



A review of tourism after covid pandemic

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Abstract

Many of us consider traveling to be a way of life. However, 2020 will be a year of significant upheaval, with the tourism industry crumbling in the wake of the COVID-19 epidemic. It is still too early to determine the long-term impacts of the SARS-CoV-2 virus, particularly given that this article will assess the tourist sector's status in the first half of 2020. Thus, the author's evaluation of the hurdles to international tourism and some potential strategies for tourist recovery in the post-pandemic era were quite relevant. Romania, as a Carpathian-Danubian-Pontic country, possesses natural tourist potential that may attract visitors and produce revenue, propelling the Romanian tourism industry to the top of the national economic sectors that contribute significantly to the development of the national GDP. It's fascinating how this paper illustrates how a country with undervalued tourist potential, and in the difficult context of the current COVID-19 pandemic, can gain "ground" in international tourism by implementing key strategies aimed at practicing sustainable tourism while also respecting the health safety measures that are currently a daily priority.

Keywords: covid-19 pandemic, tourist sector, sustainable development

1. Introduction

We were accustomed to living in a time when we enjoyed privileges that facilitated favorable living conditions, with the rights and freedoms that accompany a modern lifestyle, when we were thrust into a precarious situation, namely the outbreak of the COVID-19 Pandemic and, implicitly, the inability to live freely as we were accustomed to. Thus, we found ourselves in an incomprehensible situation made all the more bearable by the fact that the arrival of the SARS-CoV-2 virus altered our vision of life. Isolation in their own houses is only one of the worldwide measures adopted to tackle this new hazard to personal health.

The health crisis produced by the pandemic COVID-19 has been so severe that the decline in economic and tourist activity in the majority of nations has triggered an economic catastrophe with unquantifiable implications (Rodriguez-Anton, 2020) [15]. The end of 2019 was marked by the recording of pneumonia cases with an unknown origin in Wuhan, Hubei Province, China (Wang, 2016) [21]. From that point on, it was clear that mankind was confronted with a complex dilemma that would be difficult to manage, because "we have never seen a pandemic triggered by a coronavirus." This is the first coronavirus pandemic." (Wilbur, 2020) [22]. Gradually, the situation deteriorated day by day, with infection cases growing, necessitating the execution of measures targeted at combating the virus.

Tourism and associated words have evolved in tandem with the increase in tourist travels and the rising interest in several sectors of study (Aloi, 2020) [1]. The world and the whole tourist business are currently confronted by the COVID-19 epidemic, which has spread to 206 nations (Hadjidemetriou, 2020) [6].

Thus, in such a difficult-to-manage environment, when jeopardizing one's own health, encountering challenges in the

medical profession, and resulting economic and social catastrophes are the norm, how can we bring a ray of sunshine into our lives? Tourism is an excellent way to unwind. However, when COVID-19 spread over the world, several nations and regions imposed travel restrictions and closed their borders in an attempt to contain the epidemic (A. D. Sæthorsdottir, & Saarinen, J., 2016) [18]. The importance of tourism and its sustainable growth is critical at the moment of the COVID-19 epidemic (A. D. Sæthorsdottir, 2013) [17]. According to the World Tourism Organization, sustainable tourism is tourism that "takes into account all of its current and future economic, social, and environmental impacts, while meeting the needs of visitors, industry, the environment, and host communities" (Csagoly, 2017) [4]. Thus, what could be more welcome in this period of restrictions, when the tourism industry is difficult to experiment with, than the practice of a different form of tourism than the traditional ones, the form that satisfies the needs of visitors, industry, the environment, and host communities?

Due to Romania's geographical location and the existence of natural and semi-natural ecosystems covering 47 percent of the country's surface (Park, 2012) [13], an exercise in imagination about the natural splendors found on the Romanian territory may be undertaken with little effort. As a result, we selected to assess Romania's top goals for tourist growth, starting with reliable statistical data, as a first step toward parity with the international tourism giants. In this view, we have addressed elements such as why sustainable tourism is a type of tourism that benefits visitor demand, both during and after the pandemic; but also, why Romania has to promote and develop sustainable national tourism as its own "business card."

