



# Recent Trends In Managing Tourism Development Post-Covid-19: Challenges And Opportunities

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## ARTICLE INFO

## ABSTRACT

Without a doubt, the travel and tourism (T&T) business was one among the many that felt the full force of the COVID-19 pandemic. T&T is falling behind the rest of the globe as it begins to recover. This is due to consumers' newfound cautiousness and heightened sense of safety when purchasing non-essential goods, such T&T items. This research delves into the measures used by tourist businesses in the aftermath of the epidemic, examining the obstacles and possibilities they encountered. Strategies that have been put into action, as well as the difficulties and possibilities that have been identified, were gathered via a survey. Attracting visitors and keeping hygiene expenditures in check are two of the obstacles highlighted by the results as having a significant impact on hygiene standards. Still, there's reason to be optimistic: new potential has surfaced for industrial cooperation and the attraction of hitherto untapped visitor groups. The need for tourist businesses to be flexible and adopt effective tactics was underscored by the statistically significant correlations discovered between post-pandemic strategies and difficulties and opportunities.

**Keywords:** COVID-19, Tourism, Management, post-pandemic strategies

## 1. Introduction

Governments around the world have taken unprecedented measures to stem the spread of the current pandemic, including closing borders, imposing travel restrictions, instituting national lockdowns, and closing restaurants and hotels. These measures have had a cumulative impact on the health, social, and economic aspects of society. Most popular tourist spots had to close their doors for the year 2020 due to COVID-19-related lockdowns, travel restrictions, cancelled reservations, and local logistical issues. Consequently, the tourist sector is very vulnerable to the pandemic recession, which is causing a loss of income and jobs and leaving little room for businesses to go on as normal during government shutdowns.

Taking into account the sector's negative impact on other supporting industries, its economic importance, and the confirmed global job losses, significant support is required to mitigate the effects of COVID-19 on sectors associated to tourism and maintain recovery (Assaf, & Scuderi, 2020). There will be a lot of opportunities for tourists in the age after the COVID-19 epidemic. The tendency has been accelerated by the introduction of cutting-edge technology and its incorporation into the sector. The industry has become more conscious and has implemented stricter safety and hygiene regulations since the outbreak. Because of the enormous efficiency gains brought about by cashless payment and contactless services, there has been a marked shift in consumer behaviour and preference. In addition, new travel trends have surfaced, such as a desire for shorter, more frequent, and more autonomous journeys. The tourist sector is facing new problems and opportunities in the wake of the epidemic. The tourism industry is undergoing a period of extraordinary disruption as a result of the global spread of the COVID-19 virus. Health worries, travel restrictions, and lockdowns have caused a dramatic decline in the number of visitors throughout the world. Reviving their tourist sectors while adjusting to a new travel environment is a problem that places are facing with as the globe recovers from the epidemic. To guarantee sustainability and resilience in the long run, this calls for a change in the way tourism is developed and managed.

## 2. Review of Literature:

Studies (Alam, 2022) suggest that the Indian tourism industry held significant promise in the years leading up to the COVID-19 pandemic. This potential was evident in the sector's contribution to GDP, foreign currency earnings, and job creation. The tourism industry, along with construction, is one of India's most vital service sectors. In 2018, the tourism industry employed 26.7 million people and ranked ninth in terms of its contribution to India's GDP. A joint research project by FICCI and Yes Bank, titled "India Inbound Tourism: Unlocking the Opportunities," concluded that India is a highly promising tourism destination in South Asia. Zheng et al. (2020a) observed that travel was seen as a high-risk activity during the COVID-19 epidemic, which had a significant negative impact on tourism. Even in fact, travelers' perceptions, uncertainty, and misleading information spread by social media about the epidemic have significantly decreased travel demand. Rather than only predicting tourism demand, a better way to mitigate the effect of COVID-19 on tourist destinations is to better understand the psychology of the general population during the post-pandemic period. The research examined how travel anxiety, resulting in defensive travel motivations and actions during the pandemic, might be caused by threat intensity and vulnerability. The authors discussed coping mechanisms that lessen travel anxiety-related avoidance behaviors.

