



# Enlightening Tourism.

## A Pathmaking Journal



Universidad  
de Huelva

## Editorial Team

### Editor in Chief

Alfonso Vargas-Sánchez, University of Huelva, Spain

### Associate Editor

Mirko Perano, Reald University College, Albania

### Books Review Editor

Brendan Paddison, York St. John University, United Kingdom

### Secretariat

Elena García de Soto, University of Huelva, Spain

Cinta Borrero-Domínguez, University of Seville, Spain

### Style reviewer and text editor

Anestis Fotiadis, Zayed University, United Arab Emirates

## Editorial Board

José Manuel Alcaraz, Murdoch University, Australia

Mario Castellanos-Verdugo, University of Seville, Spain José

Antonio Fraiz-Brea, University of Vigo, Spain

José Manuel Hernández-Mogollón, University of Extremadura, Spain

Tzung-Chen Huan, National Chiayi University, Taiwan, Province of China

Shaul Krakover, Ben Gurion University, Israel

Jean Pierre Levy-Mangin, University of Quebec, Canada

Tomás López-Guzmán, University of Córdoba, Spain

Yasuo Ohe, Chiba University, Japón

María de los Ángeles Plaza-Mejía, University of Huelva, Spain

Nuria Porras-Bueno, University of Huelva, Spain

João Albino Silva, Algarve University, Portugal

## Advisory Board (Spanish Members)

Juan Manuel Berbel-Pineda, Pablo de Olavide University, Spain

César Camisón-Zornoza, University of Valencia, Spain

Enrique Claver-Cortés, University of Alicante, Spain

María Teresa Fernández-Alles, University of Cádiz, Spain

José Luis Galán-González, University of Seville, Spain

Félix Grande-Torrales, University of Jaén, Spain

Antonio Leal-Millán, University of Seville, Spain

Inmaculada Martín-Rojo, University of Málaga, Spain

Antonio Manuel Martínez-López, University of Huelva, Spain

Francisco José Martínez-López, University of Huelva, Spain

Pablo A. Muñoz-Gallego, University of Salamanca, Spain

Francisco Riquel-Ligero, University of Huelva, Spain

José Miguel Rodríguez-Antón, Autonomous University of Madrid, Spain

Sandra Sanchez-Cañizares, University of Cordoba, Spain

Josep Francesc Valls-Giménez, ESADE, Spain

## Advisory Board (Other European Members)

Tindara Abbate, University of Messina, Italy

Paulo Aguas, University of Algarve, Portugal

Carlos Costa, Aveiro University, Portugal

Dianne Dredge, Aalborg University, Denmark

Salvatore Esposito de Falco, University of Rome "La Sapienza", Italy

Sheila Flanagan, Dublin Institute of Technology, Ireland

Tania Gorcheva, Tsenov Academy of Economics, Bulgaria

Tadeja Jere Jakulin, University of Primorska, Slovenia

Metin Kozak, Mugla University, Turkey

Álvaro Matias, Lusitana University, Portugal

Alfonso Morvillo, National Research Council, Italy

Alexandru Nedelea, Stefan cel Mare University of Suceava, Romania

Claudio Nigro, University of Foggia, Italy

Angelo Presenza, University "G. D'Annunzio" of Chieti-Pescara, Italy

Kanes Rajah, Royal Agricultural University, United Kingdom

## Advisory Board (Members from the rest of the world)

John Allee, American University of Sharjah, United Arab Emirates

Nestor Pedro Braidot, National University of La Plata, Argentina

Roberto Elias Canese, Columbia University, Rector, Paraguay

Luca Casali, Queensland University of Technology, Australia

Nimit Chowdhary, Indian Institute of Tourism and Travel Management, India

Steven Chung-chi Wu, National Pingtung University of Science and Technology, Taiwan

Dianne Dredge, Southern Cross University, Australia Daniel Fesenmaier, Temple University, United States

Babu George, Alaska Pacific University, United States

Dogan Gursoy, Washington State University, United States

Jafar Jafari, University of Wisconsin-Stout, United States

Sanggun Lee, Pai Chai University, Korea Republic of

Albert Yeh Shangpao, I-SHOU University, Taiwan

Pauline Sheldon, University of Hawaii, United States

Germán A. Sierra-Anaya, University of Cartagena de Indias, Rector, Colombia

Xiaohua Yang, University of San Francisco, United States



# A HIERARCHICAL REPRESENTATION STUDY ON PERSONAL MOTIVES OF SUMMER HOLIDAY SEEKERS: THE CASE OF ITALY DURING THE COVID-19 PANDEMIC

Zira Hichy

University of Catania (Italy)

[z.hichy@unict.it](mailto:z.hichy@unict.it)

Marco Platania

University of Catania (Italy) – University of Winchester (UK)

[marco.platania@unict.it](mailto:marco.platania@unict.it)

## ABSTRACT

*Using a method that examines goal setting, this study investigates the reasons people take a holiday during the 'COVID summer'. Participants were 141 Italians that completed a questionnaire during summer 2020. The results revealed 13 reasons for taking a holiday: 'Family/Friends', 'Attachment', 'Relax', 'Fun', 'New experiences', 'Increasing knowledge', 'Overcoming general stress', 'Overcoming lockdown stress', 'Present well-being', 'Future well-being', 'Enrichment', 'I like it', and 'Socialising'. Revealing connections between reasons, the hierarchical structure revealed that the principal reasons for taking a holiday during the COVID summer are tied to gaining future well-being, maintaining close relationships, and enhancing personal growth. These results are useful for defining tourism destination policies in the post-pandemic phase.*

## KEYWORDS

*Holiday; COVID; Motivation; Laddering Technique; Goal setting.*

*ECONLIT KEYS*  
*D12; D91; Z33.*

## **1. INTRODUCTION**

Several recent studies have demonstrated the impact of the COVID-19 pandemic around the world (e.g. Ulak, 2020; Pham et al., 2021; Keogh-Brown et al., 2020; Mackenzie & Goodnow, 2021; Ibn-Mohammed et al., 2021; Jena et al., 2021; Janus, 2021). Studies indicate that the unpredictable nature of this new virus has had a terrible impact on travel, tourism, and travel behaviours, greater than any other epidemic in history (Nair & Sinha, 2020; Pham et al., 2021; Škare et al., 2021; Sigala, 2020; Uğur & Akbıyık, 2020). The intrinsic characteristics of tourism were decisive for the spread of COVID-19 in the initial period of the pandemic, so much so that the tourism sector was the most affected. A similar crisis was the 2002–2004 SARS outbreak, which prompted the World Health Organization to discourage travel to Asia. This epidemic caused three million job losses in the tourism industry, a \$20 billion drop in gross domestic product (GDP) in China, Hong Kong, Singapore, and Vietnam, and a 70% decrease in the flow of tourism across Asia (McKercher & Chon, 2004).

