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УПРАВЛЕНИЕ ВЫЗОВАМИ: ОПИСАТЕЛЬНЫЙ АНАЛИЗ КРИЗИСНЫХ ОГРАНИЧЕНИЙ В СФЕРЕ ГОСТЕПРИИМСТВА

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Для изучения влияния мер по борьбе с COVID-19 на работу предприятий общественного питания в период с момента объявления пандемии 6 марта 2020 года до закрытия ковидных клиник 22 ноября 2022 года исследование направлено на взаимосвязи между социально-демографическими переменными (пол, возраст, уровень профессионального образования, ежемесячный доход респондента, ежемесячный доход домохозяйства респондента и количество членов домохозяйства) и мнением респондентов о влиянии мер по борьбе с COVID-19 на работу предприятий общественного питания. Из 600 ответов граждан, полученных в виде тестов, 80 оказались непригодными для использования, а 520 были использованы для дальнейшего анализа и обработки. Для анализа и обработки данных использовались следующие методы: описательный анализ (проценты, среднее арифметическое), критерий «хи-квадрат», t-критерий Стьюдента, однофакторный дисперсионный анализ, множественная линейная регрессия и коэффициент корреляции Пирсона. Уровень статистической значимости был установлен на уровне $p < 0.05$, а все полученные данные были обработаны в программе SPSS версии 23. Значительное большинство респондентов (61.5%) не поддерживают меры, принятые в связи с COVID-19 и ограничивающие работу предприятий общественного питания, а 52.3% считают эти меры несправедливо направленными. Кроме того, 53.9% участников считают запрет на деятельность предприятий общественного питания неэффективным, 66.2% не считают посетителей этих заведений ответственными за пандемию. Респонденты утверждают, что социальные ограничения, такие как запреты на брак и нормальное социальное взаимодействие, привели к более серьезным негативным последствиям, чем сама пандемия, что подтверждает широко распространенное мнение о том, что эти меры были чрезмерными и неоправданными.

Ключевые слова: пандемия COVID-19, меры по борьбе с COVID-19, сфера гостеприимства.

Классификация JEL: O13, Q01.

Introduction

The COVID-19 pandemic has profoundly transformed various sectors across the globe, with the hospitality industry being one of the hardest hit. In Belgrade, as in many other cities, the imposition of health measures aimed at curbing the virus's spread necessitated immediate and significant changes in operational practices within hotels, restaurants, and other hospitality venues. The initial response of the hospitality sector in Belgrade to COVID-19 measures involved a comprehensive overhaul of operational practices, primarily focused on health and safety protocols. To align with government

regulations, businesses swiftly adopted enhanced sanitization procedures, which included frequent disinfection of high-touch areas such as doorknobs, elevators, and dining surfaces. For example, leading hotels in Belgrade implemented rigorous cleaning schedules, employing specialized cleaning agents and technologies, such as electrostatic sprayers, to ensure a thorough sanitization of their premises. Furthermore, social distancing measures were instituted, with restaurants reconfiguring seating arrangements to maintain physical distance between guests. Some establishments even introduced digital menus accessed via QR codes to minimize contact. The adaptation of these health protocols

not only aimed to protect guests and staff but also to restore consumer confidence, which is essential for the recovery of the hospitality industry.

The financial implications of COVID-19 for hospitality businesses in Belgrade have been severe, marked by a dramatic decline in revenue due to decreased tourism and occupancy rates. The pandemic led to travel restrictions, which heavily affected international visitors—who typically represent a significant proportion of the city's tourist demographic. According to data from the National Tourism Organization of Serbia, occupancy rates in Belgrade plummeted from an average of 70% pre-pandemic to below 20% during the height of the crisis. This staggering decrease resulted in significant revenue losses for hotels, restaurants, and other hospitality venues, forcing many businesses to adapt through cost-cutting measures, temporary closures, or even permanent shutdowns. Additionally, the landscape of the hospitality industry in Belgrade has shifted, with many establishments pivoting towards local markets and domestic tourism to mitigate the financial fallout. This adaptation reflects a broader trend seen across the industry as businesses sought to survive in an environment of uncertainty.

As the hospitality industry in Belgrade begins to emerge from the crisis, the long-term effects of COVID-19 measures are becoming increasingly apparent. One significant shift is the change in consumer behavior and expectations, with guests now prioritizing hygiene and safety assurances more than ever before. Surveys conducted by hospitality research organizations indicate that a majority of travelers are willing to pay a premium for accommodations that emphasize cleanliness and safety. Consequently, businesses have responded by integrating advanced hygiene protocols into their marketing strategies, highlighting their commitment to guest safety. Additionally, there is a noticeable shift towards local and sustainable tourism, as consumers express a growing preference for experiences that support local communities and reduce environmental impact. This trend is reflected in the rise of boutique hotels and eco-friendly establishments in Belgrade, which cater to the changing preferences of travelers who are increasingly conscious of their travel choices. Thus, the impact of COVID-19 measures is not only transforming operational practices but is also redefining the future landscape of the hospitality industry in Belgrade.

In addition to the general panic and fears brought about by the Covid 19 pandemic [1], it was particularly interesting how large countries were unable to cope, while the dynamics and intensity of the slave problem depended on the media. The main source of information about the virus was the

media [2–4]. Many questions related to the emergence and consequences of the covid 19 pandemic are still unanswered. Could the USA, where hundreds of residents died, make an adequate vaccine, and did the most powerful power in the world not have an adequate health system [5; 6]?, while others emphasize the indispensable role of the state in crisis situations [7; 8]. “The global economic crisis of 2009 and the Covid-19 pandemic are the two biggest crises that hit the international tourism market in the twenty-first century and had a global character [9, p. 103]. Gaining experience is necessary first of all, due to the numerous consequences of the covid 19 pandemic and certain inadequacies of state governments. Accordingly, there are numerous questions that need to be answered in order to effectively prevent new pandemics. The question of whether the corona virus is an accidental or a planned error of researchers, also requires the control of technical technological breakthroughs [10–12].