2. Literature review and hypothesis development

Comparative research noticed the statistical data that revealed

doomsday possibilities for tourism in 2020. Thus, the World Tourism Organization (UNWTO) estimated that export profits would be between 60% and 80% lower in 2020 than in 2019 (Statistics, 2020) [20]. The World Travel & Tourism Council (WTTC) reports a positive year for tourism in 2019, but also highlights a nostalgic side generated by the tourism sector's current collapse (Ministry of Economy, 2007) [11], particularly in light of the fact that the European Travel Commission (ETC) will publish a press release at the end of April 2020 stating that "the European Union is the world's largest region in terms of international tourism revenues," but from over 27 million places generated by the tourism industry. On the other hand, a well-documented research published in Oxford Economics (Herman, 2020) [7] examined the impact of falling tourist traffic in Europe in 2020.

According to Higgins-Desbiolles (2020) [8], the COVID-19 pandemic that will occur between 2019 and 2020 will alter the tourist sector and the contexts in which it functions (Catudan, 2016) [3]. This global crisis, which has paralyzed travel, tourism, hoteling, and events in many areas of the world, provides a chance to explore new options at this historic period of upheaval. The COVID-19 pandemic may provide a once-in-a-generation opportunity to rethink and reroute travel in the future.

In one of the studies, it was noted that 2019 was a promising year for foreign arrivals, with more than 1.5 billion recorded, continuing a decade-long upward trend since the previous global financial crisis (Sibley, 2020) [19]. COVID-19's dilemma has paralyzed the whole tourism industry. However, while the globe grapples with the reality of the worldwide epidemic, there is a chance to reconsider the future of tourism. Thus, as a result of the present epidemic, significant changes will be forced on the tourism sector, with long-term implications for both visitor demand and supply.

The statistical figures from March to July illustrate the tremendous tribulations endured by the Romanian people, not only due to limitations on individual travel, but also due to losses in the Romanian tourism industry. The HoReCa website summarizes the nationwide picture as of June 1, 2020, when 53.7 percent of restaurants that reopened their doors following closure reported losses of at least 80% of their revenue in 2019 (Wilder-Smith, 2020) [23]. Indeed, a study conducted by Restograf in collaboration with HORA (Employers' Organization of Hotels and Restaurants in Romania) reports a series of sobering statistics on the reduced activity of over 50% of the Romanian hospitality industry, as well as the percentage of reduced incomes, employee reductions, suspended operations / completely closed locations, and the percentage of insolvent businesses (Nian, 2020) [12].

Additionally, this article presents statistical data on the Romanian tourism sector over the last decade, including investments in tourism infrastructure, specialization of human resources engaged in tourism activities, application of the quality-price-sustainability principle, and application of sustainability principles, and adaptation to tourism demand. Thus, via the analysis of statistical data, strong arguments will be developed that will paint a clear picture of the critical need

to establish a sustainable tourist industry in Romania, especially in these trying times.

Additionally, we mention that the second section of this study, which focused on Romania's enormous tourist potential and what tourism should mean for the country, presents strategic plans, such as the European Commission's "Tourism and transport in 2020 and beyond" initiative (Prime, 2020) [14], which is intended to serve as a guide for those involved in the tourism sector (Brouder, 2020) [2].

3. Research Methodology

The current article utilized both qualitative and quantitative data to illustrate the international tourist sector's dilemma in the first half of 2020. Our attention was drawn to a research region, particularly Romania, a nation with a potential future in terms of sustainable tourism but one that is now challenging to handle in light of the COVID-19 pandemic's consequences. The primary research approach used was inductive, in which a specific instance was investigated to determine how the SARS-CoV-2 virus managed to disrupt the worldwide tourism sector, further elaborating on this point by exposing a case study highlighting Romania as a sustainable tourist destination. Following this study method's use, the groundwork for personal observations was built in order to gain a far more thorough view of the issue under examination.

The world in which we all live has undergone dramatic changes as a result of the necessity to contain the spread of the current SARS-CoV-2 virus. The world's governments have been badly impacted by this epidemic, with implications obvious first and foremost in the global medical system, but also in several economic areas, including tourism. And because the virus that everyone is talking about has not halted its relentless spread, we are now in a position to spend not only spring in his uncomfortable "company," but also the first summer, autumn, and, as the current scenario tends to become recurrent, the first winter. The COVID-19 pandemic is an external shock that has impacted practically every country differently in terms of citizen health (Brouder, 2020) [2]. Indeed, Nian (2020) assert that this epidemic is most acute in the world's biggest cities, where a significant problem exists as a result of the pressure caused by tens of millions of people living in high-density areas (Higgins-Desbiolles, 2020) [8]. So, what can we do as long as tourism is the "good virus" that was not found suddenly, but was ingrained in us as a vital requirement for survival?! Without vaccinations and antivirals, we must rely on novel public health strategies to contain the outbreak caused by this "enemy" (Roman, 2020) [16]. As a result, the fundamental purpose of public health policies is to limit disease transmission from person to person by isolating individuals to halt transmission (Leiper, 1979) [9].

