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**PREMA BOLJEM RAZUMIJEVANJU DINAMIKE I UTJECAJA
PONAŠANJA I ODLUKA O PUTOVANJU POTROŠAČA KAO ODGOVORI
NA KRIZE – ANALIZA NA TEMELJU METODE SLR**

**TOWARDS A BETTER UNDERSTANDING OF THE DYNAMICS
AND IMPACTS OF CONSUMER BEHAVIOUR AND TRAVEL DECISIONS
IN RESPONSE TO CRISES – AN SLR BASED ANALYSIS**

SAŽETAK: Turizam je ekonomska aktivnost koja je posljednjih desetljeća doživjela najdinamičniji razvoj, ali ga karakterizira i osjetljivost u mnogim aspektima. Kako je pandemija Covid-a-19 proizvela globalno drastična usporavanja i izazove kao nikada ranije, autori smatraju da je važno učiti iz prošlosti kako bi se razumjela priroda kriza u turizmu te mikro- i makroekonomski odgovori na njih te kako bi se bolje pripremili na njih. Cilj je ove rasprave mapirati prošle krize koje su utjecale na turizam i analizirati njihov utjecaj na odluke o putovanjima prema vrsti krize uz korištenje metodologije sustavnog pregleda literature (SLR). Autori vjeruju da rezultati ukazuju na razloge za sve veću potrebu proširivanja našeg akademskog i praktičnog znanja o segmentaciji tržišta potrošača. Na osnovu ukupnih rezultata pregleda, ovaj rad doprinosi boljem razumijevanju utjecaja kriza na odluke o putovanju kako bi se izvijestilo o dostignutim i budućim teoretskim i empirijskim saznanjima u području, naročito u marketingu i planiranju u turizmu. Nakon rasprave teorijskih i praktičnih implikacija rezultata te interpretacije prirode studije, članak zaključuje pozivom na daljnja ciljana istraživanja.

KLJUČNE RIJEČI: krize, odluke o putovanju, potrošačko ponašanje, klasifikacija, sustavan pregled literature (SLR)

ABSTRACT: Tourism has been one of the most dynamically developing sectors in recent decades, is also vulnerable in numerous aspects. Since the COVID-19 pandemic caused such global drastic fall-backs and challenges as never before, the authors believe that it is crucial to learn from the past to understand the nature of crises in tourism and the micro- and macroeconomic responses to them, in order to be better prepared. The aim of this study is to map past crises affecting tourism and to analyse their impact on travel decisions according to the type of crisis, using the methodology of a systematic literature review (SLR). The authors believe that the results establish the reasons for the extremely increasing need for expanding our scholarly and practical knowledge concerning consumer market

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segmentation. Based on the comprehensive findings of the review, this article contributes to the in-depth understanding of the impact of crises on travel decisions to apprise recent and future theoretical and empirical advances in the area, especially in tourism marketing and planning. The theoretical and practical implications of these findings are discussed and given the exploratory nature of the work, the paper concludes calling for further targeted research.

KEY WORDS: crises, travel decisions, consumer behaviour, classification, systematic literature review (SLR)

1. UVOD

Turizam je ekonomska aktivnost koja je u zadnjim desetljećima doživjela najdinamičniji razvoj, iako je relativno mali broj istraživanja bio usmjeren na promjene u navikama potrošača koje su se događale zbog različitih turističkih kriza (Balaguer i Cantavella-Jordá, 2002; Fayissa, Nsiah i Tadasse, 2008; Antonakakis, Dragouni i Filis, 2015). Kao što je uvelike poznato, prije pojave pandemije virusa Covid-19 2019. godine, međunarodni turistički dolasci (prijelazi granica) premašili su 1,5 milijardi, a turistička je potrošnja porasla na 1.700 milijardi dolara. Udio turizma bio je 10,3% globalnog BDP-a te osiguravao posao i izvore zarade za 330 milijuna ljudi širom svijeta uključujući desetinu svih poslodavaca (UNWTO, 2021). Ipak, važno je istaknuti da se turizam do 2019. godine, koliko god bio stabilan u smislu razvoja, također pokazao osjetljivim s obzirom na različite društvene, ekonomske i fizičke geografske perspektive (Li, Blake i Cooper, 2010; Hall, 2010; Eugenio-Martin i Campos-Soria, 2014; Zenker i Kock, 2020; Gibson 2021). Globalna ekonomska kriza, pandemija ili društveni utjecaji poput terorizma, mogu donijeti vrlo brze i nagle regionalne pa čak i globalne promjene te skoro trenutno nazadovanje u ovome sektoru (Pham *et al.*, 2021). Štoviše, vrsta globalne hiper-mobilnosti u kojoj živimo posljednjih desetljeća ne samo da je potkopala granice, nego je i umnožila lokalne i globalne udare (Hall, 2010).

Iako je *homo economicus* prema tvrdnjama klasične ekonomije racionalan i želi

1. INTRODUCTION

Tourism has been one of the most dynamically developing sectors in recent decades, however, relatively few studies have focused on the changes in consumption habits that have occurred due to different tourism crises (Balaguer and Cantavella-Jordá, 2002; Fayissa, Nsiah and Tadasse, 2008; Antonakakis, Dragouni and Filis, 2015). As widely known, in 2019, before the outbreak of the coronavirus pandemic, international tourist arrivals (border crossings) exceeded 1.5 billion, with tourism spending rising to USD 1,700 billion. Tourism accounted for 10.3% of global GDP and provided jobs and livelihoods for 330 million people worldwide, around one-tenth of all employers (UNWTO, 2021). However, it is important to underline that until 2019 as stable as the sector used to be in terms of growth, it is also proved to be vulnerable from different social, economic and physical geographical perspectives (Li, Blake i Cooper, 2010; Hall, 2010; Eugenio-Martin and Campos-Soria, 2014; Zenker and Kock, 2020; Gibson, 2021). A global economic crisis, a pandemic, or social impact such as terrorism, can bring very rapid and sudden regional and even macro-scale changes, and an almost immediate downturn in this sector (Pham *et al.*, 2021). Moreover, the kind of global hypermobility we have been living in over the past decades has not only eroded boundaries but has also increased the number of shocks that evolve from local to global (Hall, 2010).

Although classical economics argues that *homo economicus* is rational and seeks to

maksimizirati iskoristivost svoga prihoda (Persky, 1995), to je samo idealizirana slika potrošača čije je ponašanje određeno spletom složenih sociokulturnih čimbenika (Pantano, 2011; Törőcsik, 2016). Istraživanje ponašanja potrošača kao nezavisna disciplina poznato je tek nekoliko desetljeća, a njegovo razumijevanje je kompleksan fenomen (Darley, Blankson i Luethge, 2010). Već dugo je poznato da se na potrošače može utjecati, što je u zadnje vrijeme dovelo do razvoja mnogih modela koji opisuju proces njihovog donošenja odluka o kupovini (Howard i Seth, 1969; Kotler, 2000; Fishbein i Ajzen, 2011).

S obzirom na odluke potrošača s turističkog gledišta, iza odluke o putovanju uvijek postoji neka vrsta potrebe, od najjednostavnije želje do najsloženijih motivacija (Mansfeld, 1992; Csapó i Gonda, 2019). Turizam je, stoga, ne samo jedan od najpopularnijih načina provođenja slobodnog vremena nego i najveći čimbenik utjecaja na dobrobit i kvalitetu života ljudi i njihovu sreću (Michalkó, 2010).

Iako je turizam osjetljiv na određene čimbenike, analiza različitih ranijih kriza i njihovih utjecaja nije iznijela na vidjelo tako drastične i nezabilježene posljedice u domaćim i stranim dolascima poput onih koje su se dogodile zbog pandemije Covid-a-19, premda je bilo regionalnih utjecaja (virus SARS, tsunami u Jugoistočnoj Aziji 2004. godine) ili brzih oporavaka (11. rujan 2001. godine, ekonomska kriza 2008. godine) (Tung, 2021). Stoga je važno učiti iz prošlosti kako bismo se bolje pripremili za nove izazove. Također treba naglasiti da smo promjene u ponašanju turista ispitivali u kontekstu specifičnih događaja, a ne kao dio značajki destinacija (npr. javna sigurnost).

Autori smatraju da je iznimno važno što bolje razumjeti turiste i otkrivati promjene u ponašanju potrošača koje su posljedice prijašnjih kriza u turizmu. U skladu s time, glavni teorijski i praktični doprinos ovog rada je nastojanje prikupljanja i analiziranja najvažnijih znanstvenih izvora literature o

maximise the utility of their income (Persky, 1995), this is only an idealised picture of the consumer, whose behaviour is determined by a combination of complex socio-cultural factors (Pantano, 2011; Törőcsik, 2016). Consumer behaviour research as an independent discipline has been known for only a few decades, and its understanding is a complex phenomenon (Darley, Blankson and Luethge, 2010). It has long been known that consumers can be influenced, which has led to the development of a number of models describing the consumer's purchase decision process over the past decades (Howard and Seth, 1969; Kotler, 2000; Fishbein and Ajzen, 2011).

Looking at consumer decisions from the point of view of tourism, there is always some kind of need behind travel decisions, ranging from the most basic needs to the most complex motivations (Mansfeld, 1992; Csapó and Gonda, 2019). Tourism is therefore not only one of the most popular ways of spending leisure time but also has a major impact on well-being, quality of life and people's happiness (Michalkó, 2010).

Although, as mentioned that tourism is vulnerable to certain factors, looking at the different former crises and their impacts, no such drastic and unprecedented drawbacks have been witnessed in domestic and international tourist arrivals as due to the COVID-19 pandemic, rather regional negative effects (SARS virus, 2004 tsunami in South-East Asia) or rapid recovery (September 11, 2001, economic crisis of 2008) (Tung, 2021). It is therefore important to learn from the past, to be better prepared for new challenges. It should also be stressed that in our approach changes in tourists' behaviour were examined in the context of specific events, rather than destination characteristics (e.g. public safety).

The authors believe that the better understanding of tourists is of crucial importance by revealing the changes in consumer behaviour as a result of previous tourism

odnosu turizma i kriza, čime bi se osiguralo bolje razumijevanje utjecaja raznih kriza u turizmu i s njima povezanih reakcija u ponašanju potrošača ne samo teoretski, nego i praktično. Ti novi aspekti odgovora turista na krize i promjene u ponašanju potrošača omogućavaju pružateljima usluga u turizmu i marketinškim stručnjacima u turizmu jačanje otpornosti i planiranje uspješnih strategija za rješavanje tekućih i mogućih budućih kriza.

2. METODOLOGIJA

Sustavan pregled literature je sumarno istraživanje koje koristi znanstvenu metodologiju za sakupljanje odgovora na specifično istraživačko pitanje, ocjenjuje ih prema točno određenim kriterijima i konačno analizira sve dobivene rezultate istraživanja (Booth, Papaioannou i Sutton, 2011; Bettany-Saltikov, 2012).

