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KAKO POTAKNUTI OŽIVLJAVANJE TURIZMA NAKON COVIDA-19: ULOGA ODRŽAVANJA DRUŠTVENE DISTANCE

HOW TO BOOST POST-COVID-19 TOURISM REVIVAL: THE ROLE OF SOCIAL DISTANCING

SAŽETAK: U ovome radu ispituje se oživljavanje turizma nakon Covida-19 i učinak održavanja društvene distance, društvenih normi i promotivnih ponuda. Rezultati pokazuju da održavanje društvene distance pozitivno utječe na namjere putovanja, dok društvene norme negativno moderiraju odnos između namjera putovanja i održavanja društvene distance. Ustanovljeno je da su promotivne ponude bile neznatni moderator, dok je povjerenje u pružatelje turističkih usluga imalo znatnu medijatorsku ulogu u odnosu između namjera putovanja i održavanja društvene distance. Zbog toga je ponovo stvaranje povjerenja najvažniji aspekt oživljavanja turizma u razdoblju nakon Covida-19, a turop operatori, poduzeća koja upravljaju putovanjima i organizacije koje upravljaju destinacijama trebale bi provoditi mjere koje omogućuju održavanje društvene distance.

KLJUČNE RIJEČI: oživljavanje turizma, razdoblje nakon Covida-19, namjera putovanja, društvene norme, održavanje društvene distance, promotivne ponude

ABSTRACT: This paper examines the post-COVID-19 tourism revival and the influence of social distancing, social norms, and promotional offers. The results indicate that social distancing positively affects travel intention, while social norms negatively moderate the nexus between travel intention and social distancing. Promotion offers were found to be insignificant moderators, whereas trust in tourism service providers significantly mediated the relationship between travel intention and social distancing. Therefore, the most important aspect of reviving tourism in the post-pandemic era is to rebuild travelers' trust, while tour operators, travel management companies, and destination management organizations should implement measures related to social distancing.

KEY WORDS: tourism revival, post-COVID-19 era, travel intention, social norms, social distancing, promotional offers

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1. UVOD

Turističke aktivnosti izravno utječu na život, zdravlje i blagostanje svih ljudi u gotovo svakoj regiji, zemlji i selu u svijetu, a svako deseto radno mjesto u svijetu odnosi se na putovanja i turizam (WTTC, 2019). Ta su radna mjesta posebno važna za zemlje u razvoju, s obzirom na to da se one često više nego razvijene zemlje oslanjaju na receptivni turizam (Hosseini *et al.*, 2021). Pandemija Covid-a – 19 ozbiljno je pogodila globalni turizam. Održavanje društvene distance za vrijeme pandemije odigralo je ključnu ulogu u kontroliranju širenja virusa, pa su učinci te mjere na turizam ključni čimbenik kojeg treba razmotriti za njegovo oživljavanje, imajući u vidu kretanje ljudi u razdoblju nakon Covid-a – 19 (Huang *et al.* 2020). Zbog toga će putnici vjerojatno biti oprezniji i svjesniji faktora sigurnosti te će očekivati od turističkih destinacija i turističkih poduzeća nastavak provođenja mjera koje osiguravaju njihovo zdravlje i dobrobit (Chi *et al.*, 2022).

Svjetska zdravstvena organizacija (WHO) prihvatila je 5. svibnja 2023. mišljenje Povjerenstva za hitna stanja i navela da je „Covid-19 sada prisutan i stalan zdravstveni problem, ali ne predstavlja javnozdravstveni događaj od međunarodnog značaja – PHEIC“ (WHO, 2023a). Međutim, u prvih pet mjeseci 2023. godine u svijetu je zabilježeno 245 milijuna slučajeva zaraze Covid-om – 19 i preko 159.000 novih smrtnih slučajeva (WHO, 2023b). Premda je danas manje ograničenja turističkih aktivnosti i putovanja, a u ovom trenutku se u nekim regijama u svijetu ne provode mjere održavanja društvene distance, odnos između održavanja društvene distance i namjere putovanja još uvijek je važan iz nekoliko razloga, kao što su nove varijante virusa, sezonsko izbijanje virusa ili nastanak drugih urgentnih stanja, potencijalno ponovno pojavljivanje virusa, pripremljenost za nove pandemije, osobne preferencije, uvid u ponašanje ljudi, ranjive populacije,

1. INTRODUCTION

Tourism activities directly affect the lives, health, and wealth of everyone in almost every region, country, and village worldwide, and one in ten jobs globally belongs to the travel and tourism industry (WTTC, 2019); these jobs are particularly important for developing countries as they often rely more on inbound tourism than developed countries (Hosseini *et al.*, 2021). The global tourism activities were profoundly affected by the COVID-19 pandemic. During the pandemic, social distancing played a critical role in controlling the spread of the virus, and its effect on the tourism sector, based on human mobility during the post-pandemic era, is a crucial factor to consider for the tourism revival (Huang *et al.*, 2020). Therefore, travelers are likely to be more cautious and mindful of their safety and expect tourism destinations and businesses to continue implementing measures to ensure their health and well-being (Chi *et al.*, 2022).

Nevertheless, the WHO accepted the Emergency Committee's advice on May 5, 2023, and stated that "COVID-19 is now an established and ongoing health issue and no longer constitutes a public health emergency of international concern (PHEIC)" (WHO, 2023a), it is a matter of fact that globally, over 25 million cases and over 159000 new deaths were reported during the first five months of 2023 (WHO, 2023b). While it is true that there may be fewer restrictions on tourism and travel activities, and social distancing measures are not currently being applied globally in certain regions at present, the relationship between social distancing and travel intention still matters for several reasons, such as emerging variants, seasonal outbreaks or emergencies, potential resurgences, preparedness for future pandemics, personal preferences, behavioral insights, vulnerable populations, global considerations, public health consid-

globalni aspekti, javnozdravstveni aspekti, osobna sigurnost, poštivanje lokalnih zajednica, prilagodba promjenjivim okolnostima, povjerenje putnika i etički aspekti (Oguz, 2023; Sun i Guo, 2023; Yang *et al.*, 2023).

Većina prethodnih istraživanja o turističkim aktivnostima, ekonomskom rastu i Covid-u – 19 uglavnom se usredotočila na učinak izbijanja pandemije na ekonomski razvoj i rast (Yang *et al.*, 2020; Song *et al.*, 2021); na posljedice koje je osjetilo društvo (Kaczmarek *et al.*, 2021) te na mogućnost oživljavanja aktivnosti (Liu *et al.*, 2021). Slično tome, istraživači u zdravstvenim znanostima proučavali su reakcije klijenata na održavanje društvene distance na osnovi njihovog percipiranog rizika za vrijeme ograničavanja kretanja (Rana *et al.*, 2021; Zhang *et al.*, 2021). Međutim, malo je pažnje posvećeno utjecaju mjera održavanja društvene distance i percipiranog rizika na namjere putovanja u razdoblju nakon Covid-a – 19, pa se veza namjere putovanja i održavanja društvene distance uglavnom zanemaruje. Turizam je otvoren u cijelom svijetu, a s ponovnim otvaranjem globalnih turističkih aktivnosti i putovanja vrijeme je za istraživanje namjera putovanja uz istovremeno pridržavanje mjera održavanja društvene distance.

Stoga ovaj rad popunjava tu prazninu, ispitujući veze između namjera putovanja i održavanja društvene distance pri čemu je medijator povjerenje. Razumijevanje odnosa između održavanja društvene distance i namjere putovanja ostaje značajno, jer jača pripremljenost za buduće pandemije olakšava donošenje strategija pomoću kojih se gradi povjerenje putnika, pomaže u promoviranju odgovorne i etične prakse putovanja i omogućuje vrijedne uvide u donošenje odluka. Tako je cilj ovog rada analizirati učinak održavanja društvene distance, učinak promotivnih ponuda i društvenih normi na namjere putovanja u razdoblju nakon Covid-a – 19. Ciljevi istraživanja su trojaki: (1) ispitati učinak održavanja društvene distance na namjere putovanja; (2) ispitati kako pov-

erations, personal safety, respect for local communities, adaptation to changing circumstances, traveler confidence, and ethical considerations (Oğuz, 2023; Sun and Guo, 2022; Yang *et al.*, 2023).

Regarding previous research on tourism activities, economic growth, and COVID-19, most studies have focused on the impact of outbreaks on economic development and growth (Yang *et al.*, 2020; Song *et al.*, 2021), as well as their effects on society (Kaczmarek *et al.*, 2021) and the potential for revival (Liu *et al.*, 2021). Similarly, researchers in health sciences have examined customers' responses to social distancing based on their specific risk perceptions during lockdowns (Rana *et al.*, 2021; Zhang *et al.*, 2021). However, little attention has been paid to the influence of social distancing measures and risk perception on travelers' intentions during post-COVID-19, and the travel intention-social distancing nexus has mainly been ignored. The tourism industry has opened up globally; with the reopening of travel and tourism activities globally, it is timely to conduct research on travel intention while also adhering to social distancing measures.

Therefore, this paper fills the highlighted research gap by investigating the nexus between travel intention and social distancing, with trust as a mediator. Understanding the relationship between social distancing and travel intention remains significant for preparedness for future pandemics; it can also inform strategies for building traveler confidence, promoting responsible and ethical travel practices, and providing valuable insights into decision-making. Thus, this paper aims to analyze the effect of social distancing, promotional offers, and social norms on travel intention during post-COVID-19 era. The research objectives are threefold: (1) investigating the impact of social distancing on travel intention; (2) examining how trust mediates the relationship between travel intention and social distancing; (3) exploring how

jerenje djeluje kao medijator u odnosu između namjere putovanja i održavanja društvene distance; (3) istražiti kako društvene norme, novčane i nenovčane promocije moderiraju vezu između namjera putovanja i održavanja društvene distance. Postizanjem navedenih ciljeva ovaj rad daje nekoliko doprinosa području turizma. Naposljetku, njegovi rezultati pružaju nove uvide u namjere putnika u doba nakon pandemije, koristeći ponderiranu metodu uparivanja po vjerojatnosti sklonosti (PSW) za rješavanje pristranosti u dizajniranju eksperimenta i uzorkovanju u turizmu.

