative
Tsutsumi et al. (2024)	države G20 / G20 countries	kvantitativni / Quantitative
Vermooten (2023)	Republika Južna Afrika / Republic of South Africa	kvantitativni / Quantitative
Voit and Rhoden (2024)	Europa (31 država) / Europe (31 countries)	kvantitativni / Quantitative
Vrontis et al. (2023)	svijet / The world	kvantitativni / Quantitative

Temeljna metoda istraživanja / Fundamental research method(s)	Objekt istraživanja / Object of research	Znanstveni časopis / Scientific journal
anketa, statističke analize (faktorska analiza, hijerarhijska regresijska analiza, MANOVA) / Survey research, statistical analysis (factor analysis, hierarchical regression analysis, MANOVA)	utjecaj pandemije na promjene u obrascima korištenja vikendica i percepcije njihovih korisnika tijekom pandemije u odnosu na pretpandemijsko razdoblje / The impact of the pandemic on changes in the patterns of second-home use and perception of second-home users on the island of Krk during the pandemic compared to the period before the coronavirus outbreak	Tourism: An International Interdisciplinary Journal
ekonometrijski modeli / Econometric models	utjecaj ekstremnoga siromaštva na temeljnu vezu između veličine turističke industrije i paketa ekonomskih poticaja izazvanih pandemijom, uzimajući u obzir utjecaj vanjskoga duga / The impact of extreme poverty on the underlying relationship between the size of the tourism industry and the stimulus package triggered by the pandemic, taking into account the impact of foreign debt	PLoS ONE
bibliometrijska analiza, analiza literature / Bibliometric analysis, literature analysis	utjecaj pandemije na rekreaciju na otvorenom i turizam u prirodi / The impact of the pandemic on leisure activities and nature tourism	Journal of Outdoor Recreation and Tourism
anketa, deskriptivna statistika, t-test, ANOVA / Survey research, descriptive statistics, t-test, ANOVA	ekonomski utjecaj pandemije na lokalno tržište i usluge povezane s urbanim turizmom / The economic impact of the pandemic on the local market and services related to urban tourism	Sustainability
anketa, modeliranje strukturnih jednadžbi parcijalnih najmanjih kvadrata (PLS-SEM), analiza važnosti i učinka (IPMA) / Survey research, Partial Least Squares – Structural Equation Modelling (PLS-SEM), Importance-Performance Analysis (IPMA)	utjecaj pandemije na smještajne kapacitete u ruralnom turizmu / The impact of the pandemic on accommodation capacity in rural tourism	Geografie
analiza literature, statistička analiza, intervju / Literature analysis, statistical analysis, interviewing	utjecaj pandemije na razvoj turizma u perifernim područjima u Austriji / The impact of the pandemic on the development of tourism in peripheral areas in Austria	Tourism, Culture & Communication
TMSM (teritorij, mjesto, skala, mreža) pristup / TPSN (Territory, Place, Scale, Network) approach	odnos pandemije COVID-19 i turističke industrije u Europi / The relationship between the COVID-19 pandemic and the tourism industry in Europe	Cogent Social Sciences
analiza razlike u razlikama / Difference-In-Difference Method	financijski utjecaj pandemije na turističku industriju / The financial impact of the pandemic on the tourism industry	Journal of Tourism and Services
intervju / Interviewing	utjecaj pandemije na turizam regije Sylhet / The impact of the pandemic on tourism in the Sylhet region	GeoJournal
mikrosimula-cijska analiza matrice društvenoga računovodstva / Social accounting matrix (SAM) microsimulation analysis	povezanost između poremećaja u turizmu izazvanih pandemijom i siromaštva u Tanzaniji / The link between pandemic-related disruption to tourism and poverty in Tanzania	Journal of Sustainable Tourism
pristup životnoga ciklusa korištenjem turističkih satelitskih računa i multiregionalnoga input-output modela (MRIO) / Lifecycle approach using Tourism Satellite Accounts and the Multi-Regional Input–Output (MRIO) model	utjecaj pandemije na ugljični otisak turističke industrije (vrijednosti ugljičnoga otiska prije i nakon pandemije) / The impact of the pandemic on the carbon footprint of the tourism industry (carbon footprint values before and after the pandemic)	Sustainability
statistička analiza sekundarnih podataka / Statistical analysis of secondary data	utjecaj pandemije na turizam i zračni promet / The impact of the pandemic on tourism and air travel	Journal of Transport and Supply Chain Management
statistička analiza / Statistical analysis	utjecaj turizma na emisije stakleničkih plinova za vrijeme pandemije / The impact of tourism on greenhouse gas emissions during the pandemic	European Journal of Tourism Research
anketa, modeliranje strukturnih jednadžbi parcijalnih najmanjih kvadrata (PLS-SEM) / Survey research, Partial Least Squares – Structural Equation Modelling (PLS-SEM)	utjecaj pandemije na psihološku dobrobit pojedinaca u turizmu i ugostiteljstvu / The impact of the pandemic on the mental wellbeing of people in tourism and hospitality	Sustainability