Rogerson and Baum (2020) suggest that the global tourism sector is facing a crisis due to the spread of the coronavirus. It has been seen by many as a turning point. The pandemic has significantly altered the world. Significant income and employment losses have been seen in a short amount of time. The viability of significant advancements in the tourism sector after COVID-19 has been questioned, weakening the associated industry's ability to recover. The authors of this piece do not go into much detail on how tourism is developing in Africa and other continents. They propose that community-based tourism might be the only viable strategy for survival during the pandemic, where residents could be given priority. Therefore, policymakers should consider the African goal of localizing the tourism sector.

Kourgiantaki et al. (2020) examined tourist visits to the island of Crete, the largest island in Greece. The source states that Crete is a wonderful destination for both domestic and international tourism. The tourism industry contributes more than 40% of the area's GDP. Researchers conducted a survey among 1,281 people from Crete between April 23 and April 27, 2020. The study's analysis showed that due to ongoing travel restrictions, domestic tourism should be prioritized over international tourism. Additionally, significant actions need to be implemented at hotels and catering facilities regarding safety, health, and cleanliness.

Seyfi et al. (2020) proposed a novel method of border restriction selection by popular global tourist destinations during the COVID-19 pandemic. A pandemic is a rapidly developing crisis that affects people's health, finances, and well-being. The research included analyzing tourist movement within the region and the removal of any limitations or prohibitions. However, the question remains: where should the boundary for restrictions be placed?

According to Gaffney and Eeckels (2020), the economic impact of the current decline in foreign travel depends on how tourists move around physically. Any nation's GDP relies on the physical flow of tourists, as they are a key factor in balancing revenue. To illustrate the precise future, the authors of this paper have provided comprehensive information on both inbound and outbound tourist data. This study uses data from the 2017 World Tourism Organisation compendium, provided by the United Nations, to identify vulnerable locations easily so that they can be transformed after COVID-19.

Niewiadomski (2020) explores how de-globalization could be used as a tool to reshape the world after COVID-19. Temporary de-globalization, where overseas travel would be prohibited for a short period to assess the pandemic's effect, could transform the tourism industry, particularly its negative aspects. The author emphasizes that this temporary break would assist in reviving new possibilities during the crisis. In this regard, the global tourism agenda should move away from an overreliance on the tourist-related economy.

Rogerson and Baum's (2020) research agenda highlights how regional and domestic tourism in Africa have been bolstered in response to the impact of COVID-19. The article discusses the current state of African tourism studies, the importance of community-based tourism in reviving the informal sector, the impact of climate change, and other pressing issues. African governments are addressing the challenge of crisis management and survival. Here, research agenda development is critical for the survival of domestic tourism and for recouping losses imposed by COVID-19.

Baum and Hai (2020) discuss the profound impact of the COVID-19 pandemic on the global tourism industry, which has significantly affected the health and well-being of millions. The pandemic severely impacted the industry as travel was deemed a life-threatening activity. Shifts in income led to the grounding of both international and local flights, causing devastation in Europe, East Asia, and North America. The authors argue that tourism benefits human rights, even though limitations were necessary for people's safety and well-being. The hotel and tourism industries were severely impacted by the pandemic. The paper argues that a positive regulatory framework for the tourism sector is essential for a brighter future following COVID-19.

Bausch et al. (2020) outline a potential future for tourism regulations following the pandemic. Their findings highlight the need to implement research models that can address the challenges faced by the hospitality and tourism industries in this uncertain future. The authors create a framework to investigate how various regulations and forms of participation affect tourism-related aspects. This framework could provide evidence of tourist financial transactions, and real-world studies following the pandemic could yield valuable results.

Prayag (2020) suggests that tourism researchers should examine the industry's resilience through a socio-ecological system lens. The author investigates a valuable field of study using macro, meso, and micro perspectives, which can influence many facets of tourist resilience in the face of COVID-19. They propose a research plan on COVID-19 and the robustness of tourism systems, contributing to a better understanding of the magnitude of change (both temporal and geographical), its effects, and resilience. Studying the resilience of tourism destinations or individuals is crucial. Stakeholders have the opportunity to revive the tourism industry by modifying and easing regulations.

