

Sustainable Tourism Versus Massive Tourism: Post-Covid-19 Tourism Industry Driving Scenario

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ABSTRACT

The Covid-19 pandemic situation has made an impact, one of which is for the tourism industry. The impact is not only the responsibility of governments, politicians but also academics and professionals in the field of tourism as a whole in the world. The adaptation of new habits has also been implemented as a solution to revive the tourism industry to be very important. This article shows how the development of Sustainable Tourism can help the continuity of the tourism industry, because one of the underlying premises of Sustainable Tourism is that tourism destinations are not too crowded (an important factor in the current context) and not encourage tourism with a lot of tourist visits (*massive tourism*). Considering this argument followed by existing regulations on the adaptation of new habits in the Covid-19 era in the form of implementing health protocols, maintaining distance and social activities by minimizing gatherings, it is considered that this Sustainable Tourism practice can be a potential solution to stimulate the movement of tourists and help the revival of the tourism industry. Therefore, more specifically, the main purpose of this article is to find out what travelers' perceptions of *Sustainable Tourism* are and to determine what factors help its development. The use of scenario models has determined how factors related to tourist attitudes, motivations and perceived benefits provided by the development of Sustainable Tourism can increase tourists' intention to consume this tourism.

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1. Introduction

The tourism industry has been one of the most affected by the crisis caused by Covid19 in the present. Many parties are responsible for this, including professionals in the field of tourism, academics, politicians and researchers and other parties related to tourism. All parties have come together to find solutions to revive this vital industry. In this article, shows how the development of Sustainable Tourism can help the continuity of the tourism industry, because one of the places on which Sustainable Tourism is based is a tourist destination that is not too crowded as an important factor in the context of consideration of opinions, rules regarding health protocols, *lockdowns*, social distancing and gatherings and many more protocols that must be followed during this Covid-19 pandemic.

Efforts in the implementation of *Sustainable Tourism* can be a potential solution to stimulate the movement of tourists and help the revival of the tourism industry, more specifically in this article can find out the main purpose of tourists' perceptions of *Sustainable Tourism* and to find out what factors help its development. Factors related to tourist *behaviour*, motivation and benefits obtained from the development of Sustainable Tourism can increase tourist motivation in consuming these tours.

The development of *Sustainable Tourism* that has been widely accepted is to fight overcrowding in certain tourist destinations and avoid the associated damage done by tourists or others, even sustainable tourism has long tried to position itself as a solution to the negative aspects by involving tourism in its development and the criticism it often receives (Sharpley, 2020). The current era, the post-Covid-19 era with a more reasonable perception than before by having made massive tourist destinations called Massification tourist destinations with various damages caused by both the natural environment and other resources.

Strong criticism is aimed at tourism which refers to the notion of sustainable tourism based on one of them is the promotion and development of less massive tourist destinations or in other words Sustainable Mass Tourism as a big destination in the future. Weaver (2012) stated that the concept of *Massive Sustainable Tourism* is still valid in Indonesia, as a developing tourism country. This type of tourism is considered a desirable outcome for destinations with a focus on sustainability and demonstrates three convergent developmental dimensions in search of concrete solutions namely organically, incrementally (developing slowly on a regular basis) and induced (given stimulation to accelerate the expected process).

From another view, according to the World Health Organization, 2020 can be shown that the measures taken to combat Covid-19 by limiting gatherings and maintaining distance, complying with health protocols and others as social measures taken amid the current Covid-19 pandemic. Why are steps like this needed as a reference? The explanation is simple, as this article forms the basis for combating the overcrowding of tourists in tourist destinations by linking the health protocol measures adopted around the world namely creating social distancing caused by Covid-19. In fact, many tourists give up their intention to travel because of the fear of traveling, which is important as a prevention of mass arrival of tourists, preventing overcrowded tourist destinations and can strengthen Sustainable Tourism.