2. PREGLED LITERATURE: TEORIJSKA I EMPIRIJSKA PERSPEKTIVA

Teorija planiranog ponašanja, koju je razvio Ajzen 1991. godine, prvenstveno se primjenjuje na ponašanja koja nisu potpuno pod kontrolom pojedinca (Corby *et al.*, 1996). Ova teorija razmatra koje prednosti i nedostatke određena ponašanja donose pojedincu (Petty *et al.*, 1991). Proces u kojem turisti donose odluke složen je, a na njega utječu psihološki faktori, poput stavova, društvenih čimbenika, subjektivnih normi i percipirane kontrole ponašanja (Soliman, 2021). Ona se često koristi u radovima o turizmu kako bi se procijenio utjecaj percipiranog rizika na namjeru putovanja u vrijeme epidemije (Hamid i Bano, 2021; Zheng *et al.*, 2021). Razne studije koristile su teoriju planiranog ponašanja za procjenjivanje namjera kupaca u pogledu kupovine u vrijeme katastrofa, kriza i epidemija, kako bi ustanovile njihove namjere kupnje u nestabilnim ekonomskim situacijama (Bulchand-Gidumal i Melián-González, 2021; Kumar i Mohan, 2021). Tajeddini *et al.* (2021) dokumentirali su učinkovitost čimbenika sadržanih u teoriji planiranog ponašanja u vrijeme Covid-a – 19, naročito njegov utjecaj na namjere putovanja (Li *et al.*, 2020).

Radovi koji se bave zdravljem navode da model zdravstvenih uvjerenja istražuje čimbenike pozitivnog zdravstvenog ponašanja

social norms, cash, and non-cash promotions moderate the connection between travel intention and social distancing. Hence, the current study makes several contributions to the field of tourism by accomplishing the concerned objectives. Finally, the findings offer new insights into travelers' intentions in the post-pandemic era by employing a propensity score-weighted (PSW) scheme to address biases in experimental design and sampling in the tourism industry.

2. LITERATURE REVIEW: THEORETICAL AND EMPIRICAL PERSPECTIVES

The Theory of Planned Behavior (TPB) developed by Ajzen in 1991, primarily applies to behaviors that are not entirely within an individual's control (Corby *et al.*, 1996). The TPB involves considering the personal benefits and costs of engaging in various behaviors (Petty *et al.*, 1991). Tourist decision-making is a complex process influenced by psychological factors, such as attitudes, social factors, subjective norms, and perceived behavioral control (Soliman, 2021). The TPB is often utilized to assess the perceived risk influence on travel intention during epidemic crises in the context of tourism literature (Hamid and Bano, 2021; Zheng *et al.*, 2021). When judging disasters, crises, and epidemics, various studies used TPB to know customers' buying intentions during unstable economic situations (Bulchand-Gidumal, and Melián-González, 2021; Kumar and Mohan, 2021). Tajeddini *et al.* (2021) documented the effectiveness of factors in TPB concerning COVID-19, especially the influence on personal travel intention (Li *et al.*, 2020).

The Health Belief Model (HBM) has been commonly considered to investigate factors of positive health behaviors in health literature (Green *et al.*, 2020; Suess *et al.*, 2022). People prefer encouraging health behaviors when they suffer from harmful

osobe (Green *et al.*, 2020; Suess *et al.*, 2022). Kad ljudi iskuse zdravstvene tegobe, preferiraju ponašanje koje potiče ozdravljenje, prepoznaju prednosti zdravog ponašanja i smanjenja prepreka koje im stoje na putu da to postignu (Rosenstock, 1974; Fathian-Dastgerdi *et al.*, 2021). Općenito uzevši, ova metoda pokazuje da stavovi o riziku određuju način na koji ljudi percipiraju zdravlje. Istraživači su proširili istraživački obuhvat Teorije planiranog ponašanja, pa se ona koristi i za ispitivanje namjera (Zenker *et al.*, 2021; Zheng *et al.*, 2021); namjere cijepljenja i rizika (Liu i Yang, 2021; Suess *et al.*, 2022), te namjeru korištenja aplikacije za praćenje kontakata (Chan i Saqib, 2021; Scherr *et al.*, 2021). Više je znanstvenika uspoređivalo metode Modela zdravstvenih uvjerenja i Teorije planiranog ponašanja ustanovili su značajne korelacije između tih teorija (Huang *et al.*, 2020; Ritchie *et al.*, 2021). Predviđeni utjecaj održavanja društvene distance (ili percipiranog rizika) na namjere putnika u turizmu, ukazuje kako će predviđeni rezultat određenog ponašanja utjecati na ponašajne namjere, kao što se navodi u Teoriji planiranog ponašanja (Ajzen, 1991) i u Modelu zdravstvenih uvjerenja (Rosenstock, 1974). Međutim, percipirana kontrola ponašanja određuje namjeru po Teoriji planiranog ponašanja (Li *et al.*, 2020), dok percipirana opasnost određuje namjere ponašanja po Modelu zdravstvenih uvjerenja (Hamid i Bano, 2021). To pokazuje da određena mjera održavanje društvene distance i percipirana kontrola ponašanja (Sadjadi *et al.*, 2021; Vaterlaus *et al.*, 2021), može smanjiti percipirani rizik i time utjecati na namjere ponašanja pojedinca.

Turisti će najvjerojatnije preferirati destinacije koje provode učinkovite mjeren održavanja društvene distance. Ova studija je ukazala i na važnost komunikacije s turistima, te transparentnosti u građenju povjerenja i osiguranja njihove sigurnosti (Huang *et al.*, 2020). U razdoblju nakon Covida-19, aktivnosti na otvorenom, poput planinarenja i kampiranja, mogu biti privlačnije turistima zbog prirodne

health consequences, recognizing the advantages of healthy behaviors or weakening the hurdles to performing them (Rosenstock, 1974; Fathian-Dastgerdi *et al.*, 2021). Generally, HBM verifies that risk attitudes determine people's perception of health. Researchers have expanded the research scope of HBM applications from behavior extends to intentions (Zenker *et al.*, 2021; Zheng *et al.*, 2021); vaccination intention and risk (Liu and Yang, 2021; Suess *et al.*, 2022); and intend to use a contact tracking application (Chan and Saqib, 2021; Scherr *et al.*, 2021). Various scholars compared HBM and TPB and reported a significant correlation between these theories (Huang *et al.*, 2020; Ritchie *et al.*, 2021). The projected influence of social distancing (a proxy for perceived risk) on travelers' intentions in the tourism business suggests that prospects of the outcome of specific behaviors will affect the behavioral intention as proposed in TPB (Ajzen, 1991) and HBM (Rosenstock, 1974). However, perceived behavior control determines the intention in TPB (Li *et al.*, 2020), while the perceived threat determines behavioral intentions in the context of HBM (Hamid and Bano, 2021). It shows that a measure of social distancing, a perceived behavior control (Sadjadi *et al.*, 2021; Vaterlaus *et al.*, 2021), can decrease the perceived risk, thereby affecting the intentions of an individual's behavior.

Tourists are likely to prefer destinations with effective social distancing measures; the study also highlighted the importance of communication and transparency in building trust with tourists and ensuring their safety (Huang *et al.*, 2020). Outdoor tourism activities like hiking and camping may appeal more to tourists in the post-COVID-19 era due to their natural social distancing opportunities. Lin *et al.* (2022) suggested that tourism businesses and destinations that offer outdoor activities may be better positioned to attract visitors in the post-COVID-19 era. Several tourism destinations have already

mogućnosti održavanja društvene distance. Lin *et al.* (2022) pokazuju da u razdoblju nakon Covida-19 kompanije i destinacije koje nude aktivnosti na otvorenom mogu lakše privući posjetioce. Nekoliko turističkih destinacija već je provelo mjere održavanja društvene distance kako bi pomogle u kontroli širenja Covida-19 i umirilo putnike. Kozlovsky *et al.* (2021) navode da je vlada na Islandu uvela certificirani program "Čisto i sigurno" za ona poduzeća koja provode zdravstvene i sigurnosne mjere, uključujući održavanje društvene distance. Turisti su dobro prihvatili taj program, a mnogi su izjavili da je on bio jedan od razloga odluke da posjete Island.

Zaključno, održavanje društvene distance imalo je važnu ulogu u oživljavanju turizma nakon Covida-19 budući da je turistima na prvom mjestu njihova sigurnost i dobrobit. Turističke kompanije i destinacije koje se mogu prilagoditi i provoditi učinkovite mjere održavanja društvene distance najvjerojatnije će uspješnije privući turiste i ubrzati oporavak turizma u razdoblju nakon pandemije. Zbog toga smo na temelju gornjih nalaza razradili sljedeće hipoteze u vezi održavanje društvene distance:

H1: Mjere održavanja društvene distance pozitivno utječu na namjere putovanja.

2.1 Učinak povjerenja kao medijatora

Povjerenje se smatra osnovnim funkcionalnim čimbenikom u neizvjesnoj okolini ili u situaciji u kojoj je prisutna neizvjesnost (Xiu i Liu, 2005). S obzirom na neizvjesnosti i zabrinutost zbog Covida-19, te zbog zabrinutosti potrošača oko njihovog sudjelovanja u zabavnim i u ekonomskim aktivnostima nakon Covida-19, pridobivanje povjerenja uvelike će potaknuti turiste na korištenje turističkih usluga i povećati njihove namjere putovanja prema izabranim destinacijama. Neizvjesnost i nestabilnost usluga u procesu njihove razmjene klijenti će percipirati kao rizik, posebice u okolnostima u kojima je povjerenje ključno (Anabila *et al.*, 2021;

implemented social distancing measures to help control the spread of COVID-19 and reassure travelers. Kozlovsky *et al.* (2021) found that in Iceland, the government has introduced a "Clean and Safe" certification program for tourism businesses that have implemented health and safety measures, including social distancing. The program has been well-received by tourists, with many citing it as a factor in their decision to visit Iceland.

In conclusion, social distancing had an important role in the post-COVID-19 tourism revival, as tourists prioritize their safety and well-being. Tourism businesses and destinations that can adapt and implement effective social distancing measures are likely to be more successful in attracting visitors and driving post-pandemic tourism recovery. Hence, based on the above notions, we projected the following hypothesis concerning social distancing:

H1: Social distancing measures positively influence travel intention.

2.1. The mediation effect of trust

Trust is considered an essential functional factor in the environment or situation where uncertainty occurs (Xiu and Liu, 2005). Due to the uncertainty and concerns of COVID-19 and consumers' concerns about engaging in post-COVID-19 entertainment and economic activities, providing confidence is very important as a tourism services facilitator to increase travel intention towards target destinations. The uncertainty and instability of services will bring perceived risks to clients in service exchanges, particularly in human happenstances, which rely primarily on trust (Anabila *et al.*, 2021; Wilkins *et al.*, 2021). Therefore, when service facilitators follow social distancing measures, this can reduce customers' perceived risks, upsurge trust in service providers, and the

Wilkins *et al.*, 2021). Dakle, mjere održavanja društvene distance koje primjenjuju pružatelji usluga mogu smanjiti percipirani rizik klijenata i povećati njihovo povjerenje da će pružatelji usluga isporučiti vrhunske usluge, a što će povratno imati veliki utjecaj na njihovo ponašanje (Kim i Liu, 2022).