Utjecaj pandemije bolesti COVID-19 na turizam i putovanja u svijetu i Hrvatskoj: pregled ranijih istraživanja

The impact of the COVID-19 pandemic on tourism and travel in the world and in Croatia: an overview of the initial research findings

nastavak Tab. 11. Tematska i metodološka analiza radova novijega datuma objavljivanja (2023. i 2024. godine)
continued Tab. 11 Thematic and methodological analysis of papers of recent publication date (2023 and 2024)

Autor(i) i godina objave / Author(s) and year of publication	Prostor istraživanja / Research area	Istraživački pristup / Research approach
Wang et al. (2024)	Kina / China	kvantitativni / Quantitative
Zelenika et al. (2023)	Hrvatska / Croatia	kvantitativni / Quantitative
Strategije za prevladavanje krize i oporavak turizma		
Alkier et al. (2023)	Hrvatska (Opatijska rivijera) / Croatia (Opatija Riviera)	kvalitativni / Qualitative
Avraham and Vidić (2024)	svijet / The world	kvalitativni / Qualitative
Drammeh (2024)	svijet / The world	kvalitativni / Qualitative
Hoang et al. (2024)	Vijetnam / Vietnam	kvalitativni / Qualitative
Hovardaoglu and Calisir-Hovardaoglu (2024)	Turska (Kapadokija) / Turkey (Cappadocia)	mješoviti / Mixed methods research
Luković et al. (2023)	Hrvatska / Croatia	mješoviti / Mixed methods research
Sann et al. (2023)	Tajland (općina Baan Maung) / Thailand (Baan Maung municipality)	kvalitativni / Qualitative
Wickramanasinghe and Naranpanawa (2023)	Šri Lanka / Sri Lanka	kvantitativni / Quantitative
Yaşar Dinçer et al. (2024)	Turska (Antalya) / Turkey (Antalya)	kvalitativni / Qualitative

