

**REFLECTIONS AND PERSPECTIVES ABOUT THE TOURISM IN THIS NEW  
SCENARIO**

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## 1. Introduction

The corona virus pandemic directly impacted world tourism, which drastically reduced in 2020 as the isolation and social distance policies advocated by the World Health Organization (WHO) were being adopted for pandemic control. As security measures, numerous countries have intensified health barriers in multimodal transport (air, road, rail, waterway, among others), restricting the flow of people and goods. In this context, the movement that characterizes tourist activity had been interrupted on time, generating consequences that were still incalculable (Gössling, Scott, & Hall, 2020; Wanjala, 2020; IATA, 2020).

With the closure of the main tourist attractions, the sector went into a crisis that is still dark, which puts tourist trades in check (hotels, travel agencies, transport and operators) that need to use their creativity to minimize the consequences of this disastrous scenario. Travel with a large flow of people that stimulated the behavior of traditional tourists should be reconsidered at this point, after all, sanitary controls will still be maintained, and practices of social distance will be reinforced (Tourism Economics, 2020).

How to do tourism in a pandemic scenario? This question guides exploratory research that aims to clarify the possibilities of returning to tourist activities based on the flexibility measures adopted by different countries that are experiencing different phases in the fight against the pandemic. We emphasize that the crisis experienced in the sector is not exclusive to the 21st century (Teitler-Regev, Shahrabani & Goziker, 2013; Kuo et al., 2009), which is why we have established timelines of the antecedent facts to create effective strategies for strengthening the sector.

Tourism is a complex activity that requires efforts from different agents, such as the tourist trade, public agents, consumers, and communities. Since the beginning of the exploration of tourism as an economic activity, it was possible to realize that the focus was concentrated on a model that reinforced the exploitation of resources and aimed at increasing the tourist flow.

Conventional or mass tourism routinely questioned by the strong negative impacts on indigenous environments and populations enabled the emergence of alternative models that consider territorial weaknesses and the role of local communities. Conventional tourism is identified by the significant amount of displacements in a period of time, increasing the number of people who consume tourist attractions and favored by factors such as the leisure of workers, the search for new experiences, socio-political stability, development of transport and, increase in tourism marketing (Rejowski, 2002, p.85; Brandão, 2014).

Over the years and the different global conjectures, the form of exploitation has been rethought, and alternative development models are gaining visibility and appearing as support for an economic sector that is emerging in instability in these new scenarios. However, although there have been wide-ranging discussions on the form of tourism planning and management, conventional tourism development models are still the majority, and their impacts reach immeasurable effects.

In this way, the greater the security and the feeling of “normality”, the greater the favorability of conventional models as opposed to alternative ones. First, because with the discourse of contributing to the socioeconomic development of tourist regions, tourism marketing focuses its efforts on the wide dissemination of destinations and the consequent increase in consumption. Second, people are motivated to travel to places that have sufficient infrastructure to receive them, avoiding areas of conflict and instability. And third, tourism consumers tend not to be concerned with their actions when they are traveling (Ramchurjee & Suresha, 2015), especially when there are no apparent reasons.

The current moment, in which the feeling of “normality” has been removed, is ideal for rethinking the forms of tourism development and other activities that invade ecosystems and affect territorial and social dynamics.

The discussions that will be presented are important to change the prism of analysis on tourist activity in the crisis scenario, as it represents a cut of tourist models that diverge from the traditional one and currently gain strength in academic discussions and alternative practices, based on environmental awareness, local protagonism and social transformation.

Finally, this theoretical essay revisits historical moments of epidemic situations in the country and in the world that impacted tourism to different degrees, and discusses, based on scientific literature, the lessons learned from times of crisis, based on exploratory and descriptive research, and a narrative review. Additionally, it proposes the development of a theoretical framework that can collaborate in the next challenging situations that tourism may encounter, thus contributing to minimize the effects of the system on the natural environment.

## 2. Viewing a bit on the past: impacts of epidemics on tourism

First, we need to be in the context of endemics, epidemics, and pandemics. Although the terms are similar, the concepts differ. Rezende (1998) argues that the difference between the terms cannot be detailed to the amount of incidence of a given disease in a locality. The author clarifies that the number of new cases, as well as the rapid spread are considered characteristic elements for the understanding of epidemics, however, what defines the endemic content is the peculiarity of the disease in each region.

