Will tourists still travel? The impact of crisis management in Cultural Tourism Destinations

¿Continuarán los turistas viajando? El impacto de la gestión de crisis en destinos de turismo cultural

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Resumen

La crisis se considera una variable importante que afecta las percepciones de los turistas e incluso provoca fluctuaciones en las intenciones de viaje. Por tanto, se necesita más investigación sobre cómo afecta las intenciones de los turistas hacia los destinos culturales. La vulnerabilidad de los destinos turísticos culturales presenta desafíos únicos, y una gestión de crisis eficaz puede mejorar su sostenibilidad. Este artículo utilizó métodos de análisis cuantitativo para realizar una encuesta a 508 turistas que visitan el Palacio de Daming (China). Los turistas culturales tienen percepciones diferentes de las crisis de daños directos y de daños indirectos, lo que afecta aún más su disposición a viajar. No sólo eso, sino que

diferentes tipos de turistas culturales también tienen diferentes percepciones de las medidas adoptadas por los destinos culturales en diferentes crisis. Finalmente, se hacen recomendaciones para que los destinos culturales aumenten su resiliencia en tiempos de crisis.

Palabras clave: destino cultural; crisis; gestión de crisis; gestión de riesgos.

Abstract

The crisis is considered an important variable that affects tourists' perceptions and can even cause fluctuations in travel intentions. Further research is therefore needed on how it affects tourists' intentions towards cultural destinations. The vulnerability of cultural tourism destinations poses unique challenges, and effective crisis management can enhance their sustainability. This article uses a quantitative analysis method to survey 508 tourists visiting Daming Palace (China). Cultural tourists have different perceptions of direct harm and indirect injury crises, further affecting their travel intentions. Not only that but there are also differences in the perceptions of different types of cultural tourists regarding the measures implemented by cultural destinations under different crises. Finally, recommendations are made for cultural destinations to build resilience in times of crisis.

Key words: cultural destination; crises; crisis management; risk management.

1 Introduction

Crises are inevitable (Hall, 2010), unpredictable (Racherla & Hu, 2009), and cross-borders in time and space, bringing death and destruction to communities (Rosenthal et al., 2001). Crises are capable of regularly disrupting the tourism and hospitality industry (McKercher and Hui, 2004), making its nature fragile (Zhong et al., 2021) through economic crises, natural disasters, terrorist incidents, pandemics, or others (Cro & Martins, 2017; Faulkner, 2001). And crisis management takes on critical significance in sustainable tourism and development (Simó et al., 2020).

Cultural tourism is booming at an unprecedented rate (UNWTO, 2020; Ibrahimova, 2021; Du Cros & McKercher, 2002) and it is recognized for its role in preserving Cultural Heritage (CH) and promoting sustainable development (UNWTO & WINTA, 2023). It not only supports economic growth and social inclusivity but also aids in sustaining traditional skills

and cultural identities, underscoring its profound social, economic, and cultural benefits (UNESCO, 2021). It can exert a more extensive multiplier effect on destinations and territories than tourism by itself, for its extremely relevant role in protecting residents' daily life and culture (Tien et al., 2019). Cultural tourism can facilitate social cohesion, deepening tourists' insights into other cultures and improving their cultural level, fostering tolerance, mutual understanding, as well as respect (UNWTO, 2020; Mathabathe, 2019).

Cultural tourism and its destinations are not immune to crisis and the negative consequences are twofold. First over the tourism industry and its socio-economic environment and, secondly, over CH itself (Bosher et al., 2020, Cunliffe et al., 2016; Barakat, 2021). The destruction and protection of Tangible CH in armed conflicts has been reported as a feature of war for thousands of years and has aroused rising attention worldwide over the last two decades (Cunliffe et al., 2016). Health crisis is capable of directly and indirectly affecting the loss of Intangible CH embedded into people's cultural identity and their relation to cultural, and natural heritage artefacts, sites or monuments, as well as all the problems arising from this loss and what their reconstruction or the impossibility of their restoration entails (Council of Europe, 2020: 68; Naramski et al., 2022). Furthermore, the economic crisis affects Cultural Tourism, through severely and continuously reduced budgets for conservation and maintenance of museums or other infrastructure (Greffe et al., 2017), and natural disaster destroy CH directly (Imai, 2012). It is noteworthy that numerous Cultural Tourism Destinations (CTDs) are subjected to a long-standing crisis of over-tourism, such that the protection of CH, resident's lifestyle and tourists' travel experience are adversely affected (Pasquinelli et al., 2022). Due to the particularity of cultural activities, exhibitions, and so forth, crisis management should make self-adaption specifically to CTDs (Aldao et al., 2021; Font et al., 2023).

Cultural tourism destinations are doubly vulnerable as a result and therefore these destinations require specific and robust crisis management to ensure sustainability (Flyen et al., 2023). The implementation of crisis management tools and strategies can effectively mitigate the adverse effect exerted by the crisis on the CTD (Broshi-Chen & Mansfeld, 2021), and this should be done considering responses to a wide variety of crises (Kirant Yozcu & Cetin, 2019; Ritchie et al., 2004).

As indicated by existing research, crises are capable of dramatically altering the significance of affected stakeholders (Alpaslan et al. 2009), and COVID-19 may represent a collective psychological trauma that will lead to future changes in travel patterns (Zambianchi, 2020). The panic arising from COVID-19 has led tourists to travel independently or in small groups and avoid popular or crowded tourist destinations, preferring nature-based travel and outdoor activities (Wen et al., 2021). However, compared with natural destinations, CTD covers more indoor activity areas, such that tourists worry that the closed space will increase the probability of infection. In general, CTDs require a specific interpreter to guide the tour, while contact with strangers increases the perception of crisis (Li, Zhao et al., 2022). Although this preference of tourists may be short-term, it should be considered that the effect of COVID-19 on CTD and the psychological shadow on tourists will last (Wen et al., 2021).

Despite its relevance, crisis management has aroused limited attention in the hospitality and tourism research for decades (Wut et al., 2021; Pforr & Hosie, 2008). As indicated by a bibliometric analysis conducted by Wut et al (2021), research stream started quite recently with natural disaster management, terrorism and disease management. Currently, given the global eruption of the COVID-19 pandemic and the economic downturn faced by numerous countries, crisis management has again aroused organizational and research attention (Andreu et al., 2020). Although CTDs are fragile and vulnerable (Moulin & Boniface, 2001) and crises may cause irreversible damage on Tangible and Intangible CH (Manhart, 2015), research on crises impact, crisis management and tourist's perceptions remain scattered (Subadra, 2021; 2022; Jayanti et al., 2023). Consequently, the main aim of this article is to understand tourists' perceptions towards crisis management action in CTD in different types of crises and its impact on their willingness to travel.

This study selects a specific cultural tourism destination for investigation, such as the Daming Palace National Heritage Park in China, and the national tourists visiting this site. Recognized by the UNWTO as a critical player in the global tourism industry, China stands out as a major source market and a premier destination (Ayittey et al., 2020). The relevance of Daming Palace is undeniable as one of the largest palace complexes of the Tang dynasty, surpassing in size three Versailles palaces and 977,924 visitors in 2019. Therefore, understanding the perceptions of Chinese tourists towards crisis management measures at

cultural tourism destinations is crucial in the post-COVID-19 era and in preparing for future crises.

2 Theoretical frameworks

2.1 Cultural Tourism and Cultural Tourists

Although the definition of cultural tourism remains a topic of discussion (UNWTO, 2019) recent years have seen significant shifts due to digital technology's impact on how tourists engage with CTDs (Pascoal et al., 2020; Baggio et al., 2020). Cultural tourists are those participating in any cultural activity and visiting CTDs during their travels (McKercher, 2002). Following Richards (2018), UNWTO (2019) and Pascoal et al. (2020) this study defines Cultural Tourism as what destinations should accommodate to tourists that visit, learn, experience, communicate and consume intangible or tangible CH based on face-to-face or virtual methods. Cultural tourism includes pure cultural tourists, attracted by the cultural endowment, general tourists that consume cultural tourism accidentally, and all the options in between these two types of tourists (Richards, 2018).

