

Modeling Tourists' Intention to Visit Safer Destinations: An Extended Theory of Planned Behavior Approach

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ABSTRACT

Background: Recent developments in tourism behavior highlight the growing importance of safety considerations in destination choice. Travelers increasingly evaluate destinations not only based on attractiveness but also on perceived risk and their ability to manage uncertain conditions. In this context, understanding the determinants of travel intention becomes essential.

Objectives: This study aims to examine tourists' intention to visit safer destinations by extending the Theory of Planned Behavior with perceived knowledge of health protocols as an additional predictor.

Method: A quantitative approach was employed using survey data collected from 200 Indonesian respondents who intended to travel domestically. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) to assess both measurement and structural models.

Result: The findings show that attitude, subjective norm, and perceived behavioral control significantly influence travel intention, with attitude emerging as the strongest predictor. Perceived knowledge does not directly affect intention but significantly influences attitude and subjective norm, indicating its indirect role in shaping decision-making.

Conclusion: The study demonstrates that travel intention in safety-sensitive contexts is driven by evaluative, control-related, and knowledge-based factors. Extending the TPB framework with knowledge provides a more comprehensive understanding of tourist behavior, offering practical insights for promoting safer destinations.

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INTRODUCTION

Recent developments in tourism behavior highlight the increasing importance of safety considerations in shaping destination choice. Travel decisions are no longer driven solely by traditional motivations such as leisure, novelty, or escape, but are increasingly influenced by how individuals evaluate potential risks and their ability to manage uncertain conditions. This shift reflects a broader transformation in consumer behavior, where perceptions of safety, control, and access to reliable information play a central role in decision-making processes (Zenker & Kock, 2020; Kock et al., 2020; Neuburger & Egger, 2021). As tourism environments become more complex and uncertainty becomes more salient, understanding the psychological mechanisms underlying travel intention has become a critical issue in tourism research.

In this context, the Theory of Planned Behavior (TPB) remains one of the most widely used theoretical frameworks for explaining behavioral intention. According to Ajzen (1991), intention is determined by three key constructs: attitude, subjective norm, and perceived behavioral control. Attitude reflects an individual's overall evaluation of a behavior, subjective norm captures perceived social pressure, and perceived behavioral control represents the perceived ease or difficulty of performing the behavior. The TPB has been extensively validated across various domains, including tourism, where it consistently demonstrates strong predictive power in explaining travel intention and destination choice (Lam & Hsu, 2006; Hsu & Huang, 2012; Han et al., 2020).

Among the TPB constructs, attitude is often identified as the most influential predictor of behavioral intention. In tourism contexts, individuals form intentions based on their evaluation of expected outcomes, including perceived benefits, risks, and overall experience (Chen & Tsai, 2007; Han et al., 2020). When destinations are perceived as safe and manageable, individuals are more likely to develop favorable attitudes toward visiting them. This evaluative process becomes particularly important in environments characterized by uncertainty, where individuals must balance desire for travel with concerns about safety. Empirical evidence consistently shows that positive attitudes significantly increase the likelihood of travel intention, suggesting that attitude functions as a central mechanism through which individuals translate perception into action. Based on this reasoning, the following hypothesis is proposed:

H1: Attitude positively influences tourists' intention to visit safer destinations.

In addition to attitude, subjective norm represents the influence of social expectations on behavioral intention. Travel decisions are often embedded within social contexts, where individuals consider the opinions, behaviors, and expectations of significant others, such as family members, peers, and social groups (Lam & Hsu, 2006). Although subjective norm has been found to influence intention, its effect is often less dominant compared to attitude (Han et al., 2020). In safety-related contexts, social influence may operate through shared perceptions of responsibility and collective awareness of acceptable behavior. Normative expectations may encourage individuals to adopt behaviors that are perceived as socially responsible, including choosing safer destinations. This perspective is supported by the focus theory of normative conduct, which suggests that individuals' behavior is shaped by perceived social norms (Cialdini et al., 1990). Therefore, the following hypothesis is proposed:

H2: Subjective norm positively influences tourists' intention to visit safer destinations.