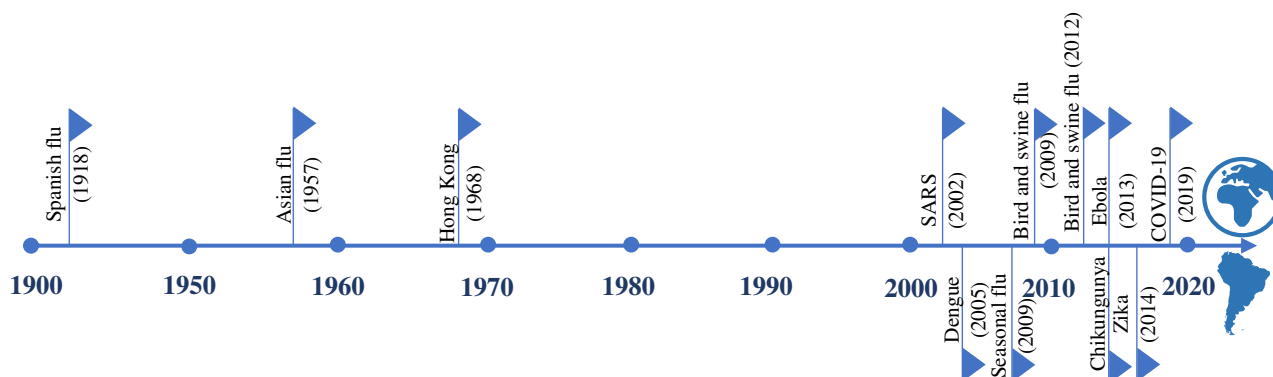
For this, Rezende (1998) uses the etymological origin of the word endemic. From the classical Greek *endemos*, it means “referring to the country”, “found among the inhabitants of the same country”. Therefore, endemic diseases are identified as those that arise in a certain region and do not spread to other locations, therefore being controlled. When this control is not obtained, and the number of cases begins to reach locations other than the original one, there is talk of epidemics. Pandemics, of the Greek prefix *pan* and *demos*, people, are characterized by epidemics of great proportions, which reach uncontrollable levels in several countries at the same time.

Historically, different locations have experienced endemic, epidemic, and pandemic situations. Although the efforts of this essay are not to raise all the moments that affected social and health dynamics, a timeline, shown in Figure 1, with the main viral cases that plagued different regions in the world is presented.

Globally, one of the first records of viral diseases refers to the Spanish flu that killed thousands of people around the world, between August and December 1918 (Souza, 2005), in the midst of the war conflict of the First World War. Souza (2005) also reports that it was not long before the disease appeared in Brazil, allowing all the social, economic, sanitary and health deficiencies that the country faced to emerge, a situation that is not very different from the current reality.

Another health crisis was caused by the Asian Flu, in 1957, originally reported in Singapore and spread to other continents (Silva, 2009). Silva (2009), in his report on the incidence of viral illness caused by influenza in the city of Porto Alegre (RS), declared evidence of underreporting of cases also at that time. On the other hand, the malignancy of Asian flu, compared to the Spanish flu, was less, since the treatments for the cases of the disease were symptomatic, focusing on the use of analgesics and antipyretics.

Figure 1. Timeline with viral epidemics in the world



Source: Adapted from WHO (2017) and Gössling, Scott and Hall (2020)

In 1968, mutations in the hemagglutinin gene produced highly pathogenic strains that infected birds and generated a new pandemic wave (Gibbs, Armstrong, & Gibbs, 2001), originally identified in the city of Hong Kong (Gössling, Scott, & Hall, 2020).

Starting in the 2000s, there were records of viral diseases in 2002 (SARS), 2009 (Avian Influenza and Swine Flu), 2012 (Middle East Respiratory Syndrome), 2013 (Ebola), and, more recently, in 2019, Covid-19 (Gössling, Scott, & Hall, 2020). In the Americas, and especially in Brazil, other critical diseases that continue to affect the health dynamics of populations are reported in the Health Report in the Americas (WHO, 2017). Seasonal flu, for example, has been circulating in the country since 2009, namely: Influenza A (H3N2), Influenza A (H1N1) pdm09 and Influenza B (WHO, 2017).