It should be noted that the hospitality industry is an activity of great importance for the entire society, in which all structures of the population are involved on a daily basis as users of hospitality services. The importance of catering and hotel companies, and the broader tourism industry, is particularly important in terms of employment and contribution to GDP [13]. Hospitality as an integrative factor of the tourism industry indirectly contributes to the invisible export of goods and services of the domestic economy [14], which is of great importance for Serbia as a country with a dominant agricultural sector [15]. Pointing to the connection between tourism and food [16–26] confirm the wide social importance of the hospitality industry, which on the other hand confirms the importance of research into «the impact of measures on the operation of catering facilities». From the aspect of tourism, the importance of hospitality activities and when tourist comes to private accommodation (apartments and apartments) is confirmed by the use of catering services [27].

Also, numerous studies in recent years [28–31] emphasize the importance of gastronomy as a crucial motive for visiting tourist destinations, and of course thus indicating the importance and indispensable role of hospitality, while some authors emphasize that destination support services thanks to human resources associated with hospitality are the primary determinants of destination competitiveness [32].

Materials and methods

In addition to the use of literature relevant to the research and broader analysis of the research topic (problem), data collection and processing was done

using the desk method, conducting interviews and surveying through tests with clearly defined statements offered in the form of questions for which respondents' answers were requested. A total of 600 answers were collected from adult citizens, most of them employed, in the form of electronically completed tests, with the fact that 80 of them were discarded as unusable, while 520 were used for further analysis and processing.

The following characteristics of the respondents were defined as independent variables in the research: gender, age, work status, degree of professional education of the respondents, number of members living in the household, monthly personal income of the respondents and monthly income of the household. Dependent variables examined the respondents' opinion on the impact of covid measures on the operation of catering establishments. The aforementioned was examined through one closed-ended question and 10 statements where the respondents on a five-point Likert-type scale assessed the extent to which they agreed with (or supported) them.

The majority of respondents (89%) regularly used catering and tourist facilities before the onset of the pandemic (graph no. 1). The conducted research was of a quantitative type and was done through a questionnaire in which in the first part the questions related to socio-demographic data about the respondent, while in the second part the group of dependent variables was operationalized through statements, which were evaluated on a Likert scale. With the aforementioned claims, the respondents' opinion on the impact of the Covid measures on the operation of catering facilities was examined. The following were used for data analysis and processing: descriptive analysis (percentages, arithmetic mean), Chi-square test, t-test, one-factor analysis of variance, multiple linear regression and Pearson's correlation coefficient. The level of statistical significance was set at $p < 0.05$, and all obtained data were processed in the SPSS program, version 23.

The chi-square test revealed a statistically significant difference (at the 0.05 level) between the respondents regarding their opinion on regular visits to hospitality facilities before the pandemic. The difference was revealed considering the *age of the respondent* $\chi^2(5,520)=15.636$, *work status* $\chi^2(4,520)=24.186$, *degree of professional education* $\chi^2(3,520)=32.080$, *number of household members* $\chi^2(5,520)=164.142$, *monthly personal income of the respondent* $\chi^2(5,472)=14.746$ and *monthly household income* $\chi^2(5,408)=19.036$. It should be noted here that from the analysis of the differences between respondents with regard to monthly personal income and household income, respondents who

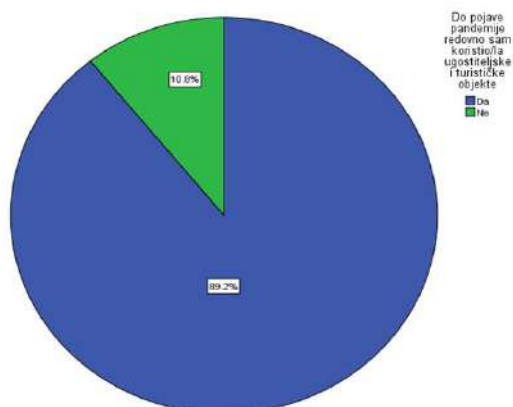
did not provide information on income were excluded.

The T-test was used to examine whether there was a difference between the respondents of different genders in the answers to the dependent variables within which the respondents' opinion on the impact of the Covid measures on the operation of catering facilities was assessed.

One-factor analysis of variance (ANOVA) was used to investigate the respondents' opinion on the impact of «*covid measures on the operation of hospitality facilities*». The subjects were divided into six groups by age (up to 20 years, 20 to 30 years, 31 to 40 years, 41 to 50 years, 51 to 65 years and over 65 years). One-factor analysis of variance (ANOVA) was used to investigate the influence of work status on the respondents' opinion on the impact of "covid measures on the operation of hospitality facilities". Subjects are divided into five groups by employment status (employed, unemployed, schoolchildren, students, pensioners). A one-factor analysis of variance (ANOVA) was used to investigate the influence of education on respondents' opinions about the impact of covid measures on hospitality facilities. The subjects were divided into four groups by education (primary school, secondary school, high school/university, master's, master's and doctorate studies). One-factor analysis of variance (ANOVA) was used to investigate the influence of the number of household members on the respondents' opinion on the impact of covid measures on the operation of catering facilities. The subjects were divided into six groups according to the number of household members (one, two, three, four, five and more than five household members).

One-factor analysis of variance (ANOVA) was used to investigate the influence of personal income on the respondents' opinion about the impact of covid measures on hospitality establishments. Subjects are divided into several groups according to the amount of monthly personal income: respondents who have no personal income, personal income up to 500 euros, income from 501 to 1,000 euros, from 1,001 to 1,500 euros, from 1,501 to 2,000 euros, over 2,000 euros and those who do not they want to provide information about their personal income. Respondents who did not provide information about their personal income were excluded from the analysis.

Multiple regression was used to examine how: sex, age, work status, degree of professional education, monthly personal income, monthly household income and number of household members are related, as a linear combination of predictors with a group of dependent variables. It was investigated whether it is possible to predict the opinion of re-



Graph № 1. Use of catering services by respondents before the pandemic

Source: authors

spondents on the impact of covid measures on the operation of catering facilities. Using Pearson's linear correlation coefficient, the interrelationship between the dependent variables was examined, with which we examined the respondents' opinion on the impact of the Covid measures on the operation of catering establishments.

