



**SAFE AND CLEAN: DREAMING NEW NORMAL
IN TOURISM MARKETING AT THE TIME OF COVID-19**

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SICURO E PULITO: SOGNANDO UNA NUOVA NORMALITA' NEL MARKETING TURISTICO AI TEMPI DEL COVID-19

RIASSUNTO:

Il Covid-19 ha modificato inevitabilmente la vita di tutti i giorni su scala globale: le misure di sicurezza adottate per contenere la diffusione del virus hanno avuto un forte impatto sulle abitudini di spostamento e viaggio per le persone. Per questo si è reso necessario adattare le strategie comunicative del marketing turistico per soddisfare i nuovi bisogni e desideri del target. Questo articolo presenta risultati selezionati a partire da un'indagine più ampia basata su comunicazione pubblicitaria e marketing durante il primo Lockdown italiano (9 marzo – 18 maggio 2020) e dopo (fino a novembre 2020). Alcuni importanti argomenti presenti nei messaggi pubblicitari analizzati sono stati: misure di sicurezza, personalizzazione inclusiva, desiderio di tornare a viaggiare e flessibilità rispetto alla prenotazione. I risultati evidenziano un cambiamento delle abitudini e dei bisogni delle persone dopo l'avvento del Covid-19 e l'impatto a livello di comunicazione pubblicitaria e marketing.

Parole chiave: Covid-19, Viaggiare, Turismo, Comunicazione pubblicitaria, Marketing, New Normal.

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ABSTRACT:

Covid-19 has changed everyday life on global scale due to the safety measures adopted to contain the spread of the virus. Due to the measures on people's mobility habits, it was necessary to adapt Tourism marketing communicative strategies to meet target's new needs and desires. This paper presents selected results from a wider investigation based on advertising communication and marketing and their impact during the 1st Italian Lockdown (9th March-18th May 2020) and after (until November 2020). Important topics in the ads analyzed were: safety measures, inclusive personalization, desire to travel again and flexibility regarding the reservation. Our results highlighted the change of habits and needs of the people after the advent of Covid-19 and the impact of tourism marketing communication.

Keywords: Covid-19, Travel, Tourism, Advertising Communication, Marketing, New Normal.

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1. INTRODUCTION

Covid-19 has been a turning point in history, marked by “before” and “after”: safety measures to contain the spread of the virus changed habits and everyday life. The prohibition to travel in particular has brought up several issues and fear to the people. The arrival of Covid-19 has imposed strict prescriptive norms as to where we could go, how we could work (assuming we could continue to do so), how we could interact with others; and led to the virtualization of social relations, forcing virtualization of human interactions through a screen. The impressive psychological effects of the new way of communicating and relating to others have been investigated in several researches conducted in the course of 2020 as pioneer studies of those conducted later in 2021 in different geo-cultural contexts (see among many others: Bonell et al., 2020; Greenaway, Saeri & Cruwys, 2020; Idoiaga et al., 2020; Venuleo, Gelo & Salvatore, 2020; Ogbunu, 2020; Valentino-De Vries, Lu & Dance, 2020; Jetten, 2020; Bentley et al., 2020; Van Bavel et al., 2020; de Rosa & Mannarini, 2021). Analyses of the sense making processes and social representations of Covid19 in multi-voiced public discourse have been focused on institutional and media communication in ten countries worldwide (de Rosa et al. 2021, 2022 in press). A study of the psycho-social consequences during the social distancing period among Najran city population show that the shift of human interactions into social media have increased the sense of loneliness, as well as the anxiety, stress and depression (Al-Qahtani, Elgzar & Ibrahim, 2020). Linked to containment measures and to the obligation to stay at home, has shown fear in the first instance: fear of being infected, fear of dying, fear of thinking about doing the things that we usually did every day. Together with fear, also anxiety has appeared, involving worries about the present and the future, for the unknown and for the insecurity linked to what will happen to us in the coming days, weeks, months (Gatto et al., 2020; Rossi et al., 2020; Fiorillo et al., 2020; Xiong et al. 2020). A study conducted during the 1st Italian Lockdown period by the National Council of the Order of Italian Psychologists found out that 63% of people have experimented symptoms that include headaches, stomach pain, insomnia, depression, anxiety, and panic (Gaita, 2020). Interviewing more than 150.000 Italians, Cerbara et al. (2020) has highlighted a correlation between basic emotions (such as fear and anger) and Maslow's (1954) pyramid of needs, showing how in times of crisis, physiological, security and belonging needs become fundamental. If the emotions continue to play a fundamental role in the pyramid of needs during the pandemic, it is legitimate to ask if the virtualization of interactions and experiences (that is not only related to people, but also to places, influencing the place-identity and place-attachment) has contributed to change communication also in the sector of tourism and in which way the protective measures' psychological implications has played a role in re-shaping needs, wishes and actions. It is well known that place-identity is a dimension highly relevant not only for residents, but also for tourists, in particular when it is anchored to collective memory of historic places as part of the imaginary heritage even before they have been experienced (de Rosa, 2013; de Rosa, Bocci & Dryjanska, 2017). Communication strategies are then very relevant for building place-@-branding and re-branding, as widely studied (de Rosa, Bocci, 2015, 2019; de Rosa & Dryjanska, 2017) also examining how place-identity and place-attachment has been influenced by the pandemics during the history and in particular during Covid-19 (de Rosa & Mannarini 2021).