Personal characteristics influence the relevance perceived by tourist regarding CTDs. Richards et al. (2013) proposed an age perspective on the motivation and consumption of cultural tourists, with the aim of preparing positive marketing strategies in response to negative impressions arising from crises. Young tourists' motivation and behavioral intentions can underpin tourism's future planning and development (Preko et al., 2019). Moreover, young tourists are increasingly inclined to choose destinations with cultural attributes (Vergori & Arima, 2020). However, the contribution of non-young tourist groups to cultural tourism should not be overlooked. Senior tourist groups are more flexible about their schedules, thus increasing their potential to offset seasonality in travel demand (Vergori et al., 2020). In addition, the convenience of travel for senior tourists has become a touchstone for the accessibility of destinations to some extent (Qiao et al., 2022). In general, cultural tourists have been shown to have higher levels of education, however income levels vary (Álvarez-Díaz et al., 2022). Young cultural tourists or students usually have lower incomes, while middle-aged or older cultural tourists have higher incomes (Gaffar et al., 2011). Vergori et al. (2020) further analyzed pure cultural tourists, and most of them have the following

characteristics: 45-64 years old, mostly male and the majority have higher levels of education.

Tourists and cultural tourists' risk perceptions differ notably across several factors including novelty-seeking behavior, tourist roles, cultural differences, or travel experience. Novelty-seekers display greater tolerance towards international travel risks compared to those who prefer familiar experiences, suggesting a varied perception towards risk among tourists (Lepp & Gibson, 2003). Experience in travel further impacts risk perceptions, where seasoned travelers show a higher tolerance for risks, suggesting that familiarity and exposure to different travel situations can reduce perceived risks (Reisinger & Mavondo, 2005). More importantly, tourists perceive risks and crisis differently, especially concerning threats like terrorism (Yang et al., 2017).

2.2   Crisis Typology and Cultural Tourism

No clear consensus has been reached on the classification of crises (Duan et al., 2021), but the following classifications provided complementary classifications. Laws and Prideaux (2006) distinguish between crisis and disaster (an unforeseeable catastrophic change). Santana (2004) classified crises from four perspectives: socioeconomic, severe, regular, and natural/technological. Racherla et al. (2009) proposed four types of crises: unexpected, conventional, traceable, and bizarre.

CTDs have not been spared from the ravages of contemporary crises. The 2020 explosions in Beirut inflicted severe damage on Lebanon's architectural heritage, putting it at grave risk of collapse (Ammoun, 2021). Concurrently, the Syrian conflict, commencing in 2011, has wrought varying degrees of damage on its CH, with the war-induced population movements leading to the resettlement of residents even in ancient ruins and catacombs. This not only compromised the physical integrity of these sites but also highlighted the complex interplay between human survival and heritage preservation (Cunliffe et al., 2016). Amidst these conflict-related crises, the global health crisis triggered by the COVID-19 pandemic generated new challenges, curtailing the dynamics of cultural tourism through restrictions and the necessity for social distancing. This has forced destinations to adapt rapidly, by reducing or canceling cultural activities and exhibitions or by temporarily closing, underscoring the fragility of cultural tourism in the face of global health emergencies (Aldao

et al., 2021; Agostino et al., 2020). The crises collectively underscore the pressing need for resilience and adaptability in cultural tourism management.

According with the Attribution Theory in psychology (Weiner, 1985), a classification based on the causes of the crisis seems appropriate (Pekrun & Marsh, 2018). Crisis events arising from the destination's capabilities and attitudes are considered internal, while those arising from uncontrollable factors are denominated external crises (Su et al. 2023). Stemming from this theory, this study proposes a new classification method, which considers the damage that crises may cause to human life and health, with two categories: Direct Harm (C1. Health crisis; C2. Natural Disaster/Environmental Crisis; C3. Political turmoil/terrorist attacks crises) and Indirect Injury (C4. Economic crisis; C5. Energy crisis; C6. Cultural/society/community crisis; C7. Operational management crisis). See Table 1 for further details.

Table 1. Definition of crisis typology in CTD.

Crisis typology	Definition
C1. Health crisis (direct harm)	Populations' health is threatened and damaged in one or more geographical areas (Dávila-Quintana & López-Valcárcel, 2009).
C2. Natural Disaster/Environmental Crisis (direct harm)	Natural disasters cause loss of life, injury, or other impacts caused by natural processes or phenomena. Environmental crisis is environmental pollution and destruction caused by human activities in the pursuit of survival and development, including the trend toward ecological degradation of the entire environment and the depletion of resources (Faulkner, 2001).
C3. Political turmoil/terrorist attacks crises (direct harm)	Terrorism is defined as deliberate and politically motivated violence, generally committed by sub-state groups or covert operatives against non-combatant targets, designed to influence audiences. Political instability occurs when the conditions and mechanisms of governance and government are questioned in terms of political legitimacy by factors that come from the normal functioning of the political system (Ingram et al., 2013).
C4. Economic crisis (indirect injury)	A sharp deterioration in the economic indicators of a country or countries. It is usually accompanied by company bankruptcies, unemployment, economic depression, and other phenomena (Rittichainuwat et al., 2014).
C5. Energy crisis (indirect injury)	When an economy is affected by a shortage of energy supply or an increase in prices (Qureshi et al., 2017)

C6. Cultural/society/community crisis (indirect injury)	Refers to the degree of harmony between the destination and the local community and if cultural singularity is preserved (Imai, 2012).
C7. Operational management crisis (indirect injury)	Inadequate operation and management in the process of providing services, resulting in low tourist satisfaction (Slack, Chambers & Johnston, 2010)

Source: Authors.

2.3 Crisis management and cultural tourism

Different crises present unique circumstances, varying severity, duration, and controllability. Tourists' perceived risk is a multifaceted construct influenced by variables as socio-demographic factors, cultural orientation, awareness, cognition, psychological factors, personal health risks, financial status, or the perceived safety and image of the destination (Khasawneh & Alfandi, 2019; Teng, 2005; Cui et al., 2016; Deng & Ritchie, 2018; Teeroovengadum et al., 2021). As proposed by Slovic et al. (1974), Risk Perception Theory provides a theoretical framework for understanding and explaining how individuals perceive and respond to various risks. Risk perception is inherently multidimensional, involving rational assessments through logical analysis and the influence of subjective perception, through the impact of emotion and intuition in risk decision-making (Slovic, 2004). In crises, individuals' weight potential benefits against associated risks (Slovic, 1982), but tend to rely more on spontaneous emotional reactions (Dohle et al., 2010). Media coverage, social discourse, and cultural context can amplify or attenuate the perception of specific risks (Kasperson et al., 1988).

Lepp and Gibson (2003) pioneered the application of Risk Perception Theory to the tourism industry, confirming that personal factors influence tourists' risk perceptions. Research indicates that while subjective risk perceptions predominantly shape tourists' destination perceptions and choices, objective risk factors also play a critical role (Karl & Schmude, 2017; Zhang, Cho & Wang, 2019; Blešić et al., 2022). Such perceptions are shaped by individual subjective factors, including gender, age, education, prior experience, expectations, awareness and broader social and cultural contexts (Blešić et al., 2022). Tourists' perceptions are also shaped by objective factors, such as the type of crisis (Reisinger & Mavondo, 2005), and tourists exhibit higher risk perceptions for various crises, particularly uncontrollable ones

(Carballo et al. 2017; Rittichainuwat & Chakraborty, 2009, Senbeto & Hon, 2020). Generally, crises that cause direct harm have dramatic impact of tourist's perceptions towards TD (Santana, 2004), while not threatening human life indirect harm crises still affect tourists' perceptions towards destinations (Su et al., 2023). Based on these insights, the following hypotheses are proposed (Figure 1):

H1.1. Cultural tourists' risk perception is higher in the event of a crisis that triggers a direct harm.

Dolnicar (2007) investigated the impact of global political events and epidemics on tourists' risk perceptions, underscoring the importance of understanding tourists' reactions to various events for effective tourism management. Furthermore, tourists of varying age groups exhibit different behaviors in response to different crises; understanding these behavioral differences is essential for tourism managers to devise effective crisis management strategies (Senbeto & Hon, 2020). Risk Perception Theory and Signaling Theory are intricately connected in the context of risk management within the tourism industry. These theories facilitate better understanding and response to tourism risks for tourists and managers through information transmission and processing mechanisms. The relation between risk perception and information transmission mechanisms in Signaling Theory emphasizes the impact of different signals on risk perception and decision-making (Godovykh et al., 2021). This process underscores information asymmetry and tourists' sensitivity to travel risks, aligning with the concept of information transmission in signaling theory (Cui et al., 2016). International tourists' perceptions of terrorism risk significantly affect their information-seeking behavior and safety concerns, indicating that tourists rely on information signals (such as media reports) to evaluate and manage tourism risks (Seabra et al., 2014), further validating the importance of information and signals in risk assessment (Kapuściński & Richards, 2016).