Results and discussion

A total of 600 respondents participated in the research, with the fact that 80 questionnaires were not acceptable for further analysis, while 520 were further processed, of which 256 respondents (49.2%) were male, and 264 respondents (50.8%) female. Observed by age groups, respondents were divided into six groups: 9.2% of respondents were under 20 years old, 12.3% of respondents were between 20 and 30 years old, the same number of respondents (12.3%) were in the age category between 31 and 40 years old, 30.8% of respondents were in the category between 41 and 50 years old, the same number (30.8%) in the group from 51 to 65 years old, while 4.6% of respondents were over 65 years old. When the respondents are viewed according to their work status, the sample includes 67.7% employed, 10.8% unemployed, 4.6% students, 10.8% students, while 6.2% are retired. As for the acquired education, in this sample there were 4.6% of respondents with completed primary school only, 40% with completed secondary school, 23.1% of respondents with completed college or university, while 32.3% have completed master's, master's or doctoral studies. Looking at the number of household members, 16.9% of respondents live independently, 27.7% of respondents live in a two-member household, 23.1% of them live in a three-member household, 26.2% in a four-member household, 4.6% live in a five-member household, while 1.5% of respondents live

in a household with more than five members. Then, the respondents were divided into the following categories according to the amount of personal monthly income: 13.8% of the respondents do not have any personal income, 20% of the respondents stated that their personal income is below 500 euros, 38.5% have incomes between 501 and 1,000 euros, 13.8% earn between 1,001 and 1,500 euros, 1.5% between 1,501 and 2,000 euros, 3.1% of respondents have a personal income of over 2,000 euros, while 9.2% of respondents did not want to answer the question. In addition to personal income, the respondents were also asked about the monthly income of the household, so they were divided into several groups: 7.7% of the respondents live in a household whose total income is below 500 euros, 30.8% of households have incomes between 501 and 1,000 euros, 21.5% between 1,001 and 1,500 euros, 12.3% between 1,501 and 2,000 euros, 3.1% of households have incomes between 2001 and 3,000, the same percentage (3.1%) has incomes over 3,000 euros, 9.2% were not aware of their household income, while 12.3% of respondents did not want to answer the question.

More than half of the respondents (61.5%) do not justify (do not support) the covid measures to limit the operation of catering facilities, and every second respondent (52.3%) believes that the covid measures directed against caterers were unfair, while 53.9% of respondents believe that the ban on catering facilities has achieved nothing, and two-thirds of respondents (66.2%) do not believe that visitors to catering establishments were responsible for the covid pandemic.

Slightly more than two-fifths of the respondents (43.1%) believe that the ban on weddings and celebrations caused more to be lost than gained, and more than half of the respondents (58.5%) believe that the ban on leading a normal social life created greater consequences than those which Kovid was making. Almost half of the respondents (49.3%) believe that people with antibodies should have been allowed to live without restrictions, and 41.6% of the respondents do not believe that the use of a protective mask led to greater consequences than Kovid, while 29.2% agree with mentioned.

Two-thirds of respondents (66.2%) believe that despite the measures of the crisis headquarters, normal contacts with family, relatives and friends should have been maintained, while 13.9% disagree with this statement, then, that in catering facilities the use of protective masks were unnecessary agrees 49.2% of respondents, while 24.6% disagreed with this statement.

When it comes to the differences between the respondents with regard to *the age of the respondents*, the results show that until the outbreak of the

Table 1

Statements/questions offered to respondents	1	2	3	4	5
1. I justify the Covid measures on restricting the operation of hospitality facilities	27.7%	33.8%	12.3%	16.9%	9.2%
2. I believe that the Covid measures directed against caterers were unfair	9.2%	18.5%	20.0%	32.3%	20.0%
3. Nothing was achieved by banning the operation of (catering) hospitality facilities	6.2%	16.9%	23.1%	27.7%	26.2%
4. Hospitality visitors were responsible for the Covid pandemic	35.4%	30.8%	18.5%	9.2%	6.2%
5. By banning weddings and celebrations, more was lost than received	15.4%	20.0%	21.5%	20.0%	23.1%
6. The ban on leading a normal social life creates greater consequences than those caused by Covid	9.2%	13.8%	18.5%	26.2%	32.3%
7. People with antibodies should be allowed to live without restrictions	15.4%	15.4%	20.0%	23.1%	26.2%
8. Using a protective mask led to greater consequences than Covid	18.5%	23.1%	29.2%	15.4%	13.8%
9. In addition to the measures of the crisis headquarters, normal contacts with family, relatives and friends had to be maintained	3.1%	10.8%	20.0%	27.7%	38.5%
10. In catering and tourist facilities, the use of a protective mask was unnecessary	13.8%	10.8%	26.2%	24.6%	24.6%

*1 – Strongly disagree, 2 – Disagree, 3 – Not sure, 4 – Agree, 5 – Strongly agree

Source: authors

Covid pandemic, all respondents between the ages of 20 and 30 (100%), as well as respondents older than 65 (100%) regularly visited catering and tourist facilities. Also, 90% of respondents aged between 51 and 65, 87.5% of those in their fourth decade of life, 85% of respondents aged between 41 and 50 and 83.3% of those under 20 did the same. Differences were also found with regard to the *working status of the respondents*, and the data show that until the onset of the pandemic, all surveyed students (100%) and pensioners (100%) were regular visitors to catering facilities and others tourist facilities. Before the outbreak of the pandemic, 88.6% of employees, 85.7% of the unemployed and 66.7% of students regularly visited a significantly smaller number of catering facilities and other tourist facilities. Looking at the results according to the *level of professional education*, it was determined that before the pandemic, the majority of respondents with a college or university degree (100%) regularly visited catering and tourist facilities. Also, 90.5% of those with master's, master's or doctorate studies, 84.6% of respondents with secondary school and 66.7% of respondents with completed only elementary school regularly visited the mentioned facilities.

