IMPACT OF COVID-19 PANDEMIC ON CULTURAL HERITAGE IN EUROPE

SHARE project

September 2021 – August 2022

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Outline

1. Impact of COVID-19 pandemic on cultural heritage

2. Intentions (and actual behaviours) among visitors

3. Our research in SHARE
   a) Case studies
   b) Survey
Impact of COVID-19 on Cultural Heritage
Impact in numbers (1)

- **3.9 million** deaths and **179 million** infected worldwide
- **90%** of UNESCO World Heritage sites closed or partly closed in 2020
- Europe particularly vulnerable in terms of GDP

Impact in numbers (2)

- **74% decline** in international tourist arrivals (worldwide) in 2020 compared to 2019

- **Nearly 50% of experts** see a return to 2019 tourism levels in **2024 or later**

Source of data: United Nations Conference on Trade and Development (2021) and UNWTO (2020)
Intentions (and actual behaviours) among visitors
To visit or not to visit ... in times of risk
Studying visitor behaviour (intentions) during a pandemic

However, Intended behaviour $\neq$ actual behaviour

Most COVID visitor behaviour research has been on intended behaviours
Latest COVID visitor (actual) behaviour research

• Post-pandemic (actual) behaviours – China’s Golden Week Holiday (Oct 2020) findings
  • 60% said they would travel but only 50% actually travelled
  • **Level of education and household income** - key factors
  • 36% of travellers were from smaller households
  • **Only 27%** reduced the duration of their holiday
  • 50% travelled by car instead of flying or train travel

Our research in SHARE
What our research will involve

- **Case studies** and survey

- **Case studies** – focus on **specific** (3 per country) heritage sites, share interventions, what worked and **observed (actual)** behaviours

- **Survey** – (online) provide breadth (**any EU country**) and help us **predict** what to expect next
Case studies
What do we want to find out? (suggestions)

- What **COVID restrictions** applied to each country in the project?
- What COVID measures were put in place to **manage visitors** to heritage sites?
- **How did visitors behave** in and around heritage sites over the summer of 2021 at specific SHARE project locations?
- **What worked** and what did not work so well?
- How has COVID affected the **sustainability** (economic, social and environmental) of SHARE project heritage sites?
- How was **seasonality** affected by the COVID pandemic? Could the **blue economy** be the answer?
- How did **access to funding/finance (or lack of)** affect heritage sites, small businesses linked to visitors and tourism destinations in general?
- **What was the effect of the COVID pandemic on** the **policy framework and policy making** in visitor destinations, particularly as regards the recovery from the pandemic? Indeed, what were the **priorities of policy makers in tourism** during the pandemic period?

What else should we investigate?
Survey (online)
Proposed content of the Questionnaire

Target respondents
All potential visitors (including both residents and non-residents)

Section A. General travel
- Past travel behaviour: during the pandemic
  - Frequency
  - Type of transportation
  - Type of accommodation
- Future travel behaviour: next months
  - Travel Craving
  - Travel intention

Note: Not all these topics/questions might be included, it depends on the overall length of the questionnaire
Proposed content of the Questionnaire

Section A. General travel

- Risk perception
  - Perceived susceptibility to COVID-19
  - Perceived severity of COVID-19
  - Attitudes towards risk avoidance behaviour
  - Trust
  - Standardized safety measures

- Risk avoidance behaviour *
  - Passive: Travel avoidance
  - Active: Self-protective behaviour

* The proposed list of risk avoidance behaviours is provided in the notes.
Proposed content of the Questionnaire

Section B. Cultural/heritage attractions

- Past behaviour/experience: during the pandemic
  - Frequency
  - Type of visited attractions
  - Information/knowledge
  - Communication
  - Engagement

- Future behaviour: next months/summer
  - Cultural/heritage attraction craving
  - Cultural/heritage visit intention

Note: Not all these topics/questions might be included, it depends on the overall length of the questionnaire
Proposed content of the Questionnaire

Section B. Cultural/heritage attractions

- Risk avoidance behaviour
  - Passive: cultural/heritage attractions visit avoidance
  - Active: Self-protective behaviour
- Within indoor attractions
- At out door attractions

Your contributions?
Maybe relevant to your safety measures or your observations during the pandemic

* The proposed list of risk avoidance behaviours is provided in the notes.
Proposed content of the Questionnaire

Part C. Demographics

- Country of residence
- Gender
- Age
- Education
- Income
- Employment status
- Family status
- COVID-19 vaccination status
Thank you

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