Unfortunately, the effects of COVID-19 have been more serious due to their global dimension. According to the latest estimates by the UNWTO (2021), Asia-Pacific is the macro-area that has experienced the heaviest percentage reduction in international arrivals (down 84 % in a year) in 2020, either because it was the first to be affected by the pandemic or because it has maintained the strictest restrictions on international travel at the level of individual states. For Europe, the statistics indicate a less severe decline in percentage terms (70% on 2019) but larger in size in the same year, so much so that it is the highest in the world in absolute numbers, with a loss of 500 million arrivals. The Middle East-Africa region recorded a 75% reduction, in the Americas this figure is at least 69%.

As soon as vaccinations are available worldwide, tourism will be able to regain strength. However, tourists' motivations behind a trip are likely to change and this could be a paradigm shift from the pre-COVID period (Mackenzie & Goodnow, 2021). According to Zheng et al. (2021), tourists' post-disaster travel behaviours can be

influenced by their risk perceptions and motivations. In this sense, the disciplines of psychology and sociology can help tourism scholars understand tourist behaviour (Woodside & Lysonski, 1989).

This study examines the motivations to travel through a model of motivations based on the laddering technique. In the literature there are several studies on the reasons for traveling post shock pandemic. The scholars analyse the effects on industry (eg. Dombey, 2004; Kim et al., 2005) or on the market, especially from the tourism demand side (eg. Kuo et al., 2008; Mao et al., 2010; Wang, 2009), investigating how a pandemic shock influences travellers' perceptions of risk and how this affects planned vacation behaviour. However, few studies have examined the post-COVID reasons for traveling in specific markets, such as farm holidays (Zawadka et al., 2022) or nature tourism (Obradović & Tešin, 2022), and to our knowledge, there are no similar studies for Italy. To contribute to this gap, our work investigates the reason of those who decided to travel in the summer of 2020, based on a sample of people from Italy. Understanding the motivations to travel in a period that tourists perceive as risky represents an important first element in defining the recovery policies of tourist destinations. Many of them were in fact affected by the pandemic shock and had difficulty recovering. The behaviour of tourists (the reasons) is in fact difficult to understand in post-pandemic scenarios such as that of 2020.

The rest of this paper is structured as follows. The next section presents a review of the literature on the motives of tourists. Section 3 describes the methodology used and the psychometric model while the results are outlined in section 4. Finally, some reflections in terms of policy are presented in section 5.

## **2. LITERATURE REVIEW**

### ***2.1) MOTIVATION IN TOURISM: THEORETICAL FRAMEWORK***

Travel motivation is an area rich in theoretical analysis and applied studies in tourism research (e.g. Harrill & Potts, 2002; Pearce & Lee, 2005; Mansfeld, 1992) also in European context (e.g. Muskat et al., 2014; Mason & Alamdari, 2007; Gursoy & Umbreit, 2004; Arasli & Baradarani, 2014). This attention is justified by the fact that

understanding these aspects means having valuable information on tourist demand and their purchasing behaviour and therefore being able to be more efficient in the market (Mansfeld, 1992). Furthermore, suppliers of tourism products and services need up-to-date information to be able to anticipate consumer choices related to changes in travel motivations (Sigala, 2020).

Behind every human action, there is a reason that induces the person to act to be able to satisfy a specific need (Herzberg et al., 1959). In studies on tourist motivation, the tourist is at the centre and there are several factors that motivate them. A very general classification proposed by Uysal and Hagan (1993) and followed in many studies (Fodness, 1994; Crompton, 1979; Dann, 1977; Baloglu & McCleary, 1999) distinguishes motivations as internal (psychological drivers) and external (related to the destination).

The starting point in every analysis on motivation is Maslow's (1943) theory of the hierarchy of needs, which is one of the widely accepted and applied theories for understanding the needs of human behaviour. Maslow classified human needs into five aspects, namely: 'physiological needs', 'security and protection', 'social need', 'self-esteem', and 'self-actualisation'.

To understand how this theory can be used to identify travellers' needs, we refer to Yousaf et al. (2018). These authors highlight the importance of the physiological needs of tourists, such as cleanliness or good food. These needs are to be considered as fundamental for travellers and tourist destinations must do everything possible to guarantee this satisfaction. Safety and security refers to the safety of travellers. Social need refers to the formation of relationships with people to create a sense of social belonging. The fourth motivation is associated with self-esteem, and in the tourism sector it is linked to the desire to travel to impress friends, relatives, social groups, and to obtain a higher social status. Finally, the last necessity in the hierarchical scale is self-realisation, which in tourism corresponds to the awareness that travelling is an activity through which one can improve one's skills.

The literature in the tourism field has deepened the applications of Maslow's theory and in general the aspects related to motivations and tourism.

An important contribution is by Dann (1977). His push and pull theory identifies two factors that influence tourist motivations: push and pull factors. Push factors are

'what makes tourists travel', that is, the factors underlying the desire to travel. Pull factors are linked to the specific reasons for choosing a destination, linked to ego satisfaction. This approach has received various criticisms; for example, Prentice (2004: 261) argues that tourism is above all a mediated activity and that 'in a mass consumption world, this distinction is essentially irrelevant'.

Cohen (1974) states that the desire of modern man is to try something different, arguing that 'he is interested in things, sights, customs, and cultures different from his own precisely because they are different' (1974: 165). Cohen was one of the first sociologists to propose a classification to conceptually clarify the term 'tourist'. Based on the degree of institutionalisation of the tourist, he identified four categories: organised mass tourist, individual mass tourist, the explorer, and the drifter. 'The first two tourist types are further named 'institutionalised tourist roles' and the other two are referred to as 'non-institutionalised tourist roles' (Fan et al., 2017: 358).

Cohen asserted that the fundamental variable forming the basis for these tourist roles is strangeness versus familiarity (Mason, 2020; Harrill & Potts, 2002). The distinction of organised/individual mass in Cohen's classification scheme helps to clarify some aspects related to the motivations of tourists. According to Wickens (2002: 835), 'the strength of his typology is that it recognises the tourist as a polymorphous consumer and attempts to specify types in terms of clearly expressed dimensions (such as institutional/non-institutional, familiar/strange)'. Cohen's study has been heavily cited in the literature and attempts have been made to develop and refine it (Pearce, 1982).

These four classifications are characterized by psychological elements, but this classification is largely sociological in its orientation. The main emphasis is the relationship between the tourist and the members of the host society (Harrill & Potts, 2002).

One of the best-known models for describing tourist motivation is Plog's allocentric-psychocentric typology (1974, 1990, 1991). According to Plog's model, allocentric people (derived from the Latin root 'allo', which means varied in form) tend to be outgoing and confident, expressing exploratory behaviours. Psychocentric people (derived from the Latin root 'psyche', meaning self) are self-inhibited and relatively non-adventurous people (Harrill & Potts, 2002).

Plog states that these people have a behaviour that avoids risk: for example, they have real mistrust of new products, they prefer familiar environments and do not like to make new friends or get to know new tourist locations. While extremely intuitive, this approach has been widely criticised. Among the various criticisms, Prentice (2004) argues Plog's model is a multidimensional model that reduces the travel motivation to a single dimension of the personality.

