

Tourism Evaluation in Western Countries After Covid-19

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1. Introduction

Tourism as a complex process has its operation based on natural and human resources, elements that constitute the most important attraction factor. Generator human factor is one that leverages the resources, in turn providing new resources and other services (Hapenciuc V., 2003).

Tourism activity was defined as the activity of a person who travels and has a residence in places other than those usually frequented, for no more than one consecutive year for leisure, business or other purposes - UN World Tourism Organization, 1994 - (The Dictionary of Human Geography, 5th edition, 2009). At the same time is a mass socio-economic phenomenon characteristic of urban- industrial civilization, which takes place in the interdependent relationship between geographical environment and society, consisting of the tourist product consumption in various geographical areas and in different units of time as a result of voluntary movements of individuals outside the productive activities or duties, leading to physical and mental recovery (Efros V., 2002).

Of course, throughout its emergence and crystallization have been countless authors who have attempted to define tourism / the tourist, and whoever tries to achieve this issue can not be limited to a single definition. Boyer (1996) even wrote that "whoever wants to write about tourism, the more difficult it is to define it." Here for example as tourist was defined by WTO in 1978: "any person who is outside their current residence for a period of at least 24 hours (or overnight) and four months for the following reasons: pleasure (holidays and weekends), health (thermalism, thalassotherapy, etc.), any assignments or meetings (congresses, seminars, pilgrimages, sporting events, etc.), business travel, professional travel, school trips, etc ... " (Muntele I., 2003). To observe and understand what is happening in the world around is an innate human capacity and an act of survival. It speaks, in this case, of common knowledge, accessible to all, which does not require special training or tools suitable for a particular purpose. On the other hand, we can identify the scientific knowledge, deliberate action subject to clear rules and clear purposes having well defined finalities (Curelaru M., 2003). In its complexity, the phenomenon of tourism is a multidisciplinary field disputed by geographers, economists, sociologists, psychologists and anthropologists. Tourism research has created such tension and brings together two research categories: academics and those in the branch?, generating the so-called paradox of "tourism as industry" and "tourism as a problem" (Burns, 1999). Franklin and Crang (2001) argues that the phenomenon of research interest grew and grew so that it became confused and stucked. They argue as follows: While tourism seen economically and socially has grown so much in recent decades, researchers have struggled to keep pace with this growth, which led to a situation where tourism studies have attempted to only record the large increasing, resulting in only a lot of case studies, records of cases and variations. Most of the studies that are outside the functional economical areas and take tourism into consideration only for planning and strategy purposes, were dominated by a small core of scholars whose work has tended to lock in its explanations, standard analysis and fundamental established ideas.

Tourism research approach was as fragmented as the tourist industry itself. The fragmented nature study affect both demand and supply of tourism, and tourism is seen as a heterogeneous series of events, located where the destinations are subject to the impact of external factors ... and these factors are themselves a series of events lists, heterogeneous travel, arrivals, activities, acquisitions and departures with the tourist who in turn is seen as a "harsh reality". In another article Cooper (2002) begins with a sentence from the Australian Institute of Commerce (AIC): the research, be it the best in the world, has limited value if its results fall on the commercial market place to maximize its opportunities. He asserts that "knowing management provides to tourism research both a complementary and contemporary approach, which is not highlighted in the academic tourism literature" (Ritchie B. et al, 2005).

In conclusion, the truth is somewhere in between, and the phenomenon of tourism has to be studied both in academia and the "industry" areas. Academic research theorizes, classifies, defines, positions and disturbs all theoretical valences of this phenomenon, the industry takes full bag theory into practice and where it acquires pecuniary value.

Research in tourism, as well as in the entire geographical area is based on three main pillars, three general principles which in turn develop specific methods and the geography of tourism (Table 1).

PRINCIPLES	METHODS	MEANS	MODELING
Spatiality	Observation	Description	Descriptive model
Causality	Analysis	Explanation	Mathematical model
Integration	Summary	Hierarchy	The mapping

Observation method "refers to an extremely wide range of processes carried out in the regional field, both in a selective, specific, systemic component, and especially at the level of interaction relationships between them" (Cocean, 2002).

Analysis method refers to "geographical reality research by decomposing the whole into parts by removing the complex mechanism of the system to reach an understanding of each party to the characteristics and function" (Iuga Ion quoting Ion Donisa, 1977).

Synthesis method is based on analysis results, that are all exploited in a way as arguments for developing hypotheses and legalities" (Cocean P., 2002).