The results show that the difference between respondents also exists depending on the number of household members. Before the outbreak of the pandemic, catering facilities were regularly visited by respondents who live alone (100%), followed by two-member (100%), five-member (100%) and four-member households (94.1%), than respondents who live in three-person households (66.7%). None of the respondents living in a household with more than 5 members regularly visited catering and tour-

ist facilities before the onset of the pandemic. Looking at the results according to *monthly personal income*, it was determined that before the onset of the pandemic, the majority of respondents with personal incomes between 1,501 and 2,000 euros (100%) and more than 2,000 euros (100%) regularly visited catering objects. This was also the case for 92% of respondents with incomes between 501 and 1,000 euros, 88.9% of respondents with incomes between 1,001 and 1,500 euros, 84.6% of respondents with a personal income of up to 500 euros and 77.8% of those with no personal income.

Differences were also found with regard to the *monthly income of the household*, and the data show that before the onset of the pandemic, respondents with a monthly household income of up to 500 euros (100%), between 1,501 and 2,000 euros (100%) visited catering establishments in significantly greater numbers. Then respondents with an income between 2,001 and 3,000 euros (100%) and those with a household income over 3,000 euros (100%), compared to respondents with a household income between 501 and 1,000 euros (90%) and those with a household income between 1,001 and 1,500 euros (85.7%).

The t-test shows that respondents differ in terms of agreement with the statement "*I believe that the Covid measures directed against restaurateurs were unfair*" $t(518)=2.08, p<.05$. The results show that more men (3.47) than women (3.24) agree with the aforementioned. Differences with regard to gender were also found in the statement "*visitors of catering facilities are responsible for the Covid pandemic*" $t(428.474)= 2.11, p<.05$. The results show that men (2.31) agree with the mentioned statement to a significantly greater extent than

women (2.09). The results showed that gender differences also exist in the statement *"by banning weddings and celebrations, more was lost than gained"* $t(513.607)=3.62, p<0.01$. The results show that men (3.38) agree with the mentioned statement to a significantly greater extent than women (2.94). The t-test shows that respondents differ in their agreement with the statement *"people with antibodies should be allowed to live without restrictions"* $t(499.482)=2.84, p<0.01$. The results show that men (3.47) agree with the aforementioned to a lesser extent than women (3.12). Differences with regard to gender were also found in the statement *"in addition to the measures of the crisis headquarters, normal contacts with family, relatives and friends should be maintained"* $t(518)=3.73, p<0.01$. The results show that men (4.06) agree with the mentioned statement to a significantly greater extent than women (3.70). For the assessment of other dependent variables, no statistically significant differences between the sexes were obtained.

The results show that there are differences between the respondents in agreeing with the statement *"I justify/support the covid measure on restricting the operation of hospitality facilities"* $F(5,514)=9.32, p<0.01$, and it is shown that older respondents agree with the mentioned statement to a greater extent than the other categories over 65 years old (3.33), and the least respondents aged between 20 and 30 years old (1.75). Differences between respondents were also found when it comes to their agreement with the statement *"nothing was achieved by banning the operation of catering facilities"* $F(5,514)=5.11, p<0.01$, and the results show that respondents under 20 years of age (4.00) and those between the ages of 20 and 30 (4.00) agree with the aforementioned to a significantly greater extent, compared to other age categories. The same analysis also found a statistically significant difference between respondents in agreeing with the statement *"visitors of catering facilities are responsible for the covid pandemic"* $F(5,514)=11.17, p<0.01$, and it is shown that respondents older than 65 agree with this to the greatest extent years (3.33).

The results show that the difference between the respondents also exists when it comes to agreeing with the statement *"the ban on leading a normal social life creates greater consequences than those caused by covid"* $F(5,514)=3.11, p<0.01$, and the results show that with the mentioned in respondents aged between 51 and 65 agree to the greatest extent (3.85). Statistically significant differences between respondents are also obtained when it comes to their agreement with the statement *"people with antibodies should be allowed to live without restrictions"* $F(5,514)=8.02, p<0.01$, and the results

show that with the mentioned to a greater extent than respondents older than 65 agree with other age groups (4.33). Differences between respondents were also found when it comes to their agreement with the statement *"the use of a protective mask caused greater consequences than covid"* $F(5,514)=6.80, p<0.01$, and the results show that the respondents agree with the statement to a greater extent than the others aged between 20 and 30 years (3.63).

With the same analysis, a statistically significant difference was found between the respondents when agreeing with the statement *"despite the measures of the crisis headquarters, normal contacts with family, relatives and friends should have been maintained"* $F(5,514)=3.74, p<0.01$, and it is shown that the oldest respondents (4.33) and those under the age of 20 (4.33) to a significantly greater extent agree with the above compared to other age categories. The results show that there is a difference between the respondents when it comes to agreeing with the statement *"in catering and tourist facilities, the use of a protective mask was unnecessary"* $F(5,514)=6.60, p<0.01$, and the results show that with the mentioned statement in a significantly higher respondents between the ages of 20 and 30 (4.00) and those older than 65 (4.00) agree more than the other age categories.

The results show that there are differences between respondents in agreeing with the statement *"I support the covid measure on restricting the operation of catering facilities"* $F(4,515)=6.44, p<0.01$, and it is shown that retirees agree with the statement to a significantly greater extent (3.25), compared to other categories. Significant differences between the respondents are also obtained when it comes to their agreement with the statement *"I believe that the covid measures directed against the work of caterers were unfair"* $F(4,515)=9.09, p<0.01$, and the results show that with the mentioned statement to a greater extent of the other categories, students agree (3.86). Differences between respondents were also found when it comes to their agreement with the statement *"nothing was achieved by banning the operation of hospitality facilities"* $F(4,515)=5.52, p<0.01$, and the results show that students (4.14) to a significantly greater extent agree with the mentioned compared to other groups. The results show that there is a difference between the respondents when it comes to agreeing with the statement *"visitors of hospitality facilities are responsible for the covid pandemic"* $F(4,515)=16.45, p<0.01$, and the results show that they agree with the mentioned statement to a greater extent than the others students (3.33), and the least students (1.86). Statistically significant differences between the respondents were also found

when it comes to their agreement with the statement *"by banning weddings and celebrations, more was lost than gained"* $F(4.515)=4.10$, $p<0.01$, and the results show that with the mentioned in a significantly higher students (3.29) and employees (3.27) agree more than others.