In his study on motivation, Crompton (1979) also presents motivations related to psychological and sociological aspects. He defines psychodynamic motives (relaxation, exploration, social interaction, escape, regression, strengthening of kinship, and prestige) and cultural motives (education and novelty). Crompton's contribution highlights the role of the destination in tourist behaviour. It helps to understand the factors that influence a visitor's choice of destination. Crompton (1979) attempted to synthesise the sociological and psychological motivations for tourism within a cultural-social-psychological continuum; an individual experiences imbalance in cultural, social, or psychological needs before a holiday, after which balance is temporarily restored.

Iso-Ahola (1980, 1982) incorporates social psychology into tourism studies. According to the author, leisure activities offer satisfaction to tourists both because they offer intrinsic rewards and because they allow the tourist to leave their routine behind. The author therefore argues that the satisfaction that individuals expect from a leisure activity is linked to two motivational forces: approach (research) and avoidance (escape). Going beyond the previous typological models, the author observed that tourist behaviour is a dialectical-evolutionary process. Despite the author's claim that the motivation is purely psychological, this model appears to show both social and psychological aspects.

The tension between sociology and psychology finds space in the debates published in the *Annals of Tourism Research* of 1981 and 1983. In 'Tourism Motivation: An Appraisal' by Dann (1981), the author develops a model of tourist motivation based on the sociological concept of symbolic interactionism. The author states that motivation is not to be confused with aspiration. Many aspirations are in fact unattainable. Second, motivation often differs from verbal justification, just as a mission statement can be distinguished from action. The stated goal can also differ



from the motivation. Thirdly, satisfaction is linked to action (completed) and does not coincide with motivation. Dann (1981) concludes with a definition of motivation as 'A meaningful state of mind that adequately disposes an actor or group of actors to travel, and which is subsequently interpretable by others as a valid explanation for such a decision' (p. 205).

Continuing with the main contributions on motivation, it is important to mention Pearce's Travel Career Ladder (TCL) (1988), a five-level model of motivation based on Maslow's theory of the hierarchy of needs (1943). TCL describes the needs of travellers in a hierarchical model in which relaxation needs are placed at the base of the scale and satisfaction needs at the highest level. TCL theory has long been criticised due to some limitations to its applicability. For this reason, Pearce and Lee (2005) revised the existing theory of motivation with the intention of providing more diverse and empirical models of motivation and proposed the Travel Career Patterns (TCP) with some modifications in the TCL theory. TCP (2005) allows for a more complete understanding of travel motivation patterns. The TCP theory suggests that travel motivations can be identified as a set of models that also include motivational factors related to past travel experiences and age groups. Pearce and Lee (2005) identified some motivational factors related to romance, the desire for novelty, relaxation or escape, self-realization and autonomy.

However, sociology remains a source of inspiration for studies on tourist motivations. Mansfeld (1992) rejects earlier psychological approaches by arguing that motivation is difficult to isolate and proposes the 'destination choice theory of tourist motivation'. This theory is based on the investigation of the relationships between tourists' declared preferences and their actual choices. Mansfeld moves away from the traditional motivation-satisfaction model of social psychology towards a motivation-choice model based on sociology.

Also Fodness (1994) sustains the functional theory of tourist motivation. In his study, develops a scale for measuring the functions that the holiday experience performs for the tourist. The author identifies the functions of knowledge, utilitarianism, expression of the value and social adaptation.

A common problem of various studies concerning the motivation to travel regards the use of closed-ended questions, as well as items or scales, representing

constructs chosen a priori, based on existing literature, pre-test studies, or specific interests of the researcher. However, especially in new situations, such as the COVID epidemic, this type of measure may not be suitable for capturing new or particular aspects. For this reason, various scholars (see, for example, Ajzen & Fishbein, 1980) recommend an open-ended elicitation procedure, in which people freely list their motivations to do something and, only later, the answers were coded to select the most important reasons. The laddering technique follows this principle, leaving people free to indicate the reasons that push them to take a vacation during the COVID summer. Furthermore, the laddering technique allows understanding of “what” is important for people who decide to take a vacation and “why” this motivation is important, which allows arranging the reasons hierarchically, starting from concrete actions (means) up to more abstract reasons (ends).

## **2.2) THE LADDERING TECHNIQUE**

The laddering technique is well established in various fields, such as psychology, marketing, advertising, and organisational management (Rugg et al., 2002). The laddering technique originates from the Psychology of Personal Construct proposed by Kelly (1955; for a review, see Walker & Winter, 2007). Following this theory, people create patterns of their world using hierarchically organised bipolar constructs. To explore people’s personalities, psychologists use a so-called ‘repertory grid’ namely, an interviewing technique to obtain information about a certain element (e.g. an event, a person, an object). Hinkle (1965) developed the laddering technique as a means to access systems of individuals’ personal meaning. The Laddering technique is particularly used in marketing research to explore people’s opinions, attitudes, and beliefs, according to the models of the Means-End Theory (Reynolds & Gutman, 1988; for a review, see Veludo-de-Oliveira et al., 2006). The Means-End Theory affirms that people hierarchically organise their knowledge; in this hierarchy, concrete thoughts are linked to abstract ones, making a structure that leads from means to ends. This means that it is possible to hierarchically connect product attributes (A) to consequences of product use (C) and to individuals’ values (V), creating a chain known as a ladder.

As previously mentioned, the laddering technique was born for use in consumer and organisation research; however, it is now used in various domains, such as regulation of body weight (Bagozzi & Edwards, 1998), beliefs about internet (Capozza et al., 2003), regulation of hypertension (Taylor et al., 2006), organisational behaviour (van Rekom et al., 2006), user's aims in virtual social worlds (Jung & Kang, 2010), and attitude towards immigrants (Hichy et al., 2013). With regards to application in the tourism field, Jewell and Crofts (2002) used this technique to analyse motives leading people to visit a heritage site. Results revealed that most people were seeking a satisfying leisure experience, comprising both pleasure and learning. In a recent study, Jiang et al. (2015) analysed travel motivation of Chinese outbound tourists and found that participants choose destinations that are 'famous' or have a 'good environment' because of 'the beauty of nature' and 'pleasure', while chose 'different' destinations to expand experiences and knowledge.

### **2.3) CONTEXT OF THE STUDY**

In January 2020, the World Health Organization announced the discovery of a new coronavirus that caused lung infections to several residents of the city of Wuhan (Hubei, People's Republic of China).

