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Editor's Note

As of February 2023, the global tourism industry continues its journey towards recovery from the unprecedented challenges posed by the COVID-19 pandemic. While the sector has made significant strides, it remains in a state of flux, with several key trends and developments shaping its trajectory.

The tourism industry has shown resilience and adaptability in the face of the pandemic. Many countries have eased travel restrictions, leading to a gradual increase in tourism activities, both domestically and internationally. However, recovery rates vary across regions. Domestic tourism has been a lifeline for the industry. Travelers have been exploring their own countries, contributing to the revival of local tourism economies. This trend is expected to continue as people prioritize safety and convenience. The vaccination campaigns worldwide have been a critical factor in reopening borders and restoring traveler confidence. Vaccine passports and proof of vaccination are becoming commonplace for international travel.

The digital transformation of the tourism sector has accelerated. Online booking platforms, contactless payments, and virtual experiences have become standard, enhancing both convenience and safety for travelers. Environmental and social sustainability have gained prominence. Travelers are increasingly interested in eco-friendly and responsible tourism options, pushing the industry to adopt more sustainable practices.

Traveler behavior has shifted, with a greater emphasis on health and wellness. Wellness tourism, outdoor activities, and remote destinations have seen increased interest. The integration of technology, including artificial intelligence (AI) and augmented reality (AR), has enhanced the travel experience. AI-driven chatbots and AR-enhanced tours are examples of these innovations. The aviation sector has seen a gradual recovery in passenger numbers. Airlines have implemented safety measures, such as improved air filtration systems, to mitigate health risks during flights. Challenges persist, including uncertainty about the emergence of new variants, sporadic travel restrictions, and a need for industry-wide standardization of health and safety protocols.

The tourism industry's recovery journey is ongoing, marked by a mix of optimism and caution. While the path ahead may still be uncertain, the industry's ability to adapt, embrace sustainability, and prioritize traveler safety positions it well for future growth and resilience. Monitoring the evolving landscape and embracing innovation will continue to be essential in the months to come.

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Sustainable Tourism Restoration Through the Lens of ‘Cultural Legacy’ Post-COVID 19: A Rapid Review for Future Uncertainties

Sanjeet Singh, Meenu Bhardwaj & Neha Devi

Abstract

The tourism industry globally faced an absolute halt and an intense plunge during the 2 years of COVID-19 outbreak and the resultant lockdown. A faster recovery became vital to the global financial health as the tourism industry contributed US\$ 8.9 Trillion to the economy in 2019. The current study acknowledges the role of the cultural legacy of a nation to address the degrowth and dangers of COVID19, as well as highlights a sustainable path to revitalization in case of future uncertainties. A bibliometric review and thematic study of 467 studies is carried out to understand the relationship between culture and different categories of tourism, and to examine the level of integration required for economic revival, and to review the policy decisions taken by the developed nations. Further, the current study suggests a direction for developing and undeveloped tourism nations for the sustenance of the global tourism sector.

Keywords: Culture, Heritage, Tourism, Restoration, COVID-19, Sustainability

1. Introduction

The outbreak of COVID-19 has posed a critical challenge to the world, directly impacting human lives, economies, and societies at all levels. COVID-19 broke out in December 2019 in Wuhan, China, and transmitted to the rest of the world with over 208 million confirmed cases and 3.8 million deaths (as of Aug. 17, 2021)[1]. WTO announced COVID-19 as a global health emergency to curb the situation, thus resulting in travel restrictions, nationwide lockdowns, prohibition of gatherings, and physical distancing measures. This decision served as a blow to the tourism & hospitality industry, plunging it down by 49.1% worldwide [2]. UNESCO Report states that heritage, archaeological and natural sites, and museums have been completely/partially bolted in over 128 countries globally [3]. The year also witnessed a global drop of 18.4% in the workforce in the tourism sector [4]. As per the latest report published by UNWTO, the loss is 11 times more than the crisis of 2009. The latest statistics by UNWTO shown in Fig. 1 recorded a global drop of 95% during Jan-May 2021 compared to 2019 in the international arrivals. International tourism is picking pace by degrees in 2021 as against 2020.