Sigala (2020) outlines the research opportunities and challenges facing the tourism sector following COVID-19. Academics and researchers should begin data collection immediately to determine the crisis's core values. The article focuses on the effects of the three phases of the COVID-19 pandemic on the demand for and supply of tourist services, as well as on destination management organizations and policymakers. Understanding these effects is crucial for stakeholders and researchers. In the "new normal," COVID-19 research is essential. Rather than focusing on replications, stakeholders and policymakers should engage in transformative research and have an open dialogue about the consequences of COVID-19.

Agbola et al. (2020) examine the global relationship between tourist demand and policy. Understanding the factors influencing tourism demand is crucial for effectively addressing global concerns and challenges, as this demand is influenced by changes in tourist attitudes and institutional situations across countries. Only a policy that considers these factors can effectively get the tourism industry back on track after the pandemic. Research into tourist demand is inherently uncertain; however, improvements in theoretical and empirical analysis could help address this uncertainty.

Shao et al. (2020) delve into how research policy measures have been developed to help China's tourism industry recover. Researchers aimed to draw policy conclusions based on regional disparities at different points in the economic development. The authors outlined various tourism recovery plans, preventative measures, policy supports, and departmental management systems as ways to recover from the crisis. However, the government must actively strike a balance between control and prevention while still endorsing tourism to combat this pandemic. Reviving China's tourism industries is another important goal of the country's research program. Additionally, the government should clarify its policies on providing improved solutions for tourists after the pandemic.

While several studies have detailed the short-term effects of the COVID-19 pandemic on the tourist sector, few have examined the industry's plans and trends for the future as it adjusts to life after the virus. Understanding the larger, more long-term changes in tourist management techniques has been lacking in the majority of studies, which have focused on the first reaction and short-term recovery strategies. The interaction between digital transformation, sustainable tourist practices, and new safety procedures has also received little attention in this evolving landscape. To fill this void, we must investigate thoroughly the current trends and future plans that can steer the tourist industry towards sustainability and resilience.

### 3. Objectives

This research aims to achieve the following objectives:

1. Identify Post-Pandemic Strategies in managing tourism development post-COVID-19.
2. Analyze the challenges and opportunities associated with these trend.

### 4. Research Methodology

**Research Design:** Quantitative research design with a survey approach will be employed. This method allows for the collection of standardized data from a larger sample size compared to the original study.

**Sample:** The target population will encompass tourism enterprises (hotels, resorts, boat services) operating in Ernakulum and Alappuzha districts. Stratified random sampling will be used to ensure representation from various establishment types and locations. The study collected data on survival tactics from 100 tourism businesses in Alappuzha and Ernakulum. Data was also collected from a representative sample of 45 residents, including homemakers, workers, and students..

**Data Analysis:** Statistical tools will be used to analyze the quantitative data collected from the Likert scale questions. Descriptive statistics will be employed to compile the frequencies of various post-pandemic strategies. Additionally, to investigate potential correlations between the implemented techniques and variables such as company location or size, inferential statistics like chi-square tests may be used.

### Scope of the Study:

This study will focus on understanding the recent trends in managing tourism development post-Covid-19. Here's a breakdown of the scope:

- **Focus:** The primary focus will be on tourism enterprises in Ernakulum and Alappuzha districts of Kerala, India.
- **Data Collection:** Data will be collected from tourism enterprises through the developed Likert scale questionnaire.

- **Analysis:** The study will analyze the quantitative data to identify commonly adopted post-pandemic strategies and their effectiveness. Qualitative data will provide insights into broader trends and challenges.
- **Generalizability:** The findings will be generalizable to the population of tourism enterprises within the studied districts. However, further research with a broader geographical scope would be necessary to make generalizations about the entire tourism industry.