Italy was the first Western country to be affected by the COVID-19 virus; on February 12, 2020 the first case was officially diagnosed in Italy, followed on February 21 by clusters of cases detected in some regions of Northern Italy (Lombardy and Veneto). The first deaths due to COVID-19 were on February 22. In the space of a few days, the number of infections increased, and the Italian government decreed to lockdown the country, imposing limitations on free movement of people, the shutdown of all schools and universities, and the closure of almost all production activities, from March 10 to May 18. Starting from May 18, most activities could reopen, and free movement was granted within their region; movements between regions were restored on June 3. Concerning international movements, starting from June 15, travel was permitted in countries belonging to the European Union, the Schengen agreement, and some other countries (e.g. United Kingdom,

Canada); however, other ordinances issued throughout the summer, allowed or forbade travelling to other countries based on their pandemic situation.

Italy had had a period of constant growth in terms of national and international presences and arrivals. In the last 5 years it had grown by 15% in terms of nights. This growth was mainly supported by international tourism which had grown by almost 18%. Italy is characterized by a tourist market with a marked seasonality with arrivals very concentrated in the summer months where almost 40% of total arrivals, both domestic and foreign, are normally concentrated.

In the summer period July-September 2020, compared to 2019, there was a 64% reduction in the number of tourists staying in accommodation facilities. The decrease is mainly due to international tourism (39.7% compared to the same period of 2019). Italian travellers were 86.2%. In the first three quarters of 2020, business trips by residents in Italy have drastically decreased (-59%) and, to a lesser but still significant extent, those for holidays (-23%) (Istat, 2020).

### **3. METHOD**

#### **3.1) PARTICIPANTS**

Participants were a convenience sample of 141 Italians (61 males and 80 females) aged between 18 and 67 years ( $M=31.35$ ,  $SD=11.90$ ). The sample size is similar to many other studies using this method (see for example Bagozzi & Edwards, 1998). Participants were approached in a public place (parks, squares, etc...) asking to complete an online questionnaire in the Italian language and were informed that their responses would remain confidential. All participants have taken or will take at least one holiday (with at least one overnight stay) during summer 2020. All data were collected during summer 2020 (July and August).

#### **3.2) INSTRUMENT AND PROCEDURE**

The questionnaire was derived from Bagozzi & Edwards' protocol (1998; see also Bagozzi et al., 2003), which consists of a table of five rows and three columns. Participants were first asked to list up to five personal motives for taking a holiday.

Participants were then instructed to consider the first given reason and indicate why it was important to them in the first box of the second column (Why – 1). Participants were then asked to explain why the answer given in the second column was important to them in the first box of the third column (Why – 2). This process was repeated for all the reasons expressed in the first column.

#### **4. RESULTS**

Participants provided 1,129 reasons (sum of mentions per goal shown in Table 2) for taking a holiday during the COVID summer. The content of these reasons was analysed by two independent judges and classified into 13 categories of goals (Table 1).

	<b>Goal</b>	<b>Example of statements made by participants</b>
1	Family/Friends	Spend time with family (Trascorrere del tempo con la famiglia), Meet up with friends (Incontrare gli amici)
2	I like it	I like traveling (Mi piace viaggiare), I like to go on vacation (Mi piace andare in vacanza)
3	Relax	Blow off some steam (Staccare la spina), Take a break (Prendersi una pausa)
4	Fun	Have a good time (Divertirsi), Take your mind off (Spegnere la mente)
5	Increasing knowledge	Learning about new things (Imparare cose nuove), Increase their own culture (Aumentare la propria cultura)
6	New experiences	Make new experiences (Fare nuove esperienze), Try something new (Provare qualcosa di nuovo)
7	Socializing	Be in company (Stare in compagnia), Meet new people (Incontrare nuove persone)
8	Overcoming general stress	Reduce stress (Ridurre lo stress), Reduce work-related stress (Ridurre lo stress lavorativo)
9	Overcoming lockdown stress	Reduce COVID related stress (Ridurre lo stress derivato COVID), Reduce lockdown stress (Ridurre lo stress derivato dal lockdown)
10	Present well-being	It makes me feel good (Mi fa sentire bene), It makes me happy (Mi rende felice)
11	Attachment	Maintain close relationships (Mantenere le relazioni intime), Stay united (Rimanere uniti)

12	Enrichment	Have new points of view (Avere nuovi punti di vista), Grow up (Crescere)
13	Future well-being	Be more productive (Essere più produttivi), Increase the quality of life (Aumenta la qualità della vita)

Table 1. Goal and example from qualitative information.  
Note: In brackets is the original statement in Italian language.

To analyse the structure of reasons for taking a holiday during the COVID summer, an implication matrix was constructed (Table 2). This is a matrix displaying the number of times each reason leads to another reason. For example, reason 2 ('Family/Friends') lead to reason 11 ('Attachment') 30 times. Reasons were arranged in the matrix by the degree of abstractness (Bagozzi & Edwards, 1998; Bagozzi et al., 2003; Taylor et al., 2006), which indicates the proportion of times a reason is the end in a relationship. Abstractness is computed as the ratio of in-degrees (number of times a goal is the end of a linkage) to the sum of in-degrees plus out-degrees (number of times a goal is the source of a linkage). This index is ranged from 0 to 1 with higher values indicating a goal will be used as an end to achieve. Our results indicated that the most abstract goal was 'Future well-being', followed by 'Enrichment' and 'Attachment', while the least abstract goal was 'Family/Friends'.

Goal	1	2	3	4	5	6	7	8	9	10	11	12	13	Out	I+O	A	P	C
1 Family/Friends		0	3	0	0	1	6	8	7	3	30	0	1	59	72	0.18	0.02	0.13
2 I like it	0		6	0	3	5	0	2	0	11	1	2	2	32	46	0.30	0.03	0.08
3 Relax	2	2		4	0	4	0	26	16	12	0	2	18	86	124	0.31	0.07	0.23
4 Fun	2	0	5		0	1	1	8	3	3	1	2	2	28	41	0.32	0.02	0.07
5 Increasing knowledge	1	3	2	2		18	2	0	0	3	0	36	0	67	101	0.34	0.06	0.18
6 New experiences	0	6	1	0	16		3	3	0	3	1	25	1	59	99	0.40	0.07	0.18
7 Socializing	1	0	1	1	1	2		0	3	5	9	3	1	27	47	0.43	0.04	0.09
8 Overcoming general stress	0	1	8	2	1	1	1		10	10	4	4	11	53	113	0.53	0.11	0.21
9 Overcoming lockdown stress	1	0	4	0	1	0	2	4		9	3	3	11	38	80	0.53	0.08	0.15
10 Present well-being	3	1	5	1	1	1	1	4	1		1	2	19	40	105	0.62	0.12	0.19
11 Attachment	3	0	0	2	1	1	3	0	1	2		3	2	18	70	0.74	0.10	0.13
12 Enrichment	0	1	2	0	10	5	1	2	1	1	2		4	29	113	0.74	0.15	0.21
13 Future well-being	0	0	1	1	0	1	0	3	0	3	0	2		11	83	0.87	0.13	0.15
In degrees	13	14	38	13	34	40	20	60	42	65	52	84	72	547				
Mentions per goal	77	53	139	45	125	119	49	93	68	80	76	123	82					

Table 2. Implication matrix and prominence indices for reasons to take a vacation during COVID summer.  
Note. Out = out degrees, I + O = in degrees + out degrees, A = abstractness, P = prestige, C = centrality.

