

International Journal of Knowledge Management in Tourism and Hospitality

ISSN online: 1756-0330 - ISSN print: 1756-0322

<https://www.inderscience.com/ijkmth>

An empirical investigation of campers' loyalty during COVID-19 pandemic: evidence from Tunisia

Amal Ben Cheikh, Ines Ben Othman

DOI: [10.1504/IJKMTH.2023.10060142](https://doi.org/10.1504/IJKMTH.2023.10060142)

Article History:

Received:	30 July 2023
Last revised:	02 August 2023
Accepted:	02 August 2023
Published online:	30 January 2024

An empirical investigation of campers' loyalty during COVID-19 pandemic: evidence from Tunisia

Amal Ben Cheikh*

Avicenne Private Business School (APBS),
Tunis, Tunisia

and

Applied Research in Business Relationships and Economics (ARBRE),
Institut Supérieur de Gestion de Tunis,
University of Tunis,
Tunis, Tunisia

Email: amalbencheikhisg@gmail.com

*Corresponding author

Ines Ben Othman

Avicenne Private Business School (APBS),
Tunis, Tunisia

Email: Benothman.Ines@apbs.tn

Email: ines_benothmen@yahoo.fr

Abstract: Camping tourism experiences growth with tourists searching for new and diversified tourism alternatives that reduce the degree of risk during the COVID-19 pandemic. The research paper investigates the influence of tourists' risk perception due to COVID-19 pandemic with the consequence effects of the place attachment on destination loyalty. Findings prove that perceived risk due to COVID-19 has a significant negative impact on tourists' attachment to camping attractions. Besides, the latter has a significant positive influence on their intention to revisit and their electronic word of mouth (EWOM) communication. This study contributes to enrich the theoretical foundation of different variables combined in the conceptual model, and it suggests several practical recommendations for camping projects managers.

Keywords: perceived risks due to COVID-19; camping attraction attachment; revisit intention; electronic word of mouth; EWOM; Tunisia.

Reference to this paper should be made as follows: Ben Cheikh, A. and Ben Othman, I. (2024) 'An empirical investigation of campers' loyalty during COVID-19 pandemic: evidence from Tunisia', *Int. J. Knowledge Management in Tourism and Hospitality*, Vol. 3, No. 3, pp.245–265.

Biographical notes: Amal Ben Cheikh received her PhD in Management Sciences specialised in Marketing and affiliated to the Applied Research in Business Relationships and Economics (ARBRE) Laboratory at the High Institute of Management [Institut Supérieur de Gestion (ISG, Tunis)], University of Tunis, Tunisia. Her research interests include tourism services, sustainable development, energy policies, social acceptance of industrial projects and particularly the renewable energy projects, and landscape changes. She has already contributed with her research papers in different national and international conferences added to publishing in some relevant journals in the field.

Ines Ben Othman received her PhD in Marketing with a broad teaching experience in both business and engineering schools. She is currently a Marketing Associate Professor at Avicenne Private Business School. She is creative and performance driven. She plays the role of a digital marketing consultant with a comprehensive background in evaluating client's business. She is very passionate and determined with an outstanding communication and project management skills. In addition, she has a particular expertise in content marketing strategies and also has worked on several projects and helped companies in the industry field, with their market research studies and their marketing strategies elaboration.

1 Introduction

According to the World Tourism Organization (UNWTO) (2021), sustainable tourism refers to the safeguarding of ecology, which includes rural areas, natural resources, culture, heritage, and biodiversity. It is worth mentioning that since 2020, the tourism sector has suffered from major restrictions and losses, not only in Tunisia but worldwide. Indeed, during the COVID-19 pandemic, and because of travel and leisure activities restrictions; some different travel types have become increasingly popular, such as camping and natural recreational activities.

Camping is a recreational activity associated with the leisure time, relaxation, and the entertainment of holiday and weekend activities. Indeed, camping is a nice approach for parents, children, and friends to spend time together and demonstrates the importance of enjoying nature (Jirásek et al., 2017).

Camping activity encompasses nights spent outside particularly in an outdoor environment, participants in this activity are in direct interactions with nature and all components of the external setting where campers are away from their home. During the pandemic, camping as a nature-based tourism allowing discovering nature has witnessed an observable growth compared to other entertainment alternatives. Searching for safety and social distancing, individuals prefer to camp rather than staying in a hotel (Kim et al., 2023; Sánchez-Sánchez and Sánchez-Sánchez, 2022).

Sánchez-Sánchez and Sánchez-Sánchez (2022) argued that studies about camping tourism are rare because scholars emphasised tourists' behaviour rather than place characteristics. In this vain, recreational activities in nature also called nature tourism attracted researchers interests.

Espiner et al. (2023) stated that camping allow tourists select to experience a place and to do activities in relation to their leisure travel. For individuals, camping activity is beneficial because it helps to gain money: camping in a tent or car, staying in direct interaction with natural attractions and having a high level of adaptability. Additionally, this tourism form matched the health crisis in a way to ensure safety for campers.

This study uses the perceived risk of COVID-19 to explain how place attachment can affect the camper's intention to revisit and their predisposition to recommend the camp to others through electronic devices.

Additionally, we will analyse the link between the perceived risk of COVID-19 and both the intention to revisit a camp and the electronic word of mouth (EWOM). According to Moufakkir and Alsaleh (2017), travellers choose different types of destinations to meet their travel needs and their travel activities can increase opportunities

to observe nature and provide social interaction. Recently tourism researchers have begun to use the concept of place attachment to understand leisure behaviour. Tourists who feel pleased with the place will be more likely to interact with the environment and develop place attachment (Sthapit et al., 2002). Multiple tourism researchers have used two dimensions to measure place attachment: place dependence and place identity. Camping is an outdoor recreational activity that consists of engaging with nature, people can feel consequently a certain psychological wellbeing (Gross and Brown, 2006). Place attachment has major repercussions when choosing a camping destination, which affect the travel loyalty behaviour. However, camping studies rarely focus on place attachment.

In the past years and because of the COVID-19 pandemic, people have become more aware of the benefits of outdoor recreation and nature travel. Camping has become a leisure activity more and more accepted by the public. Understanding camping tourism behaviour is a crucial research perspective. Therefore, this study aims to investigate the following concerns. First, it aims to discover how campers' perceived risk directly affects the campers' place attachment. Second, it aims to explore the effect of campers' place attachment on their camping travel loyalty, defined in this study by two main variables: the intention to revisit and the EWOM. This study is expected to lead to a better understanding of campers' behaviour and to fill the gap in sustainable tourism.

2 Literature review and hypothesis development

2.1 Perceived risk due to COVID-19

Risk is considered as deep rooted in every decision taken by customers and it is intrinsic in tourism decisions (Joo et al., 2021).

Joo et al. (2021) revealed that tourism activities are characterised by their experiential nature which explains a lack of knowledge about what tourists can receive locally or internationally.

Accordingly, scholars argued that international tourists may face a different cultural context which leads to the exposure to various risks including safety and health risks (Joo et al., 2021; Lepp and Gibson, 2008).

In addition, a set of environmental concerns such as political conflicts, natural disasters and pandemics increase the level of risks and directly influence tourists' decisions. Therefore, perceived risk is fundamental in understanding tourists' decision making process.

Karl et al. (2020) showed that when tourists control the level of risk and consider it as manageable, their experience will be memorable and motivating. Several scholars confirmed this finding in their studies (Lepp and Gibson, 2008).

Nevertheless, tourists tend to choose a destination where the degree of risk is really low and they avoid risky activities and destinations (Joo et al., 2021). Hence, consumers search for relevant and valuable information about the tourism and hospitality services.