Temeljna metoda istraživanja / Fundamental research method(s)	Objekt istraživanja / Object of research	Znanstveni časopis / Scientific journal
statistička analiza / Statistical analysis	utjecaj pandemije na društveno odgovorno poslovanje poduzeća i njihova ulaganja u turizam / The impact of the pandemic on the socially responsible behaviour of companies and their investments in tourism	Systems
anketa, deskriptivna statistika / Survey research, descriptive statistics	utjecaj pandemije na dentalni turizam u Hrvatskoj / The impact of the pandemic on dental tourism in Croatia	Tourism: An International Interdisciplinary Journal
/ Strategies to overcome the crisis and recover tourism		
intervju / Interviewing	proces upravljanja kriznim situacijama i upravljačke odluke u vezi s promjenama i prilagodbama u strategijama i inovacijama poslovnih modela kako bi se olakšao oporavak, otpornost i održi rast hotela tijekom i nakon pandemije / Crisis management process and management decisions regarding changes and adjustments to business model strategies and innovations to facilitate the hotel's recovery, resilience and sustainable growth during and after the pandemic	Organizacija
analiza literature / Literature analysis	marketinške strategije za ponovno privlačenje turista u poslijepandemijskoj eri / Marketing strategies to attract tourists in the post-pandemic period	Tourism: An International Interdisciplinary Journal
sustavni pregled literature / Systematic literature review	moгуći putevi upravljanja krizama u turističkoj industriji poput krize izazvane pandemijom COVID-19 / Possible ways to overcome crises in the tourism industry, such as the crisis caused by the COVID-19 pandemic	Cogent Social Sciences
intervju / Interviewing	trenutne prepreke, suvremene prakse i potencijalna rješenja za oporavak vijetnamskoga turizma nakon pandemije na temelju stajališta turoperatora / Current obstacles, contemporary practises and possible solutions for the recovery of Vietnamese tourism after the pandemic from the perspective of tour operators	Tourism and Hospitality Research
intervju, statistička analiza sekundarnih podataka / Interviewing, statistical analysis of secondary data	utjecaj pandemije na lokalna mala i srednja turistička poduzeća i njihove strategije preživljavanja tijekom pandemijske krize / The impact of the pandemic on local small and medium-sized tourism businesses and their survival strategies during the pandemic crisis	Pasos – Revista de Turismo y Patrimonio Cultural
uzorkovanje i aproksimacija, komparativna analiza / Sampling and approximating method, comparative analysis	ključni segmenti poslovne strukture marina u smanjenju negativnih utjecaja pandemije na rezultate poslovanja / Key segments of the marina's business structure in reducing the negative impact of the pandemic on business results	Transactions on Maritime Science
intervju / Interviewing	utjecaj pandemije na turizam u zajednici i rješenja za njegovu prilagodbu / The impact of the pandemic on tourism in the community and solutions for adapting to it	Sustainability
simulacijski eksperimenti / Simulation experiments	učinci hipotetskoga scenarija promocije domaćega turizma na cijelo gospodarstvo u malom gospodarstvu u razvoju koje se snažno oslanja na međunarodni turizam / Macroeconomic impact of a hypothetical scenario of promoting domestic tourism in a small developing economy that is heavily dependent on international tourism	Journal of Hospitality and Tourism Management
intervju / Interviewing	održivost i strategije oporavka za izbjegavanje negativnih učinaka krize izazvane pandemijom / Sustainability and recovery strategies to avoid the negative effects of the crisis caused by the pandemic	Sustainability

Utjecaj pandemije bolesti COVID-19 na turizam i putovanja u svijetu i Hrvatskoj: pregled ranijih istraživanja

The impact of the COVID-19 pandemic on tourism and travel in the world and in Croatia: an overview of the initial research findings

nastavak Tab. 11. Tematska i metodološka analiza radova novijega datuma objavljivanja (2023. i 2024. godine)
continued Tab. 11 Thematic and methodological analysis of papers of recent publication date (2023 and 2024)

Autor(i) i godina objave / Author(s) and year of publication	Prostor istraživanja / Research area	Istraživački pristup / Research approach
Pandemija kao prilika za (buduću) uspostavu održivoga turizma		
Bishop et al. (2023)	Španjolska (Barcelona) / Spain (Barcelona)	mješoviti / Mixed methods research
Langer and Schmude (2024)	Španjolska (Barcelona) / Spain (Barcelona)	kvalitativni / Qualitative
Promjene u motivaciji i ponašanju turista		
Hardt and Glückstad (2024)	svijet / The world	mješoviti / Mixed methods research
Khandakar et al. (2023)	Bangladeš (Dhaka) / Bangladesh (Dhaka)	kvantitativni / Quantitative
Lenggogeni and Syafrizal (2023)	Indonezija / Indonesia	kvantitativni / Quantitative
Li and Wen (2023)	Kina / China	kvantitativni / Quantitative
Salman et al. (2024)	nedefiniran / Undefined	kvalitativni / Qualitative
Shyju et al. (2024)	Indija / India	kvalitativni / Qualitative
Yamin et al. (2023)	Indonezija / Indonesia	kvalitativni / Qualitative
Percepcija rizika u putovanjima i donošenje odluka u skladu s proizašlim procjenama		
Ye et al. (2024)	Kina / China	kvantitativni / Quantitative
Zhang et al. (2023)	svijet / The world	kvantitativni / Quantitative