By implementing comprehensive crisis management measures, through signal transmission and information processing , crisis-affected CTDs should employ Signaling Theory to convey messages of safety and attractiveness to potential tourists (Sönmez et al., 1999; Santana, 2004). Signaling theory aims to achieve market equilibrium in both the transmission and reception of signals (Spence, 1978), necessitating that CTDs communicate their crisis

management strategies to tourists through diverse channels, for rapidly building tourist trust (Mair et al., 2016; Leung & Seah, 2022; O'Brien & Federici, 2019; Greffe et al., 2017; Imai, 2012; Persson-Fischer & Liu, 2021; Slack et al., 2010; McKercher & Hui, 2004; Sönmez et al., 1999; Morakabati, 2013; Rittichainuwat, 2013).

The promptness of authorities' responses, including evacuation capabilities, is essential in reassuring potential tourists during critical crises (Fuchs et al., 2013). Social media has emerged as a promising platform known for its authenticity and effectiveness in information dissemination (Ragini, Anand, & Bhaskar, 2018) and can disseminate information across international borders in multiple languages, eliminating language and cultural barriers (Howard et al., 2011; Federici & O'Brien, 2019). Furthermore, strategies for handling cancellations and refunds play an essential role in mitigating the negative impact of crises on the tourism industry (Hajibaba et al., 2016), since it can enhance tourists' trust in the destination (Senbeto & Hon, 2020). Based on this, the following hypothesis is proposed (Figure 1):

> H1.2. Under crises that result in indirect injury, measures that promote transparent information regarding the crisis updates and refund policies in a wide variety of languages reduce risk perception of cultural tourists.

Risk Perception Theory suggests that both objective risks and individual subjective factors significantly influence tourists' travel decisions (Sönmez & Graefe, 1998b). Furthermore, extensive research corroborates that crises associated with terrorist attacks, wars, and political instability significantly adversely affect travel intentions (Carballo et al., 2021; Morakabati, 2013; Sönmez et al., 1999; Neumayer, 2004; Sönmez & Graefe, 1998a), since tourists' travel intentions are influenced by the characteristics and severity of crises (Kim et al., 2012; Villacé-Molinero et al., 2021). Numerous studies in the tourism industry have demonstrated that political unrest and terrorist attacks significantly impact travel intentions, causing them to reach their lowest levels during such crises (Sönmez, 1998; Araña & León, 2008; Fletcher & Morakabati, 2008; Walters, Wallin, & Hartley, 2019; Buigut, Braendle & Sajeewani, 2017; Liu & Pratt,2017; Adeloye, Carr & Insch, 2020). Saha and Yap (2014) also highlighted that political instability severely impacts tourism development, often more than one-off terrorist attacks. Reflecting on the impact on travel willingness, the following hypothesis is proposed (Figure 1):

H2.1. The willingness to travel reaches the minimum for political turmoil/terrorist attacks crises.

Despite the necessity for tourist destinations to incorporate crisis management plans, practical outcomes have been constrained, particularly in regions vulnerable to politically motivated violence. Research has recommended establishing crisis management task forces and guidelines to collaborate with law enforcement, but these measures have had limited effect in restoring tourist confidence (Sönmez et al., 1999). Sönmez (1998), Seabra et al. (2012; 2014), Liu and Pratt (2017) reviewed the impact of terrorism and political instability on tourism demand and found that, despite crisis management and recovery marketing measures, travel intentions declined significantly during political unrest and terrorist attacks. The anti-terrorism strategic framework proposed by Paraskevas and Arendell (2007) also indicates that existing crisis management frameworks offer limited assistance to tourism authorities in preventing and mitigating terrorist attacks. Walters, Wallin, and Hartley (2019) highlighted that the threat of terrorism affects tourists' travel choices, with travel intentions declining despite crisis management efforts. Therefore, the following hypotheses are proposed (Figure 1):

H2.2. There exist basically no significant crisis measures affecting cultural tourists' willingness to travel under political turmoil or terrorist attack crises.

Figure. 1. Conceptual model
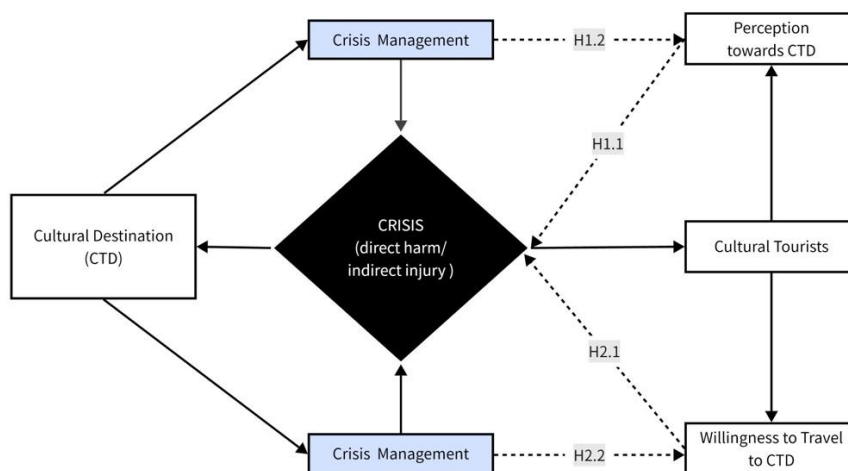
Source: Authors.

3   Methodology

This study is based on fieldwork through a closed-form questionnaire (Siniscalco & Auriat, 2005) that has been administrated in-person to Chinese tourists in the Daming Palace Ruins Park (China). The Daming Palace National Heritage Park is located in the northern part of Xi'an City (Shaanxi, China). In 2014, UNESCO recognized Daming Palace as a Silk Road Chang'an-Tianshan Corridor network component. As a national model for research and exhibition with significant archaeological, scientific, educational, and recreational value, Daming Palace represents an ideal case study for examining tourists' crisis perceptions. As the pandemic has impacted the number of visitors, we can refer to the previous visitor statistics for the Daming Palace Ruins Reserve, which recorded 915,432 tourists in 2018 and 977,924 in 2019. High tourist traffic typically indicates that the destination possesses unique cultural features that attract tourists (García-Hernández et al., 2017).

3.1   Research instrument

Our survey was structured in three parts to gather participants' opinions about their experience at Daming Palace. The first part focuses on sociodemographic characteristics (Santa-Cruz & López-Guzmán, 2017; National Bureau of Statistics of China, 2023): gender, age, monthly income, education level, and Social Media (SM) frequency use (Shimoga et al., 2019) (Table A.1, Appendix). The second part, with 16 questions, focuses on tourists' motivations for choosing Daming Palace, such as seeking a cultural experience, accessibility, and other general motivational factors (Qiu et al. 2018; Richards & van der Ark, 2013) (Table A.2, Appendix). Based on Risk Perception Theory and Signaling Theory, the third section, with 80 questions, addresses the impact of different crises in choosing Daming Palace under, and the potential impact of crisis management actions and strategies on promoting this CTD (WHO, 2019; China Center for Disease Control and Prevention, 2020; O'Brien & Federici, 2019; Zhong et al. 2021; Zambianchi, 2020; Rittichainuwat, 2013; Leung & Seah, 2022; McKercher & Hui, 2004; Morakabati, 2013; Sönmez et al. 1999; Greffe et al. 2017; Senbeto & Hon, 2020; Qureshi et al. 2017; Persson-Fischer & Liu, 2021; Imai, 2012; Slack et al. 2010) (Table A.3, Appendix). It allows identifying perceptions about the responses to different crises, based on previously defined crisis categories, to assess tourists' perceptions of crisis and intentions to travel. To ensure clarity, each type of crisis was clearly defined before

posing relevant questions, with examples provided where necessary. A five-point Likert scale, as suggested by Joshi et al. (2015), was employed in both the second and third sections of the questionnaire to gauge the perceived importance among cultural tourists.