National officials are enforcing a variety of safety measures in an attempt to halt the spread of sickness. Indeed, as intended, the actions included a negative component as well as a preventive component. Thus, we observed a succession of deprivations of liberty that few believed were possible in two lifetimes, let alone one, prior to the advent of the pandemic. In this context, we refer to the following: home isolation or

hospitalization of individuals found positive for the new COVID-19, both symptomatic and asymptomatic; requiring individuals to wear surgical protective masks when traveling in public; requiring individuals to maintain a social distance of at least 2 meters between them; closing some state borders and implicitly forcing individuals to move from one location to another; and suspending the activity of several significant economic sectors. In any case, Li (2020) asserts that, in addition to the impending health crisis brought about by the virus's spread, social concerns impacting people's well-being have surfaced, particularly those linked to crisis management (Rodriguez-Anton, 2020) ^[15]. Additionally, reliable and timely information, as well as the establishment of pandemic risk management policies, are critical commodities during a health emergency (Aloi, 2020) ^[1]. Indeed, the tourist sector's suffering was most evident among SMEs (Small and medium-sized firms) and the hospitality industry - HoReCa (Hotels-Restaurants-Cafes), but also among tourism employees. Bars, restaurants, hotels, and tourism-related SMEs have all been forced to lock their doors in the face of consumers. Stopping the spread of the new virus is the most important aim to achieve by 2020 on a global scale. The statistical statistics that will be provided in the following sections bring our attention to the current bleak pandemic situation that appears to have rapidly overrun world tourism, but also to scenarios in which, if managed properly, we will resume our cherished travel habits. We begin by noting that the World Tourism Organization has forecast a bleak statistical picture for the tourist life cycle in the summer of 2020, as well as for the period ending this year. Thus, we note that international tourism is anticipated to drop by 60% to 80% in terms of export revenues in 2020, equating to losses of between 840 billion and 1.1 trillion EURO (Park, 2012) ^[13]. According to the World Tourism and Travel Council, "for the ninth consecutive year, the travel and tourism sector rose by 3.5 percent, above the world economy's 2.5 percent growth." Indeed, "in the previous five years, this industry has produced one in every four new employment, making travel and tourism the ideal partner for governments seeking to create jobs." (Catudan, 2016) ^[3]. We recognize the sector's critical importance to the global economy, but COVID-19 reversed this rising tendency, as the European Commission for Travel (ETC) said on 27.04.2020 that "the European Union is the world's largest region in terms of international tourist income" (Sibley, 2020) ^[19]. Simultaneously, the Travel & Tourism sector supported over 27 million employment in the European Union, but it is predicted that this pandemic will effect over 13 million jobs (Nian, 2020) ^[12]. Additionally, Oxford Economics anticipated that the current epidemic will reduce travel by 38.5 percent in Europe, resulting in 287 million fewer foreign arrivals in 2020 than in 2019 (Herman, 2020) ^[7]. According to the same source, the year 2021 will need a quick recovery of the whole tourism sector, with visitor arrivals in Europe growing by up to 31.75 percent (Leiper, 1979) ^[9]. The losses from 2019 and 2020, on the other hand, will not be recovered until 2023 (Wang, 2016) ^[21].

Although hopeful scenarios exist in this respect, a clear example being the one previously explored (Prime, 2020) ^[14],

we remain doubtful, as containing the pandemic is challenging, and the number of cases of SARS-CoV-2 virus infection continues to rise daily. It appears that reestablishing some kind of post-pandemic normalcy will be exceedingly difficult. Rodriguez-Anton (2020) ^[15] stated that while security measures such as distance and social isolation or transportation restrictions have spared thousands of lives, the collapse of national economies was unavoidable (Park, 2012) ^[13]. He also wished to underline that, among the economically impacted industries, tourism was the first to be impacted by these restrictions and will be the longest to revert to the "new normal."