The study below presented will illustrate how a variety of enterprises promoted themselves through advertising and especially through e-mail marketing and newsletters at the Covid-19 time, also analyzing the impact on their communicative target.

2. AIMS OF THE STUDY AND TIME-FRAME

As part of a wider research program focused the analysis of how, where and when enterprises from three sectors (Tourism, Mobility, Education) communicated in Italy during the

1st Italian Lockdown (9th March-18th May 2020) and after until November 2020, the aims of the study presented in this article were:

- a. to understand which strategies were implemented in the tourism sector and which of these were effective;
- b. to identify strategic points on which advertising communication and marketing could be directed to have an effective impact on the target audience, thus offering empirical insights relevant beyond the study context.

2.1 Methodology and Data collection

The collection of data for the wider study was based on two main different sources:

-103 advertising messages spread during (9th March-18th May 2020) and in the months after the 1st Italian Lockdown until November 2020, from different channels, including: e-mail marketing, social media, press and TV in various sectors: Tourism, Mobility and Education. All these sources have been categorized based on: date, sectors, enterprises, channel used, strategies adopted, communication objectives, text and images present in the message, emotions and perceptions that the sender wanted to convey;

-180 questionnaires collected by presenting an online survey to 60 people for each of the three sectors in order to detect information about the emotional and pragmatic impact of the advertising messages

In this article we will focus in particular on Tourism Marketing, looking forward to highlight how business companies have oriented their communication strategies. Coherently with this focus, regarding the online survey, this contribution is restricted to the presentation of the results of the analysis based on 60 research participants exposed to advertising messages related to the Tourism sector, investigating also how their travel habits have changed since the advent of Covid-19.

2.2 Data analyses: coding and statistical strategies

A coding system was created to categorize the data collected, in view of conducting the lexical and statistical analyses by two main tools:

- IRAMUTEQ Software: Specificities and Correspondence Analysis on the ads and Descending Hierarchical Classification Analysis (DHA) were performed;

Excel for statistical descriptive analysis, to identify the frequencies of specific elements in the answers of the on-line survey. The data related to the emotions evoked by the messages were transformed and analyzed with a polarity index to determine the level of positive-negative emotions associated to those specific messages.

- The advertising messages have been categorized considering: date, communication objectives, strategy implemented, words and images used, emotions that they wanted to transmit and keywords. We have also differentiated the messages between ads that were spread during the 1st Italian Lockdown (9th March-18th May,2020) and after (until November 2020) through different channels: e-mail marketing, social media, TV and press.