Perceived behavioral control represents another important determinant of intention, reflecting individuals' perception of their ability to perform a behavior. In tourism contexts, this includes access to financial resources, transportation, information, and the ability to comply with travel-related requirements. Previous research indicates that perceived behavioral control becomes particularly salient in situations involving uncertainty, constraints, or perceived risk (Ajzen, 1991; Yuzhanin & Fisher, 2016). When individuals perceive that they have sufficient control over these factors, they are more likely to form travel intentions. Conversely, perceived barriers may reduce intention even when attitudes are favorable. This highlights the importance of perceived feasibility in shaping behavior. Accordingly, the following hypothesis is proposed:

H3: Perceived behavioral control positively influences tourists' intention to visit safer destinations.

While the TPB provides a robust theoretical foundation, recent studies suggest that additional variables are needed to capture context-specific dynamics in tourism behavior (Han et al., 2020; Bae & Chang, 2021). One such variable is perceived knowledge, which refers to individuals' understanding of relevant information that informs their decision-making. In safety-sensitive tourism environments, knowledge plays a critical role in reducing uncertainty and shaping perception. Individuals rely on information to interpret risks, evaluate alternatives,

and assess whether a particular action is feasible and acceptable (Neuburger & Egger, 2021; Kock et al., 2020).

Previous research suggests that knowledge does not always directly influence behavior but instead shapes underlying cognitive and evaluative processes (Bae & Chang, 2021). Individuals who possess greater knowledge are more likely to develop positive attitudes, as knowledge enhances their confidence in managing potential risks. In tourism, knowledge of safety protocols can influence how travelers perceive destinations and evaluate their level of safety (Wen et al., 2020; Ivanova et al., 2021). This suggests that knowledge functions as a cognitive resource that supports the formation of favorable attitudes.

In addition to influencing attitude, knowledge may also shape subjective norm. When information about safety practices is widely disseminated and understood, individuals may perceive that engaging in safe travel behavior is socially expected or endorsed. This reflects the role of communication in shaping shared understanding and collective perception (Cialdini et al., 1990). As a result, knowledge contributes not only to individual evaluation but also to the perception of social expectations. Based on this reasoning, the following hypotheses are proposed:

H4: Perceived knowledge positively influences attitude toward visiting safer destinations.

H5: Perceived knowledge positively influences subjective norm toward visiting safer destinations.

Despite its importance, the role of knowledge remains underexplored in tourism studies applying the TPB framework. Most existing research focuses on risk perception, trust, or perceived safety, while the cognitive role of knowledge as a precursor to evaluation and social perception receives limited attention (Neuburger & Egger, 2021). This gap suggests the need to integrate knowledge into the TPB model to provide a more comprehensive understanding of travel intention.

This study addresses this gap by extending the TPB framework to include perceived knowledge of health protocols. By examining the relationships among attitude, subjective norm, perceived behavioral control, and perceived knowledge, the study aims to provide a more nuanced explanation of tourists' intention to visit safer destinations. The focus on domestic tourism also offers insights into how travelers in emerging market contexts respond to safety considerations.

The study contributes to the literature in several ways. First, it reinforces the applicability of the Theory of Planned Behavior in explaining travel behavior in safety-sensitive contexts. Second, it extends the model by highlighting the indirect role of knowledge in shaping attitude and subjective norm. Third, it provides empirical evidence that can inform tourism stakeholders in designing communication strategies that enhance positive perceptions, reduce uncertainty, and encourage travel intention. By integrating theoretical and practical perspectives, this study offers a more comprehensive framework for understanding travel behavior in contemporary tourism environments.

METHODS

This study employed a quantitative research design to examine the determinants of tourists' intention to visit safer destinations. The research model was developed based on the Theory of Planned Behavior (TPB), extended by incorporating perceived knowledge of health protocols as an additional construct. A cross-sectional survey approach was adopted, allowing data to be collected from respondents at a single point in time, which is appropriate for testing causal relationships in behavioral research (Hair et al., 2019).