Significant differences between respondents are also found when it comes to their agreement with the statement *"the ban on leading a normal social life created greater consequences than the consequences of covid"* $F(4.515)=3.85$, $p<0.01$. The results show that employees (3.73) agree with the mentioned statement to a significantly greater extent than the other categories. The same analysis found a statistically significant difference between respondents and when agreeing with the statement *"people with antibodies should be allowed to live without restrictions"* $F(4.515)=4.74$, $p<0.01$, and it is shown that with the aforementioned to a greater extent than the other groups students agree (4.00). Differences between respondents were also found when it comes to their agreement with the statement *"using a protective mask caused greater consequences than covid caused"* $F(4.515)=8.47$, $p<0.01$, and the results show that students (3.43) to a significantly greater extent they agree with the aforementioned compared to other groups.

The results show that there is a difference between the respondents when it comes to agreeing with the statement *"despite the measures of the crisis headquarters, normal contacts with family, relatives and friends should have been maintained"* $F(4.515)=3.79$, $p<0.01$, and the results show that with students agree with the mentioned statement to a significantly greater extent than the others (4.67). Significant differences between respondents are also found when it comes to their agreement with the statement *"in hospitality facilities, the use of a protective mask was unnecessary"* $F(4.515)=2.95$, $p<0.05$. The results show that pensioners (3.75) agree with the mentioned statement to a significantly greater extent than employees (3.23).

The results show that there are differences between the respondents in agreeing with the statement *"I support the covid measure on restricting the operation of hospitality facilities"* $F(3.516)=10.84$, $p<0.01$, and it is shown that respondents with completed only secondary school (2.12). Significant differences between the respondents were also found when it comes to their agreement with the statement *"visitors of catering establishments were responsible for the covid pandemic"* $F(3.516)=15.09$, $p<0.01$, and the results show that with the mentioned to a greater extent than the other categories the respondents who completed only primary school agree (3.33), and the least respondents who completed college or univer-

sity (1.73). Differences between respondents were also found when it comes to their agreement with the statement *"the ban on leading a normal social life created greater consequences than those caused by covid"* $F(3.516)=3.85$, $p<0.01$, and the results show that with the mentioned in to a greater extent than the others, the respondents with a college or university degree agree (3.93). Statistically significant differences between the respondents were also found when it comes to agreeing with the statement *"people with antibodies should be allowed to live without restrictions"* $F(3.516)=3.49$, $p<0.05$, and it was found that with the mentioned to a greater extent than the other groups respondents with only primary school education agree (4.00). Significant differences between the respondents were also obtained when agreeing with the statement *"despite the measures of the crisis headquarters, normal contacts with family, relatives and friends should have been maintained"* $F(3.516)=12.90$, $p<0.01$, and the results show that the respondents with completed only basic school (4.67) to a greater extent agree with the mentioned, compared to the other categories.

The results show that there are differences between respondents in agreeing with the statement *"in catering and tourist facilities, the use of a protective mask was unnecessary"* $F(3.516)=3.20$, $p<0.05$, and it is shown that they agree with the mentioned statement to a greater extent than the other categories respondents with completed primary school only (3.67). Significant differences between the respondents are also found when it comes to their agreement with the statement *"I support the covid measure on restricting the operation of catering establishments"* $F(5.514)=7.70$, $p<0.01$, and it is shown that respondents who live in in households with more than five members (3.00), and the least those who live in five-member households (1.33). Differences between respondents were also found when it comes to agreeing with the statement *"I believe that the covid measures directed against restaurateurs were unfair"* $F(5.514)=9.71$, $p<0.01$, and it is shown that respondents who live in five-person households (4.33) to a significantly greater extent agree with the mentioned compared to other groups. The results show that the difference between the respondents also exists when it comes to their opinion *"that nothing was achieved by banning the operation of catering facilities"* $F(5.514)=16.97$, $p<0.01$, and the results show that with the aforementioned to a significantly greater extent than the other categories respondents who live in five-member households agree (4.67).

Significant differences between the respondents are also found when it comes to their agreement

with the statement *"visitors of hospitality facilities were responsible for the covid pandemic"* $F(5.514)=4.03$, $p<0.01$, and it is shown that respondents who live in households with more than five of members (3.00) to a significantly greater extent agree with the mentioned statement compared to others. Differences between respondents were also found when it comes to agreement with the statement *"the ban on weddings and celebrations resulted in more lost than gained"* $F(5.514)=20.28$, $p<0.01$, and it is shown that respondents living in five-person households (4.67) to a significantly greater extent agree with the mentioned statement compared to the other categories. The results show that the difference between the respondents also exists when it comes to their agreement with the statement *"the ban on leading a normal social life created greater consequences than those caused by covid"* $F(5.514)=10.13$, $p<0.01$, and the results show that with respondents who live in five-person households (5.00) agree with the aforementioned to a significantly greater extent, compared to other groups.

Significant differences between respondents are also found when it comes to their agreement with the statement *"people with antibodies should be allowed to live without restrictions"* $F(5.514)=20.14$, $p<0.01$, and it is shown that respondents who live in four-person households (3.65), to a greater extent agree with the mentioned statement in relation to others. Differences between respondents were also found when it comes to agreeing with the statement *"the use of a protective mask led to greater consequences than the covid itself"* $F(5.514)=11.25$, $p<0.01$, and it is shown that with the mentioned statement to a greater extent than the others respondents who live in households of five agree (3.67). Statistically significant differences between respondents are also obtained when it comes to their agreement with the statement *"despite the measures of the crisis headquarters, normal contacts with family, relatives and friends should have been maintained"* $F(5.514)=13.21$, $p<0.01$, and it was determined that respondents who live in five-person households (5.00) to a significantly greater extent than the other categories agree with the mentioned statement.