Jednostavnost i brzina pristupanja internetskim znanstvenim bazama podataka toliko su povećali količinu dostupnog sadržaja da postaje sve teže obraditi ih. Tako, na primjer, tražilica Google Scholar nalazi preko 1,5 milijuna rezultata za termin *'tourism AND crisis'* (temeljeno na upitu od 23.3.2022.). Sustavan pregled literature (SLR), koji se temelji na ranije definiranoj metodologiji, vodi k točnijim i jednostavnijim rezultatima i uvrštava faze prikazane na Slici 1.

Istraživanje i obrada literature trajalo je od 10. rujna 2021. do 25. travnja 2022. godine. Nakon određivanja istraživačkog pitanja, definirana je strategija istraživanja (CIMO – istraživačka strategija gdje svako slovo označuje inicijale narednih termina: kontekst, intervencija, mehanizmi, ishodi) koja je dala opis pojedinaca, događaj koji se proučava, kao i mehanizme koji su vodili k ishodima koje su autori tražili, a to su u ovom slučaju bile promjene u ponašanju kod putovanja kao rezultat kriza.

Accordingly, the main theoretical and practical contribution of the paper is that it attempted to collect and analyse the most important scientific literature sources based on the relationship between tourism and crises providing not only theoretical but practical aspects to better understand the impacts of the different crises in tourism and the accompanied reactions on customer behaviour. These new aspects of the tourists' responses to crises and changes in consumer behaviour enable tourism service providers and tourism marketing experts to be more resilient by planning successful strategies dealing with the present and the possible future crises.

2. METHODOLOGY

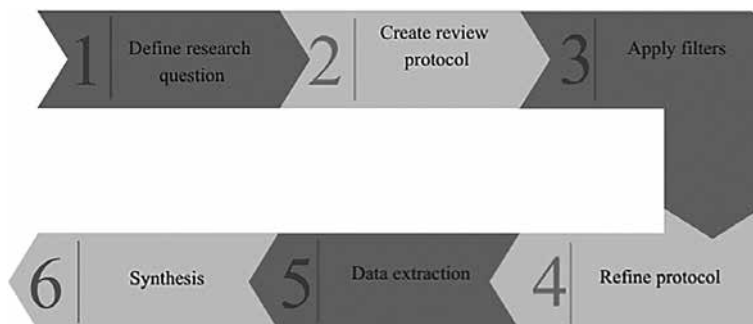
A systematic literature review is a summative study using a scientific methodology to collect the answers to a specific research question, evaluate them according to well-defined criteria and finally analyse all existing research results (Booth, Papaioannou and Sutton, 2011; Bettany-Saltikov, 2012).

The ease and speed with which online scientific databases can be accessed have increased the amount of content available to the point where it makes it more difficult than easier to process scientific results. For example, the Google Scholar search engine found over 1.5 million matches for the search term *"tourism AND crisis"* (based on the query of 23/03/2022). In contrast, a Systematic Literature Review (SLR), based on a predefined methodology, leads to much more accurate and transparent results. The steps involved are illustrated in Figure 1.

The literature research and processing lasted from 10th September 2021 to 25th April 2022. After defining the research question, the research strategy (CIMO – Research strategy, where the letters stand for: context, intervention, mechanisms, outcomes) has been defined, which was used to describe the individuals, the event studied, and the

Slika 1: Faze sustavnog pregleda literature

Izvor: Autori na temelju Bettany-Saltikov (2012)

Figure 1: Steps of the systematic literature review

Source: Authors based on Bettany-Saltikov (2012)

Nakon prvih koraka, odabrane su primarne ključne riječi (*tourism AND crisis*) pomoću kojih su se kasnije pretraživale elektronske baze podataka ScienceDirect (Elsevier) i Web of Science (Clarivate Analytics). Zatim su rezultati poredani prema citiranju prema protokolu metode SLR, a popis konačnih ključnih riječi kompiliran je na osnovi čitanja naslova, ključnih riječi i sažetaka triju najrelevantnijih i najcitiranijih članaka (Tablica 1) na temu promjena u ponašanju potrošača u turizmu.

mechanisms that led to the outcome the authors were looking for, in this case, changes in travel behaviour as a result of crises.

After the first steps, the primary keywords (*tourism AND crisis*) have been selected, which were used later to run searches on the ScienceDirect (Elsevier) and Web of Science (Clarivate Analytics) electronic databases. Then, the results were ranked by citation following the SLR method protocol, and the final keywords list was compiled by reading the titles, keywords and abstracts of three most relevant and most cited literature (Table 1) on changes in consumer behaviour in tourism.

Tablica 1: Tri najrelevantnija i najcitiranija članka na temu

	Autor (godina)	Vrsta krize	Mjesto istraživanja	Metoda istraživanja/ Skup podataka	Citati na Google Scholar (16.4.2022.)
1.	Sönmez i Graefe (1998)	Terorizam	USA	Samoispunjavajući upitnik poštanskim putem	1314
2.	Eugenio-Martina i Campos-Soria (2014)	Globalna ekonomska kriza 2008.-2009.	EU-27	Istraživanje / Mikropodaci kućanstava i makropodaci na nacionalnoj razini	214
3.	Alegre, Mateo i Pou (2013)	Globalna ekonomska kriza 2008.-2009.	Španjolska	Istraživanje / Mikropodaci kućanstava	150

Izvor: Autori

Table 1: Three most relevant and cited articles on the topic

	Author (year)	Type of crisis	Place of research	Research method/ Data set	Google Scholar citation (16/4/2022)
1.	Sönmez and Graefe (1998)	Terrorism	USA	Self-completion questionnaire by post	1314
2.	Eugenio-Martina and Campos-Soria (2014)	Global economic crisis of 2008-2009	EU-27	Survey / Micro-data provided by households and macro-data at national level	214
3.	Alegre, Mateo and Pou (2013)	Global economic crisis of 2008-2009	Spain	Survey / Micro-data provided by households	150

Source: Authors

U sljedećoj fazi su se pomoću unaprijed identificiranih ključnih riječi i njihovih sinonima dizajnirala pitanja za pretraživanje uz definiranje kriterija za prihvaćanje ili odbacivanje prema vrsti dokumenta koji je mogao biti članak iz znanstvenog časopisa, isključujući knjige, zbornike konferencija i druge dokumente. Prema SLR metodi, jezik znanstvenih članaka može biti samo engleski, ali nema geografskih ograničenja niti vremena objavljivanja. K tomu, za istraživanje je bilo dovoljno uvrštenje u jednu od dvije ispitivane baze podataka, tj. obje nisu bile obavezne. Istraživanje je uključilo područja

As for the next step, using the previously identified keywords and their synonyms, the search queries have been created, parallel with the definition of the acceptance and rejection criteria, according to which the type of document can be a journal article, excluding books, conference proceedings and other documents. According to the SLR method, the language of the papers can only be English, but without geographical and publication time limits. In addition, it was sufficient for a study to be included in one of the two databases examined, but not necessarily both. Studies were included from the following

ugostiteljstva i turizma, ekonomije, geografije i sociologije.

Dobiveno je ukupno 1134 rezultata iz dvije baze podataka. Budući da je obrada ovog broja istraživanja daleko izvan opsega ove studije, izbor je sužen u skladu s međunarodnom praksom na članke s najvećim brojem citata. U dva pretraživanja konačno je dobiven broj od 324 članka s 50 i više citata. Nakon pročišćavanja nekih preklapanja članaka u dvije baze podataka, popis se smanjio na 219 studija. Pregledom naslova i sažetaka članaka tražili su se i analizirali članci relevantni s obzirom na istraživačko pitanje.

Tako su dobivena 83 članka iz primarnog popisa koji su se činili vrijednima obrade. Dodatno pretraživanje je također provedeno na temelju preporuke primijenjene metodologije. Na taj je način uvršteno šest dodatnih članaka u istraživanje nakon pretrage popisa referenci u tri najrelevantnija članka (Tablica 1) i svi (89) su bili dostupni u otvorenom pristupu. Nakon potpunog pregleda članaka, još je 28 članaka, koji nisu bili izdvojeni na osnovi naslova i sažetka, isključeno iz razloga što se njihovo istraživačko pitanje nije slagalo s predmetom ovog istraživanja. Tako je ostao 61 članak čiji su rezultati izloženi u nastavku.

3. REZULTATI

Iako je mnogo istraživanja publicirano na temu utjecaja kriza na turizam, većina ih koristi makro podatke ili promatraju događaje iz perspektive pružatelja usluga umjesto kućanstava ili potrošača. Ovo istraživanje uključuje 61 vrlo citiran članak od kojih svi zadovoljavaju kriterije opisane u metodološkom dijelu i propituju spomenutu temu iz perspektive potrošača, napose koristeći mikropodatke. Distribucija članaka koji su uvršteni u ovu analizu sažeta je u Tablici 2 uz naslov časopisa i godinu objavljivanja.

research areas: hospitality and tourism, economics, geography, and sociology.

A total of 1134 results were obtained from the two databases. As processing this number of studies is far beyond the scope of this study, it was further narrowed down in line with international practice and the studies with the highest number of references were selected. The total number of studies with 50 or more citations in two searches was reduced to 324. Some overlaps between the studies were found in the two databases, which, after filtering out the duplicates, narrowed the list to 219 studies. Such articles were searched for, by reviewing the titles and abstracts, and elaborated that were relevant to the research question.

This left 83 studies from the primary search list that were deemed worthy of processing. An additional search has also been carried out based on the recommendation of the methodology applied. In this way, six additional studies were included in the research by searching the reference lists of the three most relevant studies (Table 1) and they were all (89) available in open access. After a full review of the studies, a further 28 studies, which could not be skipped based on the title and the content summary, were excluded because their research question did not coincide with the subject of the current study. This left 61 studies, the results of which are presented below.

3. RESULTS

There are numerous studies in the literature on the impact of crises on tourism, but most of them either use macro data or look at events from the perspective of service providers rather than households or consumers. Our research includes 61 highly cited studies that meet the criteria detailed in the methodology section and that examine the above-mentioned topic from a consumer perspective, mostly using micro-data. The distribution of studies included in the research by journal and year of publication is summarised in Table 2.

