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J. Wilks, D. Pendergast, P. A. Leggat, D. Morgan

Tourist Health, Safety and Wellbeing in the New Normal

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The COVID-19 pandemic has changed the face of international and domestic tourism and sharply focused attention on the importance of tourist health, safety and wellbeing like never before. This book offers a unique perspective on the challenges facing the world's largest service industry to protect and care for customers in a rapidly evolving environment where borders have closed, social distancing rules apply and personal hygiene has become a key focus in everyday life. Yet tourism is a very resilient industry and history shows there is always an immediate surge toward recovery after a crisis has passed. Humans want to travel and see the world. While we appreciate that the pandemic is far from over, already there are reports of pent-up demand for travel as restrictions ease at some destinations and borders begin to open. As we move hopefully toward the recovery phase and people begin to move around for business and pleasure, this book presents the reader with key information and insights in both traditional and emerging areas of tourist health, safety and wellbeing, recognising that the world is now shaped by this pandemic, bringing change, potentially enduring benefits and lasting legacies.

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