To determine the goal importance, prestige, and centrality indexes, measuring the relevance of a goal compared to other goals, were calculated (Bagozzi & Edwards, 1998; Bagozzi et al., 2003; Taylor et al., 2006). Prestige indicates the degree to

which a motive is the objective of other motives and is calculated as the ratio of in-degree to the total number of cell-entries in the implication matrix. ‘Enrichment’ was found to be the goal with the highest prestige, followed by ‘Future well-being’. Finally, centrality measures the degree to which a motive is involved in relationships with other motives. It is calculated as the ratio of the sum of in-degree plus out-degree to the total number of cell-entries in the implication matrix. ‘Relax’ was the most central goal, followed by ‘Overcoming general stress’ and ‘Enrichment’.

Starting from the implication matrix, a representation of the hierarchical goal structure was shaped (Figure 1). However, before proceeding with the construction of the goal structure, a cut-off level needed to be chosen to select the relationships to be inserted in the representation.

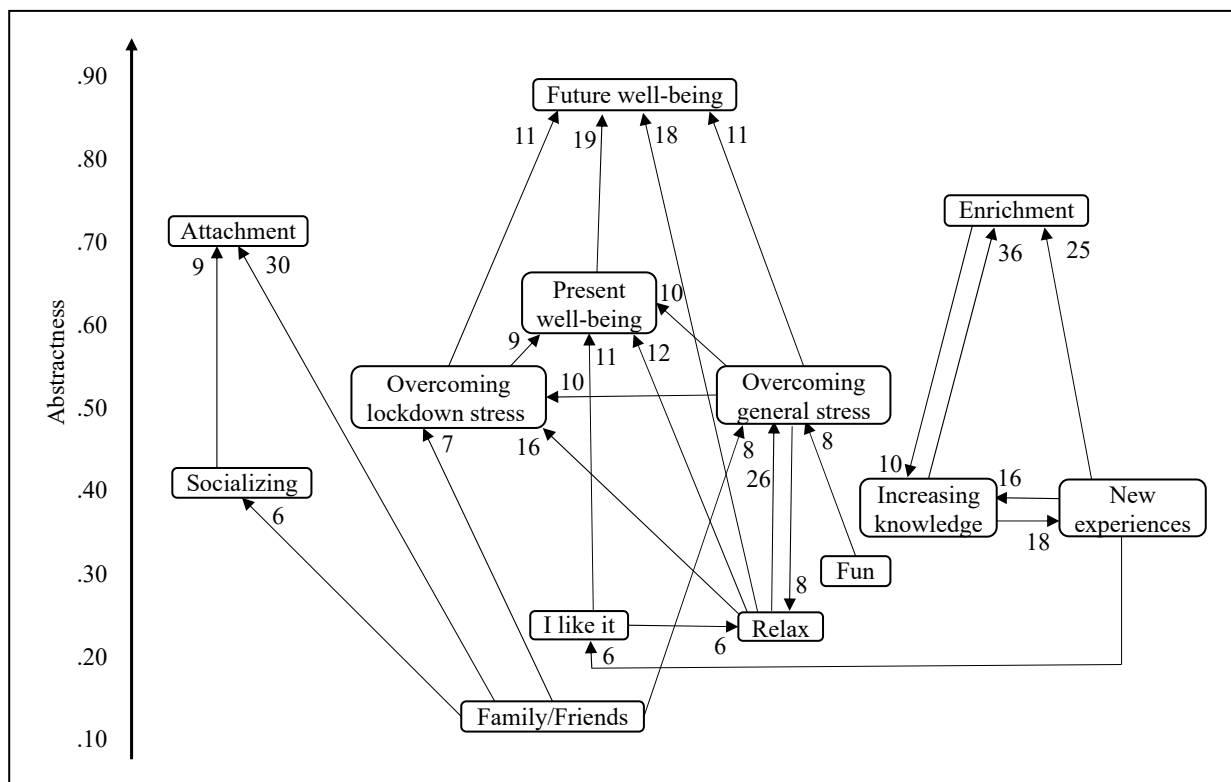


Figure 1. Hierarchical goal structure for reasons to take a vacation during the COVID summer. Note. Numbers near the arrows indicate how many times a reason leads to another reason.

Following Taylor et al. (2006; see also Pieters et al., 1995), the proportion of active cells (non-zero cells) in the implication matrix was compared to the proportion of linkages between goals at a given cut-off. A cut-off of six (25 active cells) was

selected; in this way we could account for 63% of all relationships (number of active linkages as a proportion of all linkages) using only 16% of all possible cells (number of active cells as a proportion of all cells) and only 21% of cells containing a value different from zero (number of active cells as a proportion of all cells mentioned at least once). The hierarchical goal structure displaying goals (ordered based on abstractness index) and relationships between them is illustrated in Figure 1. The diagram shows three almost distinct clusters of goals for taking a holiday during the COVID summer, related to the most abstract goals 'Future well-being', 'Enrichment', and 'Attachment'.

Regarding motives related to 'Future well-being', the most concrete goal 'Family/Friends' leads to 'Overcoming lockdown stress' and 'Overcoming general stress' (this last factor also leads to 'Overcoming lockdown stress') that directly and through 'Present well-being' lead to 'Future well-being'. Moreover, 'Relax' leads to 'Future well-being' directly and through 'Overcoming lockdown stress', 'Present well-being', and 'Overcoming general stress' (this last goal also leads to 'Relax', showing a recursive relationship). Finally, 'Fun' leads to 'Overcoming general stress'.

Concerning the motive related to 'Attachment', the most concrete goal 'Family/Friends' leads to it both directly and through 'Socialising'. It should be noted that the concrete goal 'Family/Friends' is the starting point to reach both 'Attachment' and 'Future well-being'.

Finally, regarding 'Enrichment' the more concrete goals 'Increasing knowledge' and 'New experiences' (these two goals show a recursive relationship between each other, and 'Increasing knowledge' shows a recursive relationship with 'Enrichment') lead to it. Moreover, 'New experience' leads to 'I like it', which leads to 'Relax' and 'Present well-being' (both tied to 'Future well-being'), showing that a new experience could be a starting point to reach well-being in the future.



## **5. DISCUSSION AND CONCLUSION**

The impact of the pandemic has been devastating for all economic sectors, but it has had even more profound effects on tourism. The restriction on the movement of people (more severe than the restrictions on the movement of goods) have produced economic and social effects on a global level. Despite all this, as soon as it was possible, tourism resumed, in the form of local tourism. Tourists who decided to take a holiday in the summer of 2020 had a strong motivation. In fact, they decided to go on holiday in an overall context still dominated by the fear of contagion. Understanding these aspects is crucial in helping governments and tourist destinations to define the best post-COVID recovery policies. In fact, according to various studies (e.g. Sigala, 2020; Zenker & Kock, 2020; Fotiadis et al., 2021), the future scenario will be characterised by compliance with the rules of social distancing and hygiene. The diffusion of vaccines will allow greater freedom of movement but will require compliance with these rules for the foreseeable future.

