

EVOLUTION OF TOURISM PRE- AND POST-PANDEMIC: A CRITICAL ANALYSIS

Claudia MOISĂ¹ ORCID ID: 0000-0002-2639-2896

Abstract: *The COVID-19 pandemic has disrupted global tourism, profoundly affecting international arrivals, revenues, and regional travel dynamics. This article critically analyzes the dimensions of the phenomenon based on key World Tourism Organization (UNWTO) reports, dated from 2010 to September and November 2024, to elucidate the trajectory of tourism's recovery. By comparing data trends, recovery patterns, and challenges, this study highlights the resilience and adaptability of the tourism sector while identifying disparities across regions and outlining lingering challenges that continue to shape the industry's post-pandemic landscape.*

Keywords: Tourism, recovery

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¹ Faculty of Economic Science, "1 Decembrie 1918" University of Alba Iulia, Romania, E-mail address: claudia.moisa@uab.ro

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