Romania, being a Carpathian-Danubian-Pontic country, has an extremely appealing tourist potential, which has resulted in the development of many types of tourism, the most popular of which are stays in seaside, mountain, or balneary areas. COVID-19, as predicted, upset the country's tourist economy, among other things.

According to the Romanian government's data, the date of March 16, 2020, would be historic on mioritic lands, as that is when President Klaus Iohannis signed the decree establishing a state of emergency throughout the territory for a period of 30 days, and on April 14, a new decree for the same purpose will be adopted (Sibley, 2020) ^[19]. Until the writing of this article, Romania was in a new pandemic stage, with the implementation of the second month of alert over the whole country's territory on June 17, 2020 (Herman, 2020) ^[7]. To be sure, this sort of decision by the government was supposed to serve as a "breath of fresh air" for the country's industries, which had gone dangerously close to collapsing.

Small tourism firms, hotel chains, and Romanian restaurants, as well as those overseas, have been hit the worst by the Coronavirus, with many closing completely or partially. According to official statistics on the HoReCa Romania website, since June 1, when more than 85 percent of restaurants reopened, 54,7 percent of respondents to a case study reported losses of at least 80% of their 2019 revenue (Higgins-Desbiolles, 2020) ^[8].

Additionally, the same survey, performed between July 7-22 by Restograf in collaboration with HORA (Employers' Organization of Hotels and Restaurants in Romania), underlined the sympathetic condition of the industry's approximately 300,000 employees (Park, 2012) ^[13]. On average, there were 88 workers before to the current epidemic, but 71 employees are now formally unemployed, to which additional 14 employees were lay off on average (Roman, 2020) ^[16]. We remark that the same study was able to shed light on a plethora of other data on the prevailing image of Coronavirus in the Romanian hotel business (Nian, 2020) ^[12]. Since a result, it became natural to enact a series of measures aimed at protecting the economy and imposing certain limits on residents, as the virus's spread was becoming unstoppable. In any event, we will avoid delving into the intricacies, attempting not to condemn but also not to present a laurel wreath for the manner in which the new COVID-19 viral infection rate was controlled. However, we shall evaluate many facets of tourism along the route, as this is the subject of this

article, a subject that piques our curiosity. Thus, the data above reflect a reality of the tourist sector that appears to be on the verge of collapse, a calamity made all the more important when we realize that it will likely take years for the tourism industry to reclaim its crown as "the world's strongest economic branch."

Romanian tourism is a touchy subject at the moment, in the midst of a pandemic, but this tendency has been well-established and nurtured over time, and the industry reviewed in this article failed to align with similar nations in terms of visitor potential. "Romania is a unique nation," the majority of people who step foot on our soil would assert, a fact for which tourism officials should insist on a series of priorities; otherwise, Romanian tourism will continue to languish in the shadow of apathy. In this regard, we would like to remind you of the following priorities:

Infrastructural investments in tourism. Catudan J.M.J. asserts that the degree of qualitative and quantitative variety of tourism infrastructure is directly connected to the attractiveness of tourist attractions and the number of tourists (Wang, 2016) ^[21]. Indeed, tourist infrastructure and tourism are in a mutually reinforcing connection, with each stimulating and shaping the other's appearance, growth, and evolution (A. D. Sæthorsdottir, 2013) ^[17]. Significant data indicating the involvement of the Romanian government in the development process of national tourism are indicated in the integrated retrospective investment study conducted in the period 2007-2016. Thus, in 2015, Romania reported around 120 new tourism investments due to increased visitor flows and average spending per person (Csagoly, 2017) ^[4]. The same source detailed the state of tourist investments at the national level as of 2016. Thus, national funds of 14,700,000 lei were provided, representing 8.1 percent of total national investments, with yearly increases of 2.6 percent anticipated for the next decade, such that tourist investments should account for 8.4 percent of total national investments in 2027 (Wilder-Smith, 2020) ^[23]. Indeed, significant expenditures in access highways are also required, since international tourists to Romania arrived by road in a percentage of 73.7 percent (of total arrivals) in 2018, representing an increase of 8.0 percent over 2017 (Nian, 2020) ^[12]. Simultaneously, foreign tourists demonstrated an interest in air transport, accounting for 23.9 percent of total travel, an increase of 5.6 percent over 2017, while transport via waterways (1.4 percent of total travel) and railways (1.0 percent) also experienced pleasing increases of 0.7 percent and 3.5 percent, respectively (Prime, 2020) ^[14]. Indeed, significant investments were made in tourist lodging units, since there was a significant growth of 6.9 percent in 2018, or 548 additional units, compared to the total of 7,905 tourist units in 2017 (Catudan, 2016) ^[3]. As a brief conclusion to this priority of investments in tourist infrastructure, I believe that the increasing numbers of foreign tourists arriving in Romania demonstrate not only the country's significant tourist potential, but also the fact that tourism investments must be continuous, adapting to both the wishes of tourists and the needs of the tourist offer. While the COVID-19 pandemic is a major concern for the entire Romanian tourism sector, investment in