Temeljna metoda istraživanja / Fundamental research method(s)	Objekt istraživanja / Object of research	Znanstveni časopis / Scientific journal
/ The pandemic as an opportunity for the (future) establishment of sustainable tourism		
analiza medijskih članaka i službenih dokumenata, anketa, statistička analiza sekundarnih podataka / Analysis of news articles and official documents, survey research, statistical analysis of secondary data	pandemija kao ključna prekretnica i prilika za redefiniranje i ponovno osmišljavanje novoga turističkog koncepta Barcelone / Pandemic as a turning point and an opportunity to redefine and reinvent Barcelona's new tourism concept	Tourism, Culture & Communication
analiza literature, analiza sekundarnih izvora / Literature analysis, secondary data analysis	utjecaj pandemije na potragu za održivom transformacijom turističkoga modela u Barceloni / The impact of the pandemic on the search for a sustainable reorganisation of the tourism model in Barcelona	European Journal of Tourism Research
/ Changes in the motivation and behaviour of tourists		
obrada prirodnoga jezika, statističke analize / Natural language processing techniques (NLP), statistical analysis	razlike u preferencijama i stavovima turističkih potrošača prije i tijekom pandemije / Differences in the preferences and attitudes of tourist consumers before and during the pandemic	Tourism Management
anketa / Survey research	utjecaj pandemije na emitivni medicinski turizam / The impact of the pandemic on outbound medical tourism	Journal of Tourism Management Research
anketa, modeliranje strukturnih jednadžbi parcijalnih najmanjih kvadrata (PLS-SEM) / Survey research, Partial Least Squares – Structural Equation Modelling (PLS-SEM)	namjere turista koji putuju cestovnim prometnim u eri nakon završetka pandemije COVID-19 / Intentions of tourists travelling by road in the period after the end of the COVID-19 pandemic	Transportation Research Interdisciplinary Perspectives
anketa, binarni logistički regresijski model / Survey research, binary Logistic regression model	utjecaj spoznaje i socijalnoga povjerenja na namjere urbanih stanovnika da se bave zdravstvenim turizmom u šumi tijekom pandemije / The influence of knowledge and social trust on city dwellers' intentions to engage in health tourism in the forest during the pandemic	Sustainability
analiza literature / Literature analysis	poslijepandemijske namjere u putovanjima turista / Travel intentions of tourists after the pandemic	Tourism: An International Interdisciplinary Journal
intervju / Interviewing	trendovi ponašanja domaćih turista nakon završetka pandemije iz perspektive turoperatera / Trends in the behaviour of domestic tourists after the end of the pandemic from the perspective of tour operators	Tourism: An International Interdisciplinary Journal
kritička analiza diskursa / Critical discourse analysis (CDA)	fenomen prekomjernoga turizma u Indoneziji tijekom i nakon završetka pandemije / The phenomenon of overtourism in Indonesia during and after the end of the pandemic	Sociología y Tecnociencia
/ Risk perception in travel and decision-making in accordance with the resulting assessments		
anketa, modeliranje strukturnih jednadžbi parcijalnih najmanjih kvadrata (PLS-SEM) / Survey research, Partial Least Squares – Structural Equation Modelling (PLS-SEM)	utjecaj percepcije dvosmislenosti i lošega upravljanja pandemijom na buduće namjere turista da posjete mjesto izbijanja pandemije (Wuhan) / The influence of perceptions of ambiguity and poor management of the pandemic on tourists' future intentions to visit the site of the pandemic outbreak (Wuhan)	Journal of Tourism Futures
modeliranje strukturnih jednadžbi parcijalnih najmanjih kvadrata (PLS-SEM), deskriptivna statistika / Partial Least Squares – Structural Equation Modelling (PLS-SEM), descriptive statistics	percepcija rizika i stavovi turista o utjecaju pandemije na turizam / Risk perception and tourists' attitudes towards the impact of the pandemic on tourism	Sustainability

Utjecaj pandemije bolesti COVID-19 na turizam i putovanja u svijetu i Hrvatskoj: pregled ranijih istraživanja

The impact of the COVID-19 pandemic on tourism and travel in the world and in Croatia: an overview of the initial research findings

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continued Tab. 11 Thematic and methodological analysis of papers of recent publication date (2023 and 2024)