Furthermore, to prepare the corpus to be analyzed by IRAMUTEQ Software, the text messages were appropriately standardized in English language, and 9 variables were identified with related codes:

1. Timing: message spread during(when_01) or after(when_02) the 1st Italian Lockdown in 2020;
2. Sector: Mobility (where_01), Tourism (where_02) or Education (where_03);
3. Mobility Sector: train company (mob_01), airline company (mob_02), cruise company (mob_03), scooter sharing company (mob_04), bus company (mob_05);

4. Tourism Sector: Online Booking Portals (tur_01) or Hotels(tur_02);
5. Education Sector: publishing houses (edu_01), institutes of education and research (edu_02), news agencies (edu_03), psychologists associations (edu_04), telematic services companies (edu_05), event and congress organizers (edu_06);
6. Enterprise operating: locally (size_01), globally (size_02) or in Europe/North Africa (size_03);
7. Headquarters: in Italy (loc_01) or abroad (loc_02);
8. Images/Texts: image prevalence (image_01), text prevalence (image_02), texts and images in equal measure(image_03), no images (image_04), no texts (image_05);
9. Image content: landscape and no people (cont_01), landscape with people without mask (cont_02), one person alone (cont_03), family (cont_04), couple (cont_05), friends (cont_06), mix landscape and happy people without mask (cont_07), people with mask (cont_08), mix landscape and people with mask (cont_09), mix landscape and people with and without mask (cont_10), just graphic elements, no landscape, no people (cont_11), mix people with and without mask and no landscape (cont_12).

At the end of this categorization, the corpus of advertising messages for data processing was performed by IRAMUTEQ Specificities and correspondence factor analysis, in order to associate text with the “characterization variables”. Then, the Descending Hierarchical Classification analysis clustered all the messages within the corpus conforming to their main vocabularies (lexic) and words(forms) with asterisk (variables). The main sections of the on-line survey were:

- Travels/holidays habits and customs of the research participants in the past 2 years, before Covid-19 pandemic and after the 1st Italian Lockdown in 2020: in order to comprehend whether and in which way the habits and the customs concerning travelling have changed after the 1st Italian Lockdown;
- Impact of the Advertising Communication during Covid-19 pandemic through questions related to the exposure to four ads: two of them delivered by Booking.com and two others delivered by Ryanair. Each pair of ads included one spread during the 1st Italian Lockdown (Fig. 1 and Fig. 2) and a second message spread after the 1st Italian Lockdown (Fig. 3 and Fig. 4). This research section was aimed to investigate the impact of these ads on our subjects, discriminating the effects on an emotional level (open question in which we asked them to indicate the emotions transmitted by the specific ad) and also on a pragmatic level, to understand the effectiveness of the call to action included in the specific ad (“To what extent would you be willing to accept the ad’s invitation? And why?” For example, “Book now”).
- Tourism Sector and Covid-19: this research section was aimed to understand how much and in which ways Covid-19 pandemic has changed travel habits and preferences; secondly, we wanted to underline how much some specific aspects caused by the pandemic (like the fear of contagion, the lack of security, the travel limitations and the economic difficulties) have affected this particular sector.



Fig. 1 Ad spread by Booking.com during the Italian Lockdown

Fig. 2 Ad spread by Ryanair during the Italian Lockdown



Fig. 3 Ad spread by Booking.com after the Italian Lockdown



Fig. 4 Ad spread by Ryanair after the Italian Lockdown

The profile of our 60 Italian research participants in terms of socio-demographics variables includes:

- by Gender: 42% males, 58% females;
- by Age: 5% between 18-24yo; 35% between 25y-34yo; 9% between 35-44yo; 10% between 45-54yo; 18% between 55-64yo; 3% over 65yo;
- by Education: 3% middle school level; 30% high school level; 18% Bachelor's degree; 44% Master's Degree; 3% a Master of first or second level; 2% a PhD level;
- by Employment: 36% students, 34% employees; 23% self-employed; 2% traders; 2% unemployed and/or looking for a job; 3% retirees.