Multiple research papers shed lights on the negative impact of perceived risk on travel intention (Perić et al., 2021; Meng et al., 2021; Agyeiwaah et al., 2021). This perceived risk is associated to deliberately or accidentally situations.

Despite the growing number of studies tackling the perceived risk variable with regard to the tourism and hospitality industry, campers' perceptions about risk due to COVID-19 is considered as a gap in the literature review. Perceived risks have been

studied to show how tourists are more likely to lack knowledge about a specific tourism destination and consequently they are exposed to different levels of risks.

2.2 Perceived risk, place attachment and campers loyalty

Zeithaml (1981) argued that it is difficult to evaluate intangible products such as tourism services because of their instant consumption and the inability to standardise them. Therefore, tourists assume a high perception of risks.

Lepp and Gibson (2008) identified several dimensions to explore risk perceptions, their study found that tourism perceived risk is associated to physical, financial, equipment, cultural, political, time, satisfaction and psychological reasons. Hence, these factors are considered as relevant measures to examine the link between perceived risk and tourists' decision making process.

In essence, central to the tourism discipline is risk perception theory. Investigating perceived risk is a continuing concern within the tourism field particularly in order to understand tourists' decisions and behaviours.

According to Zhou et al. (2023), the linkage between perceived risk and tourist decisions changes based on time and place. Scholars tested this relationship empirically to demonstrate the significant link between them (Qin et al., 2021). The pandemic contributes and produce more empirical evidence on the existent connection between risk perception and tourists' behaviour over time (Zhou et al., 2023).

Several studies have revealed that perceived risk can be a determinant for tourists' attitudes and their behaviours (Prayag and Ryan, 2012). Meanwhile, tourism risk perception is shown to have an influence in the attachment of tourists to specific destinations or attractions.

Hernández et al. (2007) stated that place attachment translates the emotional linkage between persons and places. It represents a connectedness between tourists and the attractions they visit.

Similarly, Prayag and Ryan (2012) revealed that this emotional connection between tourists and destinations can be classified as part of the affective attitudes.

Tourists' intention to visit a specific attraction is defined as a tendency to evaluate their future behaviours and their readiness to be involved in several tourism activities.

Gursoy and Gavcar (2003) stressed the significance of risk perception in influencing tourists' behaviour and their emotional attitudes towards a specific place. They argued that risk perception helps to evaluate and to understand the context of a destination which consequently effect tourists' attitudes and their future behaviours. In the same vain, Pidgeon et al. (1992) indicated that risk perception plays a powerful role as a determinant of consumers' attitudes and decisions. Accordingly, a study focusing on the tourists visiting Australia proved that perceived risk is a determinant for Japanese and Korean tourists (Quintal et al., 2010). In the same context, Bonaiuto et al. (2016) demonstrated that risk perception due to natural disasters in China has a significant and negative impact on place attachment. Meanwhile, scholars argued that perceived risk is an antecedent of travel intention and future behaviours (Chen and Chang, 2012).

Sönmez and Graefe (1998) have considered the relationship between risk perception, attitudes and behaviours and they found that perceived risk has a negative significant influence on tourists' emotional connections and intentions. Similarly, Su et al. (2018) revealed the significance of the link between risk perception, place attachment and

tourists' intention to visit certain attractions. It is reported that the lower the risk perception related to a destination, the more likely tourists are to select the attraction.

According to Bayih and Singh (2020), tourists' future behaviour is described based on their intention to revisit an attraction and their willingness to share positive word of mouth communications about it. Similarly, Hsieh and O'Leary (2012) indicated that tourists' behavioural intention is an assessment of tourists' probability to revisit a place and to recommend it.

Likewise, Bayih and Singh (2020) highlighted how tourists' loyalty is defined based on revisit intentions and positive recommendations. Furthermore, they focused on the role of loyalty to improve destinations' performance. They stated that "managers in the tourism industry assess their management strategies based on the willingness of tourists to recommend their product and share a positive word of mouth regarding their experience."

Based on an extensive literature review, tourists' behavioural intention translates their loyalty (Bayih and Singh, 2020). Scholars such as Lee et al. (2007) and Bayih and Singh (2020) demonstrated that tourist loyalty can be explained based on intention to revisit and willingness to recommend the destination and experience to others like relatives and friends. This willingness to recommend is considered as a WOM communication which defines tourists' willingness to share their tourism experience. Nowadays, tourists use social networks to share their recommendations which refer to electronic WOM communications.

A considerable amount of literature has been published on the effect of risk perception on tourists' loyalty (Joslyn et al., 2021; Bae and Chang, 2021; Xu et al., 2022; Abraham et al., 2021; Rasoolimanesh et al., 2021; Chen et al., 2021; Su et al., 2021; Meng et al., 2021).

According to the attachment theory, "attachment is a relatively steady personality trait that is not affected by an experience, such as visiting a new destination" stated Ispas et al. (2021). In this vein, scholars reported that place attachment is defined as an emotional and cognitive link that connects places to people and it is studied as a multidimensional construct (Prayag and Ryan, 2012; Kim, 2021; Lalicic and Garaus, 2022; Tasci et al., 2022). Meanwhile, several researchers stated that tourism research focuses on two constructs which are related to place identity and place dependence (Kwenye and Freimund, 2016; Su et al., 2018; Dwyer et al., 2019; Lee and Oh, 2018; Aleshinloye et al., 2022). However, other researchers added the affective dimension (Kastenholz et al., 2020; Patwardhan et al., 2020; Tasci et al., 2022; He et al., 2022).

Various tourism studies investigated place attachment based on a two dimensional construct (Ispas et al., 2021). Ispas et al. (2021) used the two dimensions of place attachment to predict satisfaction and loyalty towards black sea coastal destinations. Meanwhile, Kwenye and Freimund (2016) studied the crucial role of place attachment in building tourists' loyalty to natural attractions in Zambia. Therefore, in accordance with the research of Suntikul and Jachna (2016), Kwenye and Freimund (2016), Ispas et al., (2021) and Aleshinloye et al. (2022), this research paper examines place attachment based on two dimensions which are place dependence and place identity.

Accordingly, Bonaiuto et al. (2016) stated that the relationship between perceived risk and place attachment should be explained based on the variable time, it means before, during and after a specific fact. Before a specific disaster (i.e., risk), customers are strongly attached to the place and the latter is considered as a determinant for risk

perception. In contrast, after a disaster and due to the high level of uncertainties and loss of control, place attachment can be influenced by these changes (Onuma et al., 2017).

The pandemic COVID-19 showed a high degree of uncertainties and threats with regard to human health (WHO, 2020), it might lead to a disruption of place attachment. Therefore, investigating how place attachment is effected by this threat posed by Sars-COVID-2 requires further examination particularly in the camping context.

Zheng et al. (2019) and Scannell and Gifford (2010) indicated that place attachment combines physical, social and sense of safety characteristics. While place attachment motivates tourists to return to their camping attraction, perceived risk due to COVID-19 averts them from doing so, which entails the negative relationship between perceived risk due to COVID-19 and place attachment.

Based on the foregoing, this research paper identifies the following hypotheses:

- H1 Perceived risk due to COVID-19 pandemic has a significant and negative impact on place attachment to camping attractions.
- H1.1 Perceived risk due to COVID-19 pandemic has a significant and negative impact on place dependence.
- H1.2 Perceived risk due to COVID-19 pandemic has a significant and negative impact on place identity.
- H4 Perceived risk due to COVID-19 pandemic has a significant and negative impact on campers' EWOM.
- H5 Perceived risk due to COVID-19 pandemic has a significant and negative impact on campers' revisit intention.