Niz istraživanja proučavalo je učinak povjerenja kao medijatora u povezivanju nekoliko različitih faktora i ponašanja potrošača. Naročito su Jeon *et al.* (2017) otkrili da je povjerenje medijator odnosa između percipiranog uključivanja i namjeravanog ponašanja. Pop *et al.* (2021) analizirali su učinak povjerenja kao medijatora odluke o putovanju i korištenja društvenih medija, i zaključili da povjerenje igra ključnu ulogu kod potrošača u donošenju odluka. Međutim, Dabbous *et al.* (2020) primjećuju da su potrebna daljnja istraživanja kako bi se ispitala medijatorska funkcija povjerenja. Njihovo istraživanje je pokazalo da društvena interakcija pozitivno utječe na namjere kupovanja te da je povjerenje jedini medijator između društvenih kontakata i namjere kupovanja.

U ovom radu povjerenje se određuje kao pouzdanje turista u sposobnost pružatelja usluga da radi u najboljem interesu turista te isporučiti proizvode i usluge koji zadovoljavaju ili premašuju njihova očekivanja. Ono je osnovni čimbenik u procesu donošenja odluka turista i može utjecati na njihovo zadovoljstvo, lojalnost i namjeru ponovnog posjeta destinaciji. Stoga je ključno shvatiti povjerenje kao medijator između namjere putovanja i održavanja društvene distance, jer u nekim okolnostima percepcija turista o pouzdanosti pružatelja usluga može utjecati na njihove namjere putovanja. Na osnovi ovih zaključaka pretpostavljamo da je povjerenje medijator u odnosu između namjere putovanja i održavanja društvene distance.

H2: Povjerenje je medijator u odnosu između namjere putovanja i održavanja društvene distance.

services facilitator is proficient in offering excellent services to customers, meaningfully influencing

The mediating effect of trust in the link between different factors and customer behavior has been examined in a number of research. Particularly, Jeon *et al.* (2017) discovered that the relationship between perceived involvement and behavioral intention is mediated by trust. Pop *et al.* (2021) analyzed the mediating effect of trust on travel decisions and social media and concluded that trust plays a crucial role in the consumer decision journey. However, Dabbous *et al.* (2020) noted that further study is required to examine the mediating function of trust; their study revealed that social interactions positively impact purchase intentions, and the association between social contacts and purchasing intentions is completely mediated by trust.

In this study, trust refers to the confidence that tourists have in service providers' ability to act in their best interests and deliver products and services that meet or exceed their expectations. Trust is a critical factor in tourists' decision-making process and can impact their satisfaction, loyalty, and intention to revisit. Therefore, it is essential to consider trust as a mediator between travel intention and social distancing, as tourists' perceptions of service providers' reliability under uncertain circumstances can affect their travel intention. Based on these findings, we hypothesize that trust mediates the relationship between travel intention and social distancing.

H2: The connection between travel intention and social distancing is mediated by trust.

2.3. Moderatorski učinak društvenih normi

„Društvena norma je pravilo koje povezuje empirijska i normativna očekivanja i ponašanje“ (Martínez *et al.*, 2021:3). Ajzen i Fishbein (1980) govore kako su društvene norme poznati prediktor ponašanja jer su ljudi skloniji poduzeti akciju kad osjećaju uobičajeni pritisak. One mogu biti vrlo relevantne kad se objašnjava utjecajno ponašanje u vrijeme pandemije (Lunn *et al.*, 2020). Ljudi brinu o tome kako ih drugi vide i poštuju li svojim ponašanjem društvene norme (Goldberg *et al.*, 2020; Smith *et al.*, 2020), a društvene norme mogu snažno utjecati na one s kompleksom manje vrijednosti (Bourgeois *et al.*, 2020). Tu može pomoći medijsko praćenje događaja i rutinskih intervencija kojima se izražavaju stavovi za preveniranje nepoštivanja društvenih normi (Jiang *et al.*, 2021). Wang *et al.* (2019) navode kako je snažan moralni identitet oslabio pozitivan i značajan odnos između percipirane društvene razmjene i pro-organizacijskog ponašanja. Suprotno tome, moralna izvjesnost moderira utjecaj subjektivnih normi i etičke prosudbe (Alsaad, 2021) Na osnovi ranije iznesenih pojmova, kao i spoznaje da društvene norme često promoviraju isto ponašanje (Fishbein, 2008), te da mogu promijeniti korelaciju između percipiranih prednosti i namjeravnog ponašanja vezano za društvene norme (Rimal *et al.*, 2005), predlažemo sljedeću hipotezu o moderatorskoj ulozi društvenih normi:

H3: Društvene norme moderiraju odnos između namjere putovanja i održavanja društvene distance.

2.4. Promotivne ponude i njihov moderatorski učinak

Promotivne ponude jedinstven su poticaj u privlačenju klijenata i povećanju prodajne vrijednosti (Li *et al.*, 2021), u svrhu oživljavanja poslovanja. Prethodna istraživanja o

2.3. The moderation effect of social norms

“A social norm is a rule that maps empirical and normative expectations onto behaviors” (Martínez *et al.*, 2021:3). Ajzen and Fishbein (1980) mentioned that social norms are a well-known predictor of behavior because people are more motivated to take action when they feel the usual pressure. The social norms may be highly relevant in explaining the influencing behavior during the ongoing epidemic (Lunn *et al.*, 2020). Individuals are concerned about how others observe that social distancing is related to a person’s social distancing tendencies (Goldberg *et al.*, 2020; Smith *et al.*, 2020), and social norms can have a strong influence on those with an inferiority complex (Bourgeois *et al.*, 2020). Media coverage and routine interventions of events that indicate adherence to preventive attitudes may be helpful (Jiang *et al.*, 2021). Wang *et al.* (2019) mentioned that the positive and significant relationship between perceived social exchange and pro-organizational behavior was weakened by high moral identity. On the contrary, moral certainty moderates the influences of subjective norms and ethical judgment (Alsaad, 2021). Therefore, based on the above notions put together because social norms often promote the same behavior (Fishbein, 2008) and may change the correlation between perceived benefits and behavioral intentions regarding social distancing behavior (Rimal *et al.*, 2005), we projected the following hypothesis concerning the moderating role of social norms:

H3: Social norms moderate the relationship between travel intention and social distancing.

2.4. Promotion offers and their moderating effects

Promotional offers are a unique incentive to attract clients and increase sales value (Li *et al.*, 2021) to revive the business.

tome zbog čega neke usluge nisu uspjele, uzimajući u obzir različite popuste i nagrade (npr. kupone i vaučere) i pomoću njih testirala ponašanje potrošača (Dao i Theotokis, 2021), kao i mogućnost ponovnog pružanja usluga putem nižih cijena (Ofosu-Boateng, 2020). O namjerama putovanja opsežno se razmatra u turizmu, kao i u maloprodaji u elektronskoj trgovini (Jang i Moutinho, 2019). Cjenovne kampanje pružaju financijske pogodnosti i potiču potrošače na kupnju proizvoda koje već dobro poznaju. Nicolau *et al.* (2020) ispitali su razlike između novčanih i nenovčanih poticaja u okviru mjera koje povećavaju zadovoljstvo klijenata, i zaključili su da financijske komponente igraju ključnu ulogu u ukupnoj uspješnosti hotela. Promotivne aktivnosti znatno utječu na odluke o kupnji (Septiani *et al.*, 2020). Varijacije u promociji prodaje uzrokuju varijacije u procesu donošenja odluka (Maddinsyah, 2020), a oglašavanje ponude i promocije (npr. novčane i nenovčane) mogu povećati namjeru putovanja, naročito u razdoblju oživljavanja turizma nakon pandemije. Stoga, na osnovi prethodnih razmatranja razvijamo sljedeće dvije hipoteze o moderirajućoj ulozi promotivnih ponuda:

H4a: Novčane promocije moderiraju vezu između namjere putovanja i održavanja društvene distance.

H4b: Nenovčane promocije moderiraju vezu između namjere putovanja i održavanja društvene distance.

Previous studies on service failure have considered various discounts and rewards (e.g., coupons and vouchers) for testing consumer behavior (Dao and Theotokis, 2021) and restoring services in the form of lower prices (Ofosu-Boateng, 2020). Travel intentions are extensively considered in tourism, retail, and e-commerce (Jang and Moutinho, 2019). Price campaigns provide financial advantages and encourage consumers to purchase undoubtedly understood products. Nicolau *et al.* (2020) examined the differences when cash and non-cash components are included in the satisfaction measures and concluded that financial components play an essential role in the hotel's overall scores. The promotion activities significantly influence purchasing decisions (Septiani *et al.*, 2020), and variations in sales promotion explain the variation in the decision-making process (Maddinsyah, 2020), particularly in the tourism revival during the post-pandemic era publicity-based offers and promotions (i.e., cash and non-cash) may increase travel intentions. Therefore, based on the above notions, we projected the following two hypotheses concerning the moderating role of promotion offers:

H4a: Cash promotions moderate the connection between travel intention and social distancing.

H4b: Non-cash promotions moderate the connection between travel intention and social distancing.

Slika 1: Konceptualni model

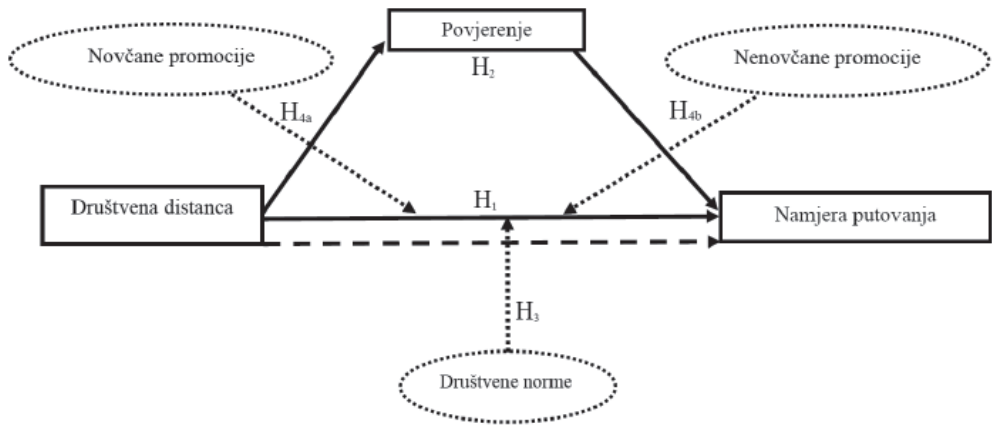
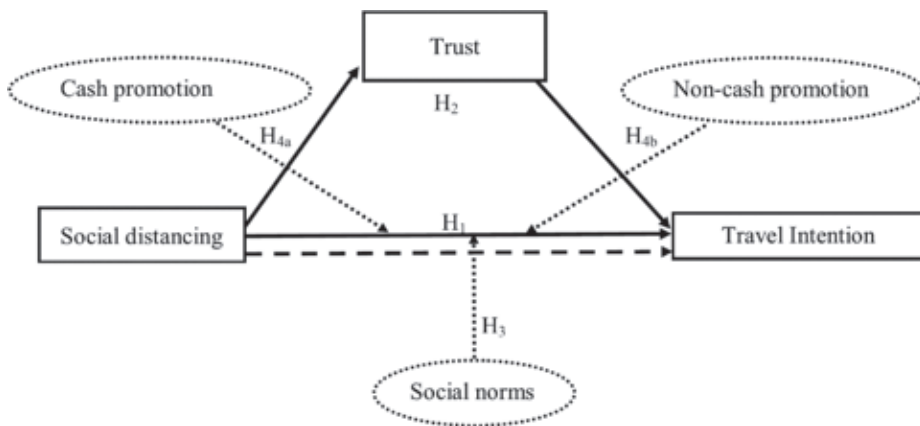