Fig. 1 International Tourists’ Arrivals and the % Change

Source – World Tourism Organization (UNWTO) Data collected by UNWTO, July 2021. Publishes: 21/07/2021

The tourism industry is crucial to the financial health of the global economy, infusing US 8.9\$ Trillion in 2019[9]. Tourism is an age-old phenomenon with numerous industries and economic activities dependent on it. Culture and heritage are the breath and backbone of tourism [5]. According to the World Tourism Organization (WTO), 40% of international tourism is motivated by culture, with a 15% annual increment in demand[4]. UN has stressed the

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need for harnessing the power of culture where the EU and UNWTO are constantly working on the communal objective by embedding it into all 17 SDGs [6].

Previous literature has evidently portrayed the world’s reliance on culture to boost cultural tourism [7]more than 20 years after being declared a World Heritage Site by UNESCO (in 1996 and the resultant improvement in other dependent areas and communities. Several articles have analyzed the impact of COVID-19 on different types of tourism and tourism stakeholders[8] and the suggested policies for revival at the and national level [9].Some papers have studied the shift in tourism perception amid COVID,tourist behavior, andnew emerging travel markets[10]impeding tourism demand recovery. This study aims to explore the behavioral consequences of potential tourists’ personal perceptions of travel risks in pandemic threats. This study integrates risk communication and stress coping theory to address the research objectives and identifies interventions for psychological resilience. A sample of 1,179 potential adult travelers residing in Korea was surveyed online through quota sampling by age, gender, and region of residence, utilizing structural equation modeling to validate the proposed research model. The results showed that the two types of risk perception (personal- and societal-level.However, the significance of ‘culture’in economic restoration is undermined and least discussed globally.

The current article addresses the gap and sheds light on the subtle presence of ‘culture’ and ‘cultural elements and their potential employment in official systems to repair the depressed sector. The study proposes to deliver an insight into the salient features of culture concerning tourism during the pre-pandemic and pandemic times. It is of utmost importance to understand the tourism drivers that have existed for decades and utilize them most sustainably to emerge from the pandemic. To accomplish the goal, we perform a rapid review of studies investigating the impact of cultural factors on tourism and those exploring the impact of cultural tourism on the economy. Moreover, this study consists of a brief bibliometric analysis of the relevant literature in the concerned research field, presenting an extensive compendium of the literature steering to unique propositions. The study conducts a bibliometric analysis of documents from the Web of Science database.

This paper runs on a threefold aim. First, we will check the role of culture in promoting tourism and contributing to the economy. Second, we provide a knowledge framework of the part of the culture in the restoration of economies post-covid. Third, we take lessons from tourism-rich locations and provide recommendations for

improvement to the low-scoring tourism destinations. This paper will progress as follows: the subsequent section sketches the methodology employed for this study, the third section outlines the major themes for discussion, the fourth section presents future possibilities to the researchers, and the last section summarises the conclusion.

2. Research Methodology

We use the Web of Science as the primary data source for this rapid review. The search approach included the usage of “Travel” (“Tourism” OR “Tourism Economy” OR “Business Tourism” OR “Leisure Travel”), AND “Culture” (“Heritage Sites” OR “Recreational” OR “Ethnic” OR “Spiritual”), published from 1999 until 2021. Statistical data and current policy picture is extracted from International publications - United Nations World Tourism Organization (UNWTO) & United Nations Educational, Scientific and Cultural Organization (UNESCO).