2.3 *Place attachment*

In the past years, place attachment has been explored by most social sciences, especially human geography and environmental psychology who have developed two main perspectives (Lewicka, 2008). The first was in the '70s by the human geographers who claimed that a place should not be considered as an abstract geometric space but as a meaningful place, several concepts were proposed like 'Topophilia' (Tuan, 1974) and the 'sense of place' (Relph, 1976).

Then in the '80s came the first definitions of 'place attachment' proposed by environmental psychologists: Stokols (1981), Shumaker, Taylor, Gottfredson and Brower.

Place attachment is considered as an emotional bond between a person and a place, it is highly influenced by an individual and his or her personal experiences. There is a considerable amount of research dedicated to defining what makes a place 'meaningful' enough for place attachment to occur.

One of the most commonly used definitions suggests that place attachment refers to peoples' positive affective connection to a specific place in which they feel safe and comfortable and have a tendency to remain close to such a place (Hernández et al., 2007).

By reviewing numerous definitions, Scannell and Gifford (2017) developed a three-lateral shaping framework of place attachment (i.e., person-process-place).

Place attachment study has always been important in the understanding of individuals' bonds to a specific place (Ruiz and Hernández, 2014). It has been supported to be composed of several dimensions (Lee and Shen, 2013).

Bricker and Kerstetter (2000) suggested that place attachment involves the acknowledgement of emotions and that it represents an individual's perceived relationship with a specific place. They also stated that place attachment is associated with emotional identity.

In a different approach Kyle et al. (2005) have included affective and social components in the study of place attachment. While Hidalgo and Hernandez (2001) examined the physical dimensions of place attachment independently of the social relationships fostered in the environment.

Among various measurement scales, the most popular and frequently used for place attachment is the one developed by Williams and Vaske (2003), which consists of two dimensions: place dependence and place identity. Indeed, the use of place dependence and place identity to measure place attachment has been constantly confirmed theoretically and empirically, especially in the studies related to tourism and recreational behaviour (Isa et al., 2019; Wong et al., 2021).

Previous studies have recognised place identity as part of self-identity. Place identity refers to the perception of a space through emotional and symbolic connotations. It characterises the emotions that an individual develops toward a specific space (Proshansky et al., 2014). Place identity reveals the symbolic significance of a place that allows people to boost their self-esteem (Korpela, 1989), and giving therefore a meaning to their lives (Williams and Roggenbuck, 1989).

Place identity is an element that develops someone's sense of belonging to a place and enables him to express his identity (Hosany et al., 2017).

Place dependence or also called functional attachment refers to a space that integrates the physical characteristics of how a place meets and satisfies peoples' needs and supports their goals and activities (Prayag and Ryan, 2012). Furthermore place dependence depends on how people perceive other places when comparing and express the exclusivity of the place in contrast to other possible alternatives (Chen et al., 2021). Place dependence rely on some characteristics linked to the place, as how much the space is well-suited with a person, as they can carry out their activities and goals, this type of attachment is common in those who practice ecological exercise like camping. Place dependence increases as much as the number of visits increases (Scannell and Gifford, 2017).

2.4 Place attachment and EWOM

Westbrook (1987) defined WOM as "all informal communications directed at other consumers about the ownership, usage, or characteristics of particular goods and services or their sellers." In today's world and thanks to the development of new technologies, WOM also contains virtual interactions among consumers (Goldsmith and Horowitz, 2006), which is usually designated as EWOM.

Based on the work of Westbrook (1987), EWOM can be characterised as every single informal communication targeting consumers through digital technology and linked with the use or qualities of specific products and services, or their vendors. This incorporates communication between producers and consumers and also those between the consumers

themselves – both dynamic parts of the WOM stream, and both unmistakably separated from communications through mass media (Goldsmith and Horowitz, 2006). Motives of EWOM included the consumers' desire for social interaction, desire for economic incentives, concern for other consumers, and the potential to enhance their own self-worth (Hennig-Thurau et al., 2004).

Verma and Yadav (2021) studied the construct of EWOM and they stressed its significance in an evolving marketing context. EWOM is studied by scholars in order to show its effect on consumers' decision making process including their intentions. Information and communication technologies contributed to the development of EWOM, users of internet share their experiences online to recommend a specific place, product, and destination.

Previous research acknowledged multiple reasons supporting the importance of WOM/EWOM in the tourism field.

- Interpersonal influences based on WOM/EWOM have a direct impact on the evaluation and the attitude formation of touristic products.
- The risk associated with the acquisition of touristic products is generally high therefore people rely on the emotional evaluation of their reference group when it comes to making a decision
- Tourist products are seasonal and perishable which contribute to the increase of the stress level of the suppliers (Rao and Singhapakdi, 1997).
- According to Litvin et al. (2008); the use of WOM/EWOM may offer an essential competitive advantages for early adopters.

Choo et al. (2011) suggest that place attachment can directly influence the generation of WOM/EWOM. In the same stream, Strandberg and Styvén (2020) confirmed that the connection between place attachment and positive WOM/EWOM is solid for both residents and visitors.

Chen et al. (2014) established how residents' attachment to a place (with its dimensions including place identity and place dependence) predicts their positive WOM/EWOM intentions which can help promote the place as a tourism destination.

In fact, determinants for WOM/EWOM are the desire to help others in their purchase decisions; the thrill from talking about an experience or the genuine desire to help boost a place. Therefore, campers may talk about their place to families or friends as tourism recommendations, or chat about interesting activities or events in the past or the future, or simply have the aspiration to boost the place. Consequently, campers' place identity and place dependence may have an impact on their WOM and EWOM intentions. Hence, the first group of hypotheses of this study are as follows:

H2.1 The more campers develop dependency to a place, the more they generate EWOM.

H3.1 The more campers identifies with the place, the more they generate EWOM

2.5 Place attachment and intention to revisit

Most previous research has linked the revisit intention with the satisfaction and the consumer's degree of commitment. In fact, Kotler et al. (2017) have suggested that consumers who are satisfied with previous purchases, will become highly committed

consumers and therefore they will come back and buy again. Unsatisfied consumers, on the other hand, will react differently, by spreading information by WOM/EWOM about what they have experienced.

In the context of tourism, revisit intention has been defined as the visitor's probability to return to a place in the future (Seetanah et al., 2020). In the same mainstream Baker and Crompton (2000) specify that the willingness of a visitor to return to a touristic destination within a year designates his or her revisit intentions behaviour. Previous studies has associated the revisit intentions to different variables such as: customer satisfaction (Al-Alak and El-Refae, 2012), customer loyalty (Kim et al., 2015), service quality (Chen et al., 2011), corporate image (Wu et al., 2015), and emotional experiences (Wirtz and Bateson, 1999).

Previous studies that emphasise the role of place attachment with regard to tourists' behaviour are diverse. Chen et al. (2022) pointed out "the roles of tourism as the national force to localise intergenerational solidarity, which informs the everyday experience of each generation toward place attachment." In the same context, Nursyamsiah and Setiawan (2023) revealed that place attachment is associated with loyalty. Tourists and campers who feel a sense of dependency and identity towards a camping attraction will revisit it and they will influence other tourists based on sharing their memorable experiences.

In this paper we extend the antecedents of revisit intentions to place attachment in the belief that the behavioural and conative phenomena of a tourist destination (and more specifically of a camp in our paper) are important for a visitor's return. This hypothesis has been confirmed by the works of Lee et al. (2007) and Isa et al. (2019).

As previously described place identity is a dimension of place attachment that describes the relationship between a person and a set joined by the physical and types of settings in place.

George and George (2004) have found that tourists who have a high in place identity tend to be more environmentally sensitive and might try to perfect their knowledge structures and touristic experiences by revisiting it. In fact, place identity has been demonstrated to be the most important measure of place attachment in revisiting host cities and national parks (Brown et al., 2016; Neuvonen et al., 2010). This hypothesis has also been confirmed by the work of Isa et al. (2019) and established that place identity affects the revisit intentions of tourists in Island recreational centres.