Figure 1: Conceptual model



3. METODOLOŠKE OSNOVE

3.1. Razvoj skale

Ovo istraživanje sadrži po dvije (nenovčana naspram novčanih) x dvije (neodržavanje društvene distance naspram održavanja društvene distance) intervencije. Svaka od ovih dviju intervencija pokazana je svakom sudioniku. Na osnovi zaključaka i rezultata analize informacija, kao i grupnih rasprava

3. METHODOLOGICAL FOUNDATIONS

3.1. Scale development

This research incorporates a 2 (non-cash vs. cash) x 2 (non-social distancing vs. social distancing) between subjects' design. Each of the two interventions was shown to each participant. Based on conclusions and findings from desk research and group discus-

sa stručnjacima koji imaju veliko iskustvo kako u znanstvenim istraživanjima tako i u turizmu, sastavljeno je nekoliko scenarija mjera održavanja društvene distance i različitih strategija promocije (vidjeti dodatak).

Namjera putovanja mjeri se pomoću tri stavke za svaki od četiri scenarija (tj. novčana promocija * održavanje društvene distance, novčana promocija * neodržavanje društvene distance, nenovčana promocija * održavanje društvene distance, i nenovčana promocija * neodržavanje društvene distance), prilagođeno prema Chaulagain *et al.* (2019). Povjerenje se procjenjuje pomoću pet elemenata prilagođenih prema istraživanju Al-Ansija i suradnika (2019), dok se društvene norme mjere na osnovi četiri elementa prilagođena prema radu Jiang *et al.* (2021). Na 7-stupanjskoj skali Lickertova tipa ispitanik pri svakoj navedenoj tvrdnji ocjenjuje koliko se slaže, od „u potpunosti se ne slažem“ do „u potpunosti se slažem“, što je u skladu s ranijim istraživanjima.

3.2. Uzorkovanje i prikupljanje podataka

Korišten je upitnik s višestrukim odabirom koji se sastojao od četiri odjeljka. U prvom je prikazan kratak pregled upitnika kako bi ispitanicima olakšao razumijevanje pitanja. Drugi je sadržavao pitanja o demografskim podacima ispitanika, poput spola, dobi, razine obrazovanja, prihoda te prethodnih iskustava u putovanjima. Treći odjeljak sastojao se od različitih scenarija vezanih za mjere održavanja društvene distance i promotivnih strategija. Četvrti, i najvažniji odjeljak upitnika, sadržavao je pitanja o namjerama putovanja i povjerenju u pružatelje turističkih usluga.

sions with experts possessing deep academic and tourism sector backgrounds, various scenarios were developed concerning social distancing measures and different promotion strategies (see supplementary materials).

Travel intention is measured by three items for each of four scenarios (i.e., cash promotion * social distancing, cash promotion * non-social distancing, non-cash promotion * social distancing, and non-cash promotion * non-social distancing), adapted from Chaulagain *et al.* (2019). In this study, trust is evaluated using five items adapted from Al-Ansi's (2019) research, while social norms are measured using four items adapted from Jiang *et al.*'s (2021) work. On a 7-point Likert scale, respondents rate each statement's level of agreement, from strongly disagree to strongly agree, which is consistent with prior literature.

3.2. Sampling and data collection

A questionnaire with multiple items was utilized. The questionnaire comprised four sections. The first section presented a brief questionnaire overview to help respondents comprehend the questions better. The second section included queries about the participants' demographic data, such as their gender, age, level of education, income, and prior travel experiences. The third section consisted of various scenarios related to social distancing measures and promotional strategies. The questionnaire's fourth and most crucial section contained questions about travel intention and trust in tourism service providers.

Tablica 1: Demografske karakteristike (N = 1154)

	Kategorija	Učestalost	Postotak
Spol	Muški	482	41,8
	Ženski	672	58,2
Dob	18-24	142	12,3
	25-34	343	29,7
	35-44	248	21,5
	45-54	183	15,9
	55-64	155	13,4
	65 ili više	95	8,2
Razina obrazovanja	Osnovna škola	158	13,7
	Srednja škola	271	23,5
	Viša ili visoka stručna sprema	464	40,2
	Magisterij	261	22,6
Razine prihoda/ mjesечно (USD)	manje od 100	361	31,3
	101-150	260	22,6
	151-200	313	27,1
	Više od 200	220	19,1
Prethodno iskustvo u putovanjima	1-2 puta	400	34,7
	3 ili više	754	65,3

Table 1: Demographic characteristics (N = 1154)

	Category	Frequency	Percent
Gender	Male	482	41.8
	Female	672	58.2
Age	18-24	142	12.3
	25-34	343	29.7
	35-44	248	21.5
	45-54	183	15.9
	55-64	155	13.4
	65 or above	95	8.2
Educational level	Primary school	158	13.7
	High school	271	23.5
	Bachelor degree	464	40.2
	Master degree	261	22.6
Income levels/ month (USD)	Less than 100	361	31.3
	101-150	260	22.6
	151-200	313	27.1
	More than 200	220	19.1
Prior travel experience	1-2 time	400	34.7
	Three or more	754	65.3

Tablica 1 prikazuje demografske karakteristike ispitanika. Prosječna dob ispitanika u ovom istraživanju je 46,7, a u uzorku je bilo 41,8% žena i 58,2% muškaraca. Što se tiče obrazovanja, 23,5% ima visoko obrazovanje; 22,6% ima sveučilišno obrazovanje, ali ne i diplomu; 40,2% ima stupanj prvostupnika.

Slijedeći Klineove (2015) preporuke da veličina uzorka treba biti bar deset puta veća od broja pitanja u upitniku, konačni uzorak obuhvatio je 1.154 ispitanika i time je zadovoljen minimalni zahtjev od 210, što je deset puta više od 21 pitanja u našem istraživanju. Studija se usredotočila na Pakistan, a u online ispitivanju mogli su

The demographic characteristics of the respondents are summarized in Table 1. The study participants had a mean age of 46.7, with 41.8% female and 58.2% male. Regarding education, 23.5% had higher education, 22.6% had a university education but no degree, and 40.2% had bachelor's degrees.

We followed Kline's (2015) recommendation that the sample size be at least ten times the number of items. With the final sample size amounting to 1,154 items the minimum requirement of 210 was met, which is ten times the total number of 21 items in our study. Pakistan was selected as the focus of this study. Pakistani residents aged 18 or

sudjelovati rezidenti Pakistana koji imaju najmanje 18 godina, a koji su nedavno posjetili neku turističku atrakciju. Podaci su prikupljeni nakon praznika u kolovozu 2022. povodom pakistanskog Nacionalnog dana, poznatog kao „Zlatni tjedan“, kad mnogi Pakistanci putuju u zemlji. Prikupljeno je ukupno 1.210 upitnika od turista, od kojih je 19 imalo vrijednosti izvan raspona, a 39 ih je bilo nepotpuno. Zbog toga je tijekom analize isključeno 56 upitnika, dok je preostalih 1.154 bilo validno i korišteno u analizi podataka.

3.3. Analitičke metode

Održavanje društvene distance nasumično se koristi u sva četiri scenarija (novčana promocija * održavanje društvene distance; novčana promocija * neodržavanje društvene distance; nenovčana promocija * održavanje društvene distance; i nenovčana promocija * neodržavanje društvene distance), a njihov je cilj potaknuti sudionike da razmotre posjećivanje atrakcija. Sudionicima su pokazane razne kombinacije sa i bez mjera održavanja društvene distance (Vidjeti dodatni materijal za detaljni scenarij i razvijanje skale), a njihove reakcije na svaki od scenarija su snimljene.

PSW je uvršten u analizu kako bi se propitala mogućnost endogenosti pod utjecajem pristranosti odabira uzorka i nevjerojatnog uzorkovanja (Rosenbaum i Rubin, 1983). Uspoređene su namjere putovanja sa i bez mjera održavanja društvene distance pomoću nezavisnog t-testa PSW. Budući da je korišten dizajn 2x2, primijenjena je dvofaktorska analiza varijance. Provedena je uobičajena metoda analize pristranosti i pristranosti proizašle iz izbjegavanja odgovora kako bi se provjerio njihov potencijalni utjecaj na rezultate ove studije.

older who had recently visited tourist attractions were eligible to participate in the online survey. Data collection took place after the Pakistan National Day holidays, also known as the “Golden Week,” a period in August 2022 when many Pakistani people travel around the country. A total of 1210 questionnaires were collected from tourists, of which 19 were identified as outliers, and 37 were incomplete. Therefore, 56 questionnaires were excluded during the analysis process, and the remaining 1,154 valid samples were used for data analysis.

3.3. Analytical methods

The existence of social distancing is randomly manipulated through four scenarios (i.e., cash promotion * social distancing, cash promotion * non-social distancing, non-cash promotion * social distancing, and non-cash promotion * non-social distancing) designed to prompt participants to consider visited tourist attractions. Participants were shown the various manipulations with and without social distancing measures (See Additional material for detailed scenario and scale development), and their reactions were recorded based on the given scenario.

The PSW scheme was incorporated into the analysis to address the possible endogeneity caused by selection bias in the design and non-probability sampling experiment (Rosenbaum and Rubin, 1983). The travel intention with and without social distancing measures was compared using an independent t-test of the PSW scheme. Since the theme design was implemented between 2×2 , a two-way ANOVA analysis employed to test variance between treatment effects. Common method bias and non-response bias analyses were conducted to check that the non-response bias is not a concern in this study.

3.4. Provjera dizajna istraživanja

Kako bi se ispitali učinci dizajna istraživanja, korištena je strategija 2x2 između subjekata. Slika 2 pokazuje srednje vrijednosti različitih promotivnih strategija i mjera održavanja društvene distance s prikazanim intervalima 95-postotne sigurnosti. Rezultati ukazuju na znatnu i pozitivnu razliku u namjerama putovanja između postojanja i nepostojanja mjera održavanja društvene distance. Uzorak je bio podijeljen u četiri skupine po shemi 2x2, a kritička vrijednost za Cohenov d za ravnotežu kovarijata je postavljen na 0,1 u višedimenzionalnom slučaju sa standardiziranom razlikom ispod 0,1 nakon ponderiranja, što je pokazalo prihvatljivu ravnotežu između tretirane i kontrolne skupine. Jednofaktorska ANOVA je pokazala da ne postoje statistički značajne razlike, što su potvrdili naknadni testovi.