The PRISMA diagram (see Fig. 1) demonstrates the screening process employed. Out of 1156 studies, we removed 176 duplicates, 114 incomplete, and 28 foreign language articles following the PRISMA Guidelines. We eliminated 347 full texts as they were unrelated to tourism or only about culture. After finalizing a list of 467 articles, we performed a bibliometric analysis. Five tourism categories of economic importance identified are-

Table 1 Tourism Categorization

Type	Tourism Categories
Type 1 - Travel to deepen global networks	MICE, Educational, NGO Volunteering, Justice tourism, Short-term work contract
Type 2 - Travel to experience nature euphoria	Adventure, Nature, Agrotourism, Ecotourism, Environmental, Experiential, Experimental, Alternative tourism, Enotourism, Extreme tourism, Geotourism
Type 3 - Travel for faith, community & peace	Spiritual, Religion, Historic, Wellness, Family
Type 4 - Travel to witness culture & history	Culinary, Cultural, Fashion, Literary, Militarism heritage, Musical, Ethnic, Atomic, Disaster
Type 5 - Travel to relax	Leisure, Accessible tourism, Sports, Entertainment, Cruise

Medical tourism has been intentionally excluded due to its least relevancetothe host destination’s culture.

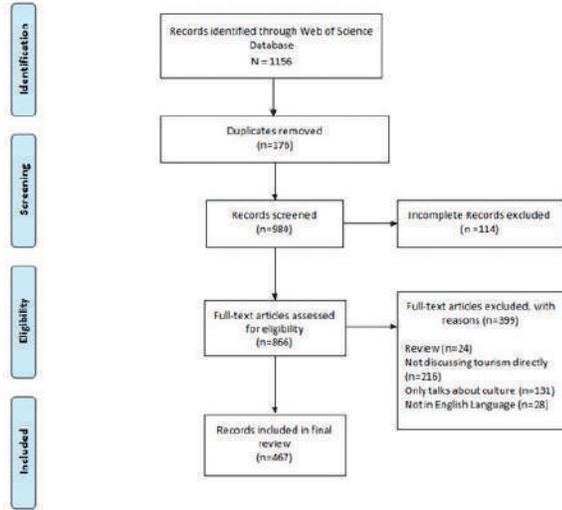


Fig. 2 Identification and Screening of Research Papers

3. A Brief Bibliometric Review

The section below presents results from the bibliometric analysis of chosen papers.

3.1 Source Impact

Fig. 3 shows the top 10 journals that makeup almost 30% of the selected articles under review and their h-, g-, and m-index of the top ten sources. H-Index is an author-level quantitative metric analysis that measures the research contribution. G-index is n if a researcher has published n papers that combined have received at least n² citations; the m-index is the h-index per year since the first publication[11]. The top 10 sources have an average of 11.56 citations per document and an average collaboration index of 2.47.

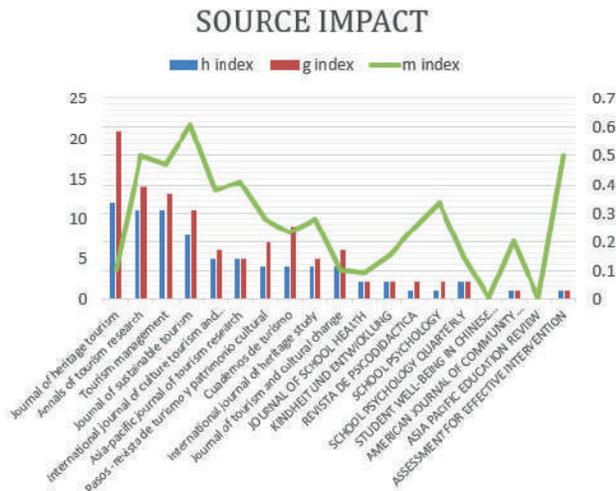


Fig. 3 Source Impact

3.2 Author's Impact

Table 2 presents the top 10 authors from the literature and their h-index, g-index, m-index, and total publications.