Thus, it can be said that the tourism industry is very sensitive to significant shocks such as the Covid-19 pandemic (Chang et al., 2020). In particular that tourism is particularly vulnerable to measures to fight the pandemic due to limited mobility with social distancing, unprecedented unison global travel restrictions, lockdowns in some regions that are causing the most severe conditions to the global economy today.

2. Theoretical Foundations and Thinking Frameworks

According to UNWTO on its website, in April it stated that 96% of destinations worldwide had implemented travel restrictions. Many tourist destinations are experiencing partial borders, closure of tourist attractions. It is unforeseen that this situation urges immediate action to be taken for survival in this tourism sector. As time goes by post-covid-19, the Sustainable Tourism scenario can provide great opportunities for development (Higgins-Desbiolles, 2020; Petrizzo, 2020). The determining factor in tourism promotion focuses on the perception of tourists to remain willing to travel without fear of Covid-19.

The concept of Sustainable Tourism in UNWTO in 2005 as a principle that can be applied to all forms of tourism in all types of destinations, including mass tourism and various segments of *special interest tourism* (*special interest*). The principles of sustainability refer to the environmental, economic, and socio-cultural aspects of tourism development, and an appropriate balance must be established between the three dimensions to ensure long-term sustainability, (UNWTO, 2005). In addition to international organizations, we also find many authors who have championed the concept of Sustainable Tourism

Since its inception, the development of Sustainable Tourism has been based on environmental preservation (Ciacci et al., 2021), cultural authenticity and democratic profitability of tourist activities in the destination. It is only this tourism that recognizes the priority places of social welfare, as an index of public welfare in line with the tourist destinations visited; and also the economic recovery exclusively, that is, whether tourist activities generate sufficient income for the local population, both in terms of employment and the utilization of available resources.

This article will identify the factors that help the development of Sustainable Tourism (from the point of view of the perception of tourists), since the greater utilization of tourist resources of the type of tourism, can help the revival of the tourism industry. Consideration of WHO (World Health Organization) guidelines around the world recommends avoiding the arrival

of tourists en masse, which of course can favor the development of tourism itself. However, in general, tourism implies that *massive* tourism concentrates on people who come to a lot of tourism, and is considered to make "crowded" big cities, beaches, tourist village locations, amusement parks, airports and others. Therefore, to combat the social, economic, financial and cultural consequences of the pandemic is a challenge for the tourism sector. A careful assessment of the dimensions of the impact, as well as a review of new things that until recently were unknown. Thus, the development of tourism as it is known today will undergo changes in the coming years, which will have a serious impact on the profitability of the tourism industry (Hancock, 2020).

This article provides an assessment of *Sustainable Tourism* and some of its scenarios that allow accelerating development (which is becoming more important in the context of this crisis in the tourism industry). The scenario includes an analysis of perceived quality factors, motivation, attitude, and satisfaction as attributes that have the potential to influence intention in the selection of the type of tourism. The main contribution of this article lies in extracting all the positive aspects of sustainable tourism into this ongoing development tourism and highlighting its value in critical times and crises in the era of the covid-19 pandemic. Scenarios as a model framework of thinking that can drive the tourism industry after Covid-19 include:

Scenario 1 (S1):

The Relationship Between Positive Impact and Attitude towards Sustainable Tourism Development, Perception of Service Quality and Tourist Motivation

Factors that influence the society to be able to accept tourists are economic, environmental, and social factors. The social impact of tourism, can be interpreted as a change in the lives of people who live in communities that are part of the destination and related to tourism activities (Mathieson & Wall, 1982). Another benefit is the social and cultural benefits (Besculides et al., 2002) namely tourism increases due to cultural identity and pride in local wisdom, cohesion and exchange of ideas and increase in regional cultural knowledge (Esman, 1984), as well as creating opportunities for cultural exchange, revitalizing local traditions, improving the quality of life and improving the image of the community (Besculides et al., 2002).