Tablica 2: Distribucija članaka uvrštenih u istraživanje

Naslov časopisa / Godina objavljivanja	1990.-2000.	2001.-2010.	2011.-2016.	2017.-2022.
Annals of Tourism Research	2	3	6	4
Applied Economics		1		
Current Issues in Tourism		3		6
Economic Modelling			2	
International Journal of Hospitality Management			1	2
Journal of Destination Marketing & Management				2
Journal of Hospitality and Tourism Management				2
Journal of Regional Science				1
Journal of Travel & Tourism Marketing		1		
Journal of Travel Research	2	1		1
Papers in Regional Science				1
Tourism Economics		1		
Tourism Management		3	5	5
Tourism Management Perspectives			1	
Tourism Recreation Research				1
Tourism Review				1
Transport Policy				2
Worldwide Hospitality and Tourism Themes			1	

*Izvor: Autori***Table 2: Distribution of studies included in the research**

Journal name / Year of publication	1990-2000	2001-2010	2011-2016	2017-2022
Annals of Tourism Research	2	3	6	4
Applied Economics		1		
Current Issues in Tourism		3		6
Economic Modelling			2	
International Journal of Hospitality Management			1	2
Journal of Destination Marketing & Management				2
Journal of Hospitality and Tourism Management				2
Journal of Regional Science				1
Journal of Travel & Tourism Marketing		1		
Journal of Travel Research	2	1		1
Papers in Regional Science				1
Tourism Economics		1		
Tourism Management		3	5	5
Tourism Management Perspectives			1	
Tourism Recreation Research				1
Tourism Review				1
Transport Policy				2
Worldwide Hospitality and Tourism Themes			1	

Source: Authors

Na temelju literature uvrštene u istraživanje, autori su prvo namjeravali naći kratku definiciju koncepta krize u turizmu, ali je to rezultiralo zaključkom da opće prihvaćena definicija ne postoji. Jednu od najšire korištenih i najsveobuhvatnijih definicija dali su vjerojatno Sönmez, Allen i Backman (1994:2.2, citirano u Sönmez, 1998), gdje se tvrdi da je kriza u turizmu

„bilo koji događaj koji može prijetiti normalnom poslovanju i vođenju poslova povezanih s turizmom; štetiti općoj sigurnosnoj reputaciji turističke destinacije, njezinoj privlačnosti i komforu negativno utječući na percepcije njezinih posjetitelja; te, posljedično, prouzročiti pad dolazaka i turizma i prekinuti kontinuitet poslovanja lokalne industrije putovanja i turizma smanjenjem dolazaka i potrošnje turista.”

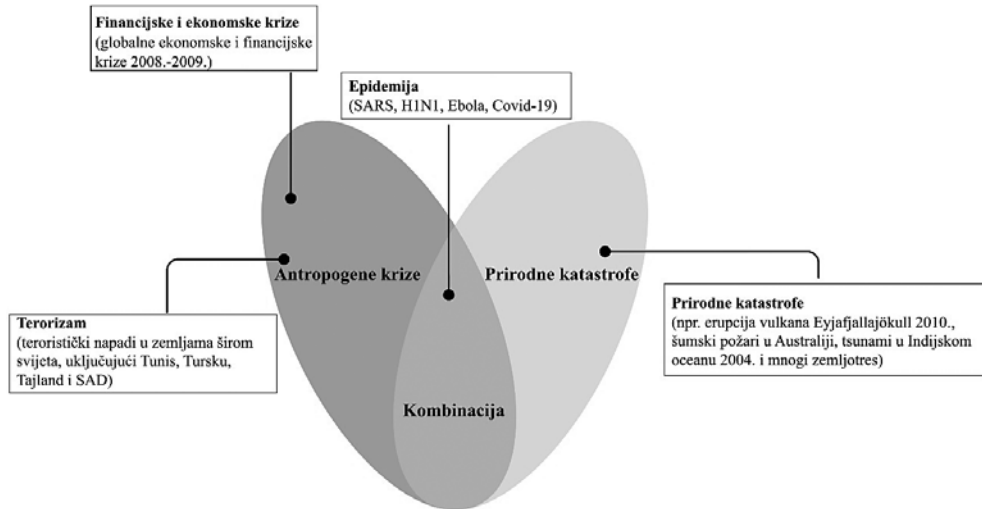
Nadalje, na osnovi sadržaja identificiranih članaka, autori su kategorizirali članke u tri glavne skupine: *prema njihovom porijeklu*, a to su (1) antropogene krize, (2) prirodne katastrofe i (3) kombinirane krize poput epidemija koje se šire ljudskim kontaktom iako su porijeklom prirodne. U pogledu antropogenih kriza, razlikuju se dvije pod-kategorije: (1a) financijske i ekonomske krize i (1b) terorizam. Sukladno tomu, naša se daljnja analiza provodi u ovim kategorijama: (1a) financijske i ekonomske krize, (1b) terorizam, (2) prirodne katastrofe, i (3) epidemije (Slika 2).

On the basis of the literature included in the research, the authors first intended to find a concise definition for the concept of a tourism crisis, which has led to the conclusion that there is no generally accepted definition. One of the most widely used and comprehensive definitions is probably that of Sönmez, Allen and Backman (1994:2.2, cited in Sönmez 1998), who argue that the tourism crisis is

„any occurrence which can threaten the normal operation and conduct of tourism related businesses; damage a tourist destination’s overall reputation for safety, attractiveness, and comfort by negatively affecting visitors’ perceptions of that destination; and, in turn, cause a downturn in the local travel and tourism economy, and interrupt the continuity of business operations for the local travel and tourism industry, by the reduction in tourist arrivals and expenditures”.

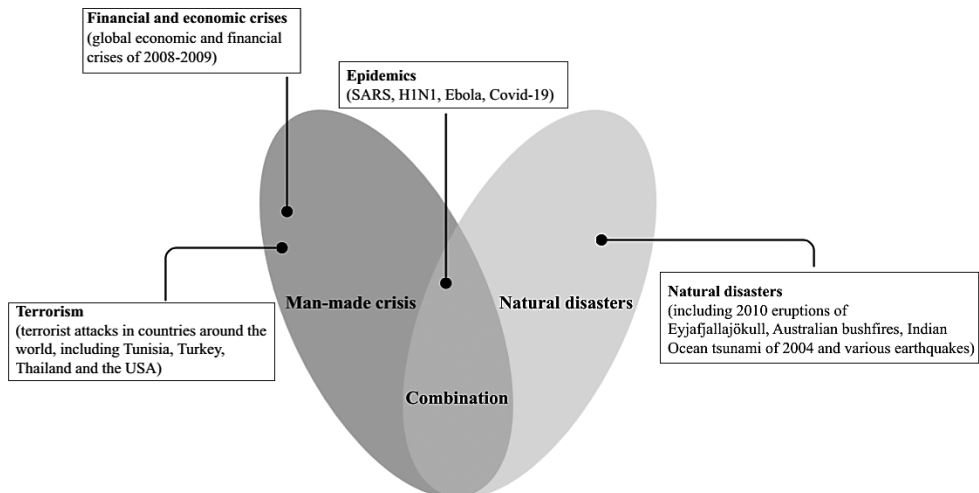
Next, based on the content of the studies identified, the authors grouped the crises into three main categories *according to their origin*, namely (1) man-made crises, (2) natural disasters and (3) a combination of the two, such as epidemics, which, although natural in origin, are spread by human. In the case of man-made crises, two sub-categories were distinguished, (1a) financial and economic crises and (1b) terrorism. Accordingly, our subsequent analysis is conducted along with the following four categories: (1a) financial and economic crises, (1b) terrorism, (2) natural disasters, and (3) epidemics (Figure 2).

Slika 2: Klasifikacija uočenih kriznih događaja u relevantnoj znanstvenoj literaturi



Izvor: Autori

Figure 2: Classification of the detected crisis events in the relevant scientific literature



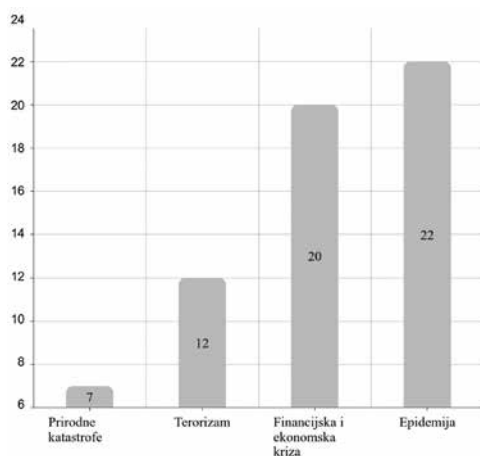
Source: Authors

Na Slici 3 prikazani su članci koji su uvršteni u istraživanje za svaku kategoriju navedenu na Slici 2. Ovi podaci pokazuju da se

Figure 3 shows the number of studies included in the research for each mentioned category in Figure 2. According to the pre-

u više od polovice članaka propituje utjecaj epidemija te financijskih i ekonomskih kriza na odluke o putovanjima. Zanimljivo da je, unatoč mnogim istraživanjima globalnog zatopljenja i s njime povezanim ekstremnim vremenskim uvjetima, pronađeno relativno malo članaka kojima se istražuju promjene u ponašanju turista kao posljedica prirodnih katastrofa.

Slika 3: Broj članaka obrađenih i grupiranih prema temama istraživanja

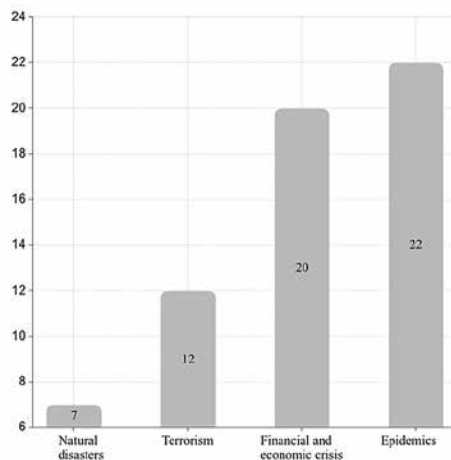


Izvor: Autori

Ovim istraživanjem utvrđeno je da se događaji koji negativno utječu na turističku potražnju mogu kategorizirati ne samo prema porijeklu, nego i *prema rasprostranjenosti* te tako mogu biti ograničeni na jednu zemlju ili regiju, ili na veća čak i globalna područja, kao u slučaju globalne ekonomske krize 2008.-2009. godine, pandemije koronavirusa ili ekstremnih vremenskih nepravilnosti uzrokovanih globalnim zatopljenjem. Kao što je prikazano na Slici 4, između 1995. i 2021. godine četiri se događaja povezuju s negativnim globalnim utjecajem na međunarodne turističke dolaske: teroristički napadi 11. rujna 2001. godine, epidemija SARS virusa 2002.-2003., globalna ekonomska kriza 2008.-2009. godine i pandemija Covid-a-19.

sented data, more than half of the studies examine the impact of epidemics and financial and economic crises on travel decisions. Interestingly, while global warming and the related extreme weather conditions are commonly researched topic, relatively few studies were found that investigate changes in tourist behaviour as a result of natural disasters.

Figure 3: Number of literatures processed and grouped by research topics



Source: Authors

The authors found that events that negatively affect tourism demand can be categorised not only by their origin but also *by their spread*, so they can be limited to a single country or region, or they can affect larger or even global areas, such as the 2008-2009 global economic crisis, the coronavirus pandemic, or extreme weather events caused by global warming. As illustrated in Figure 4, between 1995 and 2021, four events could be identified with a negative global impact on international tourist arrivals: the terrorist attacks of 11th September 2001, the SARS epidemic of 2002-2003, the 2008-2009 global economic crisis and the COVID-19 pandemic.