The results show that there is a difference between the respondents when it comes to their agreement with the statement *"in catering and tourist facilities, the use of a protective mask was unnecessary"* $F(5.514)=14.64$, $p<0.01$, and the results show that the respondents who live in five-person households (5.00) to a significantly greater extent agree with the mentioned statement compared to other categories. The results show that there are differences between the respondents when

it comes to the respondents' agreement with the statement *"I support the covid measure on restricting the operation of catering establishments"* $F(5.466)=3.48$, $p<0.01$, and it is shown that respondents who agree with the said statement to a greater extent have no income (2.78), while respondents with an income between 1,501 and 2,000 euros (1.00) agree the least.

Significant differences between the respondents are also found when it comes to their agreement with the statement *"visitors of catering facilities were responsible for the covid pandemic"* $F(5.514)=4.03$, $p<0.01$, and it is shown that respondents who live in households with more than five of members (3.00) to a significantly greater extent agree with the mentioned statement compared to others.

Differences between respondents were also found when it comes to agreement with the statement *"the ban on weddings and celebrations resulted in more lost than gained"* $F(5.514)=20.28$, $p<0.01$, and it is shown that respondents living in five-person households (4.67) to a significantly greater extent agree with the mentioned statement compared to the other categories. The results show that the difference between the respondents also exists when it comes to their agreement with the statement *"the ban on leading a normal social life created greater consequences than those caused by covid"* $F(5.514)=10.13$, $p<0.01$, and that with this respondents who live in five-member households agree to a greater extent (5.00), compared to other groups.

Significant differences between respondents are also obtained when it comes to their agreement with the statement *"people with antibodies should be allowed to live without restrictions"* $F(5.514)=20.14$, $p<0.01$, and it is shown that respondents who live in four-person households (3.65), to a greater extent agree with the mentioned statement in relation to others. Differences between respondents were also found when it comes to agreeing with the statement *"the use of a protective mask led to greater consequences than the covid itself"* $F(5.514)=11.25$, $p<0.01$, and it is shown that with the mentioned statement to a greater extent than the others respondents who live in households of five agree (3.67).

Statistically significant differences between respondents are also obtained when it comes to their agreement with the statement *"despite the measures of the crisis headquarters, normal contacts with family, relatives and friends should have been maintained"* $F(5.514)=13.21$, $p<0.01$, and it was determined that respondents who live in five-person households (5.00) to a significantly greater extent than the other categories agree with the mentioned statement.

The results show that there is a difference between the respondents when it comes to their agreement with the statement "*in catering and tourist facilities, the use of a protective mask was unnecessary*" $F(5.514)=14.64, p<0.01$, and the results show that the respondents who live in five-person households (5.00) to a significantly greater extent agree with the mentioned statement compared to other categories.

The results show that there are differences between the respondents when it comes to the respondents' agreement with the statement "*I support the covid measure on restricting the operation of catering establishments*" $F(5.466)=3.48, p<0.01$, and it is shown that respondents who agree with the said statement to a greater extent have no income (2.78), while respondents with an income between 1,501 and 2,000 euros (1.00) agree the least. Significant differences between respondents are also found in their agreement with the statement "*I believe that the covid measures directed against restaurateurs were unfair*" $F(5.466)=4.52, p<0.01$. It was found that respondents with an income between 1,501 and 2,000 euros (4.00) agree with this attitude to a greater extent, compared to other categories.

Differences between the respondents also exist when agreeing with the statement "*visitors of catering establishments were responsible for the covid pandemic*" $F(5.466)=4.11, p<0.01$. The results show that respondents with a personal income of over 2,000 euros (1.50) agree with the mentioned statement to a significantly lesser extent than other groups. The same analysis found a statistically significant difference between the respondents and when agreeing with the statement "*more was lost than gained by the ban on weddings and celebrations*" $F(5.466)=6.43, p<0.01$. It was found that respondents with an income between 1,501 and 2,000 euros (4.00) agree with this to a greater extent than other groups. Also, the results show differences between the respondents in the statement "*the ban on leading a normal social life created greater consequences than those caused by covid*" $F(5.466)=5.97, p<0.01$. Respondents with an income between 1,501 and 2,000 euros (5.00) agree with this statement to a greater extent than the other categories.

Statistically significant differences between respondents were also found in their agreement with the statement "*people with antibodies should be allowed to live without restrictions*" $F(5.466)=16.15, p<0.01$. The results show that the respondents with no personal income (3.86) agree with the aforementioned to a greater extent than other groups, while the respondents with an income between 1,501 and 2,000 euros (1.00) agree the least with the aforementioned.

The difference between the respondents also exists when it comes to agreement with the statement "*using a protective mask led to greater consequences than the consequences of covid*" $F(5.466)=11.9, p<0.01$. The results show that respondents with an income between 1,501 and 2,000 euros (5.00) agree with it to a greater extent than the other categories. The same analysis found a statistically significant difference between respondents in agreeing with the statement "*despite the measures of the crisis headquarters, normal contacts with family, relatives and friends should have been maintained*" $F(5.466)=6.89, p<0.01$. It was found that respondents with an income between 1,501 and 2,000 euros (5.00) and over 2,000 euros (5.00) agree with this to a significantly greater extent than other categories.

Statistically significant differences between respondents were also obtained when it comes to their agreement with the statement "*in catering establishments, the use of a protective mask was unnecessary*" $F(5.466)=9.83, p<0.01$. The results show that respondents with a personal income between 1,501 and 2,000 euros (5.00) agree with the above to a significantly greater extent than other groups. One-factor analysis of variance was used to investigate the influence of household income on the respondents' opinion "*about the impact of covid measures on the operation of hospitality facilities*". Respondents were divided into several groups according to the amount of monthly household income: up to 500 euros, from 501 to 1,000 euros, from 1,001 to 1,500 euros, from 1,501 to 2,000 euros, from 2,001 to 3,000 euros, over 3,000 euros, and those who are not familiar with monthly household income or they did not want to give an answer about their household income. Respondents who did not provide information on their household income were excluded from the analysis.

The analysis revealed a difference between the respondents and when agreeing with the statement "*I justify the covid measures that restricted the operation of catering facilities*" $F(5.402)=6.85, p<0.01$. The results show that respondents with a household income between 2,001 and 3,000 euros (1.00) disagree with this statement to a much greater extent, compared to other categories.