In this study, we used the laddering technique since, as a semi-structured interview, it allows us to detect the motivations for taking a vacation during the COVID summer without defining them in advance, how it happens using closed-ended instruments. This is particularly important in all those situations in which the motivations elicited by people may not be known a priori. Furthermore, the hierarchical representation of the objectives makes it possible to identify the superordinate goal, that is, the abstract reasons pushing people to take a vacation during the COVID summer, and the subordinate goal, that is, the concrete actions implemented by people. The results of the survey allow us to establish some important aspects.

First, the reason behind any holiday choice is still that of the desire for relaxation. This is the fundamental reason, the starting point for further motivations. Even in a context dominated by the pandemic, the desire for a holiday is based on the motivation of relaxation.

Second, the analysis identified three reasons that determine the final choice: the most abstract goals are 'Future well-being', 'Enrichment', and 'Attachment'. The first

refers to the desire for well-being that arises after the restrictions of the lockdowns. The journey, the holiday thus represents an escape from reality, a projection towards a better future, and the temporal space in which to recover from the fatigue of an *annus horribilis*. The second goal expresses the motivation for a holiday that enriches the life of the tourist. In Italy, the lockdown caused the closure of museums, theatres, and other places dedicated to culture, impoverishing the social life of citizens. The holiday guarantees a space-time bubble in which to take care of yourself to return home changed, transformed, or rather enriched.

The third reason concerns the theme of travel as a tool for strengthening relationships. The need to relate to other people becomes important after a period in which most people have only been able to see cohabitants.

These reasons are certainly not new, but after a lockdown as severe as the one that occurred in Italy, they take on a different meaning. Enrichment, for example, has always been considered one of the most common reasons. However, in this case the enrichment must be analysed considering the psychological and physical conditions of the travellers who were 'prisoners' of the lockdown.

Fourth, each of these motivations can be used to create related tourism products and services. Tourist destinations must impose their communication by enhancing the aspects of the territory that can satisfy these needs of tourists.

Finally, the results obtained are consistent with other studies that have highlighted how well-being and desire for enrichment and relationships are important reasons that push tourists in the final choice to travel in the context of the COVID-19 pandemic (Wen et al., 2020; Zhu & Deng, 2020; Dedeoğlu & Boğan, 2021). However, using the hierarchical representation, it was also possible to understand what people actually do to achieve these goals. In particular, to achieve the goal of enrichment, people try to have new experiences and increase their knowledge. Moreover, it should be noted that to achieve two final goals, well-being and strengthening emotional ties, people carry out the same concrete behaviour, that is, spending time with family and friends. The use of the "hierarchical representation of reasons" in general contributes to the study of the reasons that motivate a trip, thus enriching the literature on tourist behaviour. It also offers a source of information for the Italian market.

The implications of this study are related to the policies to be implemented by the tourist destinations. They will have to shift their focus from the desire for fun (which is an image traditionally used to promote a tourist destination) to that of well-being, intended however in the light of the post-shock pandemic. Strengthening relationships (the need to relate to other people after a period in which most people could only see cohabitants) will also be the basis for the creation of communication policies. In communicating these aspects, the language that the Destinations will have to use will also be important. In fact, it will be necessary to give feelings of trust and clarity. Finally, the three reasons for the trip identified by this study can give life to new tourism products or to modify existing ones. For example, tourist packages characterized by the dimension of well-being together with that of enrichment would be useful.

## **6. LIMITATIONS AND FUTURE DIRECTIONS**

This study has some limitations. First, due to time and social distancing constraints, the data for this research were gathered from an online survey. The questionnaire is very complex and completing it online could lead to fatigue errors. Future research should apply face-to-face investigation. Face-to-face interviews help with more accurate screening, and there is no false information when screening questions such as gender, age, or race. In addition, this method also allows you to acquire non-verbal questions, including body language, which can indicate a level of discomfort or a level of enthusiasm for the topics discussed in the interview. Finally, face-to-face interviews are real-time, free of technological distractions, and can undoubtedly capture an interviewee's emotions and behaviours. In addition, further studies should be carried out in other countries or at other stages of the COVID-19 outbreak (e.g. after the removal of domestic or international travel restrictions).

Second, the study was aimed at subjects who had taken a holiday. For this reason, theories related to the fear of travel (such as protection motivation theory, Zheng et al., 2021) have not been considered, which excludes factors related to the 'fear of travel'. However, these factors should be considered in the recovery policies of governments and tourist destinations.

Third, cultural and individual differences were not considered in defining motivations. Future research may consider attitudes towards COVID-19 (e.g. Neuburger & Egger, 2021; Matiza, 2022), aspects related to personalities (e.g. Cruz-Milan, 2018), and trust (e.g. Czernek & Czakon, 2016; Hassan & Soliman, 2021) in public authorities.

Finally, the study considers only domestic tourism. The period in which the data were gathered has been characterised by an important restriction in the international mobility. The findings with a sample of international tourists are expected to be similar to our results, because the motivations can be easily transposed in a different context of a long trip.

### **Acknowledgements**

The authors acknowledge financial support of the fund “Linea Intervento 2—Piaceri” from Catania University.

### **References**

Ajzen, I.; Fishbein, M. *Understanding attitudes and predicting social behavior*. Englewood Cliffs, NJ: Prentice-Hall, 1980

Arasli, H.; Baradarani, S. European tourist perspective on destination satisfaction in Jordan's industries. *Procedia-Social and Behavioral Sciences*, Vol. 109, 2014, pp. 1416-1425, ISSN 1877-0428.

Bagozzi, R.P; Edwards, E.A. Goal setting and goal pursuit in the regulation of body weight. *Psychology and Health*, Vol. 13, 1998, pp. 593-621, ISSN 1476-8321.

Bagozzi, R.P; Bergami, M; Leone, L. Hierarchical representation of motives in goal-setting. *Journal of Applied Psychology*, Vol. 88, 2003, pp. 915-943, ISSN 0021-9010.

Baloglu, S; McCleary, K.W. A model of destination image formation. *Annals of Tourism Research*, Vol. 26, No 4, 1999, pp. 868-897, ISSN 0160-7383.

Capozza, D; Falvo, R; Robusto, E; Orlando, A. Beliefs about Internet: Methods of Elicitation and Measurement. *Papers on Social Representations*, Vol.12, 2003, pp. 1-14, ISSN 1819-3978.

Cohen, E. Who is a tourist? A conceptual clarification. *The Sociological Review*, Vol. 22, No 4, 1974, pp. 527-555, ISSN 0038-0261.

Crompton, J.L. Motivations for pleasure vacation. *Annals of Tourism Research*, Vol. 6, No 4, 1979, pp. 408-424, ISSN 0160-7383.