Table 2 Author Impact

Author	h_index	g_index	m_index	Total number of articles
LOPEZ-GUZMAN T	4	7	0.667	7
CORSALE A	3	3	0.6	3
HERNANDEZ MG	2	3	0.118	3
KUMAR S	2	3	0.667	3
SAIDI H	2	3	0.167	3
SANTA-CRUZ FG	3	3	0.5	3
SU MM	3	3	0.25	3
WALL G	3	3	0.25	3
ABDULLAH NS	0	0	0	2
AGRUSA J	1	2	0.083	2

3.3 Country Collaboration Map

In the country collaboration map in Fig 4, the pink line details the collaboration between two countries. The thicker the pink line, the more the partnership. The blue shade represents the number of times the country has published works, with the darker blue shade portraying the highest publications and grey indicating null.

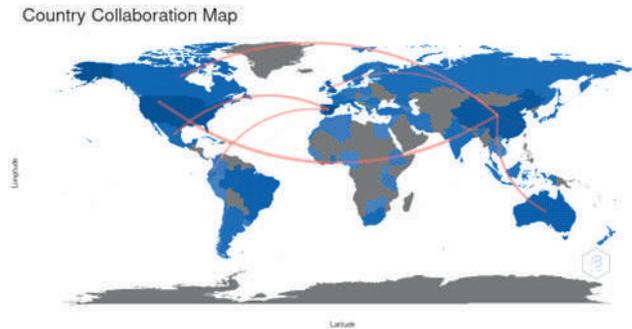


Fig 4 The Country Collaboration Map

3.4 Prominent Keywords

In the literature reviewed(Fig.5), the most recurring keywords are Sustainable Tourism, Conservation, Management, Cultural Heritage, Experience, satisfaction, impact, identity, demand, attitude & Community Participation. Conservation and management of tourism destinations are the factors of significant concern, and its linkage with cultural heritage and community is a leading discussion in the articles[12]. 'World heritage' brought a surge in less-active destinations to build & promote

natural, cultural, and unexplored resources with the help of local stakeholders to alleviate economic problems like poverty and aid in globalization [13]. Tourism is effective in the preservation of declining historic cities. In contrast, tourism development poses irreversible damage to the location and locals, deteriorating the economy in the long run. Participation and support of the local communities are critical to balancing the two sides.



Fig. 5 Word Cloud of Prominent Keywords

4. Thematic Discussion

The modern tourism lens perceives destination as a construct of visitor perception and intention, cultural compression, and supplier commoditization. Tourism deconstructs the various elements of the destination and re-moulds it to present an experiential package.

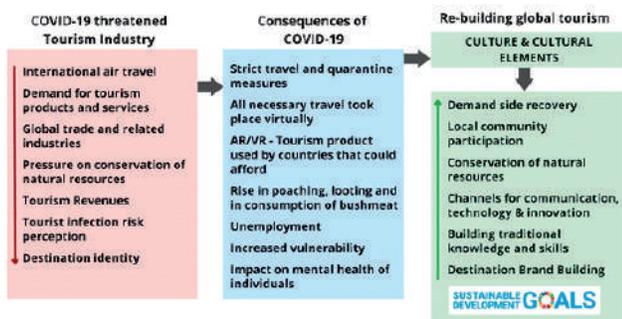


Fig. 6 Thematic Framework

4.1 Type 1 - Travel to deepen global networks

Today, business is impossible without active and continuous updating and exchanging of new technology, information, and participation in meetings, conferences, seminars, and more[14]. For decades, the MICE industry has held grand events in cultural settings to sensitize the world about the glorious heritage of the host countries [15] colonial city, and French imperial capital turned provincial city in the wake of Africa’s independence movements, Saint-Louis in Senegal stands out among the cities of Sub-Saharan Africa. Inscribed on UNESCO’s

World Heritage List in December of 2000, the city should be a cultural reference point on the nation’s tourist circuit. Over fifteen years after its inscription, the greater “Saintlouisian” (from Saint-Louis. Destination perception and image of the to-be hosting location play a part in the location selection decision. The heritage and historical advantages of the site pull attendees to a particular destination. Two-thirds of visitors extend their trips to indulge in recreational activities like weekend tours, theatre, and cultural events[16]. Bongkosh’s study suggests that Thailand’s advantages over other countries for organizing conferences were diversity, climate, beautiful Art and culture, and well-priced food and beverages [17]. The local host culture influences the destination-loyalty intention of study abroad students [18]. 93% of Peru’s tourism is cultural, attracting the older & wealthier tourists and young visitors through special international student discounts and volunteer projects. The business tourism revival strategy must consider the cultural and social impact of the hosting location to build a global business & education hub in the post-covid times[19].

