

Dimensions of (post-)viral tourism revival: actions and strategies from the perspectives of policymakers in Portugal

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This study explores the dimensions of (post-)viral tourism revival from the perspectives of policymakers in Portugal. The data were collected through semi-structured interviews with policymakers representing Portugal's regional and national tourism organisations. The findings include six main dimensions: financial actions, structural and logical strategies, demand-related strategies, workforce aspects and actions, marketing and promoting strategies, and optimisation of funds. The financial actions that the policymakers underline contain (i) monetary support, (ii) postponement of debts, (iii) direct non-refundable support, especially for SMEs and (iv) financial support for companies to retain qualified employees. Structural and logical strategies were revealed as (i) sustainable tourism development, (ii) digital transformation, innovation and creativity, (iii) partnership and cooperation and (iv) eliminating seasonality and mass tourism. The demand-related strategies are (i) preparedness for high demand and new consumer expectations and (ii) offering unique and

personalised experiences. The workforce aspects and actions were shaped as (i) saving qualified employees, (ii) the need for skilled employment, and (iii) training for qualifications and skills. Furthermore, marketing and promoting strategies extracted as (i) market diversification, (ii) positioning strategy-differentiation, (iii) marketing and promoting strategies from proximity to long distances, and (iv) certification for safety and service quality. Finally, the optimisation of funds contains (i) sustainability and technology, (ii) transport system, (iii) workforce and SMEs, and (iv) product development and promotion. By providing the necessary actions and strategies, the results of this research will be helpful for destinations to develop effective crisis management planning in the (post-)viral tourism to revive. It is the first attempt to unveil in detail the dimensions of (post-)viral tourism revival from the perspectives of policymakers who are in significant positions of regional and national level tourism organisations.

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FIGURE 1
Dimensions of (post-)viral tourism revival.