According to Jorgensen and Stedman (2001), place dependence describes the fit between a place setting and a person's goal within a range of alternatives.

Previous research has shown a lot of evidence supporting the positive relationship between place dependence and the revisit intentions (Kaplanidou et al., 2012; Lee et al., 2012; Tsai, 2016).

Loureiro (2014) found a positive influence of place dependence on revisit intentions and recommendations (WOM/EWOM) among rural tourists.

Ramkissoon and Mavondo (2015) examined the pro-environmental behavioural intention to mediate between satisfaction and place dependence. A strong positive relationship was established, between place dependence and place satisfaction with the role of pro-environmental behavioural intention in Australia among repeat visitors.

In the same stream, Tsai (2016) found place dependence to positively influence behavioural intentions of consuming local cuisines. And Isa et al. (2019), established that

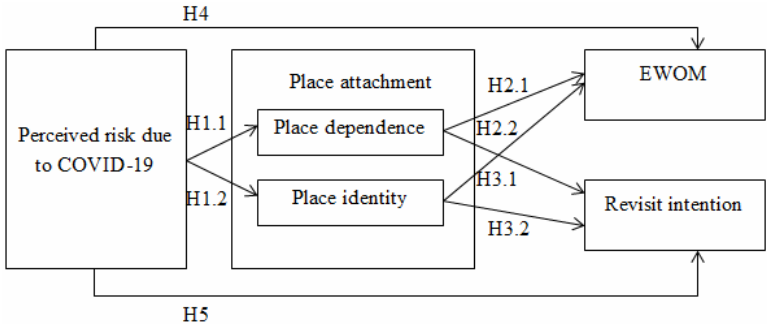
place dependence affects the revisit intentions of tourists in Island recreational centres. Hence, the second group of hypotheses of this study are as follows:

H2.2 The more campers develop dependency to a place, the more they will be inclined to revisit the place.

H3.2 The more campers identify with the place, the more they will be inclined to revisit the place.

Our conceptual model is illustrated in Figure 1.

Figure 1 Proposed conceptual model showing the factors shaping campers' loyalty towards a camping attraction



3 Methodology

3.1 Sampling, measurement scales and data collection

A study of a sample size of 143 Tunisian campers, who are used to camp in some specific camping attractions in both north and south Tunisia, was conducted. The sample of this study was varied based on the gender, income and age. Women represent 23.08% while men represent 76.92% of the respondents.

Table 1 Respondents profile

<i>Respondents' profile</i>		<i>Number</i>	<i>%</i>
Gender	Female	33	23.08
	Male	110	76.92
Age	[25–30]	45	31.47
	[30–35]	44	30.77
	[35–40]	37	25.87
	[40–+]	17	11.89
Socio-professional category	Students	75	52.45
	Employees	34	23.78
	middle managers	23	16.08
	Executives	11	7.69

Table 2 Measurement scales

<i>Construct</i>	<i>Items</i>
Perceived risk due to COVID-19 (Wang et al., 2020)	<p>Personal safety is guaranteed in this camping place.</p> <p>The event environment is very safe in this camping place.</p> <p>Without any safety concerns in this camping place.</p> <p>Others consider it is safe in this camping place.</p>
Place attachment (Ispas et al., 2021)	<p><i>Place identity:</i></p> <p>I feel my personal values are reflected in this camping place.</p> <p>I identify strongly with this camping place.</p> <p>This camping place means a lot to me.</p> <p>I am very attached to this camping place.</p> <p>I feel a strong sense of belonging to this camping place.</p> <p>If I were to stop visiting or be away from this camping place, I would lose contact with many friends.</p> <p>Many of my friends/family prefer this camping place over other places.</p> <p>I have a lot of fond memories with friends/family at this camping place.</p> <p>I have a special connection to the people who visit or live in this camping place.</p> <p><i>Place dependence:</i></p> <p>This camping place is the best for the recreation/leisure activities that I enjoy.</p> <p>I prefer this camping place over other places for recreation/leisure activities that I enjoy.</p> <p>I could not imagine anything better than the setting of this camping place for what I like to do for leisure.</p> <p>Other places cannot compare to this camping place.</p> <p>When others suggest alternatives to this camping place for the recreation/leisure activities that I enjoy, I still choose this camping place.</p>
Revisit intention (Harahap and Dwita, 2020)	<p>I will visit this camping place in the future.</p> <p>I will choose this camping place to be my destination in the future</p> <p>I will return to visit this camping place.</p>
EWOM (Harahap and Dwita, 2020)	<p>I often read travel tour reviews online to find out their impressions of camping places.</p> <p>To make sure I have the right camping place, I often read other people's travel reviews online.</p> <p>I often consult other people's travel reviews to help choose interesting sights.</p> <p>I often collect information from travellers' travel reviews online before visiting certain camping places.</p> <p>I'm worried if I do not read traveller's trips from other people online.</p> <p>Online travel reviews make me confident to go to these camping places.</p>

Respondents whose age is between 25 and 35 years old represent the majority of the sample with a percentage of 62.24%, followed by 25.87% of respondents whose ages are between 35 and 40 years.

The majority of respondents are students (52.45%) and employees (23.78%). Middle managers represent 16.08%. Executives are only 7.69% of the sample.

The judgmental sampling method is supposed to be the most appropriate to this research because it makes easy access to the respondents by asking campers who experienced camping. The data is collected from three camping regions in Nabeul, Beja and Bizerte governorates. The data was collected via a questionnaire on a Facebook group gathering camping community 'BENNANI Events'.

Researchers have also sought advice from an expert in camping activities for over seven years. The questionnaire was administered from May 2021 to July 2021. The sample size is 143 campers. This number is considered sufficient to perform data analysis and to validate our research hypotheses.

The questionnaire remains a fast and convenient collection tool to obtain the necessary information and opinions of respondents (Babin and Attaway, 2000). A questionnaire with four sections was designed, section one comprised questions related to the construct perceived risk due to COVID-19, the four items were adapted from Wang et al. (2020). Section 2 comprises items related to the two dimensions of place attachment: place dependence and place identity which are adapted from Ispas et al. (2021) study. Section 3 involved items that measure the revisit intention, the scale was adapted from Harahap and Dwita (2020) research. Section 4 comprised a set of questions which aimed to elicit respondent's EWOM adapted from the Harahap and Dwita (2020). Table 2 shows the constructs measures used in this research paper.

The questionnaire was administered on the net with campers and the statistical method partial least squares are used to test the hypotheses. A study of a sample size of 143 Tunisian campers, who are used to camp in some specific camping attractions in both north and south Tunisia, was conducted. The sample of this study was varied based on the gender, income and age. Women represent 23.08% while men represent 76.92% of the respondents. Respondents whose age is between 25 and 35 years old represent the majority of the sample with a percentage of 62.24%, followed by 25.87% of respondents whose ages are between 35 and 40 years. The majority of respondents are students (52.45%) and employees (23.78%). Middle managers represent 16.08%. Executives are only 7.69% of the sample.

4 Results

4.1 *Measurement model*

Manifest variables with outer loadings of 0.7 or higher are considered highly satisfactory. Loadings which are between 0.4 and 0.7 should be considered for elimination. For the variable perceived risk we eliminated the 4th item which had a factor loading of 0.371. We removed the 7th item from the place identity. For the place dependence dimension, we deleted the 3d and 5th items.

The aim of eliminating these indicators is to improve the composite reliability. This elimination results on outer loadings for the manifest variables of the conceptual model with each indicator depicting loadings above 0.7. These loadings are considered highly satisfactory and prove that individual item reliability criterion has successfully been met.