Viral diseases transmitted by vectors, such as Chikungunya (2013), Zika (2014), Yellow Fever and Dengue have become endemic in the countries of America. Yellow fever became endemic in 14

countries in America, and in Brazil, an outbreak was reported at the end of 2016. As for dengue, two outbreaks were reported in the years 2013 and 2015, with the literature declaring that the outbreaks of this disease occur every 3 to 5 years (WHO, 2017).

Assessing the timeline shown in Figure 1, it is possible to observe that over the years, the intervals between viral outbreaks have decreased. In the case of dengue in Brazil, for example, the explanation is related to the introduction of two new diseases caused by arboviruses, in the case of Chikungunya and Zika, which present similar symptoms, confusing the case reports (WHO, 2017). On the other hand, some research has indicated that viral outbreaks will become more and more frequent and diseases with pandemic potential more recurrent (Gössling, Scott, & Hall, 2020).

Although humanity lives with diseases unknown since the creation of the world and that not all of them are caused by viruses, the potential for infection of viruses reaches even greater levels due to the ease of contagion. In addition, scholars warn that the destruction of ecosystems and changes in the food cycle allow the emergence of potentially dangerous diseases.

And where does tourism fit into all this? Globalization provided network access and a ripple effect that emerged from the appearance of failures or difficulties at some stage of the process. Amri et al. (2020) state that the globalization of travel, associated with other aspects such as trade, changes in lifestyle, the diversity of pathogens, as well as tourism itself, increase the appearance of zoonotic diseases with high pathogenic power.

While tourism contributes to the emergence of these zoonoses, it is noteworthy that the sector is one of the fastest growing and has an impact on the countries' socioeconomic activities. However, it is one of the activities most sensitive to external events, such as epidemics, economic difficulties, terrorism, and natural disasters (Teitler-Regev, Shahrabani & Goziker, 2013). Thus, it is crucial to analyze how these external situations, essentially the epidemics and viral pandemics highlighted in this work, can impact tourism, what is the behavior in these situations and how to minimize the effects of health crises.

In general, it is possible to identify in the specialized literature that the effects of crises on tourism are analyzed extensively by researchers over the years (Teitler-Regev, Shahrabani & Goziker, 2013) and as a result it was possible to identify that the sector is recovering quickly (Keller et al., 2010), with the effects of pandemics being analyzed and discussed at different times (Burns et al., 2008; Kuo et al., 2009). Additionally, research indicates that diseases have affected tourism in the short term and, mainly, in the places where the diseases focus, for example in the regions affected by Ebola in Africa and SARS in China (Gössling, Scott, & Hall, 2020).

The effect of epidemics on tourism has been a topic of interest for several researches over time. Teitler-Regev, Shahrabani and Goziker (2013), for example, investigated the effects of economic crises, epidemics and terrorism in the United States, Germany, France, Japan, and the United Kingdom. And, as main results, the researchers identified that these events impact tourism activity differently, revealing that the positive effects of economic crises in destination countries and the negative effects of incoming tourism exchange rates are more prominent than the effects of terrorism and epidemics. In addition, the authors realized that neighboring countries were not affected by epidemics or terrorism, focusing on the countries affected by these incidents.

Recently, research carried out by Wanjala (2020) evaluated the impacts of the new coronavirus on tourism and its implications for Kenya's economy, based on the cases of Severe Acute Respiratory

Syndrome (SARS), Ebola and the Middle East Respiratory Syndrome ( MERS). The author points out that, like these other viral syndromes, the current pandemic disease affects the economy through two distinct channels. One refers to the direct and indirect effects that affect the public health system and jobs.

Another is related to the behavioral effects of individuals and governments who start to act in fear of contracting the disease or facilitate contagion, being manifested through distance, self-quarantine, closing deals, interrupting transportation systems, canceling flights, among others. Also, according to the author, and assessing the history of outbreaks of infectious diseases, more than 80% of the impacts are associated with the behavioral category that affects the entire socioeconomic dynamics of countries (Wanjala, 2020).