3 RESULTS from the two interrelated data sources

3.1.1 Results from the analysis of the adverts by IRAMUTEQ: stability

Opening the corpus of messages collected in IRAMUTEQ and keeping the default settings active we get a significant result: sources made possible for us to identify the number of texts present into the corpus (99), the number of occurrences (11494), the number of forms (2227) and the number of hapax (1104). The hapax has occurrences of 9,61%, while forms have occurrences of 49,97%. This means that the analysis and its results are stable, as also confirmed by TURISMO E PSICOLOGIA, 14 (2), 2021

the Zipf diagram, showing the points of the line aligned diagonally and compact with each other (see Fig. 5).

3.1.2 Results from the analysis of the adverts by IRAMUTEQ: Cluster Analysis and Descending Hierarchical Classification

After this initial step, we proceeded with the Cluster Analysis, selecting the setting “simple on text segments”(TS), that highlighted in the first instance the statistics associated to this specific analysis, and then adding information to the previous one: number of text segments (332), number of forms (2276), number of headwords (2227), number of additional forms (88), number of active forms with a frequency less than or equal to 3 (667), the average of the shapes per segment (34.620482), the number of classes (5), identifying a total of 292 segments classified out of 332 (87.95%). The Cluster Analysis generated a Descending Hierarchical Cluster (DHC) Dendrogram, which highlighted the main five classes obtained (Fig. 6). Firstly, the corpus “Body”, was divided (1° iteration) in two sub corpuses, separating cluster 1 from the rest. Then the larger sub corpus was divided, generating cluster 4 (2° iteration). On a third moment, another division generated clusters 2 and 3. The DHA stopped here, due to the 5 clusters stability, as text segments units with similar vocabulary.

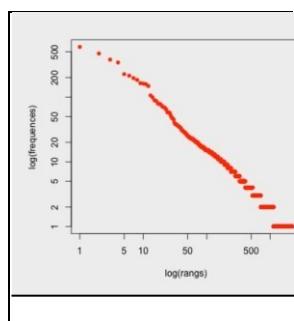


Fig. 5 Zipf Diagram

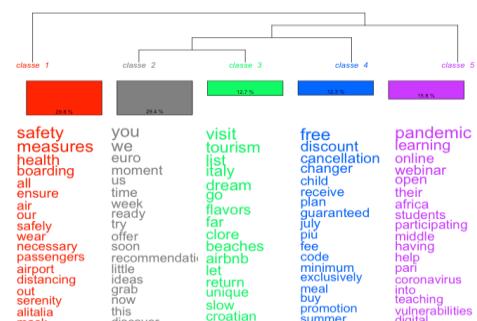


Fig. 6 Descending Hierarchical Cluster (DHC) Dendrogram

Coherently with the meaning of the significant forms (words) - also analyzed within their elementary contexts’ unities - we have labelled the 5 main clusters as:

- a. Safety Measures;
- b. Inclusive Personalization You-We;
- c. Tourism Dream;
- d. Flexibility and Discount;
- e. E-Learning and Resilience Challenges for Vulnerable Communities.

The 5 clusters’ results show that Advertising Communication has radically changed in all sectors after the spread of Covid-19. The fifth Cluster – the only one centered on Education sector - has been already illustrated in other publication and will not be presented in this contribution, specifically focused on Tourism sector (de Rosa, Dutto, Latini, Taieb, 2021)

3.1.3 Cluster 1: Safety Measures

The first cluster, that we named *Safety Measures*, highlights the impact and frequency of words (although with varying degrees of statistical significance) regarding the safety and prevention measures adopted during the Covid-19 pandemic – presented in their preventive nature, emotionally reassuring and prescriptive. During the 1st Italian Lockdown companies of the mobility sector, in particular airline companies, communicated using advertising messages in which the texts were dominant. When present, the images portrayed people with masks, often single passenger or

stewardess. The predominance of the text was accompanied with messages or link to video addressed to the target's rational part in order to disseminate more information (specifically about the safety and prevention measures adopted) to respond to the need of security and the fear of contagion (cf. Fig. 7 and 8). Approaching the end of the Lockdown, considering the possibility of starting to move and travel again, messages focused on the safety and prevention measures adopted, responding to the fear of contagion and the need for security that accompanied the desire to go back to travel.