3.2   Data collection and procedure

Systematic random sampling method was employed, first determining the minimum sample size (Chaudhuri & Stenger, 2005), which was calculated as follows:

$$n = \frac{Z^2 \cdot p \cdot (1-p)}{E^2}$$

A 95% confidence level (Z=1.96), an error margin of 5% (E=0.05), and a default 50% estimated survey result (p=0.5) yield a minimum sample size of 385. To obtain the perceptions of Daming Palace cultural tourists regarding different types of crises, crisis management measures, and travel intentions, a time-based systematic random sampling method was employed (Bruwer et al., 1996). In this method, respondents were given questionnaires at equal time intervals. From July 19th to September 5th, 2022, two research assistants worked from 9:00 am to 2:00 pm, and another two worked from 2:00 pm to 6:00 pm. The research assistants displayed the QR code of the questionnaire within the Daming Palace Ruins Conservation Area and invited random tourists to scan and complete it using their mobile device. Additionally, each research assistant had a spare mobile device for tourists who needed one to complete the questionnaire. A total of 510 questionnaires were distributed. After excluding two incomplete questionnaires, 508 complete responses were received, yielding an effective response rate of 99.61%.

3.3   Data analysis

In the context of crisis management in the tourism industry, it is crucial to understand the different types of tourists. To attract and retain cultural tourists and deploy practical risk management actions, describing tourists based on their age characteristics and determining their motivations for visiting the Daming Palace is essential. Cultural tourists were divided into four groups based on age and motivational variables when choosing CTDs. The clustering around medoid (PAM) method calculates the distances of observations to each center and assigns tourists to the closest medoid (Kaufman & Rousseeuw, 2009). The partitioning around the medoids method was performed in R software (Li, Liu et al., 2022). Specific covariates (like gender) were excluded since they negatively impact the clustering

of tourists. The resulting groups of tourists were used in the subsequent analyses (multinomial and ordinal logistic regressions) to understand the different behavior of the clusters while accounting for the covariates such as age, income, and education level. By grouping tourists according to specific criteria, for example, the crisis management team can more effectively identify and respond to the needs of different groups.

To test tourists' risk perception (H1.1) and their travel intentions (H2.1), we compare the medians of perceived direct harm and indirect injury risks, which more accurately reflect tourists' perceptions. In the analysis of travel intentions (H2.1), tourist clusters are used to examine the impact of crisis management measures on travel intentions of the identified tourist groups, with the purpose of determining whether different tourist groups exhibit distinct travel intentions. This approach also investigates whether tourists in various clusters respond differently to different crises. Furthermore, multinomial logistic regression was employed to examine tourists' perceptions about various CTDs crisis management measures (H1.2), i.e., the likelihood that tourists perceive measures as effective, thus shedding light on the intricate interplay of factors in crisis management. Taking the pure cultural tourists' group as a reference, the following model was estimated:

$$log\left[\frac{P(y=k)}{P(y=3)}\right] = \alpha_k + \beta_{k1}CV1 + \cdots + \beta_{k4}CV4,$$

$$k = \{1, 2, 4\},$$

where α_k are the intercept terms for each level k and $\beta_{k1} \dots \beta_{k4}$ represent the change in the log odds of being in group k of tourist versus the pure cultural tourist (group 3, as reference category) for a one-unit change in the predictor variables ($CV1, \dots CV4$) that may influence tourists' perceptions of the different crisis management measures, i.e. which crisis management measures are more important to each of the group of tourists. The chosen predictors are the CTD's official website (CV1), the refund policy (CV2), providing relevant information in different languages (CV3), and the CTD's capability to respond quickly to crises (CV4). They were selected because they represent critical aspects of crisis management that were queried in each type of crisis scenario presented to the respondents. Different types of tourists react to and are sensitive to crises in distinct ways. Consequently,

during a crisis, the allocation of crisis management measures can be optimized to meet the needs of tourists, thereby enhancing their sense of security and trust (Senbeto et al., 2020).

To determine the impact on cultural tourists' intentions to travel of the different crisis management measures (H2.2) an ordinal logistic regression analysis is proposed (Harrell, 2015). Since the outcome variable possesses an ordered set of possible values -the tourists' travel intentions spans from 1 "I will never travel" to 5 "I will definitely travel", the following model was estimated:

$$\boldsymbol{logit\ P_i} = [P(\boldsymbol{z} > \boldsymbol{j} \mid \boldsymbol{CV})] = -\boldsymbol{\alpha_j} + \sum_{\boldsymbol{i=1}}^{\boldsymbol{p}} \boldsymbol{\beta_i CV_i}$$

j=1, 2, 3, 4

where $\boldsymbol{P(z > j \mid CV)}$ is the probability, given the crisis management measures (CV1, CV2, CV3, CV4) as predictors, that the tourist travel intention is greater than a certain level $\boldsymbol{j}$ of threshold (with $\boldsymbol{j-1}$ thresholds, since the travel intention was measured through a 5-point Likert scale). $\boldsymbol{\beta_i}$ is the coefficient for the i-th predictor and $\boldsymbol{CV_i}$ represents the i-th measure taken under the specific crisis management measure that affects tourists' intention to visit a destination. The estimated regression coefficients are interpreted in terms of odds ratio $\boldsymbol{OR = e^{\beta_i}}$ that, for each type of crisis management measure, indicates the shift in the likelihood that a tourist will opt for a higher level of travel intention with each incremental implementation of crisis management measure, assuming all other factors remain unchanged (Williams et al., 2022).

4 Results and discussion

4.1 Clustering tourists in CTD

To attract and retain cultural tourists through risk management actions, it is critical to characterize tourists by age and their motivation to visit Daming Palace. Based on these two variables, four types of tourists visiting Daming Palace were identified. See Table A.4 (Appendix) for full details. One of the main conclusions of this classification is that 55.12% of the tourists visiting Daming Palace have received Higher education, in line with Álvarez-Díaz et al. (2022) and Vergori et al. (2020), that pointed out that cultural tourists generally have a higher level of education.

Group 1 is characterized by young tourists (under 30 years old) highly interested on SM networks that look for novelty, cultural experiences and meeting new people while traveling. They are not really concerned about CTDs' accessibility. The selection of a CTD primarily arose from the destination itself, not because of its closeness to another tourist destination. This group comprised 115 tourists (22.64% of the sample), with 58.26% being female, 29.57% achieved a monthly income level below 1500 CNY, and 46.09% had higher education. Group 2 is characterized by senior tourists (over 60 years old) which are highly concerned about the accessibility of the CTD. They are neither interested on SM nor much attracted by novelty, cultural experiences, or meeting other people while traveling. They are interested specifically in the CTD. This group comprised 93 tourists (18.31%), 55.91% women, 35.48% had a monthly income level of 1500-2500 CNY, and 41.94% had higher education.

Group 3 and group 4 are characterized as middle-aged pure cultural tourists (50-59 years old) that strongly pursue a cultural experience in the CTD. They are not highly interested on seeking novelty or meeting new people while traveling. However, there are relevant differences among both. Group 3 comprised 196 tourists (38.58%), 25.51% being women, and they are neither interested on SM nor accessibility of CTDs; 69.39% achieved 2500-3500 CNY mid-upper-income, and 68.88% had higher education. Meanwhile, group 4 comprised 104 tourists (20.47%), 50% are women and they are highly interested in SM and accessibility, 31.73% had a monthly income level between 2500-3500 CNY and 50.96% had a higher education level.

4.2   Cultural tourists risk perception

Tourists' risk perception posed by each crisis shows similar results to literature review regarding high perception of risks under a direct harm crisis (De Sausmarez, 2013; Wen et al., 2021). Natural Disaster/Environmental Crisis and Political turmoil/terrorist attacks crises are perceived as extremely critical, with a median of 5 for all these types of crises. Health crises obtain a median of 4.

To analyze the differences between tourist types in direct harm and indirect injury crises, a Kruskal-Wallis test statistic was used. The different tourist clusters showed consistency and non-significant ($p > 0.05$) differences in their perception of direct harm crises. On the other

hand, different clusters showed significance (p<0.05, p=0.000) for indirect injury crises, indicating differences in their perception. Results confirm H1.1., since cultural tourists' risk perception is higher in the event of a crisis that triggers a direct harm. Assessing tourists' crisis perceptions has implications for developing crisis management measures and assessing travel intentions. Cui et al. (2016) pointed out that risk control for crises with higher risk perception has a guiding effect, while crises with lower risk perception have a positive feedback effect on tourists' decision-making.