Amri et al. (2020), in their analysis of emergencies and aftersales of viral zoonotic diseases, place tourism as an additional burden for the worsening of incidents. In addition, the authors reinforce that it would be illusory to believe that continental or community efforts would be sufficient to ensure the desired protection, requiring industrial reformulation, changes in the production chain, health legislation, as well as investments in education and health programs. health and hygiene.

Another study that evaluated the relationship between epidemics and tourism was carried out by Chang, Huang and Shu (2012) who identified the characteristics of the Dengue epidemic during the period from 1989 to 1995 and 2002 to 2010, in Taiwan, China . The authors realized that all epidemic strains were different in each outbreak, and therefore were imported from other countries, in this case, Thailand, the Philippines, Indonesia, Vietnam and Cambodia. Moreover, the results revealed that the main reasons for displacement were leisure trips, business trips, family visits and the export of labor, reinforcing the responsibility of tourism in the spread of epidemic outbreaks.

From the studies raised, and from the historical moments that emerged, it is necessary to deepen the discussions on the role of tourism, as it is currently developed, in reinforcing epidemic outbreaks and their impacts on other sectors of society. Therefore, the next section is dedicated to discussing how tourism is planned and managed, and what development alternatives can be thought of to reduce the impacts of external events on the activity.

### 3. Discussions

As explained in the previous section, the analysis of the relationship between epidemics and tourism is not a recent discussion. Many scholars have dedicated themselves to assessing and measuring the impacts of external events, such as terrorist attacks, economic crises, and epidemic outbreaks on the sector (Gössling, Scott, & Hall, 2020).

Also according to the aforementioned authors, although the specialized literature reinforces that tourism tends to recover quickly and that the activity is resistant to external shocks, since it is not the first global crisis that affects the sector, they declare that there is evidence that the impact and recovery process of the current pandemic will be unprecedented (Gössling, Scott, & Hall , 2020).

Petersen et al. (2016) and Schmidt (2016) have already warned that outbreaks are the result of anthropogenic actions on ecosystems and biodiversity and will become more and more frequent. Furthermore, previous reports have already predicted the emergence of highly infectious diseases

with global impacts, however, their effects continue to be underestimated (Gössling, Scott, & Hall, 2020).

In the meantime, there is a need to discuss the ways in which tourism has developed over the years. For this, the history of the evolution of tourism activity was revisited to understand how the activity is established in the current moments.

Lickorish and Jenkins (2000) declare that the tourist activity has gone through four stages since the first displacements: the prehistoric moment, the era of railways, the phase between wars and the takeoff period of tourism. The first stage is related to the trips made by classical civilizations to the so-called Grand Tours. Then, during the Industrial Revolution and the emergence of railway networks, tourism received a strong ally in the design of travel. Subsequently, the phase between the First and Second World Wars, the activity started to receive greater guidelines and control, for example with the advent of passports. Finally, in the so-called age of communication and technology, tourism received the necessary attention to expand activity and establish itself in the market as a major contributor to the countries' domestic production.

However, what has been observed since its conception is the mainstream of conventional or mass tourism, which is extremely globalized, whose production chain is totally networked and in which there is a high flow of tourists per period (Brandão, 2014 ), offering less attention to the tourist-resident relationship, which would be fundamental for the development of a more sustainable tourism (Cheung & Li, 2019).

Therefore, many discussions have taken place to assess the so-called *overtourism* that is identified by the high tourist flow and neglect of the territories' carrying capacity, offering potential risks to destinations (Cheung & Li, 2019). Goodwin (2017) describes this excess of tourism due to the residents' dissatisfaction with the high number of external people in their communities, interfering in the residents' quality of life and in the quality of the visitors' experience.

These new terms, such as *overtourism* or *tourismphobia* (Dredge, 2017; Goodwin, 2017), have their origins in conventional tourism that is sustained by unsustainable practices and arouse debates between scholars and those interested in the use of territories for tourism purposes, as well as in the effects of indiscriminate use (Milano, Novelli, & Cheer, 2019).