Slika 4: Međunarodni turistički dolasci (u milijunima) 1995.-2021. i uzroci globalne stagnacije ili zastoja

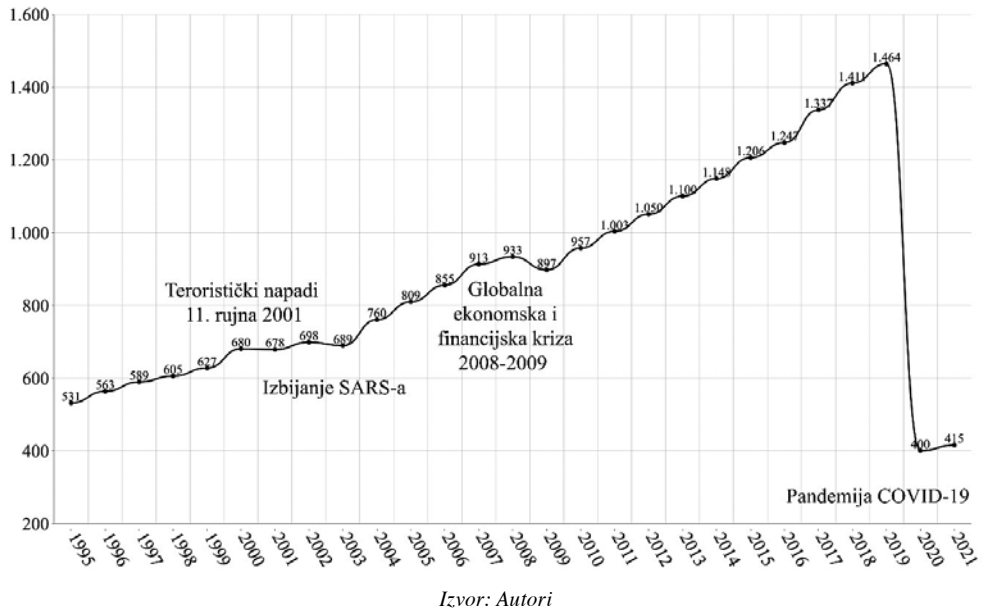
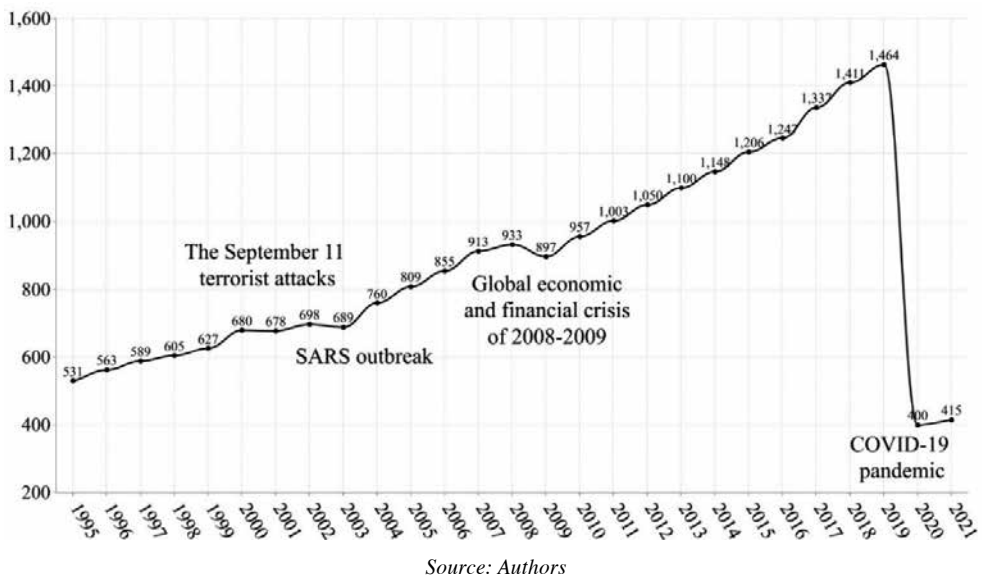


Figure 4: International tourist arrivals (in mil.) 1995-2021 and the causes of the global stagnation or fall-backs



U nastavku su rezultati sažeti prema četiri definirane kategorije: (1a) financijske i ekonomske krize, (1b) terorizam, (2) prirodne katastrofe, i (3) epidemije.

3.1. Utjecaj financijskih i ekonomskih kriza na odluke o putovanju

Iako su se krize oduvijek događale (Ritchie *et al.*, 2009), čini se da od 2008. godine traje neprekidna spirala kriza (Giannakis i Bruggeman, 2017). Ekonomske i financijske krize često imaju dugotrajne i ozbiljne makroekonomske posljedice, što opet utječe na turizam (Cellini i Cuccia, 2015; Khalid, Okafor and Shafiullah, 2020). Ipak, intenzitet i trajanje utjecaja financijskih i ekonomskih kriza općenito je slabiji nego nakon terorističkih napada (Wang, 2009; Jin, Qu i Bao, 2019). Globalna kriza 2008.-2009. godine na mnogo je načina utjecala na načine putovanja turista, od izbora destinacije do poželjnijeg načina prijevoza i vrste smještaja (Stylidis i Terzidou, 2014; Bronner i De Hoog, 2012; Perles-Ribes *et al.*, 2016).

3.1.1. Putovanje kao osnovna potreba

Campos-Soria, Inchaust-Sintes i Eugenio-Martin (2015) proučavali su promjene u turističkim navikama potrošača Europske unije i ustanovili da je zbog globalne ekonomske krize 2008.-2009. godine 26,76% ispitanika skratilo odmore, iako ne i otkazalo, da je 21,84% ispitanika potražilo jeftiniji smještaj, a 18,87% se odlučilo putovati u bliže destinacije zbog štednje. Također je 16,15% ispitanika smanjilo broj i učestalost putovanja u usporedbi s prethodnim godinama, a 8,89% ih je odlučilo promijeniti vrijeme putovanja te 7,48% pokušalo uštedjeti jeftinijim načinom prijevoza. Alegre, Mateo i Pou (2013) proučavali su značaj utjecaja nezaposlenosti na putne aktivnosti španjolskih kućanstava. Rezultati su pokazali da su posljedice značajne ako glavni donositelj

In the following section, the results will be summarized according to the four defined categories: (1a) financial and economic crises, (1b) terrorism, (2) natural disasters, and (3) epidemics.

3.1. Impact of financial and economic crises on travel decisions

There have always been crises (Ritchie *et al.*, 2009), but since 2008 it seems like that there is a continuous downward spiral of crises (Giannakis and Bruggeman, 2017). Economic and financial crises often have lasting and severe macroeconomic consequences, which also have an impact on the tourism sector (Cellini and Cuccia, 2015; Khalid, Okafor and Shafiullah, 2020). However, the intensity and duration of the impact of financial and economic crises are generally weaker than in the case of terrorist attacks (Wang, 2009; Jin, Qu and Bao, 2019). The 2008-2009 global economic crisis affected tourists' travel patterns in a number of ways, ranging from the choice of destination to the preferred mode of transport to the type of accommodation (Stylidis and Terzidou, 2014; Bronner and De Hoog, 2012; Perles-Ribes *et al.*, 2016).

3.1.1. Travel as a basic need

In their 2015 study, Campos-Soria, Inchaust-Sintes and Eugenio-Martin investigated changes in the tourism consumption habits of people living in the EU. The authors found that 26.76% of respondents, while not having cancelled their holidays as a result of the 2008-2009 global economic crisis, had reduced the length of their holidays, while 21.84% had chosen cheaper accommodation. While 18.87% of the respondents chose a closer destination for cost-efficiency reasons, 16.15% said they had reduced the number of trips and travelled less frequently compared to the years before the crisis. While 8.89% of survey respondents travelled at a different

dohotka ostane bez posla pa je u tim slučajevima odlazak na putovanja pao za 17,8%.

3.1.2. Utjecaj na turističku potrošnju

Rezultati istraživanja (Eugenio-Martin i Campos-Soria, 2014) o utjecaju globalne ekonomske krize 2008.-2009. godine na turističku potrošnju potrošača Europske unije pokazali su da je 46,32% ispitanika smanjilo potrošnju povezanu s turizmom, a na tu odluku nije utjecala samo klima u domovini, nego i ekonomska stabilnost. Autori su zaključili da su stanovnici sjevernih zemalja s hladnijom klimom manje spremni smanjiti turističke izdatke i odricati se putovanja u inozemstvo, dok je na jugu česta posljedica ekonomskih kriza porast domaćeg turizma. Dakako, rezultati odnosa između klime i želje za putovanjem također se mogu dovesti u vezu s ekonomijama nordijskih zemalja budući da su one među prvima u svijetu po BDP-u po glavi stanovnika.

Studija slučaja Nizozemske (Bronner i de Hoog, 2012) pokazala je da je 67% ispitanika njihove internetske ankete smanjilo izdatke na turizam zbog krize 2008.-2009. godine. U drugom krugu ispitivanja pokazalo se da je 32% ispitanika promijenilo svoje planove. Postotak ispitanika koji su planirali manje potrošiti iako to nisu učinili i onih koji nisu planirali, ali su ipak smanjili troškove bio je vrlo sličan (15-17%). Dok 48% ispitanika nije smanjilo potrošnju na odmor u usporedbi s vremenom prije krize, 30% ih je odlučilo štedjeti, ali bez otkazivanja puta. Od 21% ispitanika koji nisu putovali, uglavnom su bile obitelji s 1-2 djeteta ili parovi bez djece. Iako je dohodak u istraživanju Bronnera i de Hooga (2012) pokazao značajnu pozitivnu korelaciju i njegov je koeficijent bio nizak ($r = 0,27$).

Rezultati analize utjecaja nezaposlenosti na turističku potrošnju u Španjolskoj (Alegre, Mateo i Pou, 2013) pokazali su značajan utjecaj na potrošnju u slučaju da je neki član

time compared to the previous period, 7.48% tried to reduce their expenditure by using a cheaper mode of transport. Alegre, Mateo and Pou (2013) investigated whether unemployment had a significant effect on the travel participation of Spanish households. The results showed a significant effect when the primary income earner became unemployed, in which case the odds of participation fell by 17.8%.

3.1.2. Impact on tourism spending

Eugenio-Martin and Campos-Soria (2014) examined how the 2008-2009 global economic crisis affected the tourism spending of people in the European Union. The results showed that 46.32% of respondents reduced their tourism-related expenditure, and the decision was influenced not only by the climate of the home country but also by its economic stability. Researchers have concluded that residents of countries in the northern, cold zone are less willing to cut back their tourism spending and thus give up international travel. While in the South, a boost in domestic tourism is a common consequence of economic crises. However, the findings on climate and willingness to travel may also be related to the countries' economies, as the Nordic countries are at the top of the list in terms of GDP per capita worldwide.

