

EXTENDED ABSTRACT

SAFETY AND SECURITY TOURIST CARD: THE PASSPORT FOR TOURISTS AND SAFE DESTINATIONS

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The health emergency caused by the SARS-CoV2 virus, responsible for the COVID-19 pandemic, is unprecedented. Without a doubt, the year 2020 will be known in the annals of history as the year when zero tourism figures, were reached. Tourism, the sector most affected by the crisis, suffered paralysis on a global scale, causing impacts never before imagined at economic, social and also emotional levels. The paralysis of tourism activity on a global scale, of air traffic by more than 95%, of attractions, hotels and catering, also paralysed more than 300 million workers, with more than a third of humanity in a situation of confinement.

Tourism, a highly segmented and cross-cutting activity, accounts for more than 10 per cent of world GDP and is currently in a state of lethargy awaiting what will come in the coming months or perhaps years. The health alarm situation forced several countries to enter a state of confinement, restricting the mobility of the population and closing their national and international borders, further worsening the dramatic situation of the tourism sector, since without mobility there is no tourism. After more than a month of quarantine, we are beginning to see more rationally, the size of the catastrophe, that the whole world is facing and all the road that remains to be travelled.

Many scientific studies foresee future scenarios, from the mildest to the most apocalyptic, while others call for unity and calm. On the other hand, several studies state that the tourism sector will be one of the last to emerge from the crisis and recover.

The economic losses hover around impossible figures, which dance to the tune of the evolution of cases of pollution and the very fear experienced by the residents of the destinations. However, the time for speculation is not yet ripe. Action must be immediate even in a state of alarm. For this, it is essential to put oneself in the shoes of the visitor to feel what he or she will need to trust the tourist destination he or she will visit again. On the other hand, it is also essential to understand what kind of tourism the destination will want and accept. To understand that their needs will be in terms of the tourist activity that will take place in the territory and what concerns the activity may generate in its residents, in a stressful situation such as that experienced, with the presence of the COVID-19 health crisis.

In the face of such a situation, public-private cooperation is perhaps the lever that will move the world. The trends point to three possible dimensions, digitalisation, marketing

and security, through public-private cooperation. To all this, the formula “safety and security” may be the key to the start of a new tourism order, which now, apart from necessarily having the reliable guide of the 17 objectives of sustainable development, proposed by the UN, will have to add security, as a fundamental pillar of its restructuring. Security that, based on the new reality and with the presence of the vaccine, must be two-way, from the destination to the tourist and from the tourist to the destination.

Avoiding situations of rejection, both from the tourist by the destination and from the resident by the tourist, depends on the type of strategies and actions carried out and planned today, in the state of alarm.

The creation of a health card, based on collaborative processes at scale, i.e. from the supranational to the local level and to be implemented once the vaccine is in place, will serve as a seal of guarantee for destinations and tourists. Generating security in the sense of tranquillity, having the certainty of being safe and secure in the sense of knowing that you have the protection you need.

This is why this study proposes the creation of a single international tourist card, with the ideal health credentials to be accepted as a Safety and Security tourist in Safety and Security destinations, which will also serve in the long term as a tool for promoting and planning the destination.