Thus, the way that tourism has developed within the capitalist economy proves to be fragile and dangerous. Milano, Novelli and Cheer (2019) declare that the current growth model has proved to be outdated, requiring a more responsible posture in the process of planning, and developing tourist practices. Saarinen (2006; 2013) advocates the construction of alternative forms of tourism that can deal amicably with the use of spaces and draw limits to their growth.

The concern with the advances in tourism and the indiscriminate use of spaces, changing the biological, socio-cultural, and economic structures of destinations have been evident among researchers, being even thought of in methods of degrowth. Higgins-Desbiolles et al. (2019) declare that neoliberal capitalism has created a dependency on growth, highlighting the problems even more, being necessary, therefore, to rethink economies that change the imperative of growth that hover in contemporary society.

Still according to the authors, the discussions that circulate about overtourism or tourismphobia are just the tip of the iceberg, that is, they are symptoms of even bigger problems, and to avoid even more negative effects, it is necessary to redefine tourism to make receiving communities as

protagonists, and placing the rights of local communities above the rights of tourists and other elements of the tourist trade (Higgins-Desbiolles et al., 2019).

In this way, degrowth has emerged as a response to activist demands and critical studies to tourist exploitation and the high flow of tourists in the host locations, being a radical socio-political proposal (Alexander, 2012), different from other proposals such as green growth, dematerialization and dissociation (Parrique et al., 2019; Smil, 2013) and with the ideal of rebuilding economies around principles such as the common good, care and conviviality (Fletcher et al., 2019).

Fletcher et al. (2019) declare that for this to happen, it is necessary to recognize the efforts of the work of the most radical scholars, since, from them, the socio-ecological costs of tourism activity were critically analyzed. In addition, they served as inspiration for popular movements and the planning of alternative and post-capitalist models, although many of these projects are not recognized with the principles of tourism degrowth.

Therefore, it must be recognized that society has reached a critical and “[...] many authors and institutions have acknowledged that we have entered an age of economic stagnation combined with high levels of social inequality and expanding ecological degradation”, and the search for alternative measures has become a social and intellectual imperative (Fletcher et al., 2019, p. 14).

The Covid-19 pandemic crisis, despite its discouraging reports, be an opportunity to rethink how society has been structured and how different economic sectors have responded to the crisis. It is widely known that one of the sectors most affected was tourism and, despite representing 10% global GDP (WTO, 2018), its economic impacts can be incalculable.

Gössling, Scott and Hall (2020) said that projections for international arrivals are worrying, reporting a 20-30% drop from last year. The authors also state that tourism is a sector that has been severely affected due to measures to combat the disease, such as restricted mobility and indicative of social distance.

Furthermore, the authors defend the transformation of sustainable tourism and add that this will be the biggest challenge. On the other hand, it is also understood by researchers that the pandemic provides important lessons that must be considered and that, even if this crisis is overcome, there is an urgent need not to return to business as usual (Gössling, Scott, & Hall, 2020).

Some of these lessons are already being presented by researchers around the world. Wanjala (2020), when analyzing the economic impacts of the current pandemic on tourism in Kenya, raised a series of possibilities to deal with crises like this. The author acknowledges that the measures adopted now have seemed to be effective, such as the reduction of the interest rate and the suspension of charges from defaulters. He adds that the problem must be faced with a multisectoral approach, requiring joint efforts from all sectors, such as tourism, commerce, health, public and private sectors, and civil society.

The author also defends the promotion of domestic tourism, carrying out, for this, aggressive marketing strategies that can instill in tourists the desire to travel and restore tourism back to balance. In other words, Wanjala (2020) defends the continuation of the mainstream model, just shifting the focus to more local tourism, making domestic destinations more attractive, in order to recover the economy.



Unlike Wanjala (2020), Gössling, Scott and Hall (2020) believe that the molds currently used no longer serve society. In addition, they raise some questions that must be considered. For example, if this crisis will support nationalism and defend stricter boundaries, the importance of domestic tourism in economic recovery, responses to tourist demands, such as the use of videoconferencing, underemployment that are poorly paid and therefore more vulnerable , among others.

In addition, the health sector also emerges as an area to be prioritized, with efforts to improve public health and basic sanitation policies in countries with the aim of developing a more robust public system and prepared for eventual health crises and the emergence infectious diseases (Wanjala, 2020; Amri et al., 2020; Gössling, Scott, & Hall, 2020).