Autor(i) i godina objave / Author(s) and year of publication	Prostor istraživanja / Research area	Istraživački pristup / Research approach
Poslijepandemijski turizam – mogući smjerovi		
Erkuş and Terhorst (2023)	Turska (Antalya) / Turkey (Antalya)	kvalitativni / Qualitative
Hung and Khoa (2023)	Vijetnam / Vietnam	kvalitativni / Qualitative
Ohe (2023)	nedefiniran / Undefined	kvalitativni / Qualitative
Pashaie and Perić (2023)	9 država svijeta (Srbija, Slovenija, SAD, Hrvatska, Turska, Italija, Francuska, Iran, Australija) / 9 countries of the world (Serbia, Slovenia, USA, Croatia, Turkey, Italy, France, Iran, Australia)	kvalitativni / Qualitative
Piatto Clerici et al. (2024)	Brazil, SAD i Portugal / Brazil, USA and Portugal	kvalitativni / Qualitative
Ranjivost i otpornost turističkih destinacija		
Braje et al. (2023)	Hrvatska / Croatia	kvalitativni / Qualitative
Kunjuraman (2023)	nedefiniran / Undefined	kvalitativni / Qualitative
Prayag et al. (2024)	Bangladeš / Bangladesh	kvalitativni / Qualitative
Wibowo and Hariadi (2024)	Indonezija / Indonesia	kvalitativni / Qualitative
Digitalni turizam		
Buršić et al. (2023)	Hrvatska / Croatia	mješoviti / Mixed methods research
Liu et al. (2023a)	Indonezija / Indonesia	kvantitativni / Quantitative

Izvor: vlastita analiza
Source: author's analysis

Utjecaj pandemije bolesti COVID-19 na turizam i putovanja u svijetu i Hrvatskoj: pregled ranijih istraživanja

The impact of the COVID-19 pandemic on tourism and travel in the world and in Croatia: an overview of the initial research findings

Temeljna metoda istraživanja / Fundamental research method(s)	Objekt istraživanja / Object of research	Znanstveni časopis / Scientific journal
/ Post-pandemic tourism – possible directions		
intervju / Interviewing	poslijepandemijska očekivanja turističkih poduzetnika, menadžera turističkih udruga i vladinih dužnosnika u Antalyi / Expectations of tourism entrepreneurs, tourism association managers and government officials in Antalya after the pandemic	Advances in Hospitality and Tourism Research
studija slučaja / Case study	mogućnosti primjene pametnoga upravljanja turizmom nakon pandemije / The possibilities of applying smart tourism management after the pandemic	Quality – Access to Success
analiza literature, gledište autora / Literature analysis, author's point of view	nove mogućnosti za agroturizam u poslijepandemijskom razdoblju / New opportunities for agritourism in the post-pandemic period	Agriculture
intervju / Interviewing	budućnost sportskoga turizma nakon pandemije COVID-19 / The future of sports tourism after the COVID-19 pandemic	Journal of Tourism Futures
intervju / Interviewing	budućnost wellness turizma nakon pandemije COVID-19 / The future of wellness tourism after the COVID-19 pandemic	European Spatial Research and Policy
/ Vulnerability and resilience of destinations		
analiza slučaja / Case study analysis	međudjelovanje javnih i privatnih institucija čiji je cilj bio podržati otpornost u turizmu i spriječiti negativno prelijevanje pandemijskih utjecaja na druge sektore / Interaction between public and private institutions aimed at supporting resilience in tourism and preventing the negative impact of the pandemic on other sectors	European Political Science
analiza literature / Literature analysis	otpornost kao strategija turizma u zajednici pri suočavanju s nepoželjnim prirodnim katastrofama / Resilience as a community tourism strategy for dealing with undesirable natural disasters	Akademika
intervju / Interviewing	organizacijska otpornost turističkih tvrtki tijekom pandemije / Organisational resilience of tourism businesses during the pandemic	Journal of Travel Research
web scraping, analiza sentimenta / Web scrapping, the sentiment analysis method	otpornost održivoga turizma u Indoneziji na pandemijske uvjete / Resilience of sustainable tourism in Indonesia to pandemic conditions	Millennial Asia
/ Digital tourism		
analiza medijskih sadržaja, prikupljanje i analiza sekundarnih podataka, višestruka regresijska analiza / Analysis of media content, collection and analysis of secondary data, multiple regression analysis	digitalne inicijative i online angažman hrvatskih muzeja u vrijeme pandemije / Digital initiatives and online engagement of Croatian museums during the pandemic	Management: Journal of Contemporary Management Issues
anketa, teorija planiranoga ponašanja i namjere ponašanja, modeliranje strukturnih jednadžbi parcijalnih najmanjih kvadrata (PLS-SEM) / Survey research, the theory of planned behavior (TPB) and behavior intention, Partial Least Squares – Structural Equation Modelling (PLS-SEM),	ponašanje turista u virtualnom turizmu tijekom pandemije / The behaviour of tourists in virtual tourism during the pandemic	Cogent Social Sciences