The results show that there is a difference between the respondents when it comes to their agreement with the statement "*I believe that the covid measures directed against restaurateurs were unfair*" $F(5.402)=7.97, p<0.01$. The data show that respondents with a household income between 2,001 and 3,000 euros (4.50) agree with the aforementioned to a significantly greater extent than other categories of respondents. Statistically significant differences between respondents are also ob-

tained when it comes to the statement *"nothing was achieved by banning the operation of catering establishments"* $F(5.402)=4.23$, $p<0.01$. Also, the results show that respondents with household incomes between 2,001 and 3,000 euros (4.50) agree with the mentioned statement to a significantly greater extent, compared to other categories.

The same analysis also found a difference between the respondents when it comes to the statement *"by banning weddings and celebrations, more was lost than gained"* $F(5.402)=11.66$, $p<0.01$. Respondents with a household income between 2,001 and 3,000 euros (4.50) agree significantly more with this statement, compared to other categories.

The results show that there is a difference between the respondents when it comes to their agreement with the statement *"the ban on leading a normal social life creates greater consequences than those caused by Covid"* $F(5.402)=12.49$, $p<0.01$. The data show that respondents with household incomes between 2,001 and 3,000 euros (5.00) agree with the aforementioned to a significantly greater extent than other categories of respondents. There is also a difference between respondents when agreeing with the statement *"people with antibodies should be allowed to live without restrictions"* $F(5.402)=12.36$, $p<0.01$. Here, the results show that respondents with a household income between 1,501 and 2,000 euros (3.88) agree with the mentioned statement to a greater extent. Differences between respondents also exist when it comes to their agreement with the statement *"using a protective mask led to greater consequences than the consequences of covid"* $F(5.402)=11.28$, $p<0.01$. The results show that respondents with a household income between 2,001 and 3,000 euros (4.50) agree with the aforementioned to a significantly greater extent than other categories of respondents.

Statistically significant differences between respondents also exist when it comes to the statement *"despite the measures of the crisis headquarters, normal contacts with family, relatives and friends should have been maintained"* $F(5.402)=8.78$, $p<0.01$. The results show that respondents with a household income between 2,001 and 3,000 euros (5.00) and those with an income above 3,000 euros (5.00) agree with the mentioned statement to a much greater extent, compared to the other categories. The same analysis also found a difference between respondents when it comes to the statement *"in catering and tourist facilities, the use of a protective mask was unnecessary"* $F(5.402)=9.67$, $p<0.01$. Respondents with a household income between 2,001 and 3,000 euros (5.00) agree with this statement to a greater extent, compared to other categories.

When it comes to agreeing with the statement *"I support the covid measure on restricting the operation of catering establishments"* $R^2=0.098$, $F(7.512)=7.935$, $p<0.1$, and as individual significant predictors: the sex of the respondent $\beta=0.095$, $p<0.5$, work status $\beta=0.134$, $p<0.01$, level of professional education $\beta=0.289$, $p<0.01$ and level of monthly personal income $\beta=-0.162$, $p<0.01$. Women who are not employed, with a higher degree of professional education and a lower monthly personal income agree with this statement the most. Statistically significant agreement of respondents with the statement *"I believe that the covid measures against restaurateurs were unfair"* can be predicted $R^2=0.043$, $F(7.512)=3.259$, $p<0.1$. Here, gender of the respondent $\beta=-0.100$, $p<0.5$ and amount of monthly personal income $\beta=0.154$, $p<0.01$ stand out as individual significant predictors. The aforementioned shows that men with higher monthly personal income agree with the statement to a greater extent.

A statistically significant prediction was also obtained when it comes to the statement *"nothing was achieved by banning the operation of catering facilities"* $R^2=0.088$, $F(7.512)=7.07$, $p<0.1$.

The age of the respondent $\beta=-0.121$, $p<0.5$ and the amount of monthly household income $\beta=0.251$, $p<0.01$ stood out as individual significant predictors. The data show that younger respondents with higher monthly household incomes mostly agree with the aforementioned.

When it comes to the respondents' agreement with the statement *"the visitors of catering establishments were responsible for the covid pandemic"* $R^2=0.081$, $F(7.512)=6.424$, $p<0.1$, and as individual significant predictors the work status of the respondents $\beta=0.106$, $p<0.5$ and the amount of monthly household income $\beta=0.233$, $p<0.01$. It was found that respondents who are not employed and live in households with higher monthly income agree with the aforementioned to the greatest extent.

This combination of predictors proved to be statistically significant in the statement *"by banning weddings and celebrations, more was lost than gained"* $R^2=0.066$, $F(7.512)=5.186$, $p<0.1$, and gender of the respondent was singled out as significant individual predictors $\beta=-0.151$, $p<0.01$, work status of the respondent $\beta=-0.14$, $p<0.01$, level of monthly personal income $\beta=-0.132$, $p<0.5$ and level of monthly household income $\beta=0.200$, $p<0.01$. The results show that employed men with lower monthly personal income and higher household income agree with the mentioned to a greater extent. It was found that the degree of agreement with the statement *"prohibition of leading a normal social life creates greater consequences than those caused by Covid"* $R^2=0.05$, $F(7.512)=3.846$, $p<0.1$;

Table 2

Results of the correlation matrix

	1	2	3	4	5	6	7	8	9	10
1	1	-.613**	-.585**	.258**	-.432**	-.419**	.002	-.404**	-.181**	-.388**
2		1	.744**	-.162**	.450**	.495**	.205**	.307**	.151**	.296**
3			1	-.123**	.548**	.499**	.075	.311**	.303**	.422**
4				1	-.103*	-.213**	.029	-.129**	-.027	-.064
5					1	.510**	.151**	.456**	.317**	.405**
6						1	.301**	.534**	.381**	.376**
7							1	.233**	.188**	.077
8								1	.346**	.360**
9									1	.408**
10										1

* $p < .05$; ** $p < .01$.