this sector is minimal, which should come as no surprise given the current climate in which measures to combat the virus are encouraged, such as social isolation or, in the worst-case scenario, temporary closure of accommodation, catering, agreements, and transportation, among others.

Specialization of tourism-related human resources. Given that the tourist sector in Romania created 6.2 percent of total employment in 2016, and the trend is upward (Herman, 2020) ^[7], we must undoubtedly focus on boosting tourism-related employees. Without a doubt, quantity without quality does not equal lucrative tourism. Indeed, we can obtain a solid picture of employment in the national tourist industry owing to statistics given by the National Institute of Statistics in the "Tourism Satellite Account in 2017." Thus, 34.7 percent of the total number of positions in the Romanian tourist industry are held by men in the field of road passenger transport, compared to 3.7 percent held by females in the same sector (Prime, 2020) ^[14]. Significant employment is also found in food and beverage services, with women (51.3 percent) outnumbering males (29.7 percent) (Aloi, 2020) ^[1]. According to the same source, the lodging services sector should not be overlooked when discussing its contribution to the overall number of employment in the tourist industry, since 18.9 percent of employees were female in 2017, compared to 7.1 percent of males. To maximize the revenue from tourist activities and to ensure favorable feedback from tourists, the human resource employed in the tourism industry must be specialized in this area. The sixth chapter of the 2018 Tourist Law contains a set of paragraphs outlining the primary conditions for professional training in the Romanian tourism sector. Thus, Article 44, Section 1 states: "Vocational training of adults in the sector of tourism is provided through vocational training programs that enable the acquisition and development of professional skills in compliance with applicable legal rules" (Hadjidemetriou, 2020) ^[6]. Thus, while there are legal provisions that encourage professional development of tourism sector employees, there is no requirement to follow this path, as Article 42 states, "Acquiring professional skills in tourism may be done formally, informally, or informally, in accordance with the applicable legislative provisions" (Dickinson, 2016) ^[5]. To define the term "informal manner," we mean the development of professional abilities in tourism through direct practice of tourism-related activities at work or through self-training (Nian, 2020) ^[12]. We think that in order to achieve quality and quantitative national tourism, the authorities and actors in the tourist industry must prioritize specialization of human resources engaged in tourism. After all, one of the first points of contact between the tourist and the tourist offer occurs within the tourist reception units, via the employed employees. Application of sustainable tariffs based on the quality-price-sustainability criterion: In this view, tourist practice, not just in Romania, but around the world, should be guided by the three previously indicated criteria, unless where specific tariffs are required. Indeed, it is natural to consider the fact that both quality and quantitative variation within the tourist offer might be justified by price changes. In this situation, sustainability must be viewed as a critical component influencing existing

and future tourist practices in order to maintain a balance between tourism demand and supply. The implementation of a sustainable tariff might be seen as a "new type of feedback," while also serving as a good demonstration of "responsibility" in tourism. By charging a fair price that is consistent with the services provided, such as lodging, the tourist service provider can foster customer loyalty, while customers will be much more receptive to returning to a location where the environment has a fair relationship between the quality of services provided and the price. In the case of Romania, official figures indicate that 11,720,000 international tourists arrived in 2018, up 794,000 from 2017 (or 7.3 percent) (Rodriguez-Anton, 2020) ^[15]. Indeed, out of a total of 11,720,000 international visitor arrivals, we note that 2,797,000 foreign visitors decided to spend the night in lodging units, a 0.7% increase over 2017. Therefore, in order to maintain international visitor flows, Romanian tourism authorities must improve their guests' experiences, and the practice of maintaining rates that are consistent with the quality of services must always be a priority. The present pandemic-induced suspension of national tourism provides a chance to consider sustainable tariffs.