Zaključne napomene

Iako je pandemija bolesti COVID-19 u međuvremenu i službeno završila, a turizam i putovanja ubrzanim se tempom oporavljaju od svih nedaća koje je prouzročila u 40-ak mjeseci koliko je trajala, bolest je i dalje među nama i vjerojatno će kod dijela populacije još imati ograničen utjecaj pri budućem planiranju putovanja. Ova analiza ranijih istraživanja posvećenih ovoj problematici pokazala je da znanstvenike zanima vrlo širok spektar utjecaja i posljedica koje je pandemija izazvala, odnosno mogućnosti koje je ponudila. Ipak, vidljivo je i da se uvjerljivo najveći broj radova, objavljenih i za vrijeme i nakon pandemije, odnosi na izravan i aktualan utjecaj pandemije na različite aspekte turizma. To je očekivano jer su, s obzirom na važnost i značenje turizma u svjetskom gospodarstvu, interesi mnogih izravno ili neizravno povezanih s turizmom bili okrenuti prvenstveno kratkoročnim, a zatim i dugoročnim posljedicama koje će pandemija ostaviti za sobom. To potvrđuje i druga najzastupljenija tema, a to su strategije za prevladavanje krize i oporavak. S druge strane, pomalo se iznenađujućim pokazalo da se ulogom tehnologije u turizmu i digitalnim turizmom kao placebo opcijom u doba ovakve krize i vremenu ograničenih putovanja bavi relativno malo radova, s obzirom na količinu poslova i aktivnosti koje su tijekom pandemije realizirane korištenjem upravo suvremene digitalne tehnologije. To upućuje na zaključak da su turizam i putovanja ipak još uvijek djelatnosti koje se obavljaju uživo, na licu mjesta interesa i motiva, i da se, barem za sada, ne mogu nadomjestiti virtualnom stvarnošću.

Metodološka analiza istovremeno je pokazala da odabir istraživačkoga pristupa i metode odnosno metoda kojima će znanstvenici ostvariti cilj(eve) svoga istraživanja uvelike ovise o istraživačkom području i primarnoj temi istraživanja. U temama koje se bave konkretnim i preciznim analizama postojećih i/ili potvrđenih utjecaja i posljedica pandemije bolesti COVID-19 na turizam prevladavaju statističke metode i analize primarno ili sekundarno prikupljenih podataka. S druge strane, teme kojima primarni cilj uk-

Concluding remarks

Although the COVID-19 pandemic is now officially over and tourism and travel are recovering at an accelerated pace from its effects, the disease is still present and will probably continue to affect some of the population’s travel planning in the future. This analysis of previous research on this topic has shown that scientists are interested in a very wide range of effects and consequences caused by the pandemic, i. e. the opportunities it has revealed. However, it is also evident that the vast majority of papers published both during and after the pandemic relate to its direct impact on various aspects of tourism. This is not unexpected as, given the importance and prominence of tourism in the global economy, the interest of many directly or indirectly involved in tourism has focussed primarily on the short-term and long-term consequences of the pandemic. This is confirmed by the second most represented topic, namely the strategies to overcome the crisis and recover tourism. What turned out to be somewhat surprising, however, is the fact that a relatively small number of papers deal with the role of technology in tourism and digital tourism as a ‘placebo’ option in times of crisis such as this and in times of restricted travel opportunities, considering how many jobs and activities have been realised during the pandemic with the help of modern digital technologies. This leads to the conclusion that tourism and travelling are still activities that are primarily performed live, on the spot of interest and motivation, and that, at least for now, they cannot be replaced by virtual reality.