Bronner and de Hoog (2012), in a study dealing with the Netherlands as a case study, found that 67% of their online survey respondents had reduced their tourism-related expenditure as a result of the 2008-2009 global economic crisis. They also conducted a second round of polling, showing that 32% of respondents had done something different from what they had planned. The percentage of respondents who had planned to reduce their travel spending but ended up not doing so and who had not planned but ended up reducing it was very similar (15-17%). While 48% of the respondents did not reduce their holiday-related spending compared to the years before the crisis, 30% made more

obitelji ostao bez posla. Dok je nezaposlenost glavnog donositelja dohotka smanjila turističku potrošnju na 37,12%, nezaposlenost drugog člana obitelji smanjila ju je za 11%. Ova analiza također pokazuje da su kućanstva, gdje glavni hranitelj ima viši stupanj obrazovanja, trošila 39,38% više nego kućanstva gdje glava obitelji ima niži stupanj obrazovanja.

Autori del Mar Alonso-Almeida i Bremser (2013) analizirali su sektor hotela u Španjolskoj nakon globalne ekonomske krize 2008.-2009. godine, a rezultati pokazuju da su hoteli s jakim imidžem marke i visokom kvalitetom usluge bolje poslovali za vrijeme krize jer su cijene bile manje važne za odluke lojalnih turista. To je nekim hotelima omogućilo povećanje cijena unatoč krizi, a time i smanjenje negativnog financijskog i ekonomskog utjecaja krize.

Postoje također i regionalne razlike s obzirom na utjecaj globalne ekonomske krize 2008.-2009. godine na turizam u različitim zemljama. To je djelomično posljedica različitih segmenata turista koji posjećuju te destinacije i neujednačenosti promjena u ponašanju potrošača (Kubickova *et al.*, 2019). Tablica 3 prikazuje tri najrelevantnije studije utjecaja ekonomske i financijske krize na ponašanje potrošača na putovanju.

prudent decisions and spent less without cancelling their trips. Among 21% of the respondents who did not travel most were families with 1-2 children or couples without children. Although income also showed a significant positive correlation in Bronner and de Hoog's (2012) research, the correlation coefficient indicated only a weak relationship ($r=0.27$).

Alegre, Mateo and Pou (2013) studied the impact of unemployment on tourism expenditure in Spain. The results showed a significant effect on spending in case of any family member becomes unemployed. While unemployment of the primary income earner resulted in a 37.12% decrease in tourism expenditure, unemployment of another family member resulted in an 11% decrease. The study also shows that households, where the main breadwinner has higher education, spent 39.38% more than the households where the head of household has a lower education.

In their study, del Mar Alonso-Almeida and Bremser (2013) examined the Spanish hotel sector following the 2008-2009 global economic crisis. Their results show that hotels with a strong brand image and high quality performed better, as the price was less dominant in the decisions of loyal tourists, allowing some hotels to increase their prices despite the crisis, thus reducing the negative financial and economic impact.

There, are also regional differences in the impact of the 2008-2009 global economic crisis on tourism in different countries. This is partly due to the different segments of tourists visiting these destinations and the heterogeneity of changes in their consumption behaviour (Kubickova *et al.*, 2019). Table 3 summarises three most relevant studies on the impact of the economic and financial crisis on travel behaviour.

Tablica 3: Tri najcitatiranije studije o utjecaju ekonomskih kriza na ponašanje potrošača na putovanju

	Autor (godina)	Naziv krize	Mjesto istraživanja	Citati na Google Scholar (16.4.2022)
1.	Eugenio-Martina i Campos-Soria (2014)	Globalna ekonomska kriza 2008.-2009.	Europska unija	214
2.	Ritchie <i>et al.</i> (2010)	Globalna ekonomska kriza 2008.-2009.	SAD, Kanada, Meksiko	198
3.	Stylidis i Terzidou (2014)	Globalna ekonomska kriza 2008.-2009.	Grčka	187

Izvor: Autori

Table 3: Three most relevant studies on the impact of economic crises on travel behaviour

	Author (year)	Name of crisis	Place of research	Google Scholar citation (16/4/2022)
1.	Eugenio-Martina and Campos-Soria (2014)	2008-2009 global economic crisis	European Union	214
2.	Ritchie <i>et al.</i> (2010)	2008-2009 global economic crisis	USA, Canada, Mexico	198
3.	Stylidis and Terzidou (2014)	2008-2009 global economic crisis	Greece	187

Source: Authors

3.2. Utjecaj terorizma na odluke o putovanju

Turizam je vrlo osjetljiv na bilo koju krizu, ali važno je naglasiti da se percepcija kriza uzrokovanih ljudskim faktorom, kao što je terorizam ili rat, vrlo razlikuje od one uzrokovane prirodnim katastrofama pa stoga i oporavak može biti sporiji u prvom slučaju. Teroristički napadi mogu izazvati strah i nesigurnost među putnicima te ih potaknuti na promjenu plana puta ili potpuno izbjegavanje nekih destinacija. Zbog negativnih učinaka na turizam i ekonomije pogođenih područja, vrlo je važno poduzimati mjere za prevenciju terorističkih napada (Raza i Jawaid, 2013).

3.2. Impact of terrorism on travel decisions

The tourism sector is very sensitive to any crisis, but it is important to highlight that man-made crises such as terrorism or war are judged very differently from natural disasters, which means that the recovery may be slower in those cases. Acts of terrorism can create fear and uncertainty among travellers, and cause them to change their travel plans or avoid certain destinations altogether. This can have a negative effect on the tourism industry, as well as on the economies of affected regions, precautionary measures to prevent terrorist acts should therefore be a priority (Raza and Jawaid, 2013).

3.2.1. Sigurnost iznad svega

Prema autorima Sönmez i Graefe (1998), iako Amerikanci ne smatraju međunarodna putovanja osobito opasnim, ipak ih brinu terorizam i političke nesigurnosti. Skoro je 54% ispitanika potvrdilo da se osjećaju sigurnije kad putuju u SAD, a 88% ih je izrazilo mišljenje da je najbolje izbjegavati nestabilne zemlje. Ukupno je 57% ispitanika izjavilo da ih je mogućnost terorističkog napada odvratila od međunarodnih putovanja. Također, oni s višim stupnjem obrazovanja i većim iskustvom inozemnih putovanja imali su optimističnije stavove, ali i kod njih je jedno loše iskustvo lako moglo preokrenuti mišljenje. Turistima je na putovanju pitanje sigurnosti od prvenstvene važnosti.

Lanouar i Goaid (2019) istraživali su utjecaj terorističkih napada na turizam u Tunisu i njihovi su rezultati pokazali da je on izravan i dugoročan te da je imao teže posljedice na turizam nego globalna ekonomska kriza 2008.-2009. godine. S tim u vezi, Ingram, Tabari i Watthanakhomprathip (2013) utvrdili su da imidž zemlje također igra važnu ulogu u percepciji terorističkih napada. Pokazalo se da su destinacije s jakim imidžem otpornije u tom smislu. Rittichainuwata i Chakraborty (2009) također tvrde da je sigurnost prvenstvena briga sudionika u turizmu, ali i da bi više od polovice ispitanih zanemarilo sigurnost ako bi za uzvrat dobili jeftinije putovanje.

3.2.2. Supstitucija proizvoda

Baggio i Sainaghi (2011) istaknuli su da, iako učinak memorije nije stalan, prevladavanje lošeg iskustva može dugo trajati, a to može potaknuti odlazak u zamjenske destinacije. Ako putnici neku destinaciju percipiraju visokorizičnom zbog prijašnjih terorističkih incidenata, lako je moguće da će potražiti zamjensku destinaciju (Araña i León, 2008; Seabra, Rea i Abrantes, 2020).

3.2.1. Safety above all

According to Sönmez and Graefe (1998), although Americans do not consider international travel itself to be particularly dangerous, they express concern about terrorism and political uncertainty. Nearly 54% of respondents felt safer when travelling domestically, and 88% of respondents felt that politically unstable countries were best avoided as tourists. Thus, 57% of the respondents said that the possibility of terrorism discouraged them from travelling internationally. Higher education and experience of travelling abroad also led to more optimistic attitudes, but this is easily outweighed by a single bad experience. For tourists, the issue of safety is a primary concern when travelling.

Lanouar and Goaid (2019) investigated the impact of terrorist attacks on tourism in Tunisia. The results show that there is an immediate and long-term impact following the terrorist attacks, which have affected the country's tourism much more than the 2008-2009 global economic crisis. Related to this, Ingram, Tabari and Watthanakhomprathip (2013) found that country image also plays an important role in the perception of terrorist acts. Destinations with a strong image were found to have better resilience. Rittichainuwata and Chakraborty (2009) also conclude that safety is a primary concern for tourism participants. More than half of the respondents would not ignore their safety even if they were offered low-cost travel in return.

3.2.2. Substituting products

A 2011 study by Baggio and Sainaghi points out that although the memory effect is not permanent, it can take quite a long time to process a bad experience, which can reinforce the use of substitutes. If a destination is perceived by travellers as high risk because of previous terrorist incidents, they may look for a substitute destination (Araña and León, 2008; Seabra, Reis and Abrantes, 2020).

Nakon terorističkog napada 11. rujna 2001. godine, potražnja za alternativnim načinima prijevoza, koji su percipirani kao sigurniji, narasla je do te mjere da je smanjenje putovanja avionom dovelo do bankrota nekoliko avionskih kompanija (Blunk, Clark i McGibanny, 2006).

3.2.3. Uloga medija

Mediji također igraju vrlo važnu ulogu u percepciji neke zemlje ili regije. Od dva milijuna američkih turista koji su 1985. godine putovali u inozemstvo, 162 su bili žrtve terorističkih napada. Iako je to tek 0,00057% ukupnog broja Amerikanaca koji su te godine putovali u inozemstvo, sljedeće godine skoro je dva milijuna Amerikanaca promijenilo svoje planove putovanja (Sönmez, Apostolopoulos i Tarlow, 1999), a u tome je glavnu ulogu vjerojatno igrao negativan publicitet.

Osobne značajke također su ključne u percepciji rizika. Stoga je važno da donositelji odluka budu svjesni stupnja rizika s kojim se svaki segment povezuje u svakoj krizi, jer samo im se s tom informacijom mogu obratiti nakon krize (Lepp i Gibson, 2003).

3.2.4. Otporni turisti

Istraživanje autora Hajibaba *et al.* (2015) pokazalo je da postoji skupina turista koji su otporniji na krize od prosjeka. To su uglavnom avanturisti, ekstrovertirani mladi ljudi koji su skloni riskiranju i preferiraju aktivan odmor. Ova skupina bila bi logičan cilj za regije koje su zahvaćene raznim krizama te bi se njima usmjerenom komunikacijom mogao osigurati brži i učinkovitiji oporavak takvih destinacija. Tablica 4 prikazuje tri najrelevantnije studije o utjecaju terorizma na ponašanje putnika.