3.4. Manipulation check

To examine the effects of the theme design, a 2 x 2 between-subjects strategy was employed. The mean survey results for the various promotional strategies and social distancing measures are presented in Figure 2, with a 95% confidence interval displayed in the box plots. The results indicate a significant and positive difference in travel intention between the absence and presence of social distancing measures. The sample was split into four groups based on the 2 x 2 design, and the critical value for Cohen's d for covariate balance was set at 0.1 in the multidimensional case, with the standardized difference falling below 0.1 after weighting, demonstrating an acceptable balance between treatment and control groups. The one-way ANOVA revealed no significant differences; follow-up post hoc checks confirmed this.

Slika 2: Skupne srednje vrijednosti prema učincima postupka

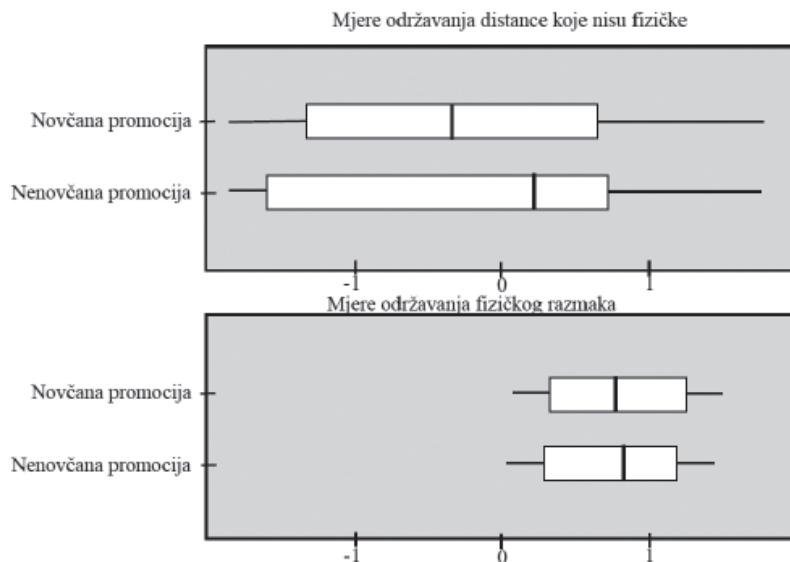
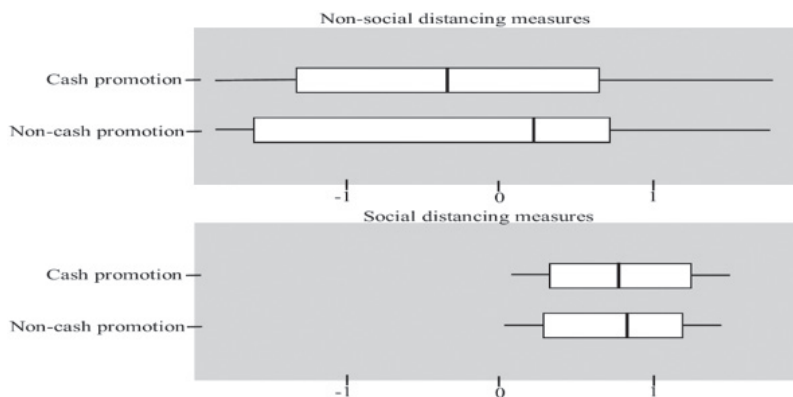
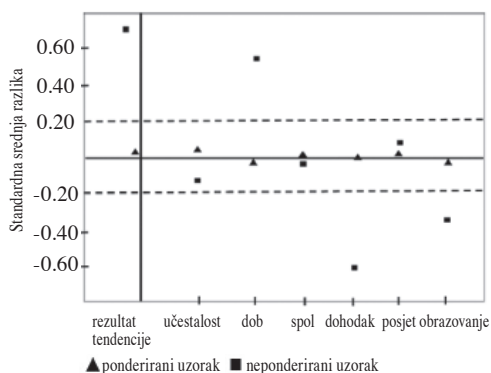
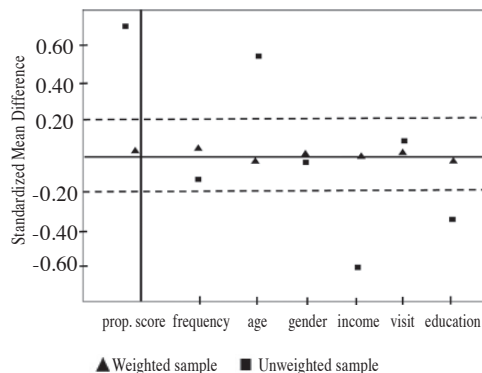


Figure 2: Group means by treatment effects

Rezultati pokazuju da se utjecaj držanja društvene distance na namjere putovanja može objasniti na različite načine, ali ne pokazuju utjecaj oglašavanja ili promotivnih ponuda, što je suprotno nalazima Yanga i Mattile (2020). Stoga je primjena mjera održavanja društvene distance ključna za oživljavanje turizma u razdoblju nakon Covida-19. Prema Cohenovim uputama (Cohen, 2013), za postizanje kovarijatne ravnoteže potrebna je kritička vrijednost od 0,1 za Cohenov d . Kao što je vidljivo na Slici 3, nakon ponderiranja, razlika u učinku je manja od 0,1, što znači da su tretirane i kontrolne skupine prikladno uravnotežene.

These results advocate that the influence of social distancing measures on travel intention can be explained in various ways, and the influence of advertising or promotional offers is not supported, which contrasts with the findings of Yang and Mattila (2020). Hence, the application of social distancing measures is crucial to revive of post-COVID-19 tourism. According to Cohen's (2013) guidelines, a critical value of 0.1 for Cohen's d is required for covariate equilibrium. As depicted in Figure 3, after weighing, the difference in effect size is less than 0.1, suggesting that the treatment and control groups are adequately balanced.

Slika 3: Provjera kovarijatne ravnoteže**Figure 3: Covariate balance check**

4. REZULTATI I RASPRAVA

4.1. Model mjerenja

Cronbachove alfa vrijednosti od 0,70 ili više smatraju se dobrim pokazateljem unutrašnje konzistentnosti (Fornell i Larcker, 1981). Vrijednosti AVE koje prelaze 0,50 su prihvatljive za podršku konvergentne valjanosti (Fornell i Larcker, 1981) i manje od vrijednosti CR: 0,80; 0,859; 0,861; 0,919; 0,841 i 0,869 u šest konstrukata (Tablica 2). Vrijednosti AVE bile su veće o njihovih procjena kvadriranih međukonstrukata, što pokazuje primjerenu razinu diskriminativne valjanosti.

4. RESULTS AND DISCUSSION

4.1. Measurement model

Cronbach's alpha values of 0.70 or higher are considered good indicators of internal consistency (Fornell and Larcker, 1981). AVE values exceeding 0.50 are acceptable to support convergent validity (Fornell and Larcker, 1981) and less than the CR values: 0.80, 0.859, 0.861, 0.919, 0.841, and 0.869 of the six constructs (Table 2). The AVEs' values were also greater than their estimates of squared inter-construct, which shows an adequate level of discriminant validity (Fornell and Larcker, 1981).

Tablica 2: Pouzdanost i konvergentna valjanost konstrukata

Konstrukti	Elementi	Opterećenja	α	CR	AVE
Održavanje društvene distance	SD-1	0,918	0,917	0,947	0,857
	SD-2	0,932			
	SD-3	0,927			
Povjerenje	T-1	0,802	0,849	0,892	0,624
	T-2	0,787			
	T-3	0,781			
	T-4	0,781			
	T-5	0,798			
Novčane promocije	CO-1	0,869	0,824	0,895	0,739
	CO-2	0,853			
	CO-3	0,858			
Nenovčane promocije	NCO-1	0,808	0,728	0,846	0,647
	NCO-2	0,795			
	NCO-3	0,811			
Društvene norme	SN-1	0,734	0,723	0,825	0,541
	SN-2	0,769			
	SN-3	0,704			
	SN-4	0,734			
Namjera putovanja	TI-1	0,849	0,836	0,902	0,754
	TI-2	0,885			
	TI-3	0,87			

Bilješka: AVE označuje Cronachov alfa, kompozitnu pouzdanost i izlučenu srednju varijancu

Table 2: Reliability and convergent validity of constructs

Constructs	Items	Loadings	α	CR	AVE
Social distancing	SD-1	0.918	0.917	0.947	0.857
	SD-2	0.932			
	SD-3	0.927			
Trust	T-1	0.802	0.849	0.892	0.624
	T-2	0.787			
	T-3	0.781			
	T-4	0.781			
	T-5	0.798			
Cash promotions	CO-1	0.869	0.824	0.895	0.739
	CO-2	0.853			
	CO-3	0.858			
Non-cash promotions	NCO-1	0.808	0.728	0.846	0.647
	NCO-2	0.795			
	NCO-3	0.811			
Social norms	SN-1	0.734	0.723	0.825	0.541
	SN-2	0.769			
	SN-3	0.704			
	SN-4	0.734			
Travel intention	TI-1	0.849	0.836	0.902	0.754
	TI-2	0.885			
	TI-3	0.87			

Note: AVE denotes the Cranach's alpha, composite reliability, and average variance extracted.

Za određivanje diskriminantne valjanosti pretpostavljenih latentnih konstrukata korišten je tradicionalni Fornell-Larckerov kriterij (Fornell i Larcker, 1981). U svim primjerima (izvan dijagonalne brojke), kao što je vidljivo na Tablici 3, kvadratni korijen „srednje izlučene varijance“ (prikazano podebljano u dijagonali korelacijske matrice) premašio je korelacije između konstrukata i time ukazao na zadovoljavajuću diskriminantnu valjanost.

The traditional Fornell-Larcker criterion was used to determine the discriminant validity of the hypothesized latent constructs (Fornell and Larcker, 1981). In all instances (off-diagonal figures), as shown in Table 3, the square root of the “average variance extracted” (given in boldface on the diagonal of the correlation matrix) surpassed inter-construct correlations, suggesting satisfactory discriminant validity.