At the same time, the methodological analysis has shown that the choice of research approach and method(s) used by researchers to achieve their research objectives depends largely on the research area and the main topic of the research. For topics dealing with specific and precise analyses of the existing and/or confirmed impacts and consequences of the COVID-19 pandemic on tourism, statistical methods and analyses of primary or secondary collected data predominate. On the other hand, topics whose primary objective is some form of predic-

ljuje neki oblik predviđanja ili očekivanja budućih događaja koji bi trebali obilježiti poslije-pandemijsko razdoblje u pravilu nemaju čvrsto brojčano uporište, pa se većina istraživača koristi kvalitativnim istraživačkim pristupom i metodomama.

Za Hrvatsku, kao prostor istraživanja utjecaja pandemije bolesti COVID-19 na turizam i putovanja, postoji interes i hrvatskih i inozemnih znanstvenika (23 % analiziranih radova ima Hrvatsku kao prostor istraživanja, bilo samostalno bilo kao dio skupine država), no on je uglavnom usmjeren na receptivna obilježja turizma ili njegovu budućnost nakon pandemije, dok je očigledan deficit radova koji se bave emitivnim obilježjima hrvatskoga turizma, kao i radova koji bi analizirali uspješnost planova i strategija oporavka hrvatskoga turizma od posljedica izazvanih pandemijom. Postoji stoga velika praznina koju bi trebalo popuniti istraživanjima o tome kako pandemiju doživljavaju i kako se u novonastalim uvjetima ponašaju hrvatski turisti te kako bi se hrvatski turizam mogao što bezbolnije oporaviti od posljedica izazvanih pandemijom ili eventualnih sličnih događaja u budućnosti.

Budući da je pandemija u međuvremenu završila, a turizam se u velikoj mjeri vratio svojim prijepandemijskim obilježjima, napravljena je i usporedba ranijih istraživanja s objavljenim radovima novijega datuma, 2023. i dijela 2024. godine. Ta je analiza pokazala da se istraživači u drugom dijelu i krajem pandemije još više bave utjecajima pandemije na različite aspekte turizma, dok se manje bave temama koje istražuju mogućnosti da pandemija bude pokretač nadolazećih promjena u turizmu te samoga rizika koji sa sobom donose putovanja u vrijeme pandemije. Takav razvoj situacije pokazuje da je pandemija u turizmu izazvala trenutačne i pretežito kratkotrajne poremećaje koji su se ubrzo vratili u tzv. „staro normalno”, ali je isto tako, zahvaljujući velikom broju znanstvenih istraživanja koja je inicirala i pokrenula, dala mogućnost da čitava zajednica u slučaju pojave sličnih poremećaja u budućnosti mnogo toga nauči i da eventualne nove krize dočeka mnogo spremnija i otpornija.

tion or anticipation of future events that should characterise the post-pandemic period generally do not have a solid numerical basis, so most researchers use qualitative research approaches and methods.

Both Croatian and foreign scientists are interested in Croatia as a research area for the impact of the COVID-19 pandemic on tourism and travel (23% of the analysed papers mention Croatia as a research area, either independently or as part of a group of countries), but the research focuses mainly on the characteristics of inbound tourism or its future after the pandemic, while there is an obvious lack of papers dealing with the characteristics of outbound tourism in Croatia, as well as papers analysing the success of plans and strategies for the recovery of Croatian tourism from the consequences of the pandemic. So there is a big gap that should be filled with research on how Croatian tourists perceive the pandemic and how they behave under the new conditions, and how Croatian tourism could recover as painlessly as possible from the consequences of the pandemic or possible similar events in the future.

Given that the pandemic has now ended and tourism has largely returned to its pre-pandemic characteristics, a comparison of earlier research with published work from more recent dates, 2023 and partly 2024, was undertaken. This analysis showed that in the later phases of pandemic, researchers were even more concerned with the impact of the pandemic on various aspects of tourism, while they were less concerned with topics that examined the opportunities of the pandemic as a driver of the future changes in tourism as well as the actual risk of travelling during a pandemic. This evolution of the situation shows that the pandemic caused an immediate and mostly short-term disruptions in tourism, which soon returned to the so-called “old normal”. However, thanks to the much scientific research it triggered and set in motion, it also offered the entire community the opportunity to learn a lot in case of similar disruptions in the future and to face potential new crises much better

Utjecaj pandemije bolesti COVID-19 na turizam i putovanja u svijetu i Hrvatskoj: pregled ranijih istraživanja

The impact of the COVID-19 pandemic on tourism and travel in the world and in Croatia: an overview of the initial research findings

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