4.2 Type 2 - Travel to experience nature euphoria

Nature adventure is prevalent in developing countries (E.g., Galapagos Island, Costa Rica) with abundant natural riches. According to the Icelandic Tourist Board, nature is a prominent tourism factor in Iceland, attractive to most international visitors compared to developed nations such as Great Britain and the USA [20]. Nature tourism is estimated to have over 8 million annual visitations and links to mental well-being [21]. A related term is ‘Ecotourism,’ which means to experience local cultures through travel in rural areas while taking part in wilderness adventure [22]. Australia’s World Heritage Area, the Great Blue mountains, is well-known for visitors’ natural and cultural values [23]. For a natural environment to be considered a tourist getaway, ecosystem services (i.e., food and water, culture, climate, and flood control) contribute to its making[24]. Tourism in Hawaii has come to a halt due to unprecedented times. The local authorities are taking this opportunity to restructure tourism objectives and corroborate the high engagement of residents in developing sustainable tourist products [25]. Kusumaningrum’s study on tourism trends after the pandemic revealed that nature tourism is sure to be the dominant choice in the travel plans of millennials with the primary intention of exploration and wandering [26].

4.3 Type 3 - Travel for faith, community & peace

According to the UNWTO, tourism motivated by religion is one of the oldest and most common forms of travel that has approximately 900 million annual visitors, with 40% of spiritual voyages taking place in Europe and 50% in Asia. Religious Tourism constitutes activities

like visiting sacred locations, pilgrimages and worship, traveling to religious monuments, and traveling for faith-based events and celebrations; it offers the resources for preservation, raises awareness regarding heritage and culture, and helps develop the region and local communities [27]. The COVID-19 rose to peaks in the initial six months of 2020, during which the number of visitations and tourist activities to European shrines reduced by 90-95% [28]. The closure of the Hajj pilgrimage caused turmoil in the religious emotions and an economic loss of USD 8.5 billion [29]. During the pessimistic times of the pandemic, people turned to religion as an anchor by exhibiting financial assistance to the sacred sites, planning future visits, and expressing support to those ill on the online platform [28]. One of the main reasons religion offers shelter from emotional turbulence is that religious productions and presentations are cultural constructs. They come as stories drawing social, cultural, political, and spiritual perspectives [30]. Pilgrimage tourism has suffered and survived several blows like 9/11 and the financial crises of 2008. A risk-free world is an impossible arrangement; however, change and adaptation are the only constants [31]. A region's strength lies in the multitude of historical-cultural sites and abundant knowledge transmission to the visitors [32]. Dubai is the finest example of a country that offers a high-quality dynamic experience (where old meets the new) while at the same time ensuring the preservation of its resources. The strategy aims at protecting the nationals' interest and well-being, continuous investment in technology, building human resources, hosting cultural understanding centers, and promoting economic development [27].