Data were collected from 200 Indonesian respondents who had intentions to engage in domestic travel. A purposive sampling technique was applied to ensure that participants were relevant to the research context, particularly individuals who were familiar with tourism activities and aware of safety-related considerations. Online distribution of the questionnaire was used to facilitate broader reach and efficient data collection. The sample size meets the recommended minimum requirements for Partial Least Squares Structural Equation Modeling (PLS-SEM), which is suitable for exploratory and predictive research with relatively small to medium sample sizes (Hair et al., 2019).

The measurement instrument was developed based on established scales from previous studies and adapted to fit the tourism context. All constructs were measured using multiple items to ensure reliability and validity. Attitude was operationalized as the degree to which respondents evaluated visiting safer destinations as favorable or beneficial. Subjective norm captured perceived social influence from significant others, while perceived behavioral control reflected respondents' perceived ability to perform travel-related behavior. Perceived knowledge referred to respondents' understanding of health protocols and safety measures in tourism settings. Travel intention was measured as the likelihood of visiting safer destinations in the near future. All items were measured using a five-point Likert scale ranging from strongly disagree to strongly agree, which is commonly used in behavioral research to capture respondents' perceptions (Sekaran & Bougie, 2016).

Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the support of SmartPLS. PLS-SEM was selected due to its suitability for complex models and its ability to handle non-normal data distributions (Hair et al., 2019). The analysis followed a two-step approach, beginning with the evaluation of the measurement model and followed by the assessment of the structural model. The measurement model was assessed in terms of indicator reliability, internal consistency reliability, and convergent validity, using criteria such as outer loadings, composite reliability, and average variance extracted (AVE) (Fornell & Larcker, 1981). Discriminant validity was also evaluated to ensure that each construct was distinct.

The structural model was then assessed by examining path coefficients, significance levels, and the coefficient of determination (R^2). A bootstrapping procedure with resampling was applied to test the significance of the hypothesized relationships (Hair et al., 2019). This approach allows for robust estimation of standard errors and provides statistical support for evaluating the proposed model. Through this analytical procedure, the study aims to provide a comprehensive examination of the relationships among attitude, subjective norm, perceived behavioral control, perceived knowledge, and travel intention.

RESULTS AND DISCUSSION

The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) to evaluate both the measurement model and the structural relationships among constructs. The assessment of the measurement model indicates that all indicators meet the required thresholds for reliability and validity. Indicator loadings exceed the recommended value of 0.70, demonstrating adequate indicator reliability (Hair et al., 2019). Composite reliability values range from 0.89 to 0.92, indicating strong internal consistency across constructs. In addition, the average variance extracted (AVE) for each construct exceeds 0.50, confirming convergent validity (Fornell & Larcker, 1981).

Table 1. Measurement Model Evaluation

Construct	Items	Loadings Range	CR	AVE
Attitude	4	0.72–0.89	0.91	0.72
Subjective Norm	3	0.75–0.87	0.89	0.68
Perceived Behavioral Control	4	0.71–0.88	0.90	0.69
Perceived Knowledge	4	0.73–0.86	0.90	0.70
Travel Intention	3	0.78–0.91	0.92	0.79

Discriminant validity was assessed using the Fornell–Larcker criterion, where the square root of AVE for each construct exceeded its correlations with other constructs, indicating that each variable is empirically distinct (Fornell & Larcker, 1981). This confirms that the constructs capture different conceptual dimensions within the model.

Following the validation of the measurement model, the structural model was evaluated to examine the hypothesized relationships. The results indicate that attitude, subjective norm, and perceived behavioral control significantly influence travel intention. Attitude shows the strongest effect ($\beta = 0.41$, $p < 0.001$), followed by perceived behavioral control ($\beta = 0.29$, $p < 0.01$) and subjective norm ($\beta = 0.22$, $p < 0.05$). Perceived knowledge significantly influences attitude ($\beta = 0.47$, $p < 0.001$) and subjective norm ($\beta = 0.35$, $p < 0.01$), but does not have a direct effect on travel intention. The coefficient of determination (R^2) for travel intention is 0.68, indicating that the model explains a substantial proportion of variance.