Following the terrorist attack of 11th September 2001, people began to seek other modes of transportation that they considered safer, to such an extent that demand for air-line travel was reduced to the point where several airlines were on the verge of bankruptcy (Blunk, Clark and McGibanny, 2006).

3.2.3. The role of the media

The media also play a very important role in the perception of a country or region. In 1985, two million American tourists travelled abroad and 162 of them were victims of a terrorist attack. Although this represents only 0.00057% of the total number of American tourists travelling abroad in the given year, nearly two million Americans changed their previous travel plans in the following year (Sönmez, Apostolopoulos and Tarlow, 1999), in which negative press coverage probably played a major role too.

Personality traits also play a crucial role in risk perception. It is therefore important that decision-makers are aware of the degree of risk that each segment associates with each crisis, as only with this information can they address them after the crisis (Lepp and Gibson, 2003).

3.2.4. Resistant tourists

Research by Hajibaba *et al.* (2015) has shown that there is a group of tourists who are more resilient than average to crises. This group is mostly made up of adventurous, extroverted young people who are characterised by higher risk-taking. Their travel preferences are mainly active holidays. For regions affected by various crises, a logical solution could be to reach this group through appropriate communication, thus facilitating faster and more effective recovery of the destination. Table 4 summarises the three most relevant studies on the impact of terrorism on travel behaviour.

Tablica 4: Tri najrelevantnija članka o utjecaju terorizma na ponašanje putnika

	Autor (godina)	Naziv krize	Mjesto istraživanja	Citati na Google Scholar (16.4.2022.)
1.	Sönmez i Graefe (1998)	Terorizam	Diljem svijeta	1314
2.	Sönmez (1998)	Terrorizam	Diljem svijeta	989
3.	Rittichainuwata i Chakraborty (2009)	Terrorizam	Tajland	537

Izvor: Autori

Table 4: Top three most relevant studies on the impact of terrorism on travel behaviour

	Author (year)	Name of crisis	Place of research	Google Scholar citation (16/4/2022)
1.	Sönmez and Graefe (1998)	Terrorism	Worldwide	1314
2.	Sönmez (1998)	Terrorism	Worldwide	989
3.	Rittichainuwata and Chakraborty (2009)	Terrorism	Thailand	537

Source: Authors

3.3. Utjecaj prirodnih katastrofa na odluke o putovanju

Prirodne katastrofe (zemljotresi, tsunamiji, šumski požari, ekstremni vremenski uvjeti, globalno zatopljenje, itd.) znatno utječu na odluke o putovanju pa tako ovisno o ozbiljnosti i mjestu katastrofe putnici mogu odlučiti otkazati, odgoditi putovanja ili potpuno izbjegavati određene destinacije. Utjecaj može biti ne samo kratkoročan, nego i dugoročan, ovisno o vremenu koje je potrebno da se destinacije oporave i obnove. Posljedično, snažnom utjecaju raznovrsnih prirodnih katastrofa značaj prilagodbe je postao sve veći (Rosselló, Becken i Santana-Gallego, 2020).

3.3.1. Ekstremni vremenski uvjeti

Promjena klime utjecala je na sve ekstremnije vremenske uvjete, s povećanim brojem i djelovanjem prirodnih katastrofa koje turističkim dionicima predstavljaju nekoliko izazova (Rosselló, Becken i

3.3. Impact of natural disasters on travel decisions

Natural disasters (earthquakes, tsunamis, bushfires, extreme weather conditions, global warming, etc.) can have a significant impact on travel decisions. Depending on the severity and location of the disaster, travellers may choose to cancel or postpone their trips, or avoid certain destinations altogether. The impact can be felt not only in the short term, but also in the long term as destinations work to recover and rebuild. As a consequence of the various natural disasters which also strongly affect the tourism sector, adaptation became increasingly important (Rosselló, Becken and Santana-Gallego, 2020).

3.3.1. Extreme weather conditions

Climate change has led to more extreme weather conditions, with an increase in the number and impact of natural disasters, posing several challenges for tourism stakeholders (Rosselló, Becken and Santana-Gallego,

Santana-Gallego, 2020). Godine 2018. zabilježena je 281 prirodna katastrofa u svijetu, a sljedeće godine taj je broj porastao na 396. Ove su prirodne katastrofe prouzročile preko 10.000 smrtnih slučajeva i radikalno su promijenile živote preko 60 milijuna ljudi u samo godinu dana. Ekonomska šteta dosegla je 130 milijardi dolara 2019. godine u zemljama u razvoju koje su najviše ovisne o turizmu pa su i bile najviše pogođene (Dahles i Susilowati, 2015).

Stoga je najvažnije da se lokalne vlasti i drugi dionici destinacija pripreme na najgore imajući unaprijed pripremljeni scenarij kriznog menadžmenta (Sönmez, Allen i Beckman, 1994). Uz činjenicu da su prirodne katastrofe najčešće nepredvidive, osim što štete reputaciji destinacije i uzrokuju oštećenja na infrastrukturi, njihova rekonstrukcija je često financijski ograničena (Ritchie i Yiang, 2019; Calgario i Lloyd, 2008).

3.3.2. Percepcija prirodnih katastrofa kod turista

Thapa *et al.* (2013) ispitivali su koliko rizičnima turisti smatraju šumske požare na Floridi, a rezultati su pokazali tri skupine putnika: savjesne, pažljive i odvažne. Savjesni putnici činili su 42% od ukupnog broja sudionika, a obilježava ih činjenica da su prije putovanja sveobuhvatno analizirali situaciju. Za pažljive putnike (25%) sigurnost je najvažnije pitanje pa stoga oni izbjegavaju svaki rizik. Odvažni putnici, tj. 33% od uzorka, nisu ocijenili šumske požare visoko rizičnima te su stoga pokazali želju za putovanjem unatoč prilikama.

Rosselló, Becken and Santana-Gallego (2020) utvrdili su da prirodne katastrofe često negativno utječu na dolazak stranih turista, najvjerojatnije zbog oštećenja na infrastrukturi i glavnim atrakcijama, što negativno utječe na turističku ponudu destinacije. Ovo je istraživanje došlo do zanimljivog zaključka da, iako oštećenje infrastrukture i lokalnih atrakcija negativno utječu na turi-

2020). While 281 natural disasters were recorded worldwide in 2018, this number has risen to 396 in 2019. In total, these natural disasters caused more than 10,000 deaths and radically changed the lives of 60 million people in just one year. The economic damage reached \$130 billion in 2019 in developing countries where the economic reliance on tourism is the highest and hence they were hit the hardest (Dahles and Susilowati, 2015).

Therefore, it is of utmost importance that the local governments and other stakeholders of the destinations prepare for the worst and have a pre-constructed scenario for crisis management (Sönmez, Allen and Beckman, 1994). In addition to the fact that natural disasters are in most cases unforeseeable, they often not only damage the reputation of the destination but its infrastructure as well, the rebuilding of which often faces financial constraints (Ritchie and Yiang, 2019; Calgario and Lloyd, 2008).

3.3.2. Perception of natural disasters by tourists

Thapa *et al.* (2013) investigated how risky tourists consider wildfires to be in Florida. Based on the results, they were able to distinguish three groups of travellers, namely, conscious travellers, cautious travellers, and courageous travellers. Conscious travellers made up 42% of the study participants. This group is characterised by the fact that the travel decision is preceded by a comprehensive situation analysis. For cautious travellers (25%), safety is the most important issue and they avoid any risk. While the courageous travellers, who represented 33% of the sample, did not rate wildfires as high risk and thus showed a willingness to travel despite the situation.

Rosselló, Becken i Santana-Gallego (2020) found that natural disasters tend to have a negative impact on international tourist arrivals, most likely due to damage to infrastructure and major attractions, which negatively affects the tourism offer of the

stičku potražnju, broj smrtnih slučajeva se ne čini toliko velikim čimbenikom odvratanja.

3.3.3. Uloga medija

Istraživanja su pokazala da turiste uglavnom motiviraju zabavne aktivnosti kao poticajni čimbenici, dok su najvažniji privlačni čimbenici sigurnost, pristup i turistička infrastruktura (Biran, 2014). Prema tome, negativna percepcija destinacije nakon prirodne katastrofe može osujetiti dolazak turista pa posljedično komunikacija i marketing trebaju igrati ključnu ulogu za vrijeme oporavka (Lehto, Douglas i Park, 2008). Njihov izostanak može imati ozbiljan utjecaj na odluke putnika, što može voditi k sljedećoj krizi (Ritchie i Yiang, 2019). U Tablici 5 prikazane su tri najrelevantnije studije utjecaja prirodnih katastrofa na ponašanje putnika.

destination. The research found an interesting result that while damage to infrastructure and local attractions has a negative impact on tourism demand, the number of fatalities seems to be less of a deterrent.

3.3.3. The role of the media

Research shows that tourists are mainly motivated by push factors related to leisure activities when they travel. In terms of pull factors, safety and accessibility, as well as tourism infrastructure, are the most important aspects (Biran, 2014). Therefore, negative feelings about a destination following a natural disaster can discourage tourist arrivals, consequently, communication and marketing should play a key role during the recovery period (Lehto, Douglas and Park, 2008). Failure to do so can have a serious impact on travellers' decisions, which can lead to a further crisis (Ritchie and Yiang, 2019). Table 5 summarises the three most relevant studies on the impact of natural disasters on travel behaviour.

Tablica 5: Tri najrelevantnija članka o utjecaju prirodnih katastrofa na ponašanje turista

	Autor (godina)	Naziv krize	Mjesto istraživanja	Citati na Google Scholar (16.4.2022.)
1.	Biran <i>et al.</i> (2014)	Zemljotres	Kina	159
2.	Rosselló, Becken i Santana-Gallego (2020)	Prirodne katastrofe	Diljem svijeta	146
3.	Lehto, Douglas i Park (2008)	Prirodne katastrofe	Diljem svijeta	128

Izvor: autori

Table 5: Top three most relevant studies on the impact of natural disasters on tourism consumer behaviour

	Author (year)	Name of crisis	Place of research	Google Scholar citation (16/4/2022)
1.	Biran <i>et al.</i> (2014)	Earthquake	China	159
2.	Rosselló, Becken and Santana-Gallego (2020)	Natural disasters	Worldwide	146
3.	Lehto, Douglas and Park (2008)	Natural disasters	Worldwide	128

Source: Authors

3.4. Utjecaj epidemija na odluke o putovanju

Epidemije mogu imati značajan utjecaj na odluke o putovanjima, kako kratkim tako i dugaćkima. Kad se epidemija proširi, putnici moraju birati odgađanje ili otkazivanje puta, ili potpuno izbjegavanje nekih destinacija. U literaturi se, međutim, navodi da je i prije pojave koronavirusa turizam pogodilo nekoliko zdravstvenih kriza, iako su se one zadržale unutar jedne zemlje ili regije (Hall, 2010).