4.4 Type 4 – Travel to witness culture & history

The need to gain first-hand exotic experience of the deep-seated practices of indigenous cultures stimulates the ethnic factor of tourism. Curiosity and culture is the root motivation for the concept [33]. Indigenous people are a dying breed worldwide that needs awareness and conservation. Such tourism has emerged as a powerful tool to boost ethnic minority groups' identities by offering them opportunities to showcase their culture and traditions and build the self-confidence and commitment needed to safeguard their traditions and identity [34]. China, a popular destination for ethnic tourism, has foreign backpackers visiting ethnic villages, theme parks, and minority homes, shopping for handicrafts and souvenirs, and attending significant events such as the Shoton festival and water splashing festival [13]. Oakes examines the heritage-based transformation in Chinese rural towns and calls heritage 'technology of government' for development. Ethnic minorities

can work as ethnic service providers, increasing rural incomes and furnishing urban leisure as tourism offers a balanced socioeconomic solution [35]. Japan promotes local community culture through anime that motivates fans to visit those destinations and repeatedly experience the local Japanese culture. In Japan, content tourism (e.g., J-pop, manga, and anime) has attracted a substantial international fan base triggering tourism for ethnicity, education, and recreation [36]. Community tourism in Africa has encouraged the provision of necessary support in the exposure, training, and finance to improve local livelihoods through alternative work opportunities that will reduce pressure on natural resources and boost their living standards [37]. Post-covid restructuring has already started in the Spanish Mediterranean that aims to proffer a blend of heritage assets, local daily life experiences, and culture in the mountain villages by using the GIS System (Geographical Information System) for systematic planning [38].

4.5 Type 5 – Travel to relax

Recreational tourism involves leisure, sports, or cultural events as participants or spectators. Travelers look for experiences and not just services. For as much recreational service is a vital element that combines the cultural and geographical aspects and engages space in different ways, accommodating touristification (commencement of a tourist place) even in non-tourist conditions [39]. The positives of recreational dimensions define the value of European countries to a great extent. Recent decades have transformed current land resources into space for recreational activities (E.g., Coffee culture in non-coffee destinations like UK and Sun and Beach tourism on the Andalusian coast) [40]. Tourism in Orlando (Walt Disney World, SeaWorld Orlando, and Universal Orlando Resort) generates more than USD 75.2 billion annually for the ancillary industries as of 2019 [41]. Tourism in China's UNESCO Heritage Site, Kaiping Diaolou, led to an increase in recreational facilities in the area that directly impacted the employment opportunities and economic growth, improved the cultural identity, and aided in the conservation of the historical-cultural establishments [42]. George [43], in his study on recreational sports, discovered that people today can find peace and balance in today's rising pressure and stress at sporting attractions with high emotional and cultural potential. Culture and sports tourism are closely associated with one another as they offer international understanding and intercultural experience. Camping, an emerging tourism segment, is a \$150 Billion Industry [44]. For example, in Germany, forestry is on the rise. In the Netherlands, people are engaged in hiking [45]. A survey on active leisure travel indicates that tourism will resume with a kick-start as (45.9%) of travellers have planned for glamptrips after Covid-19.