Tourism advertising is continually being changed to meet consumer demand and the evolution of internet trends: We can regard tourism promotion to be the mechanism through which visitor demand and supply "mingle for the first time." The tourist industry must be modified to the visitor's behavior. The more diverse the tourist offer, the more visitors may travel according to their own budget, free time, tourist potential, and the quality of tourist services, among other factors. Tourism trends are quite popular in the online environment, particularly on social media, which is why we feel that significant expenditures in online advertising are necessary. Online advertising may be used to convince tourists to visit a certain place. Businesses may utilize social media strategically to communicate with potential customers and to engage in more convincing marketing techniques (Prime, 2020) ^[14].

Adapting to visitor demand (investments in recreational spaces, diversification of the tourist offer): In 2018, there were 8453 tourist accommodation buildings, an increase of 548 units (or + 6.9 percent) over 2017 (Hadjidemetriou, 2020) ^[6]. At the national level, investments in leisure spaces are prevalent, which is beneficial for Romanian tourism, a sector that must be capitalized at its actual worth. However, it must be remembered that the number of lodging spaces available at the national level must be proportional to the magnitude of the tourist flows. We regard the commencement of architectural projects for tourist receiving units as auspicious, since they should offer adequate accommodation for travelers. According to certain research, greater visitor flows might have a negative effect on the quality of the tourist experience (Aloi, 2020) ^[1]. Applying the notion of sustainability across the tourist industry's spectrum: In this regard, we would like to emphasize the World Commission on Environment and Development's emphasis on sustainable development: "Humanity has the ability to make development sustainable by ensuring that it

meets current needs without jeopardizing future generations' ability to meet their own" (Statistics, 2020) ^[20]. As a result, sustainability must be incorporated into the tourist sector as a requirement of its continued existence, as well as its present and future viability. In Romania, the Romanian Ecotourism Association (REA) created the groundwork for a long-term relationship between tourism associations, nongovernmental groups for local development and environmental protection, nature conservation initiatives, and travel companies (Li, 2020) ^[10]. Thus, this group places a premium on three primary objectives, which is a critical first step toward implementing and promoting sustainability in Romania.

Indeed, the present COVID-19 epidemic may result in a surge in enthusiasm for sustainable development, as seen by the Romanian Ecotourism Association's implementation of tourism activities, particularly eco-tours with a maximum of 15 participants (Brouder, 2020) ^[2]. Thus, the modest number of participants not only adheres to the principles of nature conservation sustainability by mitigating the influence of human activity on the environment, but also serves as a suitable approach to adhere to the social distance measures set by the COVID-19 epidemic.

Providing assistance and encouragement to indigenous groups engaged in tourism: Local communities are increasingly involved in the tourist sector as a result of the national application of sustainable development concepts. As a result, ecological protection and the support and development of indigenous peoples are promoted (Higgins-Desbiolles, 2020) ^[8]. An eco-destination would lose its validity if the human aspect vanished from the landscape. According to an old Romanian proverb, "man sanctifies the area." Local villages established inside natural regions, for example, ennoble the overall eco-tourism environment. Failure to offer financial assistance would imply the annihilation of traditions and practices, as well as the loss of authenticity. Tourist support may be seen in the following ways: purchases of traditional items, such as handcrafted goods or culinary products; overnight stays in local lodging buildings; and participation in agreed activities. Another option for travelers to contribute to local communities is to promote the locations they visit on social media. This would be a method for tourism actors to lower the expenses associated with tourist promotion. As a conclusion, we can state that eco-destinations gain authenticity not only owing to their great natural tourist potential, but also due to the local populations in the vicinity. It must not be long until they receive support and investment.

Romanian tourism is an infinite "gold mine" for the country, if only we desired this reality more. With considerable collaboration from tourist players and the Ministry of Tourism, this industry will not only contribute significantly to the country's GDP, but will also help Romania reclaim its respectable image, which it lost during the communist era. Not only does Romanian tourism enable us to overcome this precarious position, but it also enables us to compete with, if not surpass, the European tourist giants, since Romanians are an industrious, ambitious, and persevering people.