The multinomial logistic regression analysis, considering group 3 as the reference group, shows that the odds ratios reveal varying perceptions among tourists regarding crisis management measures (Table 2). When the odds ratio (OR) is greater than 1, the considered tourist group is more sensitive to the management measure than the reference group. Also, the Table includes intercepts, robust standard errors and statistical significance levels, only statistically significant data are presented in Table 2.

Table 2. Odd ratios of the measures in all type of crises

Crises		Variables	Group 1		Group 2		Group 4	
			Intercept	ORs and robust standard errors	Intercept	ORs and robust standard errors	Intercept	ORs and robust standard errors
Direct harm	Health crisis (C1)	Crisis updates (CV1)	7.069	1175.283** (1.984)	0.491	1.633** (0.136)	2.959	19.286** (0.364)
		Refund policy (CV2)	-2.27	0.103** (0.321)			-2.173	0.114** (0.319)
		Different language (CV3)			-0.271	0.763* (0.121)		
	Natural disaster/environmental crises (C2)	Different language (CV3)			-0.459	0.632** (0.142)		
	Political turmoil/terrorist attacks (C3)	CTD quick response (CV4)	-1.539	0.215* (0.642)				

Indirect injury	Economic crisis (C4)	Crisis updates (CV1)			-0.329	0.719* (0.134)	0.628	1.873* (0.218)
	Society/community/cultural crisis (C6)	Crisis updates (CV1)	3.698	40.366* (1.588)				
		Refund policy (CV2)			-6.996	0.001** (0.879)		
		Different language (CV3)			0.395	1.485* (0.181)		
		CTD respond (CV4)	-0.512	0.599* (0.199)				
	Operational management crisis (C7)	Refund policy (CV2)	-3.236	0.039** (0.671)	-3.218	0.040** (0.662)	-3.059	0.047** (0.672)
Note: *p < 0.05, **p < 0.01, (robust standard errors presented within parentheses).								

Source: Authors

In a health crisis (C1), tourists in groups 1, 2, and 4 are more sensitive to information provided by the official website (CV1) than in group 3. This finding aligns with Soroya et al. (2021), which indicates that official websites are preferred sources of information during crises. Tourists in groups 1 and 4 are more interested in social media, while those in group 2, generally older, tend to seek reliable information on these platforms. Additionally, groups 1 and 4 are less sensitive to refund policies (CV2) than group 3, with odds ratios (ORs) of 0.103 (p<0.01) and 0.114 (p<0.01), respectively. Furthermore, group 2 is less sensitive to information in different languages (CV3) compared to group 3, with an OR of 0.763 (p<0.05). During natural disasters / environmental crises (C2), group 2 is less sensitive to multilingual information (CV3) than group 3, as indicated by an OR of 0.632 (p<0.01). In the political turmoil or terrorist attacks (C3), tourists in group 1 are less sensitive to the crisis response capability of the Crisis and Tactical Defense (CTD) compared to group 3, with an OR of 0.215 (p<0.05). Regarding economic crises (C4), tourists in group 2 are less sensitive to crisis updates (CV1) than group 3, with an OR of 0.719 (p<0.05). Conversely, group 4 tourists are more sensitive to crisis updates than group 3, with an OR of 1.873 (p<0.01). For society, community, or cultural crises (C6), group 1 is more sensitive to crisis updates (CV1) than group 3, with an OR of 40.366 (p<0.01). Group 2 is less sensitive to refund policies (CV2)

compared to group 3, with an OR of 0.001 (p<0.01). Group 4, however, is more sensitive to multilingual information (CV3) compared to group 3, with an OR of 1.485 (p<0.05). Additionally, group 1 is less sensitive to CTD quick response (CV4) compared to group 3, with an OR of 0.599 (p<0.01). In operational management crises (C7), tourists in group 3 are more sensitive to refund policies (CV2) compared to the other groups, with ORs of 0.039 (p<0.01) for group 1, 0.040 (p<0.01) for group 2, and 0.047 (p<0.01) for group 4.

In the multinomial logistic regression analysis, we utilized the maximum likelihood estimation method (Table 3), and the model's goodness of fit was assessed using Cox and Snell, and Nagelkerke pseudo R^2 (Vareiro et al., 2019). The values of Cox and Snell R^2, Nagelkerke R^2 values, range from 0 to 1, with values closer to 1 indicating greater accuracy of the model (Tan & Ma, 2019).

Table 3. Model fitting information of the regression analysis

	CV1	CV2	CV3	CV4
Cox and Snell R^2	0.770	0.775	0.675	0.657
Nagelkerke R^2	0.826	0.832	0.725	0.705

Source: Authors

In the context of indirect injury crises, during an economic crisis, group 2 is less sensitive to information provided through the official website (CV1) than group 3, while group 4 is more sensitive. This can be attributed to group 2 comprising older individuals less accustomed to obtaining information online, whereas group 4 engages more with SM, thus valuing CV1 highly. Conversely, group 1 is more sensitive to the refund policy (CV2) than group 3, aligning with Senbeto et al. (2020) who note that younger individuals, being less financially capable, are more concerned with refund policies. Groups 2 and 4 are less sensitive to multilingual information (CV3) than group 3. During a society/community/cultural crisis (C6), group 1 is more sensitive to official website updates (CV1) than group 3, and group 4 is more sensitive to multilingual information (CV3). Group 1 is less sensitive to CTD rapid response (CV4) than group 3. In an operational management crisis (C7), group 3 is more sensitive to refund policies (CV2) than groups 1, 2, and 4.

Based on the above analysis, Hypothesis 1.2 is accepted. Measures that promote transparent information regarding the crisis updates and refund policies in different languages are highly valued by cultural tourists in the case of an indirect injury crisis.

4.3   Cultural tourists' willingness to travel

In general, travel intention during a direct harm crisis is low, and, on the contrary, the intention is high during an indirect injury crisis. Still, an operational management crisis can vary in willingness to travel. When considering the four types of cultural tourists, results were statistically significant ($p < 0.05$) across all direct harm crises and economic crises (Table 4).

Table 4. Median comparison results of travel intention

Crisis	Median N	Median (1, I will never travel; 2, I am not willing to travel; 3, I'm not sure; 4, I will travel; 5 I will definitely travel)			
		G1	G2	G3	G4
C1 Health	3	3	1	3	1
C2 Natural Disaster/Environmental	2	2	1	2	2
C3 Political turmoil/terrorist attacks	1	1	1	1	1
C4 Economic	4	5	3	5	4
C5 Energy	5	5	4	4	5
C6 Cultural/society/community	5	5	2	5	5
C7 Operational management	5	5	2	5	5

Source: Authors

Tourists are less willing to travel to CTDs during a direct harm crisis. Amid a health crisis, 24.8% of tourists are unsure about traveling to CTD, which is consistent with the finding of Chan (2021), suggesting that most respondents hesitated to travel for adventure during a health crisis. In natural disaster/environmental crises, 46.85% of tourists chose "I am not willing to travel" and 27.76% chose "I will never travel," exhibiting a significantly negative willingness to travel. Okuyama (2018) highlighted that most tourists are reluctant to travel to disaster areas. In political turmoil/terrorist attacks, results are similar to Ingram et al. (2013) and almost all tourists (99.02%) choose not to travel. Tourists wanting to travel, as

Ingram et al. (2013), defined them, might be opportunists because they would be interested in reduced-price travel products.

Tourists' willingness to go to CTD increases during indirect injury damage crisis. Among them, 42.32% of tourists are willing to go to CTD during the economic crisis. Eugenio-Martin & Campos-Soria (2014) argue that although some tourists cut back on spending, tourists still choose to travel. The same is valid for the energy crisis, cultural/society/community crisis, and operation management crisis, with 73.82%, 59.65%, and 73.82% respectively, tourists have a firm intention to go to CTD. The above analysis confirms H2.1. Cultural tourists have diverse travel intentions under the influence of different crisis types. Among them, the willingness to travel is minimal under political turmoil/terrorist attacks and tourists will try to avoid traveling (De Sausmarez, 2013).