Table 3 shows both the variables values of Cronbach's alpha and composite reliability which are greater than 0.7 which leads to conclude the validity, the reliability of the test as well as the internal consistency reliability.

Table 3 Construct reliability and validity of the last algorithm

	<i>Cronbach's alpha</i>	<i>Composite reliability</i>	<i>Average variance extracted (AVE)</i>
Perceived risk	0.806	0.712	0.900
Place dependence	0.755	0.856	0.891
Place identity	0.812	0.872	0.753
Intention to revisit	0.825	0.849	0.749
EWOM	0.831	0.877	0.672

4.2 Structural and hypothesis testing

When it comes to T statistics, when T is superior to the critical value (1, 65; 1, 96 and 2, 57), the coefficient is significant to a certain probability of error (respectively 10%; 5%; 1%) as mentioned by Hair et al. (2014).

Table 4 Path coefficients bootstrapping

		<i>Original sample (O)</i>	<i>Sample mean (M)</i>	<i>Standard deviation</i>	<i>T</i>	<i>P values</i>
H1.1	Perceived risk → place dependence	0.236	0.224	0.077	2.826	0.004
H1.2	Perceived risk → place identity	0.130	0.214	0.097	2.926	0.002
H2.1	Place dependence → EWOM	0.228	0.235	0.082	2.836	0.000
H2.2	Place dependence → revisit intention	0.217	0.228	0.098	2.800	0.000
H3.1	Place identity → EWOM	0.228	0.235	0.082	2.512	0.003
H3.2	Place identity → revisit intention	0.232	0.285	0.088	2.387	0.002
H4	Perceived risk → EWOM	0.751	0.737	0.031	17.568	0.000
H5	Perceived risk → revisit intention	0.342	0.368	0.073	3.892	0.000

Based on our analysis output in Table 4, all of our T statistics values are greater than 1, 96. Thus, all of our hypotheses are confirmed and their coefficients are significant to a 5% probability of error. The greater the T, the more evidence you have that your results are significantly concrete and have a lower probability of error, which is exactly what is shown in our results.

Based on our findings, the p-value of all the path coefficients analysed are less than 0.05 which suggests that the null hypothesis is unlikely to be true.

5 Discussion

This study investigates the relationships between the perceived risk due to COVID-19, the place attachment, EWOM and the intention to revisit.

First, our study incorporated two dimensions of place attachment, which are place dependence and place identity. According to Yi et al. (2018), place dependence is determined by how the explicit attributes of a destination meet the requirements of the tourists. When it comes to camping as a recreational and a leisure activity, some of the most important aspects of place dependence are the camping destination and agreeable leisure activities at this destination, like camping experiences in national parks.

On the other hand, place identity refers to the link of tourists' conscious or subconscious inclinations for a certain place or environment (Yi et al., 2018). Place identity is what motivates the campers to visit or discover the neighboring natural environment and establish an interpersonal connection with one another.

The findings demonstrate a significant and negative relationship between the perceived risk to COVID-19 and place dependence. In fact, the lower the level of risk, the higher is the level of dependency of Tunisian campers to their camping places.

We also demonstrate a significant and negative relationship between the perceived risk to COVID-19 and place identity. The lower the level of risk, the higher is the level of identification of Tunisian campers to their camping places.

In the context of the COVID-19 pandemic, based on the perceived risk theory, this study takes the standpoint of the 'person-place' connection to discuss the mechanism of likely campers' risk perception in the COVID-19 pandemic, we were able to demonstrate that the lower the campers risk perception, the stronger the campers' place attachment. The conclusion of the study is consistent with that of Wang et al. (2020) and Zheng et al. (2019).

Second, our study validates a significant and a positive relationship between place dependence and EWOM and also a significant and a positive relationship between place dependence and the intention to revisit. Indeed, the more campers are dependent on a place the more their intention to revisit that camp will increase and they are more inclined to generate content and online recommendations about their camping experience.

We also found a significant and positive relationship between place identity and EWOM and a significant and a positive relationship between place identity and the intention to revisit. The more campers identify with a camp the more their intention to revisit will increase and they are more inclined to generate content and online recommendations about their camping experience.

Interestingly, camper's place attachments have an influence on their EWOM and intention to revisit the camp during the outbreak of COVID-19. This means an individual's attachment to a camp will positively affect how much they post contents about it on their Facebook and other social media platforms.

Another interesting result was that the place identity has more significant impact on EWOM and intention to revisit the camp than the place dependency. The results illustrate systematic and empirical differentiation on dimensions of place attachment; it can be explained by the strong environmental values traditionally associated with tourists who are fond of this type of recreational activities.

Last but not least our study confirmed another interesting result related to the perceived risk due to COVID-19 outbreak. In fact, a significant and positive relationship was found between the perceived risk to COVID-19 and both EWOM and the intention to

revisit. Campers who perceive the camp as a safe place will be more inclined to recommend it to their peers through digital communications tools and their loyalty behaviour will increase as a consequence.

The findings of this research suggests that place attachment should be regarded as an essential factor to stimulate camping travel behavioural intentions. As a result, the finding helps fill this gap in camping tourism research and extend our understanding to the relation between place attachment, perceived risk to COVID-19, and camping loyalty behaviour.

6 Conclusions

The pandemic influenced and changed consumption patterns, customers responded to COVID-19 challenges by changing the places they visit. In this context, camping was a relevant alternative in order to reduce the risk levels due to the pandemic. This research aimed at examining the effect of tourists' perceived risks on their decision-making behaviours. It addressed the impact of place attachment on these behaviours including the tourists' loyalty.

Findings prove that perceived risk due to COVID-19 has a significant negative impact on tourists' attachment to camping attractions. Besides, the latter has a significant positive influence on their intention to revisit and their EWOM communication. This study contributes to enrich the theoretical foundation of different variables combined in the conceptual model, and it suggests several practical recommendations for camping project managers.

6.1 Managerial implications

Based on the findings of this study, decision makers of camping attractions are advised to proactively highlight the local atmosphere and show to what extent it is safe and adapted to campers' needs, wants and preferences; strengthen the diversity of different activities related to the camping place. Additionally, managers need to enhance the comfort, hygiene, and safety of campers.

This would allow campers to appreciate the uniqueness and originality of their experience that consequently leads to create a special identity and dependence for the camping attraction.

Such safe and comfortable atmosphere contributes to produce an affective response among campers. Thus, improving their memory of the camping experience and developing a sense of dependence and identity with it, and further increasing campers revisit intention and their word of mouth communications.

Furthermore, managers can develop their competitive advantage and develop a local image about the camping attraction so campers can easily remember about their experience and share it with others. Campers can be ambassadors for local camping places.

6.2 Future research suggestions

Despite its contributions, this research paper has certain limitations. Although these investigated, camping attractions are the most recognised ones in Tunisia. The results obtained from this study may not be extendable to other camping attractions in other governorates. We suggest that future studies be conducted to expand the investigation to different kinds of camping attractions and different regions. This would enlarge our knowledge on any differences present across camping places and improve our understanding of the dependence and identity people campers form with the camping attractions they visit.

Moreover, our findings present only the relationships between perceived risks due to the pandemic, place attachment to camping attractions, revisit intention and EWOM. Researchers are advised to consider other variables such as attraction image, tourist involvement, past experience, authenticity and satisfaction to shed further light on campers' experiences.

Besides, a qualitative study may contribute to enrich the findings and deepen our understanding of campers' decisions, their perceptions of risks, their place dependence and identity and their experiences.

Finally, future studies are suggested to include international campers as the sampling subjects in order to determine whether there is any difference between Tunisian and foreign tourists in this proposed model.