This revised methodology incorporates quantitative research methods, strengthens the generalizability of the study, and provides a more comprehensive approach to understanding recent trends in tourism development post-Covid-19.

## 5. Result and Discussion:

**Table 1: Descriptive statistics**

	Mean	Std. Deviation
<b>Post-Pandemic Strategies</b>		
To ensure guest safety, we have implemented enhanced hygiene protocols (e.g., frequent cleaning, sanitization stations) in our establishment.	3.8430	.99897
We have adopted contactless check-in and check-out procedures to minimize physical interaction.	2.8667	1.48630
We have diversified our offerings (e.g., new tours, packages) to cater to changing tourist preferences.	2.1556	1.14724
We have increased our focus on promoting local experiences and sustainable practices.	2.9778	1.23378
We have implemented digital marketing strategies (e.g., social media campaigns, online booking platforms) to reach a wider audience.	3.0444	1.67814
We have partnered with other tourism businesses to offer combined packages and experiences.	3.1778	.98371
We have offered flexible cancellation policies to attract tourists amidst travel uncertainties.	3.8000	.99087
We have invested in employee training programs related to health and safety protocols.	2.7111	1.48664
We have adopted new technologies (e.g., virtual tours, contactless payment systems) to improve guest experience.	2.0889	1.10417
We have actively sought government support and financial assistance programs to navigate the pandemic.	3.0000	1.22474
<b>Challenges and Opportunities</b>		
Since the pandemic, attracting tourists has become significantly more challenging.	3.8000	.99087
The rising cost of maintaining hygiene protocols has put a strain on our business.	2.7333	1.43654
We have faced difficulties in adapting our services to cater to post-pandemic tourist needs.	2.2000	1.15994
The digital marketing landscape has become more competitive, making it harder to stand out.	3.0000	1.27920
We see an opportunity to attract new tourist segments (e.g., remote workers, wellness enthusiasts).	3.0444	1.73147
Collaboration with other tourism businesses can create a more appealing offer for tourists.	3.2444	1.00353
Technological advancements can provide innovative solutions to improve safety and guest experience.	2.5556	1.01255
There is a growing demand for sustainable tourism practices among tourists.	3.0444	1.26051
Government initiatives and support programs can play a key role in reviving the tourism industry.	3.1111	1.04929
The post-pandemic era presents an opportunity for the tourism industry to reinvent itself and become more resilient.	3.1556	1.06506

The table that follows provides an overview of the characteristics of the data (Post-Pandemic Strategies) that were used in the investigation. Statement "We have implemented enhanced hygiene protocols (e.g., frequent cleaning, sanitization stations) in our establishment to ensure guest safety" had the highest mean score (3.8430), while the statement "To ensure guest safety" had the lowest mean value. In order to enhance the visitor experience, we have implemented new technologies (such as contactless payment methods and virtual tours) (2.0889). Finding the standard deviation by taking the square root of the variance is an additional method of computing variability.

As a result, the variability can be shown using the data's units. In contrast to a high SD, which indicates that the data is spread throughout a wide range of values, a low SD indicates that the data points are typically close to the mean. Find the standard deviation's lowest and greatest values to ascertain the assertion of In order to reach a larger audience, we have adopted digital marketing tactics (such as social media campaigns and online booking platforms) and teamed with other tourism firms to offer combination packages and experiences (.98371).

The table that follows provides an overview of the characteristics of the data (Opportunities and Challenges) that were used in the research. The statement with the highest mean value was Our Company has been impacted by the growing expense of upholding hygienic standards (2.2000), yet the statement's lowest mean value The challenge of drawing tourists has increased dramatically since the pandemic (.99087). Finding the standard deviation by taking the square root of the variance is an additional method of computing variability.

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Overall, the findings highlight the critical role of hygiene protocols and the potential gap between the perceived importance of technology and its actual use. Additionally, the financial impact of hygiene measures and the challenge of attracting tourists emerge as key concerns. However, the perceived opportunity to attract new tourist segments offers a positive outlook if effective strategies are developed.