Tablica 3: Discriminantna valjanost

	CP	NCP	SD	SN	TI	Trust
Novčane promocije	0,860					
Nenovčane promocije	0,348	0,804				
Održavanje društvene distance	0,438	0,682	0,926			
Društvene norme	0,522	0,644	0,703	0,736		
Namjera putovanja	0,350	0,666	0,528	0,555	0,868	
Povjerenje	0,288	0,703	0,571	0,623	0,578	0,790

Table 3: Discriminant validity

	CP	NCP	SD	SN	TI	Trust
Cash promotions	0.860					
Non-cash promotions	0.348	0.804				
Social distancing	0.438	0.682	0.926			
Social norms	0.522	0.644	0.703	0.736		
Travel intention	0.350	0.666	0.528	0.555	0.868	
Trust	0.288	0.703	0.571	0.623	0.578	0.790

4.2. Analiza uobičajene metode pristranosti i pristranosti izbjegavanja odgovora

Dok primjena struktura koje sadrže skale različitih dimenzija onemogućava izravnu usporedivost deskriptivnom statistikom, ona usmjerava sudionike na neovisno dodjeljivanje vrijednosti konstruktima na koje se skale odnose, što ograničava varijancu zbog pristranosti zajedničke metode. Harmanov jedan faktor objašnjava 0,448% ukupne varijance što znači da varijanca zajedničke metode nije znatna. Iako su odgovori prikupljeni putem interneta te tako bili dostupni samo ispitanicima koji su računalno pismeni, to nije utjecalo na rezultate jer t-test za zavisne uzorke pokazuje da i rani i kasni odgovori tretiranih varijabli nisu statistički značajni (Tablica 4).

4.2. Common method bias and non-response bias analysis

While applying structures containing different scale dimensions is not directly comparable to description statistics, it forces participants to assign independently the scores to concerned constructs that limit common method bias (CMB) variance. The value of Herman's single factor is 0.448, which shows that the CMB variance is not significant. Since the responses were completed online and thus available only to computer-literate respondents, does not this bias the results because paired sample t-test indicates that early and late responses of concerned variables are insignificant (Table 4).

Tablica 4: Rezultati parnog t-testa

Varijable	Odgovori	N ¹	Srednja v.	Standardna d.	t-Statistika	Sig. (dvosmjer.)
TI	Rani	100	-0,013	0,758	-0,176	0,861
	Kasni	100	-0,070	0,794	-0,881	0,380
SN	Rani	100	0,080	0,607	1,318	0,191
	Kasni	100	-0,038	0,663	-0,565	0,573
Povjerenje	Rani	100	0,070	0,661	1,059	0,292
	Kasni	100	-0,103	0,741	-1,394	0,166
SD	Rani	100	-0,015	0,773	-0,197	0,878
	Kasni	100	-0,078	0,889	-0,987	0,388
CO	Rani	100	0,090	0,680	1,476	0,195
	Kasni	100	-0,043	0,743	-0,633	0,584
NCO	Rani	100	0,078	0,740	1,186	0,298
	Kasni	100	-0,115	0,830	-1,561	0,169

Bilješka: TI, SN, SD, CO, NCO, Std.D, i N označuju namjeru putovanja, društvene norme, održavanje društvene distance, novčane promocije, nenovčane promocije i standardnu devijaciju. Ovdje N označava 100 ranih i 100 kasnih odgovora iz popisa ukupnih odgovora mrežne ankete.

Table 4: Results of paired sample t-test

Variables	Responses	N ¹	Mean	Std.D	t-Statistic	Sig. (2-tailed)
TI	Early	100	-0.013	0.758	-0.176	0.861
	Late	100	-0.070	0.794	-0.881	0.380
SN	Early	100	0.080	0.607	1.318	0.191
	Late	100	-0.038	0.663	-0.565	0.573
Trust	Early	100	0.070	0.661	1.059	0.292
	Late	100	-0.103	0.741	-1.394	0.166
SD	Early	100	-0.015	0.773	-0.197	0.878
	Late	100	-0.078	0.889	-0.987	0.388
CO	Early	100	0.090	0.680	1.476	0.195
	Late	100	-0.043	0.743	-0.633	0.584
NCO	Early	100	0.078	0.740	1.186	0.298
	Late	100	-0.115	0.830	-1.561	0.169

Note: TI, SN, SD, CO, NCO, Std.D, and N denote TI, social norms, social distancing, cash promotions, non-cash promotions, and standard deviation. Here, N denotes 100 early and 100 late responses from the complete responses list of the online survey.

4.3. Ocjena strukturnog modela

Rezultati analize strukturnog modela prikazani su u Tablici 5. Najprije rezultati pokazuju da održavanje društvene distance značaj-

4.3. Structured Model Assessment

The results of the structured model analysis are presented in Table 5. First, the results indicate that social distancing significantly

no i pozitivno utječe na namjere putovanja, čak i nakon provjere demografskih čimbenika ($b = 0,528$, $p < 0,001$, $t = 15,519$). Stoga se može prihvatiti hipoteza H1 koja ukazuje da mjere održavanja društvene distance u turizmu mogu povećati namjere putovanja u vrijeme poslije Covida-19. To je u skladu s ranijim studijama (Chua *et al.*, 2020; Sturman *et al.*, 2020; Itani i Hollebeek, 2021) i proširuje prethodna istraživanja o TPB kojima se predviđaju namjere putovanja pomoću mjera održavanja društvene distance. Za razliku od ispitivanja usklađenosti s ostalim ponašanjima, razumijevanje uloge održavanja društvene distance u namjerama putovanja ključno je s obzirom da su mjere održavanja društvene distance nove i da se često mijenjaju.

and positively impacts travel intention, even after controlling for demographic factors ($b = 0.528$, $p < 0.001$, $t = 15.519$). Therefore, H1 is supported, suggesting that social distancing measures in the tourism industry can increase travel intentions during the post-COVID-19 era. Our findings are consistent with prior studies (Chua *et al.*, 2020; Sturman *et al.*, 2020; Itani and Hollebeek, 2021) and expand previous research on the TPB to forecast travel intention regarding social distancing measures. Unlike examining compliance with other behaviors, understanding the role of social distancing in travel intention is crucial, given that distancing measures are new and frequently changing.

Tablica 5: Rezultati analize strukturnog modela

Smjerovi	Izravni učinci	T-vrijednost	P-vrijednost	Stanje hipoteze
H1: SD → TI	0,528***	15,519	0,000	Potvrđena
SD → Povjerenje	0,571***	15,557	0,000	
Povjerenje → TI	0,579***	15,616	0,000	

Bilješka: SD i TI označavaju održavanje društvene distance i namjere putovanja. * $P < 0,05$; ** $P < 0,01$; *** $P < 0,001$ (dvosmjerni test).

Table 5: Results of structural model analysis

Paths	Direct effects	T-Value	P-Value	Hypothesis status
H1: SD → TI	0.528***	15.519	0.000	Supported
SD → Trust	0.571***	15.557	0.000	
Trust → TI	0.579***	15.616	0.000	

Note: SD and TI denote social norms and travel intention. * $P < 0.05$; ** $P < 0.01$; *** $P < 0.001$ (two-tailed test).

4.4. Analiza učinka posredovanja

Rezultati analize učinka posredovanja prikazani su u Tablici 6. Učinak mjera održavanja društvene distance na povjerenje u pružatelje turističkih usluga (nezavisna varijabla → medijator) je statistički značajna na razini od 5% ($b = 0,571$, $p < 0,001$, $t =$

4.4. Mediating effect analysis

The results of mediating effect analysis are presented in Table 6. The effect of social distancing on trust in tourism service providers (independent variable → mediator) is significant at a 5 % level ($b = 0.571$, $p < .001$, $t = 15.957$), while the effect on travel

15,957), dok je učinak na namjere putovanja (TI) (nezavisna varijabla → zavisna varijabla) također statistički značajan ($b = 0,0294$, $p < 0,001$, $t = 6,148$). Povjerenje u pružatelje turističkih usluga također ima značajan utjecaj na namjere putovanja (posrednik → zavisna varijabla) ($b = 0,411$, $p < 0,001$, $t = 8,011$). Istraživanjem se također propitivao i neizravni učinak održavanja mjera društvene distance na namjere putovanja kroz povjerenje u pružatelje turističkih usluga ($b = 0,235$, $p < 0,001$, $t = 6,417$, 95% CI = [0,167, 0,305]).

intention (independent variable → dependent variable) is also significant ($b = .0294$, $p < .001$, $t = 6.148$). Trust in tourism service providers also has a significant impact on travel intention (mediator → dependent variable) ($b = 0.411$, $p < .001$, $t = 8.011$). The study further explored the indirect effect of social distancing on travel intention via trust in tourism service providers ($b = 0.235$, $p < .001$, $t = 6.417$, 95 % CI = [0.167, 0.305]).

Tablica 6: Rezultati analize učinaka posredovanja

Pretpostavljeni smjer	Neizravan učinak	T-vrijednost	P-vrijednost	95% CI		Stanje hipoteze
				Niži	Viši	
H2: SD → Povjerenje → TI	0,235***	6,417	0,000	0,167	0,305	Potvrđena

Bilješka: SD i TI označuju održavanje društvene distance i namjere putovanja. * $P < 0,05$; ** $P < 0,01$; *** $P < 0,001$ (dvosmjerni test)

Table 6: Results of mediating effect analysis

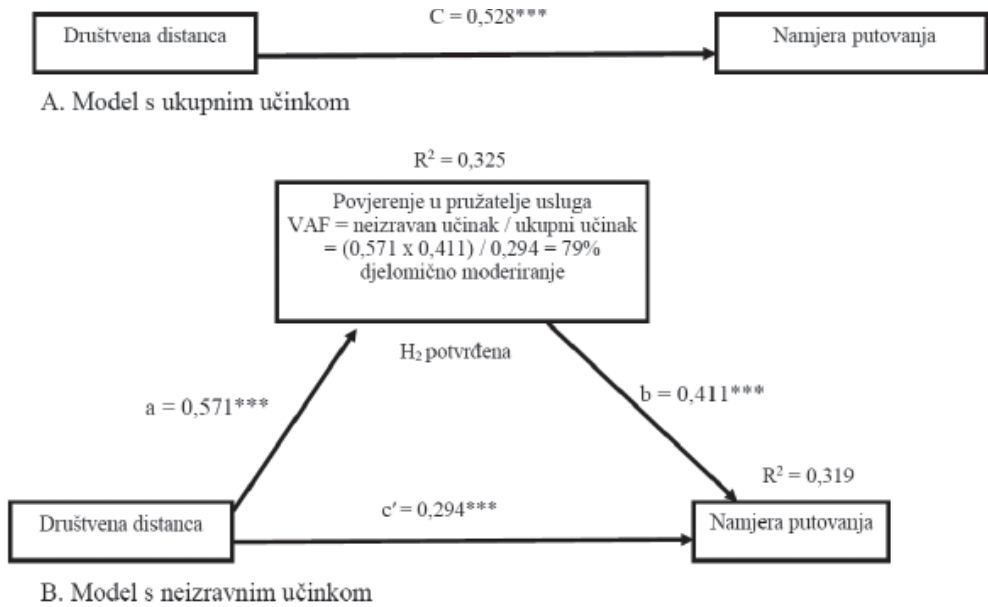
Hypothesized path	Indirect effect	T-value	P-value	95% CI		Hypothesis status
				Lower	Upper	
H2: SD → Trust → TI	0.235***	6.417	0.000	0.167	0.305	Supported

Note: SD and TI denote social distancing and travel intention. * $P < 0.05$; ** $P < 0.01$; *** $P < 0.001$ (two-tailed test).