Thus, despite the recognition of the importance of tourism to the economy and its impacts on different areas of society, we do not believe that the maintenance of the conventional model, as it is currently conceived, is the best alternative to deal with the different issues affecting the sector.

Furthermore, although we place the economy in a less important degree than other issues, such as environmental sustainability and the health of the population, we do not understand that the structural change of capitalism is viable in the short term, therefore, we defend a new conception within re-adapted models of neoliberal capitalism, identifying, within alternative development models, ways that minimize the impacts on the environment and promote the conservation of natural collections, as well as guarantee the health and well-being of individuals, mainly, of the receiving communities.

For this reason, in the next section, principles extracted from alternative models already developed in tourism were listed, seeking a harmonious organization with multisectoral desires.

#### 4. A framework to next steps

In view of the discussions raised above and the need to rethink the patterns of tourism development, a reference framework with a proposal for the planning and management of tourism activity was designed. Initially, the referential influences for the design of the structure are described in Chart 1. It is added that, although sustainability has guided the search, alternative development models were also important for bringing, since its conception, new methods, and approaches for tourism development.

Then, a visual structure (Figure 2), still initial, presents itself as a model for the new ways of conceiving the activity and to serve as a consultative element for those interested in a more responsible tourism and that suffers less impact from external events, such as the pandemic crisis in which we are experiencing.

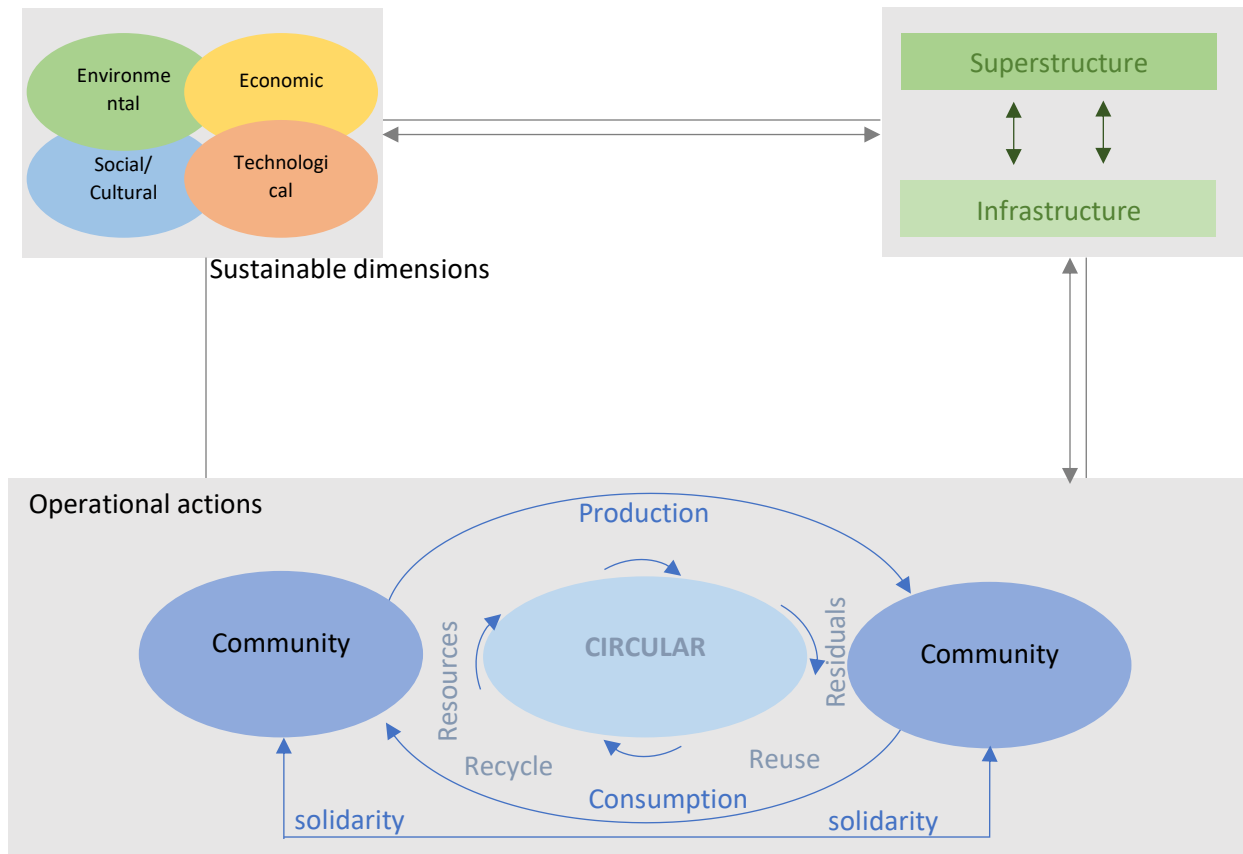
Chart 1. Reference framework for the theoretical model