These are, briefly, three general methods of study in geography. One of the most frequently used classification of research methods is that in qualitative methods and quantitative methods.

2. Qualitative Methods

Qualitative research techniques include both a series of steps and a research group. Often misunderstood as a simple research without numbers, it is in fact the basis of human geography involving a plethora of different points of theoretical research, methodological and philosophical, which together seek to address questions of meaning (Dydia Delycer, Encyclopedia of Human Geography, 2006). Theorists of these methods highlight the "subjectiveness" relative to the researcher, which is apparent in the way that approaches the subject studied, but also in the results that are obtained. Each scientist, humanist or physical geography, because of certain causes (past, education, gender, principles, beliefs, etc..) "Bears" with him in this process a dose of subjectivity (Encyclopedia of Human Geography, p.392).

There are several different methods and qualitative criteria to classify them. Some of them are confined to enumerate and describe them individually, while others, such as Winchester (2000), notes three categories of qualitative methods: oral (unstructured interview, focus group method, case study), textual analysis (content analysis documents) and direct observation (ethnographic method). (Dictionary of Human Geography, p.605).

The interview

The interview is the method by which the researcher collects information directly from the respondent. Alain Blanchet defines the interview as "a conversation between two people, an interviewer and interviewee, managed and recorded by the interviewer. The purpose of this talk is to encourage the production of a speech on a topic defined by a research framework" (Blanchet al., 1985). Research interview is a technique for obtaining, through questions and answers, verbal information from individuals and human groups in order to verify hypotheses or to scientifically describe the social sciences phenomena. It involves the formulation of an instruction, building and planning a thematic guide to listening and intervention strategies (Curelaru M., 2003).

a) Semi-structured interview

Assume a predefined interview guide with questions, but allow the interviewer to deviate from the plan to introduce the specific themes. The interviewer introduces the theme, then guides the discussion by asking specific questions.

b) Unstructured Interview

Assumes that the researcher talks totally free with some members of the public concerned with one issue. Sometimes the issue is not given beforehand but is discovered through such discussions.

Unstructured interview is usually carried out in several meetings and a meeting can

take several hours. The most typical is the realization of a personal interview, by direct contact, "face to face".

Advantages of interviews:

- investigated people's attitudes and emotions can be explored in detail and lifelike without resorting to the default alternative answers;
- motivation and resistance can be determined from certain areas, countries, products, or services;
- analysis of complex research topics or new problems that were not initially sufficient information;
- development of trust between interviewer and subject to be able to approach certain topics considered "taboo."

Tourism research studies that use focus group technique is carried out with at least 4-6 or more discussion groups. It was found that the focus group consisting of 7-10 people who are not familiar with each other and have certain characteristics in common subject-related research, provides a sufficient number of participants to achieve diversity of views and to keep the discussion under control so that all people should tell their point of view. Members of the focus group can be, for example, people who have gone through an event together, the consumers of a product or service, visitors to a country, participants in an activity/ event etc. (wordpress.com, 2008) Advantages of this technique:

The method allows obtaining information of great depth about the motivations and behavior of interest groups. Most often, focus groups are used in conjunction with other methods and techniques, often for:

- Identifying problems and questions to be included in a quantitative survey questionnaire
- Obtaining suggestions for interpreting the data collected in quantitative studies
- Validation of results from previous studies
- pragmatic advantages of this technique for research are: flexibility, fast results and reduced costs.

Content analysis of documents (Iuga, PhD. 2009) is an indirect method which consists in the accumulation of information about the natural or the anthropic which holds the phenomenon under investigation. The analysis it is done before the field trip by trying to separate the information gathered to date of any circumstances which might arise with new insight. Bibliographic documentation is needed is the geography of tourism, especially when the process that has been studied has a past and a trend removed.

The observation, as a method of scientific inquiry, is defined as activity tracking and systematic description of phenomena and events taking place in tourism. Qualitative observation can be non-participating and participating. Observation is non-participating when the researcher chooses to observe the process / phenomenon without participating and studies it from outside. He is observing more than he is taking part in the process.

Participatory observation implies active involvement in the phenomenon studied. It is the most qualitative of all research methods and allows the researcher to discover detailed information about thoughts, feelings and behavior of those involved in tourism activity and the stages and the details of the studied event. It can be carried out successfully using covert observation (Researchers identity and research purposes are hidden, for example to get closer to the volume of tourist flows, features, prices advertised, the degree of customer satisfaction, the researcher can engage/ can get hired/ in that unit) or opened observation (the