One of the focuses of tourism is about the environment, tourism may be a reason to protect nature with existing resources and preserve a homogeneous (in urban) tourism design, so that it can be possible to promote the regular development of tourism based on a model integrated in the environment. Miller et al., (2014) as well as referring to the concept of pro-environmental behavior.

Understanding actions to protect the environment, pro-environment tourists bring behavioral impacts connected to nature-based tourism and ecotourism. Ciacci et al.,(2021). The success of sustainable tourism development adds environmental factors, logistics and infrastructure dimensions leading to environmental quality that can be compiled by objective and subjective components, can be widely accepted by the community (tourists) and there is a good relationship between environmental protection, logistics and infrastructure development tourism development strategies. The idea of sustainable development is a relatively new concept, first defined in 1987 in the Brundtland report by the UN-WHO. This report, also called "*Our Common Future*", which states that sustainable development tries to "meet the needs of the *present generation*" without the ability of future generations to meet their own needs, following the emergence of the aforementioned concept of sustainable development in 1987, applied to the field of tourism.

This type of tourism emphasizes the importance of stakeholders and, despite its key role the population (society) is recognized it is also interesting to analyze the perspective of the tourist himself. Indeed, knowing the attitude of tourists towards the development of Sustainable Tourism and elevating the culture, environment and economic awareness of the people visited is a vital factor to protect tourist destinations and reduce negative impacts (Othman et al., 2010).

Several studies report a positive relationship between attitudes towards sustainable tourism development and the perceived positive impact on the provision of high-quality and environmentally friendly services has been identified as an important factor for the success of a tourist destination (Miller et al., 2014). Service quality is defined as the level of satisfaction

generated by an event or experience according to individual needs or expectations (Michael, 2013).

There are 6 (six) main components to analyze the quality of tourist services, namely attractions and the environment, sustainable tourism as a driver of the tourism industry, facilities and services, accessibility, destination imagery, and prices.

The attractiveness and environment of the destination are elements that greatly determine the choice of tourists and motivate visits to this destination, including natural and artificial attractions. Facilities and services include accommodation, restaurants, transportation, sports or other activities as tourist sales points. Accessibility includes elements related to transport and its infrastructure. The image of the destination is a subjective interpretation of reality by tourists and the price component makes it possible to measure the quality of different services.

Other attributes that must be taken into account are environmental safety and harmony as well as the ability to reliably execute the promised service in an accurate manner. Therefore, tourism motivation is the driving force that motivates people to go on vacation or visit tourist destinations. Beerli and Martin (2004) describe the motivation to travel as an internal need that drives the individual to act in a certain way to achieve the satisfaction he wants. Yoona and Uysal (2005) found that motivation is the most important factor that increases satisfaction along with service and loyalty to a destination.

The motivation to travel also significantly influences the understanding of tourists' visiting intentions (Li et al., 2010; Mohaidin, et al., 2017). The motivation to travel to a destination will be higher and higher than tourists realize due to the positive impact of Sustainable Tourism there (Crouch & Ritchie, 1999).

Scenario (S2):

The Relationship Between Attitudes Towards Sustainable Development of Tourism and The Intention to Choose Sustainable Tourism Destinations

Definis Intention is the stated possibility of engaging in certain behaviors (Oliver, 1997). Efforts to recognize and attract the right visitors are essential in ensuring sustainable tourism. The intention of tourist behavior is an important issue in the field of tourism, because it is necessary to know and understand tourist loyalty, namely the factors that influence positive actions, namely the intention to go to a goal (Mohaidin et al., 2017). Ventakesh (2006) and Mohaidin, et al. (2017) show that, among the psychological factors that influence tourists in their intention to choose sustainable tourist destinations, a respectful attitude to the environment has a positive effect. Luo and Deng (2008) state that people who show a positive attitude towards the environment during travel can transmit a greater desire for a *sustainable tourism* experience with nature.