Studies	Country	Methods	Models
Underberg-Goode, Natalie M.[50]	South America	Empirical and Observational	Ethnographic Fieldwork
Parga Dans, Eva Alonso González, Pablo[51]	Spain	Empirical	Mixed-Method Approach
Berg, Fredrik [52]	Norway	Empirical	Photogrammetry
Weng et al.[53]	China	Empirical	Delphi Technique
Lak, Azadeh Gheitasi, Mahdi Timothy, Dallen J.[54]	Iran	Empirical	Network Analysis Model and SWOT Analysis
Wang, Zhe Marafa, Lawal[55]	China	Conceptual	Content Analysis
Perić, Blanka, Et Al.[56]	European Union	Empirical	Descriptive Statistics, Pairwise Correlation
Dai, Tianchen Zheng, Xing Yan, Juan [57]	China	Empirical	Hypothesized Path Model, Testified Path Model
Groizard, José L. Santana-Gallego, María (Groizard& Santana-Gallego, 2018)	Arab Countries	Empirical	Gravity Model
Krool, Volodymyr P., et al. [59]	Ukraine	Empirical	K. Polyvach
Asmelash, Atsbha, et al. [60]	Ethiopia	Empirical	Structural Equation Modeling (SEM)
Cuccia, Tiziana, et al. [61]	Italy	Empirical	Data Envelopment Analysis (DEA)
Price, William R., et al. [62]	UK	Empirical	Discourse Analysis Methodologies
Medina, Laurie Kroshus[63]	Belize	Ethnographic	
González Santa-Cruz, Francisco, et al. [64]	Spain	Empirical	Multivariate Approach
Tegelberg, Matthew [65]	USA	Empirical	Frame Analysis
Rech, Giovanna, et al. [66]	Italy	Empirical	Descriptive Univariate Statistics
Altaba, Pablo García-Esparza, Juan A. [38]	Spain	Empirical	GIS System
Leask, Anna Rihova, Ivana [67]	UK	Empirical	Descriptive and Inductive Approaches
Vuin, Ana, et al. [68]	South Australia	Empirical	Thematic Content Analysis
Agrusa, Jerome, et al. [25]	Hawaii	Empirical	Descriptive Analysis
Durak, Selen, et al. [69]	Europe	Conceptual	Atlas Project Selection Criteria
Park, Sunwoo, et al. [70]	South Korea	Empirical	DC-CVM
Cheer, Joseph M., et al. [71]	VANUATU	Ethnographic	Foster's Approach
Kumar, Sushant, et al. [72]	Global	Empirical	Multiple Regression
Aburumman, Asad A. [73]	UAE	Quantitative & Qualitative Methods	Descriptive Analysis
Nardiello, et al. [14]	Ukraine	Theoretical	
Lai, Lawrence W.C. [74]	Hong Kong	Empirical	
Park, Hyungyu[75]	South Korea	Multi-method (Qualitative) Approach	Ethnographic Approach
Durak, Selen, et al. [69]	Turkey	Qualitative Case-Study	
Morris and Sanders [76]	USA	Case Study	
Wang and Bramwell[55]	China	Qualitative	N Vivo Software and Ritchie and Spencer's (1994) Framework Approach

Yasuda, Hiroko [77]	Japan	Empirical	Post-structuralistsModel of Authenticity
Beltramo, Riccardo, et al. [78]	Italy	Empirical	Mixed-Method Approach
Steve Ha and Grunwell[79]	USA	Empirical	IMPlanSoftware modeling System
Del Río, Juan, et al. [80]	Spain	Empirical	American Customer Satisfaction Index (ACSI)
Lobo, Heros, et al. [81]	Brazil	Conceptual	Technological-methodological
Canale, Rosaria, et al. [82]	Italy	Empirical	Dynamic PanelData
Besermenji, Snezana, et al. [83]	Canada	Empirical	SWOT
Schiller, Anne [84]	Indonesia	Theoretical	

5. Policy Implication

The massive impact of COVID-19 on the global tourism sectors and the influence this sector has on the economy will likely persuade a historic crisis, even if the pandemic withdraws. This study highlights the relationship between culture and tourism to revive the economy in the post-covid era. Digital/Virtual tourism brought in quick solutions to tourism-deprivation; however, digital tourism cannot substitute actual tourism in the long-term. Developed countries resorted to virtual mode more efficiently than the developing/under-developed regions, even though the scenario portrays a richer cultural assets hold of developing nations to be better than the developed ones. This is the power that requires strategic channelization to tackle the depressing outbreak.

Culture Integration in policies and initiatives for achieving sustainable goals is the bridge that transmutes goals into reality [46]. Acceleration of culture into tourism boosts several sub-sectors, indirectly enforcing the UN’s 17 SDGs [47]. The most crucial benefit of an emerging nation is its cultural and natural resources that need optimal capitalization to remove poverty and hunger. Participation of indigenous and local communities, especially the women segment, builds capacity for business and decent job opportunities to produce local cultural and recreational products while ensuring the sustainable development of the environment[48]. Traditional knowledge and skills are the heart of creativity and a resilient attitude that helps face global issues like climate change and natural disasters. It is the driver of innovation and infrastructure[49]. Culture builds channels for solid communication and information, which further aids in disease prevention. The culture encourages the nation’s youth to indulge in education related to arts and linguistic interactions, thereby building an inclusive platform for them to become global citizens. Energy consumption, social inclusion, technology efficiency, sustainable production and consumption, wastewater management,

sanitation, and safety measures are powered by cultural conduct[49]. Culture steers the path for an environment of respect for terrestrial and marine ecosystems and tolerance and understanding to lay grounds for societal peace.