4. Results and Discussions

Man has developed a phobia of travel, with terror establishing root in mentalities worldwide, but because the desire to encounter new people and places is uncontrolled, the return of tourism in the safest possible manner for each of us is critical. In this context, the European Commission released the strategy plan "Tourism and transport in 2020 and beyond" on 13 May 2020, with the goal of ensuring citizens' health by restoring trust in travel as a safe and pleasurable activity, as well as the recovery of transportation and tourism (Park, 2012) ^[13]. Fortunately, the face mask cannot prevent our eyes from being drawn to the beauty that surrounds us, and hence the European Commission has established a range of measures to promote safe tourism (Aloi, 2020) ^[1]. That is the European Commission's stated objective, which I highlighted in the picture above, but we believe it is prudent to do a quick evaluation of each step executed.

Step 1

"Restoring unrestricted mobility and reopening internal boundaries" After all, without tourist potential and the human aspect, the tourism business would cease to exist. To this generalization, we might add the unrestricted movement of tourist crowds under secure conditions, both within and beyond a country's boundaries. The COVID-19 pandemic enforced a restrictive measure requiring certain nations to seal their borders in order to avoid infection with this feared virus, but also raised the issue, "We block the state borders, but for how long?" The existing ban would damage not only one economic sector, tourism, but also the supply chain for the majority of the world's businesses. A safe-for-citizens reopening of borders, accompanied by other comparable steps, signified the naturalness of a society worthy of these times dominated by human rights and technological-scientific progress.

Step 2

"Secure reintroduction of transportation" We remind readers that the purpose of epidemic control measures is to restrict people's movement and gathering, which is often accomplished by travel restrictions (Wilder-Smith, 2020) ^[23]. With the cultivation of dread among the populace, it was thought necessary to instill a sense of self-preservation. To this goal, minimizing human interaction and preserving social distance have favored private mode of transit at the expense of public. In any event, to provide context for the present pandemic situation, we note that public transportation usage has decreased by more than 90% in several European cities (Roman, 2020) ^[16]. Avoiding congested areas is a priority during this time period, and keeping a social space of at least two meters between persons is undoubtedly a visible issue for those confined to public transportation, which appears hazardous from this vantage position (Wang, 2016) ^[21].

On the other side, the European Commission has advocated promoting travel, the bulk of which is for tourism purposes, including the use of public transit. On the other side, the European Commission has advocated promoting travel, the bulk of which is for tourism purposes, including the use of

public transit. The reintroduction of a safe mode of travel for our own health means a shift toward preventative behavior, such as wearing a protective mask and sanitizing hands, but also cleansing the inside of the respective cars.

Step 3

"Resumption of tourism services with the utmost care for public health" The fortitude to overcome this difficult time, this is the finest interpretation of the measure offered by European Commission members (Ministry of Economy, 2007) ^[11]. Gradual economic recovery was necessary in tourism, and not just, because otherwise, the financial crash would take over the entire global market economy. The gradual return of tourist services without jeopardizing the health of tourists, but also of all workers working in the tourism industry, was the goal of tourism revival in 2020.

Step 4

"Digital technology application": The traveler must always be responsible, and the current pandemic-induced situation is no exception. In this sense, rigorous preceding knowledge is necessary, which is often obtained through the digital means that everyone of us possesses in varying degrees. Thus, information such as places with a high risk of infection, travel recommendations, the presence of tourist receiving buildings, and travel limitations must be readily available.

Additionally, Wang (2016) ^[21] assert that mobile technology is being hailed as the next technological wave that has the potential to fundamentally alter tourism and hotel operations (Nian, 2020) ^[12], while other researchers assert that mobile technology is increasingly influencing the travel experience and that travel research is increasingly concentrated in this field (Herman, 2020) ^[7].

Step 5

"Protecting people's rights": We travel, but we also have certain rights, aren't we?! The European Commission advises travelers who have pre-purchased certain vacation packages and have had them canceled to seek guidance through the network of European Consumer Centers (Sibley, 2020) ^[19]. Even if the present epidemic has created an extremely sensitive scenario, the tourist's connection with the actors in this sector should stay balanced. A negative feedback loop in the current time, along with fear of contracting the COVID-19 virus as a result of mobility across areas, would result in the collapse of tourism by lowering tourist arrivals.