Miller, et al. (2014) show that there are several types of variables that relate to pro-environmental behavior in the context of large mass urban tourist destinations, including individual background factors, habits, attitudes and external contextual factors. Studies show that psychological factors such as attitudes may be more important than socio-demographic and contextual factors in determining pro-environmental behavior in sustainable urban tourist destinations.

Scenarios (S3):

The Relationship of Motivation with Attitudes Towards Sustainable Tourism Development

Tourist motivation along with satisfaction in traveling becomes the basis for understanding the trend of tourists who are experiencing a two-phase process where internal and external factors converge. Internal factors concern the desire to travel. Kim et al. (2007) combine psychological reasons such as disconnection and relaxation. External factors promote destination choice, including cultural features and destination uniqueness (Pesonen et al., 2011).

Tourists' motivation has a positive influence on their visiting intentions, such as a commitment to protecting the environment, nature care and conservation in the development of Sustainable Tourism (Hunter, 2000). Huang and Liu (2017) applied this construction to ecotourism to assert that the greater environmental sensitivity of tourists is related to the motivation and intention to repeat the visit. Similarly, Zhang and Lei (2012) argue that the environment of knowledge and concern is directly related to the motivation and intention of visiting tourists.

Scenario (S4):**The Relationship Between Perceived Service Quality and Satisfying Experiences**

Understanding what factors influence traveller satisfaction is one of the most relevant, due to its impact on the success of any tourism product or service. Perceived quality is a measure that represents the quality obtained from the attributes of a product or service and is related to the satisfaction of customer needs and the availability of that tourist product or service. The quality of service perceived by customers directly affects the satisfaction of the tourist experience

Scenario (S5):**The Relationship Between Attitudes Towards Sustainable Development Tourism and Satisfactory Experiences**

Experimental satisfaction or satisfaction with travel experiences goes beyond the concept of service satisfaction, taking into account the customer's evaluation of their experience after the service has been consumed (Wu et al., 2016). If this is applied to sustainable development then the concept of satisfaction becomes very relevant.

The development of Sustainable Tourism must meet the needs of tourists and the community (population) along with the fulfillment of economic, socio-cultural and environmental needs (UNWTO, 2005). Traveller satisfaction with the travel experience to refer to the client's general evaluation of their experience with aspects of respecting the environment and his or her expectations on the sustainable development of the tourist destination or service.

Scenario (S6):**The Relationship Between a Satisfying Experience and the Intention to Choose a Sustainable Travel Destination**

A factor influencing the intention to visit a place is satisfaction. According to Oliver (1980), posits that satisfaction as a balance of expectations and perceptions before and after a visit to a destination, whose importance lies in the ability to influence future behavior (Ohn & Supinit, 2016; Choo et al., 2016). The satisfaction generated by the experience of tourist activities is very important, since it is the most memorable and is understood as distinguishing elements of a visit to another tourist attraction (Walls et al., 2011). Several studies have proven the relationship between the satisfaction of tourists intending to return and focusing on certain types of tourism, for example tours to tourist villages.

Scenario (S7):**The Relationship Between Motivation and Intention to Choose Sustainable Travellers**

Motivational goals are an internal factor that can influence travellers' behavior by influencing their travel ratings. This construction can be considered a key factor in the process of choosing a tourist destination and the intention to visit (Chang et al., 2014; Hsu and Huang 2009). Motivation and satisfaction influence travellers' decisions when choosing a destination (Chiu et al., 2016; Yoon & Uysal, 2005). Motivation positively influences the intention to choose sustainable tourist destinations, in line with the results put forward by Beerli and Martin (2004), and Prebensen (2006). Below is the *diamond* model in the picture below as a Scenario driving the Tourism Industry Post Covid-19 which is shown as follows:

3. Method

The scenario model in the research method developed data collected from tourists who visited monumental tourist attractions located in the Yogyakarta area between October and November 2020. The Yogyakarta Special Region is one of the main areas receiving tourists, in this case the main challenge it faces is massification and related problems (Weaver, 2012). The sample included a total of 300 tourists, who received questionnaires personally and on-site in monumental areas of the city. Questionnaires were randomly distributed to several people who visited the monumental area, after requesting their collaboration and verification that they were tourists and not just passers-by. Despite its possible limitations, we consider this procedure to be the most appropriate for the purposes of this study. Non-probabilistic samples are used to help existing scenarios by using likert scales. All variables are measured on a Likert scale from 1 to 5. Where 1 = strongly disagree and 5 = strongly disagree. The items in the questionnaire are translated and adjusted for different constructions. Things that have a positive impact on socio-

cultural, economic and environmental are adapted from Pavlić et al. (2017), Things related to experience satisfaction obtained from research conducted by Wu & Li (2015), Things about Sustainable Tourism Development Attitudes adapted from the study of Wei-San Su et al. (2017).

The following scenario is about the Attitude of Sustainable Tourism Development adapted from the study of Wei-San Su et al. (2017); where the construction of "perceived service quality, intention to choose sustainable tourist destinations and motivation" is adapted from the study of Mohaidin et al. (2017). The table in the appendix shows the main aspects associated with the relatively observed profile of respondents regarding the origin of the tourists surveyed, who are generally tourists who come on vacation, self-finance and they travel at their own decision. More than 60% of tourists aged 35 years or older, have a stable partner (married and live as a couple), have approximately 2 (two) children with incomes ranging from approximately Rp. 25,000,00-50,000,000 per year, the majority of respondents stated that it was the first time to visit monumental tourist attractions such as museums, state palaces, malioboro, beringharjo market and others (62.7%), A high percentage (close to 40%) repeat their goals. The average traveler who participated in the study stayed in the city for 2-3 days.

Analysis of the relationship between the variables of the proposed model, structural modeling of equations has been used using the technique of Partial Least Squares (PLS), based on variance. Specifically chose this technique for the following reasons (Cepeda-Carrion and Roldan, 2004): (a) the better the suitability of the technique for research in the social sciences (economics, business organization, marketing, etc.); (b) the absence of strict requirements on the distribution of data; and (c) the possibility of using composite variables. The measurement model used in this study was the use of PLS with PLS Smart PLS 3.2.8 software (Ringle et al., 2015). The use of a single questionnaire in the format of a self-report to obtain latent data of variables makes it necessary to verify the presence of variants in general among them. All the advice of experts (Huber and Power, 1985; Podsakof et al., 2003) on the procedure the steps regarding the design of the questionnaire have been followed. Different measures were used separated and, on the other hand, the anonymity of the respondents was guaranteed. The Harman test (1967) has been used to detect the presence of a general influence in responses. The results of the exploratory factor analysis showed that the 40 elements of the questionnaire were grouped into a total of 12 factors, of which the largest explained 17% of the variance. This allows us to confirm the absence of common influencing factors among the aforementioned scenarios.

4. Results and Discussion

Sustainable Tourism can be a solution to the crisis caused by COVID-19. Tourism can promote environmentally conscious destinations and understand this term not only as ecology, but also shows that today many major tourist destinations are more concerned with the interests of tourist visits and will soon shift and evolve into *Massive Sustainable Tourism*) which combines the emergence of sustainability as a societal norm with an entrenched norm to support growth (Weaver, 2012).

Governments that often have differences on the space for coexistence are not because a greater environmental awareness is instilled in tourists, but because of the obligation to impose this fact on tourists. On the other hand, due to the new requirements in terms of safety, tourists will force themselves when traveling and choosing a destination.

This crisis will force changes in Sustainable Tourism, in some countries even in Indonesia. After *the lockdown* and the implementation of community activity restrictions (PPKM) end, only internal tourism can be developed. This adaptation will help overcome the long-standing problem that tourism exclusivity will be faced in the form of fear of crowds, so that the development of inland destinations will increase, revitalizing uninhabited areas to be offered as new and attractive destinations for tourists to visit. Therefore, the COVID-19 crisis should indirectly encourage *the* long-awaited Sustainable tourism, so it is necessary for environmental preservation and recovery. this type of tourism will finally have a long-expected opportunity (Petrizzo, 2020). This is the perfect time to position the *brand positioning of* tourism in Indonesia that is sustainable and focuses on pre-existing competitive advantages.