Aspects/Principles	Definition	References
Sustainability	Sustainability proposes to develop products, projects or processes that can serve current generations without compromising future ones. The dimensions that must be met are related to environmental, economic, and social. However, other dimensions must be considered in tourism, such as cultural and technological.	Elkington (1999); Amin (2017); Ng et al. (2017); Veiga (2008); Sardanou et al. (2016);

Communities as protagonists	In alternative models such as community-based tourism, communities are placed as protagonists in the different phases of tourism projects, including management.	Higgins-Desbiolles et al. (2019); Zapata et al. (2011); Coriolano (2006); Irving (2009)
Small scale	It relates to the local resources that are available, direct contact with traditional peoples and the use of spaces without overloading capacity.	Irving (2009); Costa (2013)
Domestic	It has a fundamental role in the recovery of the sector in the post-pandemic moment and is related to tourism carried out within the country itself.	Gössling, Scott and Hall (2020); IRTS (2010)
Planning	The planning of the tourist activity must also be changed from a conventional plan to a more interactive one, with the participation of residents in its design. For this, short routes, shorter length of stay, etc. should also be considered.	Brito, Costa and Breda (2015); Zapata et al. (2011)
Sanitation	Sanitary and hygiene measures at the different stages of a tourist itinerary are also necessary to avoid contagion of diseases. It is defined by the adoption of water and sewage treatment networks, control in food handling, hygienic care in accommodation and transportation.	Wanjala (2020); Koopmans (2012); Demaitre (2020); Yang et al. (2020)
Load capacity	Understood as the maximum number of visitors in each space and time. The author uses three models: the CCF (physical load capacity); CCR (real load capacity) and CCE (effective load capacity).	Cifuentes (1992)
Solidarity economy	New mode of production marked by collective ownership and guarantee of individual rights. Solidarity is the result of lost opportunities and participation in the local economy.	Singer (2002)
Circular economy	Understood as the articulation of the activities of reduction, reuse, and recycling, in which it is understood that the life cycle of the products does not end with use but returns to the production cycle through waste.	Kirchher, Reike e Hekkert (2017)
Associative	Association of residents to promote a social activity and defend the interests of community members.	Singer (2002)
Governance	The tourism value chain involves a complex system of public governance, which is reflected in transport, urban mobility, direct and indirect jobs, space, and public health.	Milano, Novelli and Cheer (2019)
Food	One aspect that must be considered in tourism is the production, consumption, and disposal of food during sightseeing tours, as well as the promotion of typical foods in the regions.	Gössling, Scott and Hall (2020)
Local	From the global to the local, tourism needs to pay more attention to the potential of localities, to situated tourism, and to the rights of communities prevailing over others.	Higgins-Desbiolles et al. (2019); Zaoual (2009); Ajagunna and Crick, (2014); Fabrino (2013)
GNH	Tourism, instead of being evaluated by the Gross Domestic Product for Gross National Happiness, which evaluates nine dimensions: psychological well-being, health, use of time, community vitality, education, culture, environment, governance, and standard of living.	GNH (2007)

From the reference framework provided in Chart 1, a theoretical model was developed based on the Sistur model (Beni, 1998) that integrates environmental relations, operational actions, and structural organization. For that, we thought about an organic structure and an open system, whose exchanges are dynamic and continuous.