Fig.7 Word Cloud regarding cluster no.1: *Safety Measures*



Fig. 8 Example of email message delivered by Ryanair

3.1.4 Cluster 2: Inclusive Personalization You-We

The second cluster, that we named *Inclusive personalization You-We*, highlights the impact and the frequency of words concerning messages' personalization: in particular, there were messages addressed to the specific person to whom they are directed, underlining a sense of closeness and belonging (Fig. 9). This strategy – that consists of identifying the specific target audience of the advertising messages – takes on an inclusive and personal character, proposing offers and recommendations based on the profile of the specific person, with the purpose of speeding up the times needed to make a reservation.

The inclusive personalization is a communicative strategy that emerged from the ads, which were sent to the specific person, with a prevalence of text and the absence of pictures; on a visual level, mainly graphic elements were used. In this case - as well as in the first cluster – texts' prevalence is accompanied with an effect on the target's rational part, to which is added an emotional effect, since the message is inspired by empathy made specifically to fit for the person whom it is directed, who feels special and appreciated. Exemplary of the sense of empathic closeness are the texts included in the adverts delivered at the beginning of the 1st Italian lockdown, sharing the sense of the target's boredom during the lockdown and his/her desire to be distracted by dreaming of the next vacation or by involving in an online puzzle game (Fig. 10).



Fig. 9 Word Cloud
Cluster no.2: *Inclusive personalization YouWe*



Fig. 10 Example of email message delivered by eCooltra

3.1.5 Cluster 3: Tourism Dream

The third cluster, that we named *Tourism Dream*, highlights the impact and the frequency of words concerning: travels, the desire to leave and go far and some travel destinations, specifying some characteristics of the vacation spots – and also suggesting to travel not far from home, promoting proximity tourism and the discover of places nearby (Fig. 11).

The cluster highlights how Italian companies that are part of the tourism sector (in particular online booking portals) and also mobility companies (especially boats, cruise ships and ferries) communicated both during and after the 1st Italian Lockdown in 2020 using in equal measure texts and images, which portrayed landscapes with no people present. The images of wonderful places and distant destinations without human presence were chosen in order to stimulate the imagination and the desire to travel of the target audience they referred to (Fig. 12).



Fig. 11 Word Cloud Cluster no.3:
Tourism Dream



Fig. 12 Example of email message delivered by Secret Escapes

3.1.6 Cluster 4: Flexibility and Discount

The fourth cluster, that we named *Flexibility and Discounts*, highlights the impact and the frequency of words concerning: the flexibility in modifying or cancelling reservations, as well as elements related to convenience such as discounts and offers available (Fig. 13).

Both during and after the 1st Italian Lockdown, companies operating locally, and in particular hotels and railway companies, communicated using texts and images in equal measure.

and the images portrayed landscapes with happy people who did not wear masks. The use of images that portrayed people who didn't wear masks was intended to focus on light-heartedness and onto a perception of the dreamed return to the normality and safeness, ensuring that people put aside the fear of contagion in order to make a reservation and travel again. To underline the light-heartedness, the focus of these messages lies on: reservations' flexibility, discounts, offers and the possibility of free cancellation (Fig.14).