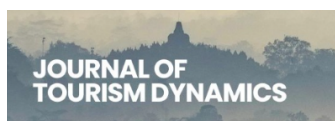
Table 2. Structural Model Results

Hypothesis	Relationship	β	t-value	p-value	Result
H1	Attitude \rightarrow Travel Intention	0.41	6.12	<0.001	Supported
H2	Subjective Norm \rightarrow Travel Intention	0.22	2.45	0.015	Supported
H3	PBC \rightarrow Travel Intention	0.29	3.87	<0.01	Supported
H4	Knowledge \rightarrow Attitude	0.47	7.03	<0.001	Supported
H5	Knowledge \rightarrow Subjective Norm	0.35	4.26	<0.01	Supported

The findings provide strong support for the Theory of Planned Behavior in explaining travel intention in safety-sensitive contexts. The dominance of attitude suggests that individuals rely heavily on evaluative judgments when forming behavioral intentions. This is consistent with previous tourism studies that identify attitude as the most influential predictor of intention, particularly when individuals must assess both benefits and potential risks associated with travel (Han et al., 2020; Chen & Tsai, 2007; Verma & Chandra, 2018). The results indicate that safer destinations are more likely to be selected when they are perceived positively in terms of safety, comfort, and overall travel experience.

The significant role of perceived behavioral control further emphasizes the importance of perceived capability in shaping intention. This finding aligns with earlier research suggesting that individuals are more likely to engage in travel behavior when they perceive it as feasible and manageable (Yuzhanin & Fisher, 2016; Meng & Cui, 2020). In contexts where travel involves additional considerations related to safety and procedures, perceived control becomes a critical factor. Individuals who feel confident in their ability to manage travel requirements are more likely to translate their evaluations into intention. This highlights the interaction between evaluation and feasibility in decision-making processes.

Subjective norm, although significant, shows a relatively weaker influence compared to attitude and perceived behavioral control. This pattern is consistent with prior studies in tourism, where social influence tends to play a secondary role (Lam & Hsu, 2006; Ulker-Demirel & Ciftci, 2020). In safety-related contexts, decision-making appears to be more



individually driven, with travelers relying more on personal judgment than on external pressure. However, the significance of subjective norm indicates that social influence still contributes to shaping perceptions of acceptable and responsible behavior, particularly when safety practices are widely communicated (Cialdini et al., 1990).

A key contribution of this study lies in the role of perceived knowledge. The results indicate that knowledge does not directly influence travel intention but significantly affects attitude and subjective norm. This finding supports the argument that knowledge functions as a cognitive antecedent rather than a direct determinant of behavior (Bae & Chang, 2021; Ru et al., 2021). Individuals who possess greater knowledge are better able to interpret safety-related information, which enhances their confidence and leads to more favorable evaluations.

The relationship between knowledge and attitude suggests that information plays a crucial role in reducing uncertainty. This finding is consistent with previous research indicating that access to reliable information enhances individuals' ability to evaluate risks and make informed decisions (Neuburger & Egger, 2021; Wen et al., 2020). In tourism contexts, knowledge of safety measures contributes to the perception that travel is manageable and less risky, thereby strengthening positive attitudes.

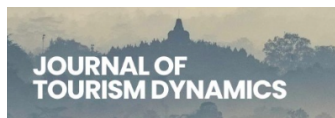
In addition, the influence of knowledge on subjective norm highlights the role of information in shaping social perception. When individuals are aware of widely accepted safety practices, they are more likely to perceive that responsible travel behavior is socially endorsed (Guerin & Toland, 2020; Wan et al., 2017). This suggests that knowledge contributes to the formation of shared norms, reinforcing the idea that behavior is influenced not only by individual cognition but also by social context.

The absence of a direct relationship between knowledge and intention reflects the distinction between awareness and action. This finding aligns with previous studies suggesting that knowledge alone is insufficient to drive behavior unless it is translated into evaluative and normative frameworks (Ajzen, 1991; Sánchez-Cañizares et al., 2020). In other words, information must first influence how individuals perceive and evaluate a situation before it can affect their intention to act.