Regardless of the type of crisis, the willingness of group 2 tourists to go to the CTD was lower than the other types of tourists. Since tourists in group 2 are older and more interested in accessibility, they may be worried that the crisis will cause damage to their physical health and ease of movement (Qiao et al., 2022). Even in an indirect injury crisis, their willingness to travel differs from the other groups. In contrast, groups 1 and 3 have higher travel intentions than other tourists' groups, especially during the economic crisis. Group 3 have higher incomes so they may be more resilient to risks during the economic crisis, while tourists in group 1, with lower levels of income, can continue traveling by cutting expenses (Eugenio-Martin et al., 2014).

The statistically significant results of the ordinal logistic regression analysis are presented in Table 5 for all tourists: the higher the probability that the CTD implements a crisis management measure, the greater the tourists' intention to travel to the CTD. An OR greater than 1 indicates that the measure promotes tourists' travel intentions. Table 5 also includes interceptions, robust standard errors and statistical significance, providing a comprehensive overview of the factors influencing travel intentions, and only statistically significant data are presented in Table 5.

Table 5. Odds ratio for traveling intention under different crisis management measures

Crisis management measures	Crises	Intercept	ORs and robust standard errors
Crisis updates in the CTD's official website (CV1)	Economic	0.281	1.324* (0.096)
	Energy	0.342	1.408* (0.108)
	Cultural/society/community	0.296	1.344* (0.100)
	Operational management	0.307	1.359* (0.155)
Refund policy (CV2)	Natural Disaster/Environmental	0.451	1.570* (0.159)
	Cultural/society/community	0.338	1.402* (0.106)
	Operational management	0.426	1.531** (0.119)
Relevant information in different languages (CV3)	Health	0.212	1.236* (0.069)
	Economic	0.265	1.303* (0.096)
	Natural Disaster/Environmental	0.336	1.399* (0.104)
	Cultural/society/community	0.256	1.292* (0.105)
	Operational management	0.412	1.510** (0.116)
CTD is equipped to respond quickly to crises (CV4)	Cultural/society/community	0.614	1.848** (0.110)
	Operational management	0.418	1.519** (0.102)
Note: *p < 0.05, **p < 0.01, values in parentheses are robust standard errors.			

Source: Authors

Crisis updates on the CTD's official website (CV1) promote tourists' intention to visit the CTD during an economic crisis (OR=1.324, p<0.05), an energy crisis (OR=1.408, p<0.05), a cultural/society/community crisis (OR=1.344, p<0.05), and an operational management crisis (OR=1.359, p<0.05). Official information sources are more reliable and are welcomed by tourists because they are more cautious in using information during the crisis (Soroya et al., 2021), so this variable will increase tourists' intention to visit the CTD. A refund policy (CV2) promotes tourists' intention to go to the CTD during a natural disaster/environmental crisis (OR=1.570, p<0.05), a cultural/society/community crisis (OR=1.402, p<0.05), and an operational management crisis (OR=1.531, p<0.01) because a refund policy is an effective measure to protect customers during a crisis (Liu et al. 2021). Providing information in different languages (CV3) can increase tourists' intention to visit the CTD during a health crisis (OR=1.236, p<0.05), an economic crisis (OR=1.303, p<0.05), a natural disaster/environmental crisis (OR=1.399, p<0.05), a cultural/society/community crisis (OR=1.292, p<0.05), and an operational management crisis (OR=1.510, p<0.01). This study responds to the research of O'Brien et al. (2019), which confirms tourists' urgent need for

multilingualism during the crisis. In a cultural/society/community crisis (OR=1.848, p<0.01) and an operational management crisis (OR=1.519, p<0.01), the CTD is equipped to respond quickly to crises (CV4), which can increase tourists' willingness to go to the CTD in this crisis. The destination's rapid response can take corresponding actions when a crisis occurs to resolve or prevent the crisis from worsening as early as possible, thus giving tourists a sense of security.

It is worth mentioning that, in our study, no crisis management measures were found to increase the desire of cultural tourists to travel to CTD during political turmoil/terrorist attacks. Because tourists are not willing to go to the CTD until they are sure it is completely safe, such as the infrastructure has been repaired (Berbekova et al. 2021). As revealed by the above analysis, hypothesis H2.2 can be accepted.

4 Conclusions

Cultural tourists are sensitive to the crises and CTD management's measures. Tourists engage in crisis perception, which is their perception of possible dangers at the CTD level, which may affect their travel decisions (Simó et al., 2020). The results of this study indicate that perceptions of cultural tourists differ under different crisis types. Cultural tourists show a high degree of crisis perception for direct harm crises, while in contrast, they have a low-risk perception for indirect injury crises. By studying tourists' perceptions of crises, to ensure that CTD's measures to address different crises are the most concern by tourists, it is an effective coping method reflected in the design of crisis management (Berbekova et al, 2021). During a direct injury crisis, cultural tourists valued measures that promoted transparent information about crisis updates in different languages and refund policies. Tourists hope that CTD management measures can appropriately intervene in the event of a crisis (Zhang y et al., 2020) to feel safe and protected (Persson-Fischer & Liu, 2021).

This study confirmed the survey by Sharma et al. (2022) that crisis perception serves as an essential factor for travel intentions to CTDs'. Cultural tourists have different travel intentions under direct harm and indirect injury crises, which is negatively related to risk perception. In other words, cultural tourists have a higher perception of direct harm crisis, their travel intention will be lower; if their perception of indirect injury crisis is lower, their travel intention will be higher. To counteract tourists' hesitant travel intentions in a crisis and

attract them, it is imperative for CTD to implement countermeasures. Beyond that, we call for building resilience in CTDs under crises (Prayag, 2018). This initiative is capable of translating resilience through a wide variety of tourists into the practice of crisis management in cultural tourism destinations. For example, employing SM crisis communication and marketing strategies is especially effective for engaging young tourists. For senior travelers, prioritizing the accessibility of cultural tourism destinations addresses the need for resilient travel infrastructures. For middle-aged tourists in Group 3, presenting unique cultural experiences or activities caters to their desire for depth and authenticity in travel. Meanwhile, for middle-aged Group 4 tourists who value social media engagement and accessibility, promptly communicating crisis management progress can reassure them of the destination's competency and resilience, aligning with their expectations for efficient information access and safety.

Therefore, the conclusions drawn from this study hold practical implications for CTDs. In response to the varied perceptions of tourists under different crisis scenarios identified in the study, CTDs can refine their crisis management strategies. For crises causing direct harm, CTDs should prioritize measures such as offering transparent updates on crisis information and implementing multilingual refund policies to enhance tourists' sense of security. In cases of indirect injury crises, CTDs can employ more adaptable communication strategies to mitigate tourists' perceived risks and consequently boost their willingness to travel. Given tourists' reluctance to travel during crises, CTDs need to implement measures to attract tourists. For instance, leveraging SM for crisis communication and marketing, as suggested by Avraham and Ketter (2017), can appeal to young tourists who are active on SM. Additionally, providing accessible cultural tourism destinations for older tourists, as highlighted by Filimonau and De Coteau (2020), can enhance inclusivity. Furthermore, offering tourists unique cultural experiences or activities can also serve as a draw.

Although this study laid a solid basis for the crisis perception of cultural tourism destinations, limitations remained. First, the data was collected while China had not been fully lifted mobility restrictions. The comparison of the crisis perception after the complete removal of these conditions can be more conducive to comparing tourists' crisis perception. Second, under the effect of travel restrictions, the interviewees had a Chinese cultural background.

Given the differences between international and domestic tourists, the perception of the crisis may be different, such that it can also serve as a future research direction. Future research could collaborate with CTDs like Daming Palace authorities to obtain detailed visitor demographic data to deepen the study and enhance understanding of cultural tourism dynamics. Lastly, a comprehensive measure of the crisis management plan and resilience was highlighted, which should be investigated in a broader scope.

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Appendix 1

Table A.1 Demographic characteristics of the research sample

Socio-demographic variables (Santa-Cruz & López-Guzmán, 2017; National Bureau of Statistics of China, 2023)	N	%
Gender		
Women	221	43.50
Men	287	56.50
Age		
Less than 30 years old	106	20.87
30-39 years old	54	10.63
40-49 years old	44	8.66
50-59 years old	152	29.92
Over 60 years old	152	29.92
Income		
Under 1500 RMB	99	19.49
1500-2500RMB	101	19.88
2500-3500RMB	216	42.52
More than 3500 RMB	92	18.11
Education level		
Primary education	104	20.47
Secondary education	124	24.41
University education	280	55.12
Frequency of using social software		
Several times a day	422	83.07
Diary	56	11.02
Every two days	21	4.13
Weekly	6	1.18
Monthly	2	0.39
Every several months	1	0.2

Source: Authors.