Figure 2. Conceptual model



From this framework, it is understood that the mainstay of the model is found in the sustainable dimensions that should guide all operational actions initiated in the communities. As shown in Figure 2, the community will provide the means for the development of tourism, in the same way that it will be an important source of visitors, promoting local tourism, of small scale, and of small routes.

All production and consumption can be carried out within its territorial limits, and considering the resources available in the environment, so that, at the end of the production cycle, waste is reincorporated into the cycle, through reuse and recycling.

The social and commercial relations within the spaces will be developed by the solidarity principles that are characterized by associative, collective property, self-management and sharing. Thus, exchanges will be favored, and individual and collective needs guaranteed.

Finally, the system, identified in the figure of public governance, economy, culture, and the relationship with infrastructure needs to provide the necessary subsidies for more responsible tourism and concerned with future generations.

## 5. Conclusions and implications

This theoretical essay aimed to reflect on the pandemic and epidemic crises that have impacted the tourism sector over the years, having the Covid-19 pandemic as a motivating factor, and identifying in the specialized literature recommendations for dealing with the current moment, as well as suggestions for alternative approaches to tourism development.

As discussed, it was noticed that diseases with high contagion power, with emphasis on viral diseases, are not exclusive to this century. And, it is added, diseases with high pandemic potential will become more and more recurrent (Amri et al., 2020; Gössling, Scott, & Hall, 2020), and therefore it is up to different social sectors to assume their responsibilities in the face of crises and rethink dominant and widely accepted systems.

Therefore, in addition to describing a timeline with some of the viral diseases that affected different regions of the world, the present research incites a criticism to the conventional tourism model that alters the ecosystems and socio-biological dynamics of the receiving territories, instilling in the residents a feeling of disgust and dissatisfaction with the high tourist flow resulting from the unsustainable practices of these models.

Furthermore, we present a suggestion, still embryonic, for the planning and management of tourism activity, based on other alternative models already used in tourism, as well as new economic models to deal with the sector. We emphasize that the theoretical framework suggested here is not a rigid structure, nor is it immutable, but it is an organic approach that incites new questions and changes.

The guiding principle for building the structure was sustainability, which, despite being a widely discussed and desired aspect, sustainable tourism project practices are still early and need improvement. From the general idea of the proposal defended by Elkington (1999), new dimensions could be added to subsidize the proposed structural model.

Moreover, the metrics for analyzing the impacts of tourism considering only the imperative of economic growth, assessed, for example, by the gross domestic product, is criticized as it fails to capture other aspects such as quality of life and well-being of traditional peoples when receiving visitors in their territories.

Another point worth mentioning is the identification of the behavior of tourism in the face of external events that has proven to be strong in dealing with periods of crisis, although the effects related to the current pandemic are still incalculable. Even so, starting from a historical perspective, the tendency is for the activity to recover (Teitler-Regev, Shahrabani & Goziker, 2013), but it must, however, reconsider its development patterns so as not to suffer even greater impacts in the future.

Nevertheless, this research has weaknesses. First, information about the current Corona virus disease is still incipient and mismatched, new studies are being carried out all the time, and new conclusions are drawn. For this reason, there is no way to assess the extent of the pandemic's impact on the tourism sector just based on what happened in other outbreaks of infectious diseases, although the prospects are hopeful.

Then, the efforts of this trial did not allow the identification of all viral events that affected tourism, nor the corrective measures for the different moments. Finally, the criticism centered on the conventional or mass model that disguises the opportunities of local communities and changes

entire ecosystem structures, not seeing other possibilities for discussion, such as the behavior of visitors in the face of crises in tourism.

Thus, it is recommended that the next investigations explore viral diseases and the behavior of those involved in tourism more deeply, that is, assess how residents, governments, private entities, non-governmental organizations, universities, and tourists deal with these. adverse moments and what standard characteristics are adopted by these agents. In addition, it is suggested that the theoretical framework be discussed and improved by new studies.

In conclusion, this research contributed to the debate about the current crisis, and to raise suggestions for the next steps to be considered. We advocate the development of alternative models that respect biodiversity and maintain natural collections protected from anthropogenic actions. Thinking about sustainability is not just about preserving the environment but guaranteeing the sustainability of life on the planet.

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