References

- Abraham, V., Bremser, K., Carreno, M. et al. (2021) 'Exploring the consequences of COVID-19 on tourist behaviors: perceived travel risk, animosity and intentions to travel', *Tourism Review*, Vol. 76, No. 4, pp.701–717.
- Agyeiwaah, E., Adam, I., Dayour, F. et al. (2021) 'Perceived impacts of COVID-19 on risk perceptions, emotions, and travel intentions: evidence from Macau higher educational institutions', *Tourism Recreation Research*, Vol. 46, No. 2, pp.195–211.
- Al-Alak, B.A. and El-Refae, G.A. (2012) 'An investigation of the relationship between job satisfaction and organisational empowerment as perceived by front-line managers in 5-star hotels', *International Journal of Economics and Business Research*, Vol. 4, No. 3, pp.253–265.
- Aleshinloye, K.D., Woosnam, K.M., Tasci, A.D.A. et al. (2022) 'Antecedents and outcomes of resident empowerment through tourism', *Journal of Travel Research*, Vol. 61, No. 3, pp.656–673.
- Babin, B.J. and Attaway, J.S. (2000) 'Atmospheric affect as a tool for creating value and gaining share of customer', *Journal of Business Research*, Vol. 49, No. 2, pp.91–99.
- Bae, S.Y. and Chang, P-J. (2021) 'The effect of coronavirus disease-19 (COVID-19) risk perception on behavioural intention towards _untact'tourism in South Korea during the first wave of the pandemic (March 2020)', *Current Issues in Tourism*, Vol. 24, No. 7, pp.1017–1035.
- Baker, D.A. and Crompton, J.L. (2000) 'Quality, satisfaction and behavioral intentions', *Annals of Tourism Research*, Vol. 27, No. 3, pp.785–804.
- Bayih, B.E. and Singh, A. (2020) 'Modeling domestic tourism: motivations, satisfaction and tourist behavioral intentions', *Heliyon*, Vol. 6, No. 9.
- Bonaiuto, M., Alves, S., De Dominicis, S. et al. (2016) 'Place attachment and natural hazard risk: research review and agenda', *Journal of Environmental Psychology*, Vol. 48, pp.33–53.

- Bricker, K.S. and Kerstetter, D.L. (2000) 'Level of specialization and place attachment: an exploratory study of whitewater recreationists', *Leisure Sciences*, Vol. 22, No. 4, pp.233–257.
- Brown, G., Smith, A. and Assaker, G. (2016) 'Revisiting the host city: an empirical examination of sport involvement, place attachment, event satisfaction and spectator intentions at the London Olympics', *Tourism Management*, Vol. 55, pp.160–172.
- Chen, C.M., Lee, H.T., Chen, S.H. et al. (2011) 'Tourist behavioural intentions in relation to service quality and customer satisfaction in Kinmen National Park, Taiwan', *International Journal of Tourism Research*, Vol. 13, No. 5, pp.416–432.
- Chen, N.C., Dwyer, L. and Firth, T. (2014) 'Conceptualization and measurement of dimensionality of place attachment', *Tourism Analysis*, Vol. 19, No. 3, pp.323–338.
- Chen, Y., Dai, Y., Liu, A. et al. (2021) 'Can the COVID-19 risk perception affect tourists' responsible behavior intention: an application of the structural equation model', *Journal of Sustainable Tourism*, Vol. 39, No. 9, pp.1–20.
- Chen, Y-S. and Chang, C-H. (2012) 'Enhance green purchase intentions: the roles of green perceived value, green perceived risk, and green trust', *Management Decision*, Vol. 50, No. 3, pp.502–520.
- Chen, Z., Ryan, C. and Zhang, Y. (2022) 'Cross-generational analysis of residential place attachment to a Chinese rural destination', *Journal of Sustainable Tourism*, Vol. 30, No. 4, pp.787–806.
- Choo, H., Park, S-Y. and Petrick, J.F. (2011) 'The influence of the resident's identification with a tourism destination brand on their behavior', *Journal of Hospitality Marketing & Management*, Vol. 20, No. 2, pp.198–216.
- Dwyer, L., Chen, N. and Lee, J. (2019) 'The role of place attachment in tourism research', *Journal of Travel & Tourism Marketing*, Vol. 36, No. 5, pp.645–652.
- Espinero, N., Stewart, E.J., Fitt, H. et al. (2023) 'From tents and maps to vans and apps: exploring camping mobilities', *Tourism Geographies*, Vol. 25, Nos. 2–3, pp.670–689.
- George, B.P. and George, B.P. (2004) 'Past visits and the intention to revisit a destination: place attachment as the mediator and novelty seeking as the moderator', *Journal of Tourism Studies*, Vol. 15, No. 2, pp.51–66.
- Goldsmith, R.E. and Horowitz, D. (2006) 'Measuring motivations for online opinion seeking', *Journal of Interactive Advertising*, Vol. 6, No. 2, pp.2–14.
- Gross, M.J. and Brown, G. (2006) 'Tourism experiences in a lifestyle destination setting: the roles of involvement and place attachment', *Journal of Business Research*, Vol. 59, No. 6, pp.696–700.
- Gursoy, D. and Gavcar, E. (2003) 'International leisure tourists' involvement profile', *Annals of Tourism Research*, Vol. 30, No. 4, pp.906–926.
- Hair Jr., J.F., Sarstedt, M., Hopkins, L. et al. (2014) 'Partial least squares structural equation modeling (PLS-SEM): an emerging tool in business research', *European Business Review*, Vol. 26, No. 2, pp.106–121.
- Harahap, M.S. and Dwita, V. (2020) 'Effect of EWOM on revisit intention: attitude and destination image as mediation variables (study in Pasaman Regency Tourism Destinations)', in *The Fifth Padang International Conference on Economics Education, Economics, Business and Management, Accounting and Entrepreneurship (PICEBA-5 2020)*, Atlantis Press, pp.599–609.
- Harahap, M.S. and Dwita, V. (2020) 'Effect of EWOM on revisit intention: attitude and destination image as mediation variables (study in Pasaman regency tourism destinations)', in *The Fifth Padang International Conference On Economics Education, Economics, Business and Management, Accounting and Entrepreneurship (PICEBA-5 2020)*, Atlantis Press, pp.599–609.
- He, M., Liu, B. and Li, Y. (2022) 'Recovery experience of wellness tourism and place attachment: insights from feelings-as-information theory', *International Journal of Contemporary Hospitality Management*, Vol. 34, No. 8, pp.2934–2952.