Tourism elements, Conservation and management and enriched experience happen at the individual level. While technology-cultural integration happens at the institutional/authority level. The proposed model illustrates a sustainable state of affairs for tourism through the interdependence of the four major cognitive and physical occurrences at a destination.

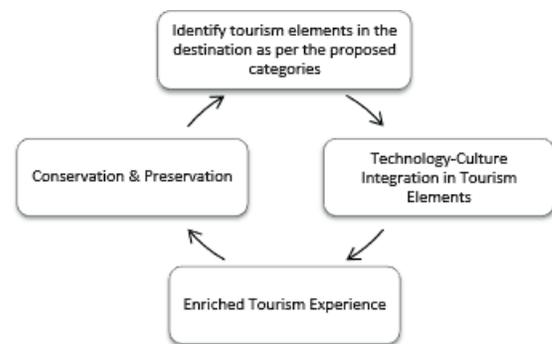


Fig. 7 Proposed model

The memory power of the five sense organs shapes an individual’s perception of a landscape, the taste of a local dish, the historic smell of the monuments, and the sway of the local music. An enriched experience turns into a memory of a lifetime. The most successful destinations are the ones that strongly link tourism to their culture through the involvement of the stakeholders of both sectors. UNWTO’s Roadmap for inclusive growth includes building resilience, formulating better policies, cultivating the culture of digitization, sustainable exploiting natural and cultural resources, improving infrastructure, and encouraging entrepreneurship.

Thematic Propositions	
Enriched Experience	
1.	Emotional experience and engagement through the five sensory organs
2.	Marketing strategies and investment planning for involving local communities in offering high-quality handicrafts and souvenirs in the developing nations
3.	Strengthening the 'belief system' in the host location and its impact on tourism
4.	Creating space for multi-culturalism
Culture-Technology Integration	
1.	Post-Covid Travel motivation that derives from traditional practices
2.	Presentation of untapped historical resources through online mode (Video & informative campaigns)
3.	Re-launching the image of destinations
Methodological Proposition	
1.	Need for disseminating cultural knowledge by leveraging different digital technologies
2.	Need for Experimental evidence on the emotional engagement of tourists
3.	Need to use digital technology to reduce the ecological burden of tourism
Policy Propositions	
1.	Government role in building an inclusive tourism sector collectively through innovation, employment, and entrepreneurship (productive partnerships)
2.	Inclusion of AI in the cultural strategies of the government
3.	Relief funds and support measures for the culture and creative industries, SMEs, labor market, and other vulnerable groups

Fig. 8 Future Research Propositions

6. Conclusion

A bibliometrics review and thematic study on 467 papers reported the crucial relationship between culture and tourism and the need for its focused integration towards economic and societal revival post-covid. People worldwide have felt an absence and have recourse to culture for connection and assistance, resulting in a shift towards digital and tech-based tourism during Covid-19[85]. Not all countries could benefit from the change, and the reason is a lack of resources or the proper focus. Nations need to build a roadmap focused on their culture to restore tourism and build a deeper connection with tourists. The prominent strategy for the revival plan is to focus on marketing strategies that evoke emotions, touch feelings, and move an individual through culture while aligning with the UN's SDGs.

The present study has taken into consideration the global tourism picture of the COVID-period till August 2021, no account has been made for the infection types and

intensity, tourist fear situation post the consideration period. Future study can address tourism revival in specific developing tourism destination. Future research can focus on factors other than cultures like a visitor's medical health, response measures and politics, and impact tourism, which excluded our study.

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