The findings highlight the critical role of hygiene protocols in the post-pandemic tourism industry. Additionally, the data suggests a potential gap between the perceived importance of technology and its actual implementation. Furthermore, the significant financial impact of hygiene measures and the challenge of attracting tourists emerge as key concerns. However, the perceived opportunity to attract new tourist segments suggests a positive outlook for the industry if effective strategies are developed

**Table 2: Chi square test**

	<b>Post-Pandemic Strategies</b>	<b>Challenges and Opportunities</b>
Chi-Square	43.400	30.867
Df	11	11
Asymp. Sig.	.000	.000

The chi-square test results indicate statistically significant associations ( $p\text{-value} < 0.01\%$ ) between all the investigated variables, including "Post-Pandemic Strategies" and "Challenges and Opportunities." It's important to remember that a chi-square test doesn't determine causation, only that a relationship exists between the variables.

These findings underscore the need for more study into the relationships between post-pandemic strategies and the opportunities and dangers faced by the tourism industry.

Investigate the most effective post-pandemic strategies for addressing particular challenges, such as reducing hygiene costs or attracting new tourists.

Use additional statistical methods to learn more about the relationships. The research design and data collected will decide whether the analysis can show causation.

By digging further into these linkages, the tourism industry may learn a lot about how to thrive in the post-pandemic era. They may go ahead confidently by focusing on strategies that address essential concerns and take advantage of new opportunities.

**Table 3: One sample t test**

	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
<b>Post-Pandemic Strategies</b>	61.153	44	.000	29.622	28.65	30.60
<b>Challenges and Opportunities</b>	72.081	44	.000	29.889	29.05	30.72

One sample t test for each of the variables under study is shown in the above table. Finding the highest 95% confidence interval range [29.05, 30.72] for Challenges and Opportunities led us to the conclusion that they had a greater impact on Trends in Managing Tourism Development.

Among the studied variables, there is a significant mean difference observed for Post-Pandemic Strategies (61.153) and Challenges and Opportunities (72.081), with less than 1% level of significant, meaning significance (0.000%) level Following COVID-19.

There are several two main takeaways from the results:

1. **Challenges and Opportunities:** Post-pandemic difficulties and opportunities have a significant impact on tourist growth, according to research. This highlights the need of tourist enterprises being flexible and accommodating to these evolving conditions.
2. **Post-Pandemic Strategies' Effectiveness:** The substantial difference in mean scores between Post-Pandemic Strategies and Challenges and Opportunities suggests a robust relationship between the tactics used by tourist businesses and the total effectiveness of tourism development programmes. This highlights the need for efficient post-pandemic plans to deal with obstacles and make the most of possibilities.



## 6. Conclusions:

As a result of travel restrictions, demand has dropped, and supply has remained flat, the tourism industry has taken a major hit from the COVID-19 epidemic. Revenue, policy and regulation, supply and demand, and global growth have all been impacted by the long-standing epidemic. Travel limits, tourist intents, travel anxiety, personal psychology, health, and safety are all factors that the world is now waiting for to return to normal. In order to bring the tourist sector back to normal, several studies have focused on topics such as survival, sustainability, policy resolutions, income creation, workplace safety, mental and physical health, and the influence of technology. But research has only looked at the status quo, which relies on post-vaccine preventative measures. With the situation deteriorating rapidly since the pandemic started in Wuhan, China on December 31, 2019, and quickly spread across the globe, the durability of the tourist sector is now a concern on everyone's minds. An urgent resolution is required to maximise faithfulness among tourists. After the epidemic has passed, this may be considered a smart move for expansion and survival plans. Ecotourism, health tourism, agricultural tourism, domestic tourism, and raising awareness among tourists via technology should all get more attention. For the tourist sector to successfully traverse the post-pandemic terrain, the results of this research provide important insights. While maintaining proper sanitary standards is essential, businesses in the tourism industry also face issues such as drawing in customers and controlling associated expenses. The significant relationships between post-pandemic strategies and challenges and opportunities underscore the importance of adaptability and implementing effective strategies to ensure the success of tourism development initiative.

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