- Hennig-Thurau, T., Gwinner, K.P., Walsh, G. et al. (2004) 'Electronic word-of-mouth via consumer-opinion platforms: what motivates consumers to articulate themselves on the internet?', *Journal of Interactive Marketing*, Vol. 18, No. 1, pp.38–52.
- Hernández, B., Hidalgo, M.C., Salazar-Laplace, M.E. et al. (2007) 'Place attachment and place identity in natives and non-natives', *Journal of Environmental Psychology*, Vol. 27, No. 4, pp.310–319.
- Hidalgo, M.C. and Hernandez, B. (2001) 'Place attachment: conceptual and empirical questions', *Journal of Environmental Psychology*, Vol. 21, No. 3, pp.273–281.
- Hosany, S., Prayag, G., Van Der Veen, R. et al. (2017) 'Mediating effects of place attachment and satisfaction on the relationship between tourists' emotions and intention to recommend', *Journal of Travel Research*, Vol. 56, No. 8, pp.1079–1093.
- Hsieh, S. and O'Leary, J.T. (2012) 'Communication channels to segment pleasure travelers', in *Communication and Channel Systems in Tourism Marketing*, pp.57–75, Routledge.
- Isa, S.M., Ariyanto, H.H. and Kiumarsi, S. (2019) 'The effect of place attachment on visitors' revisit intentions: evidence from Batam', *Tourism Geographies*, Vol. 22, No. 1, pp.51–82.
- Ispas, A., Untaru, E.-N., Candrea, A.-N. et al. (2021) 'Impact of place identity and place dependence on satisfaction and loyalty toward Black Sea Coastal Destinations: the role of visitation frequency', *Coastal Management*, Vol. 49, No. 3, pp.250–274.
- Jirásek, I., Roberson, D.N. and Jirásková, M. (2017) 'The impact of families camping together: opportunities for personal and social development', *Leisure Sciences*, Vol. 39, No. 1, pp.79–93.
- Joo, D., Xu, W., Lee, J. et al. (2021) 'Residents' perceived risk, emotional solidarity, and support for tourism amidst the COVID-19 pandemic', *Journal of Destination Marketing & Management*, Vol. 19, p.100553.
- Jorgensen, B.S. and Stedman, R.C. (2001) 'Sense of place as an attitude: lakeshore owners attitudes toward their properties', *Journal of Environmental Psychology*, Vol. 21, No. 3, pp.233–248.
- Joslyn, S., Sinatra, G.M. and Morrow, D. (2021) 'Risk perception, decision-making, and risk communication in the time of COVID-19', *Journal of Experimental Psychology: Applied*, Vol. 27, No. 4, p.579.
- Kaplanidou, K., Jordan, J.S., Funk, D. et al. (2012) 'Recurring sport events and destination image perceptions: impact on active sport tourist behavioral intentions and place attachment', *Journal of Sport Management*, Vol. 26, No. 3, pp.237–248.
- Karl, M., Muskat, B. and Ritchie, B.W. (2020) 'Which travel risks are more salient for destination choice? An examination of the tourist's decision-making process', *Journal of Destination Marketing & Management*, Vol. 18, p.100487.
- Kastenholz, E., Marques, C.P. and Carneiro, M.J. (2020) 'Place attachment through sensory-rich, emotion-generating place experiences in rural tourism', *Journal of Destination Marketing & Management*, Vol. 17, No. 1, p.100455.
- Kim, K., Wang, Y., Shi, J. et al. (2023) 'Structural relationship between ecotourism motivation, satisfaction, place attachment, and environmentally responsible behavior intention in nature-based camping', *Sustainability*, Vol. 15, No. 11, p.8668.
- Kim, M. (2021) 'Plural and fluid place attachment amid tourism-induced neighborhood change in a disadvantaged neighborhood in South Korea', *Geoforum*, Vol. 121, No. 1, pp.129–137.
- Kim, Y.H., Duncan, J. and Chung, B.W. (2015) 'Involvement, satisfaction, perceived value, and revisit intention: a case study of a food festival', *Journal of Culinary Science & Technology*, Vol. 13, No. 2, pp.133–158.
- Korpela, K.M. (1989) 'Place-identity as a product of environmental self-regulation', *Journal of Environmental Psychology*, Vol. 9, No. 3, pp.241–256.
- Kotler, P., Kartajaya, H. and Hooi, D.H. (2017) 'Marketing for competitiveness: Asia to the world! In the age of digital consumers'.

- Kwenye, J.M. and Freimund, W. (2016) 'Domestic tourists' loyalty to a local natural tourist setting: Examining predictors from relational and transactional perspectives using a Zambian context', *Tourism Management Perspectives*, Vol. 20, pp.161–173.
- Kyle, G., Graefe, A. and Manning, R. (2005) 'Testing the dimensionality of place attachment in recreational settings', *Environment and Behavior*, Vol. 37, No. 2, pp.153–177.
- Lalicic, L. and Garaus, M. (2022) 'Tourism-induced place change: the role of place attachment, emotions, and tourism concern in predicting supportive or oppositional behavioral responses', *Journal of Travel Research*, Vol. 61, No. 1, pp.202–213.
- Lee, J., Graefe, A.R. and Burns, R.C. (2007) 'Examining the antecedents of destination loyalty in a forest setting', *Leisure Sciences*, Vol. 29, No. 5, pp.463–481.
- Lee, J., Kyle, G. and Scott, D. (2012) 'The mediating effect of place attachment on the relationship between festival satisfaction and loyalty to the festival hosting destination', *Journal of Travel Research*, Vol. 51, No. 6, pp.754–767.
- Lee, J.S.-H. and Oh, C.-O. (2018) 'The causal effects of place attachment and tourism development on coastal residents' environmentally responsible behavior', *Coastal Management*, Vol. 46, No. 3, pp.176–190.
- Lee, T.H. and Shen, Y.L. (2013) 'The influence of leisure involvement and place attachment on destination loyalty: evidence from recreationists walking their dogs in urban parks', *Journal of Environmental Psychology*, Vol. 33, pp.76–85.
- Lepp, A. and Gibson, H. (2008) 'Sensation seeking and tourism: tourist role, perception of risk and destination choice', *Tourism Management*, Vol. 29, No. 4, pp.740–750.
- Lewicka, M. (2008) 'Place attachment, place identity, and place memory: restoring the forgotten city past', *Journal of Environmental Psychology*, Vol. 28, No. 3, pp.209–231.
- Litvin, S.W., Goldsmith, R.E. and Pan, B. (2008) 'Electronic word-of-mouth in hospitality and tourism management', *Tourism Management*, Vol. 29, No. 3, pp.458–468.
- Loureiro, S.M.C. (2014) 'The role of the rural tourism experience economy in place attachment and behavioral intentions', *International Journal of Hospitality Management*, Vol. 40, No. 1, pp.1–9.
- Meng, Y., Khan, A., Bibi, S. et al. (2021) 'The effects of COVID-19 risk perception on travel intention: evidence from Chinese travelers', *Frontiers in Psychology*, Vol. 12, No. 1, p.655860.
- Moufakkir, O. and Alsaleh, D. (2017) 'A conceptual framework for studying recreational travel motivation from an Arab perspective', *Tourism Recreation Research*, Vol. 42, No. 4, pp.522–536.
- Neuvonen, M., Pouta, E. and Sievänen, T. (2010) 'Intention to revisit a national park and its vicinity: effect of place attachment and quality perceptions', *International Journal of Sociology*, Vol. 40, No. 3, pp.51–70.
- Nursyamsiah, R.A. and Setiawan, R.P. (2023) 'Does place attachment act as a mediating variable that affects revisit intention toward a revitalized park?', *Alexandria Engineering Journal*, Vol. 64, No. 1, pp.999–1013.
- Onuma, H., Shin, K.J. and Managi, S. (2017) 'Household preparedness for natural disasters: impact of disaster experience and implications for future disaster risks in Japan', *International Journal of Disaster Risk Reduction*, Vol. 21, pp.148–158.
- Patwardhan, V., Ribeiro, M.A., Woosnam, K.M. et al. (2020) 'Visitors' loyalty to religious tourism destinations: considering place attachment, emotional experience and religious affiliation', *Tourism Management Perspectives*, Vol. 36, No. 1, p.100737.
- Perić, G., Dramićanin, S. and Conić, M. (2021) 'The impact of Serbian tourists' risk perception on their travel intentions during the COVID-19 pandemic', *European Journal of Tourism Research*, Vol. 27, No. 1, pp.2705–2705.
- Pidgeon, N., Hood, C., Jones, D. et al. (1992) 'Risk perception', *Risk: Analysis, Perception and Management*, pp.89–134.