Fig. 13 Word Cloud Cluster no.4:
Flexibility and Discount



Fig. 14 Example of email message delivered by *Italo* railway company

3.2 Results from the on-line survey

Through the survey it was possible to broaden the focus on tourism marketing at the time of Covid-19, investigating in particular the old and new habits of the subjects, as well as having the measure of the pragmatic and emotional impact of ads spread during and after the 1st Italian Lockdown, interesting to get insights for the strategic communication in the tourism sector. These results showed that before the 1st Italian Lockdown (referring to the previous two years 2019 and 2018) all the respondents travelled, choosing both Italian and foreign destinations, while after the 1st Italian Lockdown (in the period comprised between 18 May and November 2020) only the 80% of them decided to travel, preferring especially trips in Italy. The most consulted sources were family and friends, emphasizing the importance of word of mouth and the influence of people trusted in travel-related decisions. The reasons that determined the choice to travel were related to leisure and free time, but this data drastically decreases after the 1st Italian Lockdown: in fact, in this period only 80% of subjects travelled, so that fewer people have answered these questions. The second reason to travel was to visit relatives or friends; this data increased after the Lockdown, for the desire to reunite with loved ones after the forced distancing. Trips for reasons of culture, work and study have drastically decreased after the 1st Italian Lockdown, which can be explained by the fact that many activities belonging to these categories (including cultural events, conferences, lessons..., just to name a few) were available online and there were also restrictions applied in the international and inter-continental mobility: for example, many winners of Erasmus mobility grants were forced to renounce or to delay for the next academic year their abroad experience at foreign universities. Regarding the chosen travel modes, travels with friends and family decreased after the 1st Italian Lockdown, while the choice to travel with a partner remained fairly constant: the latter was confirmed as the preferred travel mode after the 1st Italian Lockdown. Trips alone or with work colleagues, already seldom chosen before the 1st Italian Lockdown, further decreased. Lastly, travel with organized groups of unknown tourists stopped and anyway was not mentioned as a preferred option after the 1st Italian Lockdown in the period considered until November 2020: presumably due to the fear of contagion and the increased perception of lack of security towards the unknown at the time of pandemic (also as related effect of the spatial distancing as socio-distancing).

After the 1st Italian Lockdown, owned vehicles were preferred, such as the car or, for those who owned them, motorcycles or campers. The proximity of the destination was an aspect that has assumed importance, leading people to prefer close tourist destination, without going too far from home. The reliability of structures, tourist portals etc. was generally considered by the TURISMO E PSICOLOGIA, 14 (2), 2021

respondents an important element in travel-related decisions, and the same applies to the characteristics of the tourism product (attractions, food, transport, accommodation, etc.) and to the value for money. On the contrary advertising was considered by the participants in the online survey as an element that in general did not affect travel choices, and this data can be presumably explained by the bias according to the fact that people consider themselves impervious to the effect of advertising, thinking they are the only responsible for their own decisions. Almost all of the subjects affirmed that Covid-19 had influenced their way of travelling, and - among the consequences of the pandemic that they have considered deeply important - we can mention (in order of importance attributed by the respondents): 1st *lack of security*; 2nd *fear of contagion*; 3rd *travel limits*; 4th *economic difficulties*. Analyzing the pragmatic impact resulting from the vision of the ads during the survey, we highlighted that the most effective message was the advert delivered by Ryanair during the 1st Italian Lockdown (see Fig. 2). This specific ad presented a balance of texts and images, inviting people to inquire about the safety and prevention measures adopted by the airline company (with an image that portrayed on-board staff wearing masks), through the use of landscapes' pictures without people, in order to stimulate the imagination and the desire to leave and go far, making a reservation for a flight. This mix of elements, stimulating the desire to travel, giving at the same time exhaustive information and responding to the need for safety, was successful and effective. As regards the level of emotional impact, the results changed: in fact, the ad that was characterized by the most positive emotions turns out to be the message spread by Booking.com during the 1st Italian Lockdown: a message that aimed at conveying optimism and hope, with images of places without people, stimulating the imagination and the desire to travel (see Fig. 1). On the other hand, the ad with the most negative connotations was the one spread by Ryanair after the 1st Italian Lockdown, in which prevailed very convenient offers, which however activated mechanisms linked to doubt and lack of confidence in a product sold at a price that seemed too low to deserve reliability and trust. Furthermore, the colors used (mainly black and yellow) turned out to be experienced as disturbing by the respondents (see Fig. 4). In brief, although the ad from Booking.com transmitted more positive emotions (see Fig. 1), if we concentrate on the practical act of responding to the call to action, the ad spread by Ryanair during the 1st Italian Lockdown turned out to be more effective and successful in this sense. The decision to show elements linked to hope together with others linked to safety and prevention measures (thus responding to the real need of the subjects) turned out to be the most effective strategy to convince the target audience to actually follow up in the call to action (see Fig. 2).