Source: authors

and as individual significant predictors the following stood out: work status of the respondent $\beta = -0.148$, $p < 0.01$; and the level of personal monthly income $\beta = 0.151$, $p < 0.01$. Based on the results, it can be concluded that employed respondents with higher personal monthly incomes mostly agree with the aforementioned.

The results show agreement with the statement "people with antibodies should be allowed to live without restrictions" $R^2 = 0.21$, $F(7.512) = 19.401$, $p < 0.1$; and the following stand out as significant individual predictors: sex of the respondent $\beta = -0.087$, $p < 0.5$; age $\beta = 0.246$, $p < 0.01$; work status $\beta = 0.117$, $p < 0.01$; the level of the respondent's monthly personal income $\beta = -0.441$, $p < 0.01$ and household income $\beta = 0.148$, $p < 0.01$. The aforementioned shows that older men who are not employed, with lower personal income and higher household income agree with the statement to the greatest extent. When it comes to agreement with the statement "despite the measures of the crisis headquarters, normal contacts with family, relatives and friends should have been maintained" $R^2 = 0.053$, $F(7.512) = 4.128$, $p < 0.1$; and as individual significant predictors the following stood out: sex of the respondent $\beta = -0.16$, $p < 0.01$; level of professional education $\beta = 0.114$, $p < 0.5$; level of personal income $\beta = -0.117$, $p < 0.5$ and household income $\beta = 0.113$, $p < 0.5$. The results show that men with a higher degree of professional education, lower personal income and higher household income agree with the above mentioned the most.

Statistically significant agreement of respondents with the statement "the use of a protective mask was unnecessary in catering and tourist facilities" $R^2 = 0.063$, $F(7.512) = 4.882$, $p < 0.1$ can be predicted. The monthly household income $\beta = 0.19$, $p < 0.01$ was singled out as a significant predictor. The mentioned means that respondents with higher monthly household income agree with the statement to a greater extent. Based on the obtained results, it is concluded that this linear combination of predictors

proves to be significant for predicting almost all dependent variables with which we examined the respondents' opinion on the impact of Covid measures on the operation of catering establishments.

The obtained results of the correlation matrix, listed in table 2, show that the highest degree of dependence was found between the statements "I believe that the covid measures directed against the work of caterers were unfair" and "nothing was achieved by banning the work of catering facilities" ($r = +0.744$, $p < .01$), which means that as agreement with one statement increases, so does agreement with another and vice versa.

Conclusion

The COVID-19 pandemic has significantly impacted the hospitality industry in Belgrade, leading to drastic changes in operational practices to comply with health and safety protocols. Businesses quickly adopted enhanced sanitization measures and reconfigured seating arrangements to ensure social distancing, aiming to protect guests and restore consumer confidence. The financial repercussions have been severe, with occupancy rates dropping from 70% to below 20%, prompting many establishments to pivot towards local markets and sustainable tourism as they adapt to changing consumer preferences for hygiene and safety. A research study involving 600 respondents analyzed various demographic factors, including gender, age, work status, education, household size, and income, with 520 questionnaires deemed acceptable for analysis. The findings revealed that a significant majority of respondents (61.5%) did not support COVID-19 measures limiting the operation of catering facilities, and many believed these measures were unfair and ineffective. Additionally, differences in opinions were noted based on age, gender, and work status, with younger respondents and students expressing stronger disagreement with the restrictions compared to older respondents and retirees.

The study reveals significant differences in respondents' opinions regarding various COVID-19 measures, particularly in relation to hospitality facilities. Students showed a higher agreement with maintaining normal social contacts despite crisis measures, while pensioners were more inclined to believe that protective masks were unnecessary in hospitality settings. Additionally, respondents with lower educational attainment and those living in larger households expressed stronger sentiments against the restrictions, indicating a complex interplay between demographics, education, and household size in shaping perceptions of COVID-19 regulations. The study reveals significant differences in respondents' opinions regarding COVID-19 measures affecting the catering industry, particularly among those with household incomes between 2,001 and 3,000 euros, who expressed stronger agreement with statements about the unfairness of these measures and the ineffectiveness of banning catering operations. Additionally, factors such as gender, work status, and income levels were identified as significant predictors of agreement with various statements, indicating that employed men with lower personal income and higher household income tended to agree more with the negative impacts of the restrictions. The analysis also highlighted a strong correlation between the belief that the measures were unfair and the perception that banning catering operations achieved nothing, suggesting a consistent viewpoint among respondents regarding the consequences of these COVID-19 measures.

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NAVIGATING CHALLENGES: A DESCRIPTIVE ANALYSIS OF CRISES RESTRICTIONS ON HOSPITALITY SECTOR

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In order to find out about the impact of covid measures on the operation of hospitality facilities in the period from the declaration of the pandemic on March 6, 2020 until the closure of covid clinics on November 22, 2022, the research is focused on examining the relationship between socio-demographic variables (gender, age, degree of professional education, monthly personal income of the respondent, the monthly income of the respondent's household and the number of members in the household) and the respondents' opinion on the impact of covid measures on the operation of hospitality facilities. *Methodology*: Out of a total of 600 responses from citizens in the form of tests, 80 of them were unusable, while 520 were used for further analysis and processing. The following were used for data analysis and processing: descriptive analysis (percentages, arithmetic mean), Chi-square test, t-test, one-factor analysis of variance, multiple linear regression and Pearson's correlation coefficient. The level of statistical significance was set at $p < 0.05$, and all obtained data were processed in the SPSS program, version 23. *Findings*: A significant majority of respondents (61.5%) do not support the COVID-19 measures that restricted the operation of hospitality facilities, with 52.3% believing these measures were unfairly targeted. Additionally, 53.9% of participants feel that the ban on catering establishments was ineffective, and 66.2% do not hold visitors to these venues responsible for the pandemic. *Implications*: Respondents argue that the social restrictions, such as bans on weddings and normal social interactions, resulted in greater negative consequences than the pandemic itself, highlighting a widespread sentiment that the measures were excessive and unjustified.

Keywords: COVID-19 pandemic, COVID measures, hospitality facilities, Belgrade.

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