Tourism, which has been severely hit by the current crisis, must traverse this difficult period by concentrating on new routes based on the specialization of sustainable tourism. Why is sustainability necessary? Perhaps improperly stated, but if one were to consider the positive aspects of this pandemic, in addition to increased care for one's own health, sustainable tourism is well positioned to accommodate as many visitors as possible.

Sustainability has been a somewhat uninteresting issue for the majority of tourists thus far, targeting a well-defined typology. However, I believe that by focusing on the current perilous

position in which humanity finds itself, we might bring to light an emotion that has been hidden in the darkness of our hearts, namely the positive link between man and nature. Indeed, this link is a necessary condition of human life, not only because what would man do without the environment, but also because everyone has a well-established position on this Earth, as a well-cohesive continuous circuit, in other words.

To implement sustainable tourism effectively, the entire sector needs an enthusiastic push from travelers now more than ever. As a result, the following information emphasizes and promotes the various ways in which everyone of us may contribute throughout this particular period:

Adopting responsible tourist behavior, which is inextricably linked to the post-pandemic period; - Initiating trips to rural areas in order to discover new traditions and customs, people and landscapes, while also contributing to the survival and development of the tourist areas in question through purchases from local producers. Indeed, the duration of a tourist visit must be at least three days in order for the whole experience to be positive. Otherwise, the visitor would be unable to contribute to the communities' support, traditions and customs would be overlooked, and the anthropic potential, particularly the natural one, would be unable to demonstrate its splendor in a single day, for example. Travel requires patience, a desire to find the unique, to rediscover our own origins, to reclaim inner peace and tranquillity, and, last but not least, to develop a lasting connection with our second mother, nature. Circulating in tourist regions is possible by bicycles, scooters, animal-drawn vehicles, or even strolling.

On the other hand, in accordance with the European Commission's recommendations, engaging authorities, but also all those responsible in the tourist sector, is vital for increasing visitors' interest in sustainable travel, and so the following initiatives are appreciated (Nian, 2020) ^[12].

Prioritizing value, quality, sustainability, and innovation in tourism; - Developing more sustainable transportation at affordable prices in order to manage tourist flows efficiently; - Diversifying the tourist offer in order to attract tourist flows during the off-season; - Developing sustainability skills for tourism professionals; - Promoting sustainable tourist accommodation structures (via voluntary systems such as the EU Ecolabel and EMAS);

During pandemics, digitization of tourism may also mean recovering travelers' faith by guaranteeing access to the most up-to-date information on the location of the real trip. On the other hand, tourism actors must gain a better understanding of how to use the Internet more effectively (referring mainly to areas where sustainable tourism is practiced, places where the connection to the online environment can be difficult). Connecting local businesses to a database, for example, may provide essential information about the region's hotel, transportation, and tourism opportunities, as well as the degree of security available to guests. Such information is frequently unavailable when discussing sustainable tourism, which is dispersed in rural regions.

5. Conclusion and Limitation

Each of us was taken aback by the COVID-19 epidemic. Scenarios involving the breakout of such a menace to mankind have been discussed in recent years, yet we remained oblivious to this danger until confronted with it. I finish by expressing my fascination and delight with this subject, the state of the tourism industry during the COVID-19 Pandemic. The current situation is novel, having never been experienced by the current generation, and tourism is also being put to the test, allegedly more than six months after the COVID-19 virus was introduced.

We hope that the global tourism sector returns to its pre-pandemic level of promise and that, in terms of Romanian tourism and sustainable tourism, this is unquestionably the right time to revalue it and re-instill confidence in Romania's natural potential, thus justifying my previous state of ecstasy. Indeed, as the tourist's desire to avoid locations with higher passenger volume grows, the focus will shift to rediscovering their origins through sustainable tourism. This is the point at which the visitor will see the value of sustainable tourism, and hence I can make the following prediction: Sustainable tourism will become the primary reason why visitors will feel at peace when traveling in the next years.

Respecting the European Commission's actions, I am certain that public health will no longer be compromised, fear will be replaced by hope and confidence, and tourism will once again be celebrated as one of the world's most lucrative industries.

Unfortunately, the notion "man learns from his own errors" can be applied to this epidemic age, but until then, man must learn to care for his own home, the Earth, in order to live a peaceful life.

"Tempora mutantur et nos mutamur in illis," the Latin would say... Change, adaptation, and constant improvement are all natural aspects of human existence. Man's life must be guided by these natural processes.

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