Za ocjenu intenziteta posredovanja korištena je metoda VAF (Hair *et al.*, 2021) koja je pokazala da bi VAF bio veći od 0,2 kod prisutnosti značajnog neizravnog utjecaja ($VAF \leq 0,2$, nema posredovanja; $0,2 \leq VAF \leq 0,8$, djelomično posredovanje; $VAF > 0,8$, puno posredovanje). Metoda VAF pokazuje statistički značajan neizravni učinak s djelomičnim učinkom posredovanja ($VAF=0,79$; $0,2 \leq VAF \leq 0,8$).

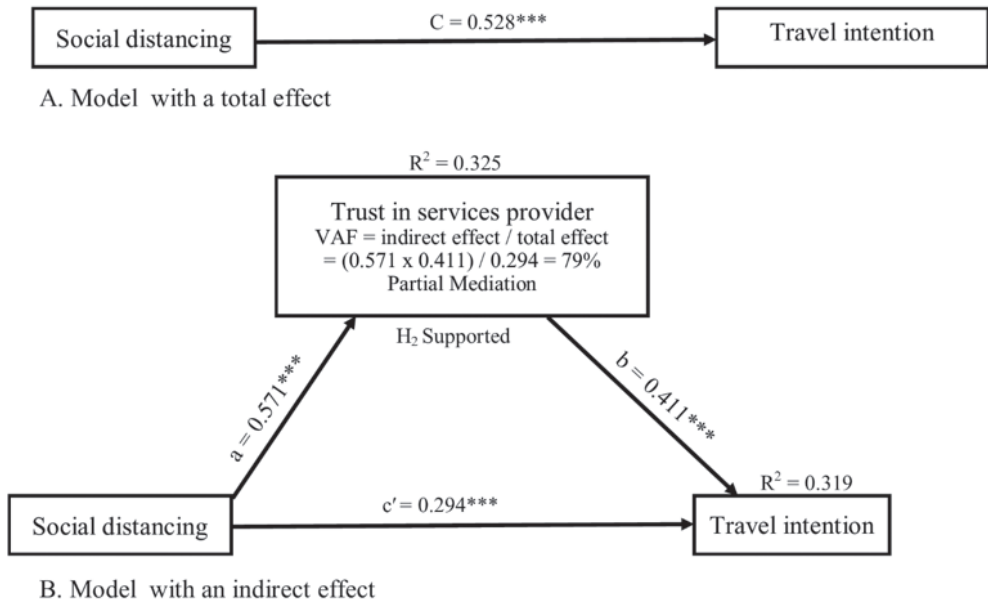
To evaluate the magnitude of mediation, the variance accounted for (VAF) method suggested by Hair *et al.* (2021) was utilized, which indicates that VAF would be greater than 0.2 in the presence of a significant indirect effect ($VAF \leq 0.2$, no mediation; $0.2 \leq VAF \leq 0.8$, partial mediation; $VAF > 0.8$, full mediation). The VAF method indicates a significant indirect effect, with a partial mediation effect ($VAF=0.79$; $0.2 \leq VAF \leq 0.8$).

Slika 4: Ukupan učinak i neizravan učinak



Bilješka: *P < 0,05; **P < 0,01; ***P < 0,001 (dvosmjerni test)

Figure 4: Total effect and indirect effect



Note: *P < 0.05; **P < 0.01; ***P < 0.001 (two-tailed test).

Rezultati pokazuju značajan indirektni učinak što je dokazano time da je interval povjerenja različit od nule. Stoga ovi rezultati ukazuju da je povjerenje značajan medijator i podržava hipotezu H2 (Slika 4). Nalazi našeg istraživanja potvrđuju prethodna znanstvena istraživanja koja ukazuju na medijatorsku ulogu povjerenja (Jeon *et al.*, 2017; Dabbous *et al.*, 2020; Pop *et al.*, 2021).

4.5. Rezultati moderiranja

Cilj ovog istraživanja bio je istražiti ulogu društvenih normi u moderiranju odnosa između održavanja društvene distance i namjere putovanja, uzimajući u obzir demografske karakteristike. Rezultati su pokazali da su društvene norme negativno moderirale vezu između održavanja razmaka i namjere putovanja. U istraživanju se koristila moderacijska regresijska analiza s glavnim prediktorima od kojih je oduzeta njihova aritmetička sredina. Obrazovanje ($b = 0,019$, $p < 0,05$, $t = 2,498$), dob ($b = 0,005$, $p < 0,001$, $t = 3,876$), i spol ($b = 0,0695$, $p < 0,05$, $t = 2,195$) bili su značajni prediktori u modelu sa starijim više obrazovanim osobama, a ispitanice su više prihvatile održavanje društvene distance. Štoviše, društvene norme su imale statistički značajan negativni moderacijski učinak na povezivanje između održavanja društvene distance i namjera putovanja ($b = -0,14$, $p < 0,001$, $t = -5,95$) kao što je vidljivo na Slici 5. Slijedom toga, hipoteza H3 nije dokazana. Ovi su rezultati u skladu s nalazima Wanga *et al.* (2019), koji su ustanovili da više razine moralnog identiteta slabe pozitivnu i značajnu vezu između percipirane društvene razmjene i pro-organizacijskog ponašanja. Međutim, razlikuju se od rezultata koje je objavio Alsaad (2021).

The results show a significant indirect effect, as evidenced by the confidence interval being different from zero. In summary, these results indicate that trust significantly mediates and supports hypothesis H₂ (Figure 4). Our findings support previous scholarly research demonstrating trust's mediating role (Jeon *et al.*, 2017; Dabbous *et al.*, 2020; Pop *et al.*, 2021).

4.5. Moderation results

This study aimed to explore the role of social norms in moderating the relationship between social distancing and travel intention while considering the demographic characteristics. The results showed that social norms negatively moderated the link between social distancing and travel intention. This study used moderation regression analysis with mean-centered main predictors. Education ($b = .019$, $p < .05$, $t = 2.498$), age ($b = .005$, $p < .001$, $t = 3.876$), and gender ($b = .0695$, $p < .05$, $t = 2.195$) were significant predictors in the model, with older individuals, those with higher education, and females reporting greater engagement in social distancing. Moreover, social norms had a significant negative moderation effect on the association between social distancing and travel intention ($b = -0.14$, $p < .001$, $t = -5.95$), as depicted in Figure 5. As a result, H₃ was not supported. These findings are consistent with those of Wang *et al.* (2019), who found that higher levels of moral identity weakened the positive and significant link between the perceived social exchange and pro-organizational behavior; however, they differ from the results reported by Alsaad (2021).

Slika 5: Moderirajući učinci društvenih normi

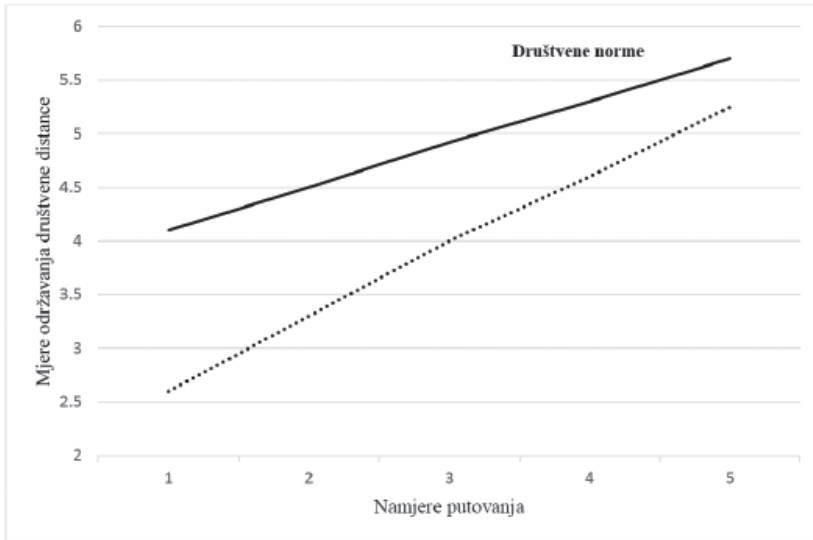
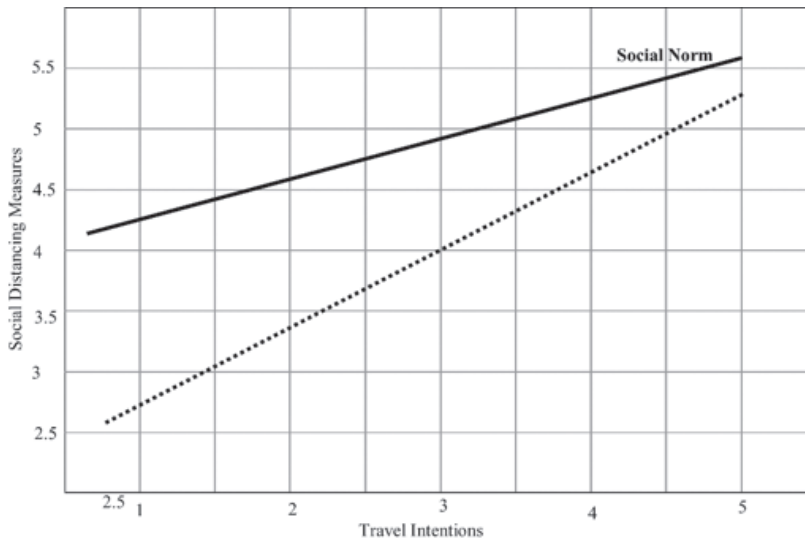


Figure 5: Moderating effects of social norm



Rezultati su također pokazali da promotivne ponude nisu imale znatnog učinka na odnos između održavanja društvene distance i namjere putovanja. Stoga hipoteze H4a i H4b nisu dokazane. Ovi nalazi nisu u skladu s prethodnim istraživanjima (Maddinsyah,

The results also indicated that promotion offers did not significantly affect the relationship between social distancing and travel intention. Hence, H4a and H4b were not supported. Although these findings are inconsistent with the previous studies (Mad-

2020; Nicolau *et al.*, 2020; Septiani *et al.*, 2020; Yang i Mattila, 2020) koja su pokazala da promotivne aktivnosti znatno utječu na odluke o kupnji, objašnjavaju varijaciju u procesu donošenja odluka i imaju ključnu ulogu u ukupnoj uspješnosti hotela. Iz ekonomske perspektive gledano, ako su svi ostali uvjeti ostali isti, putnici bi radije koristili usluge po nižim cijenama. Ovo istraživanje ne krši ekonomska načela, nego pokazuje da su mjere održavanja društvene distance u razdoblju nakon Covida-19 važnije od novčanih koristi.