The relatively high explanatory power of the model ($R^2 = 0.68$) indicates that the extended TPB framework provides a robust explanation of travel intention. This is consistent with prior research demonstrating the effectiveness of TPB in predicting tourism behavior (Han et al., 2020; Hsu & Huang, 2012). The inclusion of perceived knowledge enhances the model by capturing an additional dimension that is particularly relevant in contemporary tourism environments.

From a practical perspective, the findings suggest that tourism stakeholders should focus on strategies that enhance positive attitudes and perceived behavioral control while also improving public understanding of safety measures. Providing clear, consistent, and accessible information can help reduce uncertainty and strengthen travelers' confidence (Zenker & Kock, 2020; Kock et al., 2020). At the same time, simplifying procedures and ensuring ease of access can increase perceived control, thereby encouraging travel intention.

In summary, the findings demonstrate that travel intention in safety-sensitive contexts is shaped by a combination of evaluative, control-related, and knowledge-based factors. Attitude emerges as the most influential determinant, supported by perceived behavioral control and subjective norm. Perceived knowledge plays an indirect but significant role by shaping how individuals interpret safety and form perceptions. The integration of these factors provides a more comprehensive understanding of tourism behavior and highlights the importance of combining theoretical and practical perspectives in addressing contemporary challenges in tourism.



CONCLUSION

This study examines tourists' intention to visit safer destinations by extending the Theory of Planned Behavior with perceived knowledge of health protocols. The findings indicate that intention is primarily shaped by evaluative and control-related factors. Attitude emerges as the most influential determinant, suggesting that individuals rely heavily on their overall evaluation when deciding whether to travel. Perceived behavioral control also plays a significant role, indicating that perceived capability and feasibility are essential in translating intention into action. Subjective norm contributes to a lesser extent, reflecting the supporting role of social influence in shaping behavior.

In addition, the study highlights the indirect role of perceived knowledge. While knowledge does not directly influence intention, it significantly affects both attitude and subjective norm. This suggests that knowledge functions as a cognitive foundation that shapes how individuals interpret safety and evaluate travel-related decisions. The integration of knowledge into the TPB framework provides a more comprehensive understanding of how intention is formed in contexts where safety considerations are prominent.

From a theoretical perspective, the study reinforces the applicability of the Theory of Planned Behavior in explaining travel behavior while demonstrating the value of extending the model with context-specific variables. The findings contribute to the literature by showing that knowledge plays an indirect but meaningful role in shaping behavioral intention. This highlights the importance of considering both evaluative and cognitive dimensions in behavioral models, particularly in environments characterized by uncertainty and risk.

From a practical perspective, the findings offer several implications for tourism stakeholders. Efforts to promote safer destinations should prioritize strategies that enhance positive attitudes and strengthen perceived behavioral control. This can be achieved by communicating safety measures in a clear and accessible manner, reducing perceived barriers, and ensuring that travel procedures are manageable. Providing accurate and consistent information is also essential, as knowledge influences how individuals interpret safety and form perceptions. Rather than focusing solely on information dissemination, communication strategies should aim to build trust and confidence among potential travelers.

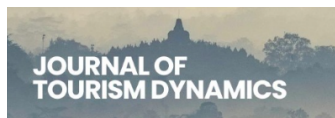
Despite its contributions, this study has several limitations. First, the use of a cross-sectional design limits the ability to capture changes in behavior over time. Travel intention may evolve as individuals gain more experience or as external conditions change. Future research could adopt longitudinal approaches to better understand these dynamics. Second, the study focuses on domestic tourists within a specific context, which may limit the generalizability of the findings. Expanding the sample to include international tourists or different cultural settings would provide a broader perspective. Third, the study relies on self-reported data, which may be subject to response bias. Future studies could incorporate behavioral data or mixed methods to enhance validity.

In addition, while the model explains a substantial portion of variance in travel intention, other factors may also influence decision-making. Variables such as trust, perceived risk, or emotional responses may further enrich the model and provide deeper insights. Future research is encouraged to explore these variables and examine their interaction with the constructs included in this study.

Overall, this study provides a comprehensive framework for understanding tourists' intention to visit safer destinations by integrating evaluative, control-related, and knowledge-based factors. The findings offer both theoretical and practical insights, contributing to the development of more adaptive and responsive approaches in tourism research and practice.

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