The importance of *massive sustainable* tourism is necessarily not successful in building from the beginning of tourist motivation, there are positive factors of sustainable tourism as an

important thing that can realize a favorable attitude towards the development of tourism, especially in the purpose of choosing the type of destination.

Based on the scenario model proposed in this article, we can see how the intention to choose sustainable tourism destinations is supported by the motivation (S2) and satisfaction of tourists (S7) to develop a favorable interest (positive impact) towards the development attitude of Sustainable Tourism. A positive and significant relationship is established between the attitudes of tourists towards the development of Sustainable Tourism that can be observed, fostered by the accompanying generic positive impact (S1). This appreciation for tourist satisfaction experienced when consuming Sustainable Tourism (S5), is generated by the motivation of tourists to develop Sustainable Tourism (S3) and by the quality of service felt on it (S4). The perceived quality of service is due to the positive active role in the form of satisfaction of the travel experience from the impact resulting from the development of Sustainable Tourism which expects tourists to have the intention to choose sustainable tourist destinations (S6).

5. Conclusion

The article in this *chapter* concludes that exploring the current approach to the tourism industry still pays attention to very dramatic prospects, because this industry has a vital interest in becoming the main axis of national economic strength. Therefore, tourism experts and academics have a duty to find solutions to the crisis caused by the Covid-19 virus.

Therefore, that promoting less crowded destinations and, ultimately, encouraging *sustainable tourism* can be one of the solutions to an unprecedented crisis. In short, sustainable tourism can build on the momentum provided by the context of this health crisis to improve good attitudes towards sustainable tourism development. Achieving this attitude will allow for increased awareness of travellers, which translates to travellers' perceptions of the positive impact and satisfaction experienced.

The government and other public institutions, in addition to managing restrictions in different regions, must also have the responsibility to develop policies to save the tourism sector from the current crisis. Sustainable *tourism* can help promote the movement of tourists which is also the responsibility of the government or other public institutions to promote it.

Therefore, it is important to determine the factors that motivate tourists to engage in this sustainable tourism, so that the government or public institutions can also encourage its development, carry out policies focused on the promotion and encouragement of tourism. The main contribution lies in extracting all the positive aspects that Sustainable Tourism brings a positive impact to the development of tourism and highlighting its value in the times of crisis that the industry experienced during this Covid-19 pandemic.

This article still has limitations, namely the first limitation in writing this article is that a lot of research has been done before the crisis caused by COVID-19. Therefore, aspects such as alterations in attitudes, motivations and perceptions related to and caused by this new situation are not considered at all times. But the focus of this article is to analyze the importance of sustainable tourism from a tourist perception approach and is very relevant to this new situation during the Covid-19 pandemic.

The second limitation comes from the non-probabilistic character of the sample, since the results obtained cannot be generalized; So it does not guarantee the representation of the entire community (tourists), the level of subjectivity is still represented in this article so it still needs more in-depth research.

The author's suggestion in a nutshell still needs to be looked for a formula that can boost the tourism industry. With the development of *Sustainable Tourism* which can help reduce the fear felt by tourists to visit tourist destinations with a large level of visits (crowded) people / tourists or *massive tourism*. Therefore, can this crisis be the last and will provide a great opportunity for the development of Sustainable Tourism *for the future*?

It will be very easy to replicate this study in the future, when total mobility within the national territory begins to be allowed and tourist visits are allowed nationally as well as internationally. The aspect that still needs support is the importance of the positive impact of a destination cannot be considered as motivation to choose tourist visits only but it needs the support of various government

campaigns that have recently been launched with the aim of achieving a positive impact from tourists to visit certain destinations, this aspect can change due to the increasing sensitivity felt by tourists.

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