

THE CORONAVIRUS PANDEMIC AS AN OPPORTUNITY FOR THE RURAL TOURISM SECTOR. IDEAS AND REFLECTIONS FROM THE PANDEMIC TO THE TOURISM OF TOMORROW

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Abstract

More than two years after the start of the coronavirus pandemic, tourism remains one of the most affected economic sectors. The present work aims to address, on the one hand, the impact of the health crisis on the behavior of consumers in the choice of tourist services, as well as to identify the methods by which these changes in behavior can positively influence the development of the rural tourism sector. Beyond momentary measures, we should look ahead to the future of tourism and identify ways to develop a more resilient and sustainable tourism offer. The experience gained during the health crisis will certainly help us anticipate new trends and consumption patterns. It should be mentioned that in order to benefit from this chance, integrated efforts must be made by all actors involved in the rural tourism sector, so that potential tourists can be guaranteed unforgettable experiences.

Key words: COVID-19, rural tourism, environmental impact, sustainability, development