3.4.1. Strah od bolesti, kulturne razlike

Pojava virusa SARS u prvoj polovici 2003. godine izrazito je negativno utjecala na dolazak međunarodnih putnika i prouzročila pad zračnih putovanja, dok je ojačao naglasak na sigurnost (World Bank, 2021). Iako je Tajvan zabilježio brzi povratak turista iz Hong Konga i SAD-a, a u slučaju japanskih turista trebala je proći godina dana do dostizanja pred-epidemijske razine (Mao, Ding i Lee, 2010).

Pandemija koronavirusa u proljeće 2020. godine predstavljala je ogroman izazov za turizam koji se morao nositi s mješavinom raznih gore navedenih vrsta (Zenker i Kock, 2020). Pandemija je imala snažan utjecaj na odluke o putovanjima koje su bile djelomično ograničene regulacijama u dotičnim zemljama. Istraživanje provedeno u Kini (Wen *et al.*, 2020) utvrdilo je da jedna posljedica epidemije koronavirusa može biti pad masovnog turizma što bi moglo dovesti do usporenijih i promišljenijih putnih navika, a to bi moglo utjecati na marginalizaciju javnog prijevoza (Brough, Freedman i Phillips, 2021; Li *et al.*, 2020a; Li, Nguyen i Coca-Stefanik, 2020b; Vaishar i Štastná, 2022).

Istraživanje u Južnoj Koreji (Bea i Chang, 2021) ustanovilo je da se ljudi ne žele odreći putovanja iako smatraju da je zaštita važan čimbenik (Bhati *et al.*, 2021; Pappas

3.4. The impact of epidemics on travel decisions

Epidemics can have a significant impact on travel decisions both in the short and the long term. When an outbreak occurs, travelers may choose to cancel or postpone their trips, or avoid certain destinations altogether. It is also indicated in the literature however, that before the outbreak of the coronavirus, tourism had been hit by several previous health crises, but these were mostly confined to a single country or region (Hall, 2010).

3.4.1. Fear of disease, cultural differences

The appearance of the SARS virus in the first half of 2003 had a clear negative impact on international tourist arrivals, resulting in a decline in air travel and an increased emphasis on safety (World Bank, 2021). While an immediate bounce-back was observed in the number of Hong Kong and US tourist arrivals to Taiwan, in the case of Japanese tourists it took a full year to reach the pre-epidemic level (Mao, Ding and Lee, 2010).

The coronavirus pandemic in the spring of 2020 posed a huge challenge to the tourism sector, which had to cope with a mix of the different types of crises mentioned above (Zenker and Kock, 2020). The pandemic strongly influenced travel decisions which were partly constrained by the regulations in the countries concerned. In a study conducted in China, Wen *et al.* (2020) found that one consequence of the coronavirus epidemic may be a decline in mass tourism, which will be replaced by a slower, more deliberate travel habit, which may also result in the marginalisation of public transport (Brough, Freedman and Phillips, 2021; Li *et al.*, 2020a; Li, Nguyen and Coca-Stefanik, 2020b; Vaishar and Štastná, 2022).

In their research in South Korea, Bea and Chang (2021) found that although health protection is an important factor for people

i Glyptou, 2021). To bi moglo voditi pojavi novih tehnoloških prodora u turizmu, a to ne bi bilo samo prihvatljivo za turiste, nego bi i omogućilo društveno udaljšavanje i beskontaktnu usluge (Shin i Kang, 2020; Zheng, Luo i Ritchie, 2021). Beck i Hensher (2020) ispitali su utjecaj koronavirusa na putne navike u Australiji te pokazali da se, poput mnogih zemalja, i tamo vidi porast vrijednosti prirode i domaćeg turizma.

3.4.2. *Nepredvidljivost, neizvjesnost*

Dok je zbog prijašnjeg koronavirusa (SARS) koji 2003. godine nije prouzročio pandemiju, pad međunarodnih dolazaka bio 0,4%, novi je koronavirus (Covid-19) 2020. godine u usporedbi s prethodnom godinom izazvao pad od 73% (UNWTO, 2021). Važno je naglasiti da se svijet suočava s izazovima bez presedana. Dok su u prethodnim krizama turisti mogli odabrati promjenu destinacije koju su smatrali opasnom (Sönmez, Apostolopoulos i Tarlow, 1999), danas je to podvrgnuto ograničenjima putovanja koja su obavezna diljem svijeta, a to donosi nesigurnost i neizvjesnost što utječe na promjene putnih navika potrošača.

Pandemija koronavirusa oživjela je egzistencijalne strahove ljudi i podsjetila ih na fizičku i ekonomsku ranjivost (Kock *et al.*, 2020). Li, Nguyen i Coca-Stefaniak (2020b) utvrdili su da su visokoobrazovani otporniji na pandemiju koronavirusa u vezi budućih putovanja, što je vjerojatno posljedica i njihovih financijskih uvjeta. Istraživanja Karla *et al.* (2020) također su potvrdila da sociodemografski faktori uvelike utječu na sklonost riziku kod pojedinaca.

3.4.3. *Uloga medija*

Nedostatak informacija o eboli i strah povezan s njom vrlo ozbiljno su utjecali na turizam u Africi – čak i u zemljama gdje nije bilo zabilježenih slučajeva (Maphanga-Henama,

Bhati *et al.*, 2021; Pappas and Glyptou, 2021), they do not want to give up travel. This could lead to the emergence of new technological developments in the tourism sector, which could not only provide convenience for tourists but enables social distancing and contactless service too (Shin and Kang, 2020; Zheng, Luo and Ritchie, 2021). Beck and Hensher (2020) investigated the impact of the coronavirus on travel habits in Australia, which showed that, like many countries, Australia has also seen a rise in the value of nature and domestic tourism.

3.4.2. *Unpredictability, uncertainty*

While the previous non-pandemic-related coronavirus, SARS, resulted in a 0.4% decline in 2003, the new coronavirus (Covid-19) caused a 73% drop in international tourist arrivals in 2020 compared to the previous year (UNWTO, 2021). It is important to highlight that the world is facing unprecedented challenges. Whereas in previous crises travellers could choose to change a destination from one they considered dangerous (Sönmez, Apostolopoulos and Tarlow, 1999), today this is governed by travel restrictions imposed worldwide, which bring uncertainty and unpredictability and influence changes in consumer travel habits.

The coronavirus pandemic has revived people's existential anxieties, reminding them of their physical and economic vulnerability (Kock *et al.*, 2020). Li, Nguyen and Coca-Stefaniak (2020b) found that people with higher education were more resilient to the coronavirus pandemic in terms of their future travel, possibly due to their financial background. Research by Karl *et al.* (2020) also confirmed that sociodemographic factors strongly influence an individual's risk-taking.

3.4.3. *The role of the media*

The lack of information about Ebola and the resulting fear has had a very serious

2019), što objašnjava drevni strah od bolesti i važnost komunikacije i marketinga kao i u prethodnim krizama (Ying *et al.*, 2021; Chua *et al.*, 2021; Chemli, Toaroglou i Valeri, 2022). Mnogi se stručnjaci danas ograničavaju na marketinšku i oglašivačku funkciju masovnih medija, a ne prepoznaju mogućnost njihove primjene u sklopu strategije upravljanja krizom u turizmu (Liu i Pennington-Gray, 2015; Haque i Haque, 2018; Neuburger-Egger, 2021). U Tablici 6 prikazani su najrelevantniji članci o utjecaju epidemije na ponašanje putnika.

impact on tourism in Africa, even in countries where no cases have been recorded (Maphanga-Henama, 2019), illustrating the ancient nature of fear of disease and the importance of communication and marketing, as in previous crises (Ying *et al.*, 2021; Chua *et al.*, 2021; Chemli, Toaroglou and Valeri, 2022). Many practitioners are currently limited to the marketing and advertising function of mass media, without recognising the applicability of mass media as a tourism crisis management strategy (Liu and Pennington-Gray, 2015; Haque and Haque, 2018; Neuburger-Egger, 2021). Table 6 summarises the three most relevant studies on the impact of epidemics on travel behaviour.

Tablica 6: Tri najrelevantnija članka o utjecaju epidemije na ponašanje potrošača u turizmu

	Autor (godina)	Naziv krize	Mjesto istraživanja	Citati na Google Scholar (16.4.2022.)
1.	Zenker i Kock (2020)	COVID-19	Diljem svijeta	504
2.	Wen <i>et al.</i> (2021)	COVID-19	Kina	456
3.	Lee <i>et al.</i> (2012)	H1N1	Korea	326

Izvor: Autori

Table 6: Top three most relevant studies on the impact of epidemics on tourism consumer behaviour

	Author (year)	Name of crisis	Place of research	Google Scholar citation (16/4/2022)
1.	Zenker and Kock (2020)	COVID-19	Worldwide	504
2.	Wen <i>et al.</i> (2021)	COVID-19	China	456
3.	Lee <i>et al.</i> (2012)	H1N1	Korea	326

Source: Authors

4. RASPRAVA

Bolje razumijevanje složenog odnosa između turizma i kriza danas se čini važnijim nego ikada. U ovome članku prikazuje se važnost otkrivanja jednog od aspekata, odluka o putovanju i ponašanja potrošača na koje

4. DISCUSSION

A better understanding of the complex relationship between tourism and crises today seems to be more important than ever. With this paper, the authors thus illustrate the importance of revealing one of its aspects,

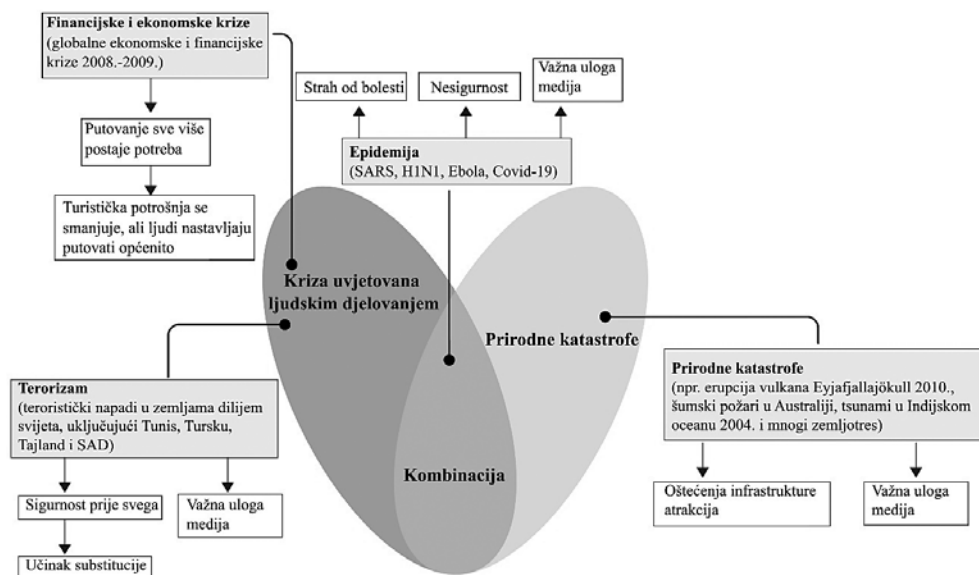
krize utječu s ciljem boljeg razumijevanja ovih složenih fenomena i kako bi se rezultati koristili u budućoj praksi turističkog marketinga. Iz tog razloga proveden je sustavan pregled literature uz uporabu dviju akademskih baza podataka kako bi se istražili učinci različitih kriza na ponašanje potrošača u turizmu. Autori su prvo uočili, klasificirali i grupirali različite vrste kriza koje utječu na turizam te su uočene različite vrste navika potrošača.