Konačno, održavanje društvene distance znatno utječe na namjeru putovanja u razdoblju nakon Covida-19. Ti su rezultati u skladu s prethodnim istraživanjima (Chua *et al.*, 2020; Sturman *et al.*, 2020; Itani i Hollebeek, 2021). Iz ovog istraživanja vidljivo je da utjecaj održavanja društvene distance znatno ovisi o povjerenju, što je u skladu s prethodnim znanstvenim istraživanjima koja su pokazala medijatorsku ulogu povjerenja (Jeon *et al.*, 2017; Dabbous *et al.*, 2020; Pop *et al.*, 2021). Društvene norme bile su negativni medijator u odnosu između održavanja društvene distance i namjere putovanja, što je u skladu s nalazima Wanga *et al.* (2019). Međutim, to je suprotno našim očekivanjima da promotivne ponude ne moderiraju vezu između namjere putovanja i održavanja društvene distance. Rezultati ukazuju da će nakon jačanja turističkih aktivnosti mjere održavanja društvene distance biti efikasnije u revitaliziranju putovanja, ponovnog zadbivanja povjerenja putnika i namjere putovanja, nego promotivni pristupi. Promotivne ponude nisu značajan prediktor percipiranog rizika putnika. Rezultati se ne podudaraju s rezultatima prethodnih studija (Maddinsyah, 2020; Nicolau *et al.*, 2020; Septiani *et al.*, 2020; Yang i Mattila, 2020). Ovaj rad pokazuje da povjerenje u pružatelje turističkih usluga i usvajanje mjera održavanja društvene distance egzaktnije predviđaju namjeru putovanja.

dinsyah, 2020; Nicolau *et al.*, 2020; Septiani *et al.*, 2020; Yang and Mattila, 2020), which showed that promotion activities significantly influence purchasing decisions, explain the variation in the decision-making process, and play an essential role in the hotel's overall scores. From an economic perspective, travelers may prefer to avail themselves of services at cheaper prices, all other conditions being equal. The current study does not violate the economic principles but demonstrates that social distancing measures in the post-COVID-19 era are more critical than monetary benefits.

Finally, social distancing significantly influences travel intention during the post-COVID-19 era; these results are consistent with previous studies (Chua *et al.*, 2020; Sturman *et al.*, 2020; Itani i Hollebeek, 2021). Results indicate that the influence of social distancing on travel intention is mediated significantly by trust; this finding supports previous scholarly research demonstrating trust's mediating role (Jeon *et al.*, 2017; Dabbous *et al.*, 2020; Pop *et al.*, 2021). The social norms negatively moderated the relationship between social distancing and travel intention, which is in line Wang *et al.* (2019). In contrast, results contradict our expectations that the promotion offers do not moderate the link between travel intention and social distancing. These findings indicate that when the tourism business reopens, social distancing-related initiatives in the tourism business are more efficacious interference than promotional approaches to revitalize travel activities and regain travelers' trust and travel intention. The promotion offers are not significant predictors of travelers' perceived risk. These findings do not align with previous studies (Maddinsyah, 2020; Nicolau *et al.*, 2020; Septiani *et al.*, 2020; Yang and Mattila, 2020). Given this situation, the results show that trust and adopting measures related to social distancing by tourism service providers are more accurate predictors of travel intention.

5. ZAKLJUČAK

Turizam je aktivnost s ogromnim brojem međuljudskih kontakata, što zahtijeva komunikaciju između putnika i turoperatora. To ujedno znači da politike vlade imaju snažnog učinka na putovanja i turističke aktivnosti. Ova studija pionirsko je nastojanje koje pokazuje znatnu povezanost između održavanja društvene distance i namjere putovanja u razdoblju nakon Covida-19. Uloga povjerenja kao medijatora ukazuje da povjerenje u pružatelje usluga ima ključnu ulogu za turiste u stvaranju namjere putovanja u određene destinacije. Kad putnici imaju povjerenja u njere održavanja društvene distance koje poduzimaju turoperator i organizacije turističkog menadžmenta, vjerojatnije je da će se osjetiti sigurnima i motiviranima na posjetu destinaciji. Zanimljivo je kako promotivne ponude nemaju znatnog učinka na namjeru putovanja, što ukazuje da će u razdoblju nakon Covida-19 i nakon ponovnog otvaranja turističkih destinacija, potencijalnim turistima vjerojatno biti važnija briga za sigurnost i zdravlje od promotivnih strategija.

5.1. Doprinos

Doprinos i novine iznesene u ovom radu mogu se podijeliti u četiri točke. Prvo, do sada literatura nije poznavala utjecaj održavanja društvene distance na namjeru putovanja u razdoblju nakon Covida-19. Zbog toga je cilj ovog rada bio otkriti te praznine u istraživanjima i ustanoviti odnos između namjere putovanja i održavanja društvene distance, u kojem je medijator povjerenje u pružatelje turističkih usluga. Drugo, ovaj rad pruža dublji uvid u namjere turista u razdoblju nakon Covida-19. Treće, rad daje doprinos postojećoj literaturi time što ispituje učinkovitost i novu ulogu promotivnih ponuda (novčanih i nenovčanih). Naposljetku, ovo istraživanje jedno je od prvih u razdoblju nakon Covida-19 koje koristi PSW u propitivanju pristranosti u eksperimentalnom obli-

5. CONCLUSION

Tourism is an industry that involves a high level of interpersonal contact, which necessitates communication between travelers and tour operators; this means that government policies profoundly affect travel and tourism activities. This study is a pioneering attempt that shows a significant association between social distancing and travel intention during the post-COVID-19 era. The mediation role of trust indicates that trust in service providers plays a crucial role in shaping travelers' intentions to visit specific destinations. When travelers have confidence in the social distancing measures implemented by tour operators and destination management organizations, they are more likely to feel safe and motivated to visit. Interestingly, promotional offers do not significantly affect travelers' intentions, indicating that concerns about safety and health are likely to be a more significant concern for potential tourists than promotional strategies following the reopening of tourism destinations during the post-COVID-19 era.

5.1. Contributions

The contribution and novelty of the research can be divided into four points. Firstly, the literature lacks knowledge regarding the influence of social distancing during the post-COVID era on travel intention. Therefore, this study aims to reveal research gaps and establish the relationship between travel intention and social distancing, mediated by trust in tourism service providers. Secondly, this research strengthens the understanding of travelers' intentions in the context of the post-COVID-19 era. Thirdly, this study contributes to the existing literature by examining the efficiency and new role of promotion offers (cash and non-cash). Lastly, this paper is among the one of earlier attempts during the post-COVID-19 era to present a PSW scheme to address bias in the design

kovanju i uzorkovanju u aktivnostima putovanja i turizma.

5.2. Implikacije ovoga rada

Ovo istraživanje obogatilo je praktično značenje problema i ima implikacije za turističku aktivnost, naročito u Pakistanu. Za jačanje namjere putovanja potencijalnih putnika u razdoblju nakon Covida-19 ključno je provođenje različitih mjera koje bi osigurale održavanje društvene distance. Osnovni i najznačajniji plan oživljavanja turizma nakon Covida-19 jest ponovno zadobivanje povjerenja putnika. Premda turoperatori, turističke agencije koje stvaraju programe i organizacije destinacijskog menadžmenta u Pakistanu trebaju ponuditi mjere održavanja društvene distance, putnicima treba prenijeti i informacije o adekvatnim zdravstvenim i sigurnosnim mjerama. To se može provesti virtualnim i internetskim marketinškim kampanjama i oglašavanjem, te korištenjem digitalnih alata kako bi se izgradilo povjerenje potencijalnih putnika i povećala njihova tolerancija rizika. Bilo bi korisno da turoperatori i organizacije destinacijskog menadžmenta daju veću prednost provođenju mjera održavanja društvene distance nego promotivnim aktivnostima u nastojanjima ponovnog oživljavanja putovanja i ponovnog stjecanja povjerenja i namjera putovanja. Rezultati ovog istraživanja nisu primjenjivi samo u turizmu, već i u drugim sektorima. Nadalje, menadžeri bi trebali ponovo oblikovati svoje prostore koje turisti koriste, kako bi se mjere održavanja društvene distance mogle djelotvorno provoditi. Trebali bi primjenjivati i tehnološka rješenja, poput online rezervacija i beskontaktnog plaćanja, kako bi smanjili broj fizičkih kontakata između zaposlenih i gostiju.

5.3. Ograničenja i buduća istraživanja

Za bolje razumijevanje veza između bitnih čimbenika u turizmu, buduća istraživan-

and sampling experiments in travel and tourism activities. Therefore, this scheme offers a practical method for determining causal associations in experimental design.

5.2. Implications

This research has enriched practical significance and implications for the tourism industry, especially in Pakistan. The practice of different measures to ensure social distancing during post-COVID-19 is essential to enhance potential travelers' travel intentions. The most essential and significant scheme to revive during post-COVID-19 times is to regain travelers' trust. Although tour operators, travel management companies and destination management organizations in Pakistan should offer social distancing measures, the transparency of information on the adequate measures related to health and safety should also be conveyed to the travelers, which can be done by arranging virtual and internet-based marketing campaigns or ads and utilizing digital tools to build the trust of potential travelers and improve travelers' risk tolerance levels. Promotional activities can pull potential travelers back after lockdown and reestablish who have established trust in the tour operators and destination management organizations. The impact of this research is not limited to the tourism sector but can also be extended to other sectors. Furthermore, managers should redesign their facilities to ensure that social distancing measures can be implemented effectively. Managers should implement technology solutions such as online booking systems and contactless payment methods to reduce the amount of physical contact between employees and guests.

5.3. Limitation and future research

In order to better understand the linkages between the relevant factors, future studies

ja mogla bi se proširiti provođenjem anketa na turističkim lokacijama. Jedan od najvećih nedostataka ovog istraživanja jest ograničeni uzorak koji obuhvaća samo domaće posjetitelje iz Pakistana. Stoga rezultati nužno ne odražavaju veze između održavanja društvene distance i namjere putovanja kod drugih nacija. S obzirom na navedeno, buduća istraživanja trebala bi uzeti u obzir više zemalja i provesti komparativnu analizu u različitim vremenskim razdobljima. Povrh toga, trebalo bi napraviti jedinstvenu skalu mjerenja uzimajući u obzir težinu zaraznih bolesti, procedure ograničavanja kretanja u pojedinim zemljama/regijama te stajališta o toleranciji rizika među stanovništvom.

may expand by conducting on-site tourism surveys. One of the critical drawbacks of the current investigation is the limited research sample that is restricted to domestic Pakistani visitors. Thus, the findings might not indicate the linkage between social distancing and travel intention in other nations because of the data gathered in Pakistan. In the light of the above, future research should also undertake a cross-country and comparative study in other nations, and in different time periods. Moreover, a unique scale should be developed considering the seriousness of contagious illnesses, the lockdown procedures used in various nations/regions and the views of risk tolerance among the populace.

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