Cruz-Milan, O. Plog's Model of Personality-Based Psychographic Traits in Tourism: A Review of Empirical Research. In: Camilleri, M.A. (Ed.) *Tourism Planning and Destination Marketing*. Bingley, UK: Emerald Publishing Limited, 2018, pp. 49-74.

Czernek, K; Czakon, W. Trust-building processes in tourist coopetition: The case of a Polish region. *Tourism Management*, Vol. 52, 2016, pp. 380-394, ISSN: 0261-5177.

Dann, G.M. Anomie, Ego-enhancement and tourism. *Annals of Tourism Research*, Vol. 4, No 4, 1977, pp. 184-194, ISSN 0160-7383.

Dann, G.M. Tourist motivation an appraisal. *Annals of Tourism Research*, Vol. 8, No 2, 1981, pp. 187-219, ISSN 0160-7383.

Dedeoğlu, B.B.; Boğan, E. The motivations of visiting upscale restaurants during the COVID-19 pandemic: The role of risk perception and trust in government. *International Journal of Hospitality Management*, Vol. 95, 2021, pp. 102905, ISSN 0278-4319.

Dombey, O. The effects of SARS on the Chinese tourism industry. *Journal of*

*Vacation Marketing*, Vol. 10, No 1, 2004, pp. 4-10, ISSN 1479-1870.

Fan, D.X; Zhang, H.Q.; Jenkins, C.L; Tavitiyaman, P. Tourist typology in social contact: An addition to existing theories. *Tourism Management*, Vol. 60, 2017, pp. 357-366, ISSN: 0261-5177.

Fodness, D. Measuring tourist motivation. *Annals of Tourism Research*, Vol. 21, No 3, 1994, pp. 555-581, ISSN 0160-7383.

Fotiadis, A.; Polyzos, S.; Huan, T.C.T. The good, the bad and the ugly on COVID-19 tourism recovery. *Annals of Tourism Research*, Vol. 87, 2021, pp. 103117, ISSN 0160-7383.

Gursoy, D.; Umbreit, W.T. Tourist information search behavior: cross-cultural comparison of European Union member states. *International Journal of Hospitality Management*, Vol. 23, No 1, 2004, pp. 55-70, ISSN 0278-4319.

Harrill, R; Potts, T.D. Social psychological theories of tourist motivation: Exploration, debate, and transition. *Tourism Analysis*, Vol. 7, No 2, 2002, pp. 105-114, ISSN 1943-3999.

Hassan, S.B.; Soliman, M. COVID-19 and repeat visitation: Assessing the role of destination social responsibility, destination reputation, holidaymakers' trust and fear arousal. *Journal of Destination Marketing & Management*, Vol. 19, 2021, pp. 100495, ISSN 2212-571X.

Herzberg, F.; Mausner, B.; Snyderman, B. *The Motivation to Work*. New York: John Wiley and Sons, Inc. 1959.

Hichy, Z.; Di Marco, G.; Coen, S.; Dazzi, C. Hierarchical representation of reasons for being in favor or against immigration. *Testing, Psychometrics, Methodology in Applied Psychology*, Vol. 20, 2013, pp. 201-216, ISSN 1972-6325.

Hinkle, D.N. *The change of personal constructs from the viewpoint of a theory of implications*. Unpublished Ph.D. thesis, Ohio State University. 1965.

Ibn-Mohammed, T.; Mustapha, K.B.; Godsell, J.; Adamu, Z.; Babatunde, K.A.; Akintade, D.D.; Acquaye, A.; Fujii, H.; Ndiaye, M.M.; Yamoah, F.A.; Koh, S.C.L. A critical analysis of the impacts of COVID-19 on the global economy and ecosystems and opportunities for circular economy strategies. *Resources, Conservation and Recycling*, Vol. 164, 2021, pp. 105169, ISSN 0921-3449.

Iso-Ahola, S.E. *The social psychology of leisure and recreation*. Dubuque, IA: William C. Brown Company Publishers, 1980.

Iso-Ahola, S.E. Toward a social psychological theory of tourism motivation: A rejoinder. *Annals of Tourism Research*, Vol. 9, No 2, 1982, pp. 256–262, ISSN 0160-7383.

Istat. *Movimento turistico in Italia*, gennaio-settembre 2020.

Janus, J. The COVID-19 shock and long-term interest rates in emerging market economies. *Finance Research Letters*, Vol. 43, 2021, pp. 101976, ISSN 1544-6123.

Jena, P.R.; Majhi, R.; Kalli, R.; Managi, S.; Majhi, B. Impact of COVID-19 on GDP of major economies: Application of the artificial neural network forecaster. *Economic Analysis and Policy*, Vol. 69, 2021, pp. 324-339, ISSN 0313-5926.

Jewell, B.; Crofts, J.C. Adding psychological value to heritage tourism experiences. *Journal of Travel & Tourism Marketing*, Vol. 11, 2002, pp. 13-28, ISSN 1540-7306.

Jiang, S.; Scott, N.; Ding, P. Using means-end chain theory to explore travel motivation: An examination of Chinese outbound tourists. *Journal of Vacation Marketing*, Vol. 21, 2015, pp. 87-100, ISSN 1479-1870.

Jung, Y.; Kang, H. User Goals in Social Virtual Worlds: A Means-End Chain Approach. *Computers in Human Behavior*, Vol. 26, 2010, pp. 218- 225, ISSN 0747-5632

Kelly, G.A. *The psychology of personal constructs*. New York: Norton, 1955.

Keogh-Brown, M.R.; Jensen, H.T.; Edmunds, W.J.; Smith, R.D. The impact of Covid-19, associated behaviors and policies on the UK economy: A computable general equilibrium model. *SSM-Population Health*, Vol. 12, 2020, pp. 100651, ISSN 2352-8273.

Kim, S.S.; Chun, H.; Lee, H. The effects of SARS on the Korean hotel industry and measures to overcome the crisis: A case study of six Korean five-star hotels. *Asia Pacific Journal of Tourism Research*, Vol. 10, No 4, 2005, pp. 369-377, ISSN 1741-6507.

Kuo, H.I.; Chen, C.C.; Tseng, W.C.; Ju, L.F.; Huang, B.W. Assessing impacts of SARS and Avian Flu on international tourism demand to Asia. *Tourism Management*, Vol. 29, No 5, 2008, pp. 917-928, ISSN: 0261-5177.

Mackenzie, S.H.; Goodnow, J. Adventure in the age of COVID-19: Embracing microadventures and locavism in a post-pandemic world. *Leisure Sciences*, Vol. 43, No 1-2, 2021, pp. 62-69, ISSN 1521-0588.

Mansfeld, Y. From motivation to actual travel. *Annals of Tourism Research*, Vol. 19, 1992, pp. 399–419, ISSN 0160-7383.