Zbog primijenjene metodologije, istraživanje pokriva široki vremenski raspon i međunarodni geografski opseg. Autori su utvrdili da se događaji koji negativno utječu na turizam mogu svrstati ne samo prema porijeklu nego i prema distribuciji. Klasifikacija utjecaja različitih vrsta kriza na odluke o putovanju prikazana je na Slici 5.

travel decisions and consumer behaviour affected by crises to better understand these complex phenomena and to use the results in the practice of future tourism marketing. For this, a systematic literature review was conducted using two academic databases to investigate the effects of different crises on consumer behaviour in tourism. The authors first detected, classified and grouped the different types of crises affecting tourism and moreover the different types of consumer habit changes have been detected.

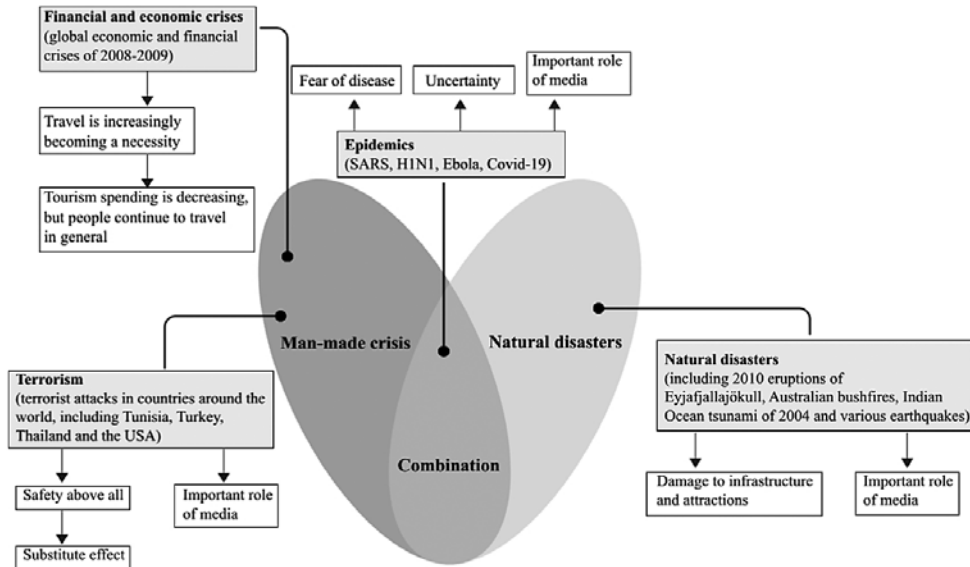
Due to the applied methodology, the study covers a broad time scale and international geographical scope. The authors found that events that negatively affect tourism demand can be categorised not only by their origin but also by their spread. The classification of the impacts of different types of crises on travel decisions are illustrated in Figure 5.

Slika 5: Utjecaj različitih vrsta kriza na odluke o putovanju



Izvor: Autori

Figure 5: Impact of different types of crises on travel decisions



Source: Authors

Pregled literature pokazao je da su turisti nakon globalne ekonomske krize 2008.-2009. postali oprezniji, a to se odrazilo i na pad ukupne potrošnje u turizmu – iako najčešće nisu odustajali od putovanja. Isto tako je vjerojatnost odustajanja od putovanja zbog nezaposlenosti glave obitelji pala samo za 17,8%. Ovo potvrđuje stav da je turizam postao osnovna potreba većini stanovnika razvijenih zemalja. Kako je turistima sigurnost primarna briga na putovanju, nisu je se voljni odreći niti uz nižu cijenu. Stoga terorizam može prouzročiti vrlo ozbiljne štete turizmu od kojih se može dugo oporavljati, jer turisti imaju širok raspon destinacija koje mogu izabrati imajući sigurnost u prvom planu.

Ova je studija također otkrila postojanje skupine turista koji su ispodprosječno nescloni riziku i koji mogu igrati važnu ulogu u oporavku destinacija nakon terorističkih napada. S druge strane, kod prirodnih katastrofa prioritet mora biti brza obnova oštećenja, ali i adekvatno i stalno komuniciranje nakon prirodne katastrofe.

The literature review showed that the 2008-2009 global economic crisis has made tourists more cautious, which has been reflected in a decrease in overall tourism spending, but they have mostly not wanted to give up travelling. Similarly, the head of a household becoming unemployed reduced the likelihood of that household participating in tourism by only 17.8%. This reinforces the view that tourism is already a basic need for most people in developed countries. For tourists, safety is a primary consideration when travelling and they are not willing to give it up even for a more affordable trip. Hence, terrorism can cause very serious damage to tourism, which can take a long time to recover, as travellers have a wide range of destinations to choose from and security will be at the forefront of their considerations.

The article also revealed a group of tourists who are more risk averse than the average, and who can play an important role in the recovery of destinations attacked by ter-

5. ZAKLJUČAK

Na osnovu rezultata istraživanja, autori zaključuju da u današnjim okolnostima lake ugroze te čestih globalnih i regionalnih promjena sveobuhvatno razumijevanje složenih utjecaja različitih kriza na odluke o putovanjima može dati osnovne informacije za sve dionike u turizmu. Tako upravljanje rizikom i krizni menadžment dobivaju sve više na značenju u turističkom marketingu i planiranju. Ovo istraživanje je, osim klasificiranja i boljeg razumijevanja kriza, također pokazalo i odlučujući značaj boljeg razumijevanja turista što se ogleda u reakcijama na krize i promjene u ponašanju potrošača. Regijama koje su pogodile razne krize preporuča se kao rješenje izdvajanje tih skupina i njihovo ciljanje pomoću odgovarajuće komunikacije kako bi se olakšale brže i učinkovitije reakcije, a time i oporavak destinacije.

Ovo istraživanje je također dokazalo da većina članaka obrađuje utjecaj epidemija i financijskih i ekonomskih kriza na odluke o putovanjima, kao i teme vezane za klimatske promjene koje su često predmetom istraživanja te da se samo relativno mali broj objavljenih članaka bavi istraživanjima promjena u ponašanju turista kao posljedica prirodnih katastrofa. Ovo zasigurno otvara nove pravce za daljnja istraživanja.

Povezana istraživanja pokazala su da epidemije izazivaju trenutčan pad turističke potražnje, djelomično zbog ograničenja, a djelomično zbog straha od zaraze. U tom razdoblju raste vrijednost prirodnih lokacija i domaćeg turizma. Potražnja za beskontaktnim uslugama mogla bi voditi k pojavi novih i inovativnih tehnoloških rješenja u sektoru. Nakon restrikcija, regeneracija će biti heterogena i pokazivat će kulturološke razlike. Zaključno, poznavanje ponašanja potrošača je pojava koja sadrži mnoge čimbenike, a na njega mogu utjecati ne samo kulturne značajke, nego se mogu s vremena na vrijeme pojaviti i novi načini pa bi se, stoga, rezultati

rorists. Rather, with natural disasters the priority must be to repair the damage as quickly as possible and communicate continuously afterwards.

5. CONCLUSION

Based on the results the authors believe that in such a vulnerable and ever-changing global and regional context we are facing today, the comprehensive understanding of the complex impacts of different crises on travel decisions provides a principal set of knowledge for the complete scale of the players in the tourism industry. Risk management and crisis management are constantly gaining weight in tourism marketing and planning. This research, in addition to classifying and better understanding crises, has shown that better understanding of tourists in terms of their response to crises and changes in consumer behaviour is of crucial importance. For regions affected by different crises, a logical solution could be to map these groups and target them through appropriate communication, thus facilitating faster and more effective response and recovery of the destination.

The study also proved that the majority of the related articles deal with the impact of the epidemics and the financial and economic crises on travel decisions as well as the climate change related topics that are commonly investigated, and that only relatively few studies were published investigating the changes in tourist behaviour as a result of natural disasters. This certainly opens a new direction for further research.

The related research proved that during epidemics, there is an immediate drop in demand for tourism, partly due to restrictions and partly due to fear of disease. During this period, the value of natural sites and domestic tourism is enhanced. The demand for contactless services could lead to new and emerging technological solutions in the sector. Following the restrictions, regeneration will be heterogeneous and also show cultural

ove studije trebali promatrati kao opća informacija i zbirno vrednovanje.

Ovo istraživanje bilo je usmjereno na objektivno vrednovanje, a njegova ograničenja uglavnom su uvjetovana složenošću ponašanja potrošača i kulturološkim razlikama. Jedno od ograničenja jest i činjenica da istraživanje nije obuhvatilo pregled visokokvalitetne literature koja je objavljena na drugim jezicima osim engleskoga pa bi taj nedostatak mogao biti mogući smjer za daljnja istraživanja.

Budući da korištena metoda može olakšati generiranje boljeg i jezgrovitijeg razumijevanja te poznavanja trendova složenosti utjecaja odluka o putovanju na turizam kao reakcije na krize, ovi bi rezultati također bili prikladni ne samo za znanstvenike, nego i za donositelje politika i odluka u turističkom marketingu i planiranju.

NAPOMENA

Projekt br. 142571 financiralo je Ministarstvo inovacija i tehnologije uz podršku Nacionalnog fonda za razvoj istraživanja i inovacije u okviru „OTKA” K₂₂ programa.

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differences. Finally, understanding consumer behaviour is a multi-factorial phenomenon where not only cultural characteristics may influence consumer behaviour, but also new types of behaviour may emerge from time to time, and therefore, these results above should be treated as general information and summary assessment.

The study focused on an objective assessment, which has limitations, mainly due to the complexity of consumer behaviour and cultural differences. One of these limitations is that the review of high-quality literature published in languages other than English was not undertaken as part of this research, so this gap could be a possible direction for further research.

Since the method used can help to generate a better and more concise understanding as well as the knowledge of the complexity trends of the impact of travel decisions in tourism in response to crises, these results would be appropriate for both the scientific community and policymakers and decision-makers in tourism marketing and planning.

ACKNOWLEDGMENT

The No. 142571 project was funded by the Ministry of Innovation and Technology with support from the National Research Development and Innovation Fund under the „OTKA” K₂₂ call programme.

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- Primljeno: 11. studenoga 2022. / Submitted: 11 November 2022*
- Prihvaćeno: 5. travnja 2023. / Accepted: 5 April 2023*
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