Table A2. Tourists' motivations for choosing CTD

Motivation variable	Source
How motivated are you when visiting cultural tourism destinations? (1 = not important at all, 5 = extremely important).	
M1. It enhances my knowledge and education.	Qiu et al (2018); Richards & van der Ark (2013)
M2. The appeal of something new.	Qiu et al (2018); Richards & van der Ark (2013)
M3. Seeking cultural experiences.	Qiu et al (2018); Richards & van der Ark (2013)
M4. Meeting new people and expanding my social network.	Qiu et al (2018)
M5. I select destinations based on their cultural offerings.	Qiu et al (2018)
M6. Cultural tourism is one of several factors I consider when choosing a destination.	Richards & van der Ark (2013)

M7. I explore cultural tourism when it's convenient during my travels or near another destination.	Richards & van der Ark (2013)
M8. Capturing interesting and beautiful photographs and videos	Authors
M9. Sharing my experiences on social media.	Authors
M10. I enjoy sharing my travel experiences.	Authors
M11. I aim to be a trendsetter in travel.	Richards & van der Ark (2013)
M12. Inspired by others' posts on social media, I wish to fulfill my own travel bucket list.	Authors
M13. Availability of accessibility features, such as stairs, elevators, parking, sidewalks, access ramps, pathways, and restrooms.	Qiu et al (2018)
M14. The official tourism website provides accessibility information.	Qiu et al (2018)
M15. Transportation accessibility to cultural tourism sites ensures barrier-free access for all.	Qiu et al (2018)
M16. An accessible route makes services, tourist, and cultural sites available to everyone.	Qiu et al (2018)

Source: Authors.

Table A3. Tourists' awareness of crisis management in cultural tourism destinations

Variable	Source
Please rate from 1 to 5, in the case of a HEALTH CRISIS (e.g., COVID-19), the extent to which you perception with the following statements (1 = nothing important and 5 = very important).	
C1. Health crises - Updated information on the evolution of the health crisis is offered through the official website of the CTD.	WHO (2019); China Center for Disease Control and Prevention (2020)
C1. Health crises - Clear information on health prevention systems (e.g., temperature control systems, masks, need for certificates) is offered through the official website of the CTD.	China Center for Disease Control and Prevention (2020)
C1. Health crises - When purchasing their tickets through the official websites, tourists are informed of the requirements for health certificates in the destination.	China Center for Disease Control and Prevention (2020)
C1. Health crises - When purchasing tickets online to visit CTDs, tourists are informed of the refund policy in case of illness or worsening of the situation.	China Center for Disease Control and Prevention (2020); Leung & Seah (2022); Zhong et al (2021)
C1. Health crises - Information is offered in different languages to ensure correct understanding by all visitors.	China Center for Disease Control and Prevention (2020); O'Brien & Federici (2019)
C1. Health crises - Once at the destination, temperature checks and health certificates are carried out.	China Center for Disease Control and Prevention (2020); Zhong et al (2021)
C1. Health crises - Once at the destination, flow management systems are established to avoid crowds and prevent disease spread.	China Center for Disease Control and Prevention (2020); Zhong et al (2021)
C1. Health crises - Once at the destination, the use of masks outdoors is mandatory.	China Center for Disease Control and Prevention (2020); WHO (2019); Zhong et al (2021)

C1. Health crises - Once at the destination, the use of masks indoors is mandatory.	China Center for Disease Control and Prevention (2020); Zhong et al (2021)
C1. Health crises - Once at the destination, disinfection facilities are provided for tourists at different points in the CTD.	China Center for Disease Control and Prevention (2020); Zhong et al (2021)
C1. Health crises - Once at the destination, safety distance maintenance systems are established.	China Center for Disease Control and Prevention (2020); Zhong et al (2021)
C1. Health crises - Once at the destination, it is observed that the authorities have strict control, ensuring that the established standards are followed.	China Center for Disease Control and Prevention (2020); Zhong et al (2021)
C1. Health crises - Once at the destination, the authorities can respond quickly to emergencies.	China Center for Disease Control and Prevention (2020); Zhong et al (2021)
Please rate values between 1 and 5 (1 = I'm definitely not going to travel and 5 = I will definitely travel).	
C1. Health crises - During a health crisis, I am still willing to take risks to travel to CTDs.	Zambianchi (2020)
Please rate from 1 to 5, in the case of a NATURAL DISASTER/ENVIRONMENTAL CRISIS (e.g., Tsunami), the extent to which you perception with the following statements (1 = nothing important and 5 = very important).	
C2. Natural Disaster/Environmental Crisis - Considering the Natural Disaster/Environmental Crisis, I think it is crucial to offer updated information in this regard through the official website of the CTD.	Rittichainuwat (2013)
C2. Natural Disaster/Environmental Crisis - When purchasing tickets online to visit tourist resources, tourists are informed of the refund policy in case the situation worsens.	Leung & Seah (2022)
C2. Natural Disaster/Environmental Crisis - Information is offered in different languages to ensure correct understanding by all visitors.	O'Brien & Federici (2019)
C2. Natural Disaster/Environmental Crisis - Once at the destination, there must be clear escape signs in different places.	Rittichainuwat (2013)
C2. Natural Disaster/Environmental Crisis - Once at the destination, establish a monitoring and maintaining air quality system.	Rittichainuwat (2013)
C2. Natural Disaster/Environmental Crisis - Once at the destination, install a water quality monitoring and maintenance system.	Rittichainuwat (2013)
C2. Natural Disaster/Environmental Crisis - Once at the destination, it must be clean.	Rittichainuwat (2013)
C2. Natural Disaster/Environmental Crisis - Once at the destination, create a noise limitation system.	Rittichainuwat (2013)
C2. Natural Disaster/Environmental Crisis - Once at the destination, authorities must respond quickly to emergencies.	Rittichainuwat (2013)
Please rate values between 1 and 5 (1 = I'm definitely not going to travel and 5 = I will definitely travel).	

C2. Natural Disaster/Environmental Crisis - During a Disaster/Environmental Crisis, I am still willing to take risks to travel to CTDs.	Rittichainuwat (2013)

Please rate from 1 to 5, in the case of a TERRORISM/POLITICAL UNREST (e.g., Terrorist attacks), the extent to which you perception with the following statements (1 = nothing important and 5 = very important).

C3. Terrorism/Political Unrest - Considering the crisis of Terrorism/Political Unrest, I think it is essential to offer updated information in this regard through the official website of the CTD.	McKercher & Hui (2004); Sönmez et al (1999)
C3. Terrorism/Political Unrest - Tourists are informed of the refund policy when purchasing tickets online to visit tourist destinations if the situation worsens.	Leung & Seah (2022)
C3. Terrorism/Political Unrest - Information is offered in different languages to ensure correct understanding by all visitors.	O'Brien & Federici (2019)
C3. Terrorism/Political Unrest - Considering the Terrorism/Political Unrest, I would go to the destination for the low price of the service.	McKercher & Hui (2004); Sönmez et al (1999)
C3. Terrorism/Political Unrest - When planning to travel to the destination, once the Terrorism/Political Unrest is known, you should look for other similar cultural tourism destinations.	McKercher & Hui (2004)
C3. Terrorism/Political Unrest - The destination must cooperate with the local department to issue a cancellation danger warning.	McKercher & Hui (2004); Sönmez et al (1999)
C3. Terrorism/Political Unrest - The destination must have brand promotion.	McKercher & Hui (2004); Sönmez et al (1999); Morakabati (2013)
C3. Terrorism/Political Unrest - Destination security must be demonstrated through interactions between national government representatives and private groups.	Morakabati (2013)
C3. Terrorism/Political Unrest - The destination propaganda must include "peace and security."	McKercher & Hui (2004); Morakabati (2013)
C3. Terrorism/Political Unrest - Once at the destination, the infrastructure must have been repaired.	Sönmez et al (1999)
C3. Terrorism/Political Unrest - Once at the destination, you should not hide the truth of the crisis.	Morakabati (2013)
C3. Terrorism/Political Unrest - Once at the destination, authorities must respond quickly to emergencies.	McKercher & Hui (2004); Sönmez et al (1999)

Please rate values between 1 and 5 (1 = I'm definitely not going to travel and 5 = I will definitely travel).