- Prayag, G. and Ryan, C. (2012) 'Antecedents of tourists' loyalty to Mauritius: the role and influence of destination image, place attachment, personal involvement, and satisfaction', *Journal of Travel Research*, Vol. 51, No. 3, pp.342–356.
- Proshansky, H.M., Fabian, A.K. and Kaminoff, R. (2014) *Placeidentity. The People, Place and Space Reader*, pp.77–81, Routledge.
- Qin, H., Sanders, C., Prasetyo, Y. et al. (2021) 'Exploring the dynamic relationships between risk perception and behavior in response to the coronavirus disease 2019 (COVID-19) outbreak', *Social Science & Medicine*, Vol. 285, No. 5, p.114267.
- Quintal, V.A., Lee, J.A. and Soutar, G.N. (2010) 'Risk, uncertainty and the theory of planned behavior: a tourism example', *Tourism Management*, Vol. 31, No. 6, pp.797–805.
- Ramkissoon, H. and Mavondo, F.T. (2015) 'The satisfaction-place attachment relationship: Potential mediators and moderators', *Journal of Business Research*, Vol. 68, No. 12, pp.2593–2602.
- Rao, C.P. and Singhapakdi, S. (1997) 'Marketing ethics: a comparison between services and other marketing professionals', *Journal of Services Marketing*, Vol. 11, No. 6, pp.409–426.
- Rasoolimanesh, S.M., Seyfi, S., Rastegar, R. et al. (2021) 'Destination image during the COVID-19 pandemic and future travel behavior: the moderating role of past experience', *Journal of Destination Marketing & Management*, Vol. 21, p.100620.
- Relph, E. (1976) *Place and Placelessness*, Edward Relph, London, Pion.
- Ruiz, C. and Hernández, B. (2014) 'Emotions and coping strategies during an episode of volcanic activity and their relations to place attachment', *Journal of Environmental Psychology*, Vol. 38, No. 1, pp.279–287.
- Sánchez-Sánchez, F.J. and Sánchez-Sánchez, A.M. (2022) 'The impact of COVID-19 outbreak on camping tourism in Spain: a spatial approach to tourist destinations', *International Journal of Environmental Research*, Vol. 16, No. 5, p.94.
- Scannell, L. and Gifford, R. (2010) 'Defining place attachment: a tripartite organizing framework', *Journal of Environmental Psychology*, Vol. 30, No. 1, pp.1–10.
- Scannell, L. and Gifford, R. (2017) 'Place attachment enhances psychological need satisfaction', *Environment and Behavior*, Vol. 49, No. 4, pp.359–389.
- Seetanah, B., Teeroovengadum, V. and Nunkoo, R. (2020) 'Destination satisfaction and revisit intention of tourists: does the quality of airport services matter?', *Journal of Hospitality & Tourism Research*, Vol. 44, No. 1, pp.134–148.
- Sönmez, S.F. and Graefe, A.R. (1998) 'Determining future travel behavior from past travel experience and perceptions of risk and safety', *Journal of Travel Research*, Vol. 37, No. 2, pp.171–177.
- Sthapit, E., Björk, P. and Coudounaris, D.N. (2022) 'Memorable nature-based tourism experience, place attachment and tourists' environmentally responsible behaviour', *Journal of Ecotourism*, pp.1–24.
- Stokols, D. (1981) 'People in places: a transactional view of settings', *Cognition, Social Behavior, and the Environment*, pp.441–488, Lawrence Erlbaum.
- Strandberg, C. and Styvén, M.E. (2020) 'What's love got to do with it? Place brand love and viral videos', *Internet Research*, Vol. 30, No. 1, pp.23–43.
- Su, L., Huang, Y. and Hsu, M. (2018) 'Unraveling the impact of destination reputation on place attachment and behavior outcomes among Chinese urban tourists', *Journal of Hospitality and Tourism Insights*, Vol. 1, No. 4, pp.290–308.
- Su, L., Tang, B. and Nawijn, J. (2021) 'How tourism activity shapes travel experience sharing: tourist well-being and social context', *Annals of Tourism Research*, Vol. 91, No. 1, p.103316.
- Suntikul, W. and Jachna, T. (2016) 'The co-creation/place attachment nexus', *Tourism Management*, Vol. 52, No. 1, pp.276–286.

- Tasci, A.D., Uslu, A., Styliadis, D. et al. (2022) 'Place-oriented or people-oriented concepts for destination loyalty: destination image and place attachment versus perceived distances and emotional solidarity', *Journal of Travel Research*, Vol. 61, No. 2, pp.430–453.
- Tsai, C-T. (2016) 'Memorable tourist experiences and place attachment when consuming local food', *International Journal of Tourism Research*, Vol. 18, No. 6, pp.536–548.
- Tuan, Y-F. (11974) 'Topophilia: a study of environmental perception, attitudes and values'.
- Verma, S. and Yadav, N. (2021) 'Past, present, and future of electronic word of mouth (EWOM)', *Journal of Interactive Marketing*, Vol. 53, No. 1, pp.111–128.
- Wang, F., Xue, T., Wang, T. et al. (2020) 'The mechanism of tourism risk perception in severe epidemic – the antecedent effect of place image depicted in anti-epidemic music videos and the moderating effect of visiting history', *Sustainability*, Vol. 12, No. 13, p.5454.
- Westbrook, R.A. (1997) 'Product/consumption-based affective responses and post purchase processes', *Journal of Marketing Research*, Vol. 24, No. 3, pp.258–270.
- Williams, D.R. and Roggenbuck, J.W. (1989) 'Measuring place attachment: some preliminary results', in *NRPA Symposium on Leisure Research*, San Antonio, TX.
- Williams, D.R. and Vaske, J.J. (2003) 'The measurement of place attachment: validity and generalizability of a psychometric approach', *Forest Science*, Vol. 49, No. 6, pp.830–840.
- Wirtz, J. and Bateson, J.E.G. (1999) 'Consumer satisfaction with services: integrating the environment perspective in services marketing into the traditional disconfirmation paradigm', *Journal of Business Research*, Vol. 44, No. 1, pp.55–66.
- Wong, J-Y., Hsiung, M-L., Lee, S-J. et al. (2021) 'The relationship between endurance involvement and travel behavior in camping and the moderating effect of place attachment', *Sustainability*, Vol. 13, No. 9, p.5016.
- World Health Organization (WHO) (2020) *Coronavirus Disease (COVID-19)*, 12 October.
- World Tourism Organization (UNWTO) (2021) *Sustainable Development* [online] <https://www.unwto.org/sustainabledevelopment> (accessed 16 May 2022).
- Wu, H-C., Ai, C-H., Yang, L-J. et al. (2015) 'A study of revisit intentions, customer satisfaction, corporate image, emotions and service quality in the hot spring industry', *Journal of China Tourism Research*, Vol. 11, No. 4, pp.371–401.
- Xu, L., Cong, L., Wall, G. et al. (2022) 'Risk perceptions and behavioral intentions of wildlife tourists during the COVID-19 pandemic in China', *Journal of Ecotourism*, Vol. 21, No. 4, pp.334–353.
- Yi, X., Fu, X., Jin, W. et al. (2018) 'Constructing a model of exhibition attachment: motivation, attachment, and loyalty', *Tourism Management*, Vol. 65, No. 1, pp.224–236.
- Zeithaml, V.A. et al. (1981) 'How consumer evaluation processes differ between goods and services', *Marketing of Services*, Vol. 9, No. 1, pp.25–32.
- Zheng, C., Zhang, J., Guo, Y. et al. (2019) 'Disruption and reestablishment of place attachment after large-scale disasters: the role of perceived risk, negative emotions, and coping', *International Journal of Disaster Risk Reduction*, Vol. 40, No. 1, p.101273.
- Zhou, M., Ma, H., Wu, J. et al. (2023) 'Metro travel and perceived COVID-19 infection risks: a case study of Hong Kong', *Cities*, Vol. 137, No. 1, p.104307.