

Christian J. Jäggi

# Tourism Before, During And After Corona

Economic and Social Perspectives

 Springer

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Christian J. Jäggi  
Meggen, Switzerland

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## Preface

One of the sectors most affected by the Covid-19 pandemic was tourism. This drop was doubly serious after years and decades of constant tourist expansion. But even the most drastic declines in tourism will never turn off people's travel lust for a long time. On the contrary: people are today more mobile than ever before in their history—and this mobility is not only geographical, but also social and above all virtual. At the same time, more and more people will want to travel around the world—growing incomes of the middle class and still increasing population numbers in many countries, especially in Africa and parts of Asia, are important drivers of tourism demand. Conversely, the number of travel destinations is not unlimited—and already today many tourist destinations suffer from overtourism, large numbers of tourists and high pressure on local communities as well as strong environmental impacts. New forms of virtual travel will emerge, but also tourist space flights and finally trips to other planets. On Earth, it will be hardly possible to avoid protecting tourist resources, limiting the extent of tourism locally, temporally and in terms of frequency of travel—too great is the ecological footprint of travel.

Meggen  
in July 2021

Christian J. Jäggi

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# Introduction

# 1

According to Hans Magnus Enzensberger (1962, p. 152), “traveling belongs to the oldest and most widespread figures of human life”. Enzensberger (1962, p. 156) saw the roots of tourism in English, French and German Romanticism. The escape from the self-created reality was made possible by the very means of communication with which this new, modern reality had been created.

In contrast to this rather skeptical view of tourism, at the end of the twentieth century the euphoric views of tourism were overwhelming. For example, Przeclawski (2016, p. 126) wrote: “At the end of the twentieth century, humanity enters a new phase—the phase of the touristification of the world. This process mainly affects developed countries, but gradually spreads all over the world. Tourism becomes a ‘way of life’ of today’s human being.”

Spode (2020, p. 19) has pointed out that since the 1960s, it has been possible to speak of “two branches of tourism research”, on the one hand of a classical and relatively homogeneous research strand, which is oriented towards questions of economic and political steering of tourism and which is mainly concerned with “how-questions”, and on the other hand of a more heterogeneous research tradition, which is concerned with social analyses and “why-questions”. There was hardly any contact between the two and the intersections were too small for there to be a real cooperation between the two sides (Spode 2020, p. 19). Surprisingly, in recent years, the importance of economic sciences has decreased and that of the humanities has increased in tourism-related (basic) research papers and dissertations in the English-speaking world, above all through psychological, but also multidisciplinary work (2020, p. 20). However, this view is somewhat one-sided because a large part of the scientific work on tourism is created at universities of applied

sciences, which hardly have doctoral students and which carry out little basic research, but much more applied research. Accordingly, Spode (2020, p. 22) believes that there will not be an actual or integrating “theory of tourism”. Rather, it is about interactions, about a interplay of social and economic factors and about applications in a research field that can be described as “tourism”. For the same reason, tourism is often also seen as a cross-sectional topic with a strong transdisciplinary orientation.

Since the 1990s, the so-called *Mobility Studies* have developed more and more into an interdisciplinary field of research. This led to a veritable “mobility turn” (Urry 2007, p. 6). The associated new view of mobility linked the analysis of various forms of travel, transport and communication with economic and social life through different time references and spaces. According to Schiele (2017, p. 8), the “mobility turn” starts from spatial analyses, but takes a perspective change, according to which space is primarily socially structured, but mobile. Seen in this way, travel and tourism mean the production and maintenance of spatial and temporal relationships—they thus shape a kind of social space. Questions of identity, self- and other-view, belonging and demarcation also become important here.

Kerstin Heuwinkel (2019, p. 11) has pointed out in the introduction to her “Tourism Sociology” that in Germany in the literature on tourism, economic and geographical approaches predominate, while in other European countries cultural aspects are also addressed. Heuwinkel (2019, pp. 11 ff.) deals with tourism as a social phenomenon. This is because so far there has been a lack of systematic analysis on the basis of sociological theories and methods. But tourism also has an important economic function. This has become particularly clear in the Corona pandemic.

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