C3. Terrorism/Political Unrest - During a Terrorism/Political Unrest, I am still willing to take risks to travel to CTD s.	McKercher & Hui (2004)

Please rate from 1 to 5, in the case of an ECONOMIC CRISIS (e.g., Subprime mortgages crisis), the extent to which you perception with the following statements (1 = nothing important and 5 = very important).

C4. Economic crisis - Provide updated information on the economic crisis (e.g., price reductions and promotions) through the official website of the CTD.	Greffe et al (2017)
C4. Economic crisis - Tourists are informed of the refund policy when purchasing tickets online to visit tourist destinations.	Leung & Seah (2022)
C4. Economic crisis - Information is offered in different languages to ensure correct understanding by all visitors.	O'Brien & Federici (2019)

C4. Economic crisis - When tourists purchase tickets through the official website, they must report the destinations or attractions included in the tourism resources tickets to avoid repeat purchases.	Senbeto & Hon (2020); Greffe et al (2017)
C4. Economic crisis - When booking tickets, I only select the primary interest places.	Authors
C4. Economic crisis - When booking tickets, I try to do it through packages that allow me to get better prices.	Authors
C4. Economic crisis - After arriving at the destination, I do not go to attractions that require additional payment.	Authors
C4. Economic crisis - I will attend/visit free cultural activities/attractions after arriving at the destination.	Senbeto & Hon (2020)
C4. Economic crisis - Once at the destination, authorities must respond quickly to emergencies.	Senbeto & Hon (2020); Greffe et al (2017)
Please rate values between 1 and 5 (1 = I'm definitely not going to travel and 5 = I will definitely travel).	
C4. Economic crisis - During an Economic crisis, I am still willing to take risks to travel to CTDs.	Senbeto & Hon (2020)
Please rate from 1 to 5, in the case of an ENERGY CRISIS (e.g., Electricity shortage), the extent to which you perception with the following statements (1 = nothing important and 5 = very important).	
C5. Energy crisis - Considering the energy crisis, I think it is crucial to offer updated information in this regard through the official website of the CTD.	Qureshi et al (2017)
C5. Energy crisis - When tourists purchase tickets through the official website, please inform the destination to use e-Tikect.	Qureshi et al (2017)
C5. Energy crisis - Tourists are informed of the refund policy when purchasing tickets online to visit tourist destinations in case the situation worsens.	Leung & Seah (2022)
C5. Energy crisis - Information is offered in different languages to ensure correct understanding by all visitors.	O'Brien & Federici (2019)
C5. Energy crisis - Once at the destination, you must use garbage containers.	Qureshi et al (2017)
C5. Energy crisis - Once at the destination, the car park has facilities to charge the car.	Qureshi et al (2017)
C5. Energy crisis - Once at the destination, a water circulation system is established.	Qureshi et al (2017)
C5. Energy crisis - Once at the destination, provide renewable energy facilities.	Qureshi et al (2017)
C5. Energy crisis - Once at the destination, authorities must respond quickly to emergencies.	Qureshi et al (2017)
Please rate values between 1 and 5 (1 = I'm definitely not going to travel and 5 = I will definitely travel).	
C5. Energy crisis - During an Energy crisis, I am still willing to take risks to travel to CTDs.	Qureshi et al (2017)
Please rate from 1 to 5, in the case of a CULTURAL/SOCIETY/COMMUNITY CRISIS (e.g., Residents are not friendly), the extent to which you perception with the following statements (1 = nothing important and 5 = very important).	
C6. Cultural/society/community crisis - Considering the cultural/society/community crisis, I think it is crucial to offer	Leung & Seah (2022)

updated information in this regard through the official website of the CTD.	
C6. Cultural/society/community crisis - Tourists are informed when purchasing tickets online to visit tourist resources of the refund policy in case the situation worsens.	Leung & Seah (2022)
C6. Cultural/society/community crisis - Information is offered in different languages to ensure correct understanding by all visitors.	O'Brien & Federici (2019)
C6. Cultural/society/community crisis - Once in the destination, cultural uniqueness must be preserved.	Imai (2012)
C6. Cultural/society/community crisis - The character/lifestyle must be preserved once at the destination.	Imai (2012)
C6. Cultural/society/community crisis - Once at the destination, I feel safe when moving around the destination and visiting different areas.	Persson-Fischer & Liu (2021)
C6. Cultural/society/community crisis - Once at the destination, residents are warm and welcoming.	Imai (2012)
C6. Cultural/society/community crisis - Once at the destination, residents have a favorable attitude toward the tourism industry.	Imai (2012)
C6. Cultural/society/community crisis - Once at the destination, authorities must respond quickly to emergencies.	Persson-Fischer & Liu (2021)
Please rate values between 1 and 5 (1 = I'm definitely not going to travel and 5 = I will definitely travel).	
C6. Cultural/society/community crisis - During a Cultural/society/community crisis, I am still willing to take risks to travel to CTD s.	Imai (2012)
Please rate from 1 to 5, in the case of an OPERATIONAL MANAGEMENT CRISIS (e.g., Consumer traps), the extent to which you perception with the following statements (1 = nothing important and 5 = very important).	
C7. Operational management crisis - Considering the operational management crisis, I believe it is crucial to offer updated information in this regard through the official website of the CTD.	Imai (2012)
C7. Operational management crisis - Tourists are informed of the refund policy when purchasing tickets online to visit tourist resources if the situation worsens.	Leung & Seah (2022)
C7. Operational management crisis - Information is offered in different languages to ensure correct understanding by all visitors.	O'Brien & Federici (2019)
C7. Operational management crisis - The destination marketing plan appeals to me.	Imai (2012)
C7. Operational management crisis - Once at the destination, the bathrooms must be ventilated and clean.	Slack et al (2010)
C7. Operational management crisis - Once at the destination, sufficient seating must be in the rest area.	Slack et al (2010)
C7. Operational management crisis - Once at the destination, the parking lot must have sufficient space.	Slack et al (2010)
C7. Operational management crisis - Once at the destination, transportation must be convenient.	Slack et al (2010)
C7. Operational management crisis - Once at the destination, you must have clear signs to navigate the goal.	Slack et al (2010)

		Slack et al (2010)
C7. Operational management crisis - The staff must be professional and enthusiastic once at the destination.		Slack et al (2010)
C7. Operational management crisis - Once at the destination, establish measures to avoid consumer traps.		Slack et al (2010)
C7. Operational management crisis - Once at the destination, authorities must respond quickly to emergencies.		Slack et al (2010)
Please rate values between 1 and 5 (1 = I'm definitely not going to travel and 5 = I will definitely travel).		
C7. Operational management crisis - During an Operational management crisis, I am still willing to take risks to travel to CTD s.		Imai (2012)

Source: Authors.

Table A4. Cluster Analysis of tourists (modal evaluation by each tourist type –columns– to the survey questions –horizontal.

Questions in the survey	Group1	Group2	Group3	Group4
X2. Age	1	5	4	4
X2.2 Novelty	4	3	2	3
X2.3 Looking for cultural experiences	4	3	5	5
X2.4 Meet other people and expand my social circle	4	3	2	2
X2.5 Only for this destination	4	3	5	5
X2.6 Cultural tourism is just one more element when choosing a destination	4	3	2	2
X2.7 When it catches me on the way or next to another tourist destination	2	2	1	1
X2.8 Take exciting and beautiful photos and videos	5	2	2	4
X2.9 Share photos on my social networks	5	2	2	4
X2.10 Share my travel experience on social networks	5	2	2	4
X2.11 I want to be the leader of travel trends	5	2	2	4
X2.12 I see other people's updates on social media and want to complete my wish list	5	1	2	4
X2.13 It offers accessibility facilities, such as stairs, elevators, parking, sidewalks, access ramp, trails, and bathrooms	2	5	2	4
X2.14 The official tourism websites offer accessibility information.	2	5	2	4
X2.15 Offers ease of transpiration to ensure accessibility	2	5	2	4
X2.16 Accessible routes, providing routes that make services, tourism, and cultural places accessible to all	2	5	2	4
Total of tourists in each group	115	93	196	104

Source: Authors.