3. CONCLUSIONS

With the advent of Covid-19, the challenge that has at some extent opened up to tourism sector after the 1st severe lockdown in 2020 has been to communicate to its target audiences, respecting and leveraging on the new emerging needs. Some useful input emerged from our research results concerning the strategic marketing communication in the tourism sector. First of all, it's important to understand the motivations that lead to the decision to travel: with the increasingly digitalization of activities related to study and work, people prefer to travel mainly for leisure and free time reasons. In these circumstances it is therefore rewarding for the tourism sector to focus on this type of motivation to travel, considering that the successful development of a growing number of work and cultural activities that have been experienced during the lockdown online and remotely may continue also in the future changing quite radically the working lifestyle. Another travel motivation emerged from our results was to visit relatives and friends, driven by the need for closeness with loved ones - especially immediately after the forced isolation during the lockdown. Secondly, the word of mouth has been confirmed as the most consulted source in travel decisions, underlining the trend to trust people you love. The travel modes after the Lockdown turns out travelling with the partner, while organized travels with groups of unknown people have been disregarded. Uncertainty and fear of contagion have been central elements for the choice of travel arrangements, confirming the efficacy of the adverts that underlined the safety and prevention measures adopted, in order to make the '*safe and clean*' travels

more attractive. The most used means of transport have become the owned ones: first of all, the car, and to a lesser extent the motorbike and the camper. Also in this case, the perceived lack of security and the fear of contagion, combined with the prohibition to move outside one's own country, have drastically reduced travels by plane, train and bus after the 1st Italian lockdown period in 2020. The resulting trend has been the preference for short and nearby trips, giving more and more prominence to local tourism and to the desire to discover (or rediscover) what one's country has to offer. At the communicative level, the ads that better have responded to the target audience's new needs (need for security, closeness and belonging) resulted effective.

In particular the more appreciated communicative strategy was related to adverts that contained a mix of elements, such as: informative and reassuring texts, which explained in details the prevention and safety measures adopted, responding to the need for safety and to the fear of contagion; pleasant images, stimulating the imagination and responding to the desire to travel and go away; personalization of the messages, with recommendations and offers customized for the specific target person; to respond properly to the need to counteract uncertainty by leveraging on flexibility during the reservation process, proposing not only offers and discounts, but also the possibility of modifying and / or cancelling the reservation for free.

Without prejudice to the value of historical data collected in the first impact with the unexpected pandemic in 2020, future research may with interest develop longitudinal and comparative studies in Tourism marketing, depending on the different waves of the pandemic and the measures adopted country by country (in some case even regions by regions) or by supranational entities (like for example the policy promoted on April 7, 2021 for a *vaccine passport* in the US and the EU). Depending on countries' massive vaccination campaign, the marketing strategy to attract tourists has been shortly adapted. On 17 May 2021 Italy has reopened the arrival to citizens from the countries such as Israel, US, UK, Japan, Canada... without demanding preventive quarantine, but only "green pass" or attracting potential tourists launching on May 6 the message of Covid-free islands with a liberating wish "*Unlocking the world*". However, faced with the fourth wave of infections from Covid-19 in view of the Christmas holidays 2021, several countries of the European Union decided at the end of November to reintroduce harsh restrictions, especially against people who are not vaccinated and do not have a Green Pass. with booster dose (<https://siviaggia.it/notizie/viaggi-natale-paesi-europa-tornano-lockdown/349786/>) In light of these developments, it is even more interesting to study the adaptations of marketing strategies in the tourism sector as a function of the pandemic evolution.

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