Mao, C.K.; Ding, C.G.; Lee, H.Y. Post-SARS tourist arrival recovery patterns: An analysis based on a catastrophe theory. *Tourism Management*, Vol. 31, No 6, 2010, pp. 855-861, ISSN: 0261-5177.



Mason, P. *Tourism impacts, planning and management*. London: Routledge, 2020.

Mason, K.J.; Alamdari, F. EU network carriers, low cost carriers and consumer behaviour: A Delphi study of future trends. *Journal of Air Transport Management*, Vol. 13, No 5, 2007, pp. 299-310, ISSN 0969-6997.

Maslow, A.H. A theory of human motivation. *Psychological Review*, Vol. 50, No 4, 1943, pp. 370-396, ISSN: 0033-295X

Matiza, T. Post-COVID-19 crisis travel behaviour: towards mitigating the effects of perceived risk, *Journal of Tourism Futures*, Vol. 8 No. 1, 2022, pp. 99-108, ISSN 2055-5911.

McKercher B.; Chon K. The over-reaction to SARS and the collapse of Asian tourism. *Annals of Tourism Research*, Vol. 31, No 3, 2004, pp. 716-719, ISSN 0160-7383.

Muskat, B.; Muskat, M.; Richardson, A. How do Europeans travel in Australia? Examining cultural convergence in travel behaviour. *Journal of Vacation Marketing*, Vol. 20, No.1, 2014, pp. 55-64, ISSN 1479-1870.

Nair, B.B.; Sinha, S. COVID-19 and future travel perspectives: An empirical study on travel history and travel decision choices. *Enlightening Tourism. A Pathmaking Journal*, Vol. 10, No 2, 2020, pp. 306-322, ISSN 2174-548X.

Neuburger, L.; Egger, R. Travel risk perception and travel behaviour during the COVID-19 pandemic 2020: a case study of the DACH region. *Current Issues in Tourism*, Vol. 24, No 7, 2021, pp. 1003-1016, ISSN 1747-7603.

Obradović, S.; Tešin, A. Hiking in the COVID-19 era: motivation and post-outbreak intentions. *Journal of Sport & Tourism*, Vol. 26, No 2, 2022, pp.147-164, ISSN 1029-5399.

Pearce, P. *The Social Psychology of Tourist Behavior*. New York, NY: Pergamon Press, 1982

Pearce, P. *The Ulysses Factor: Evaluating Visitors in Tourist Settings*. New York, NY: Springer-Verlag, 1988.

Pearce, P.L.; Lee, U.I. Developing the travel career approach to tourist motivation. *Journal of Travel Research*, Vol. 43, No 3, 2005, pp. 226-237, ISSN 1552-6763.

Pham, T.D.; Dwyer, L.; Su, J.J.; Ngo, T. COVID-19 impacts of inbound tourism on Australian economy. *Annals of Tourism Research*, Vol. 88, 2021, pp. 103179, ISSN 0160-7383.

Pieters, R.; Baumgartner, H.; Allen, D. A means-end chain approach to consumer goal structure. *International Journal of Research in Marketing*, Vol. 12, 1995, pp. 227–244, ISSN 0167-8116.

Plog, S.C. Why destination areas rise and fall in popularity. *Cornell hotel and restaurant administration quarterly*, Vol. 14, No 4, 1974, pp. 55-58, ISSN 1938-9655.

Plog, S.C. A carpenter's tools: An answer to Stephen L.J. Smith's review of psychocentrism/allocentrism. *Journal of Travel Research*, Vol. 28, No 4, 1990, pp. 43–45, ISSN 1552-6763.

Plog, S.C. Why people travel and why they don't: The concept of allocentrism and psychocentrism. In: Plog, S.C *Leisure travel: Making it a growth market . . . again!* New York: John Wiley and Sons, 1991.

Prentice, R.C. Tourist Motivation and Typologies. In: Lew, A.A.; Hall, M.; Williams, A.M. (Eds.). *A Companion to Tourism*, edited by. Oxford: Pergamon, 2004, pp. 261–279.

Reynolds, T.J.; Gutman, J. Laddering theory, method, analysis, and interpretation. *Journal of Advertising Research*, Vol. 28, 1988, pp. 11-31, ISSN 0021-8499.

Rugg, G.; Eva, M.; Mahmood, A.; Rehman, N.; Andrews, S.; Davies, S. Eliciting information about organizational culture via laddering. *Information Systems Journal*, Vol. 12, 2002, pp. 215-229, ISSN 1365-2575.

Sigala, M. Tourism and COVID-19: Impacts and implications for advancing and resetting industry and research. *Journal of Business Research*, Vol. 117, 2020, pp. 312-321, ISSN 0148-2963.

Škare, M.; Soriano, D.R.; Porada-Rochoń, M. Impact of COVID-19 on the travel and tourism industry. *Technological Forecasting and Social Change*, Vol. 163, 2021, pp. 120469, ISSN 0040-1625.

Taylor, S.D.; Bagozzi, R.P.; Gaither, C.A.; Jamerson, K.A. The bases of goal setting in the self-regulation of hypertension. *Journal of Health Psychology*, Vol. 11, 2006, pp. 141-162, ISSN 1359-1053.

Uğur, N.G.; Akbıyık, A. Impacts of COVID-19 on global tourism industry: A cross-regional comparison. *Tourism Management Perspectives*, Vol. 36, 2020, pp. 100744, ISSN: 0261-5177.

Ulak, N. A preliminary study of novel coronavirus disease (COVID-19) outbreak: A pandemic leading crisis in tourism industry of Nepal. *Journal of Tourism and Hospitality Education*, Vol. 10, 2020, pp.108-131, ISSN 2467-9550.

UNWTO. *World Tourism Barometer and Statistical Annex*, January, Vol. 19, No 1, 2021.

Uysal, M.; Hagan, L.A.R. Motivation of pleasure travel and tourism. In: Khan, M.A.; Olsen, M.D.; Var, T. (Eds.). *VNR's Encyclopedia of Hospitality and Tourism*. New York: Van Nostrand Reinhold, 1993, pp. 798–810.

Uysal, M.; Jurowski, C. Testing the push and pull factors. *Annals of Tourism Research*, Vol. 21, No 4, 1994, pp. 844-846, ISSN 0160-7383.

van Rekom, J.; van Riel, C.B.M.; Wierenga, B. A Methodology for Assessing Organizational Core Values. *Journal of Management Studies*, Vol. 43, 2006, pp. 175–201, ISSN 1467-6486.

Veludo-de-Oliveira, T.M.; Ikeda, A.A.; Campomar, M.C. Discussing laddering application by the means-end chain theory. *The Qualitative Report*, Vol. 4, 2006, pp. 626-642, ISSN 2160-3715.

Walker, B.; Winter, D. The Elaboration of Personal Construct Psychology. *Annual Review of Psychology*, Vol. 58, 2007, pp. 453-77, ISSN 1545-2085.

Wang, Y.S. The impact of crisis events and macroeconomic activity on Taiwan's international inbound tourism demand. *Tourism Management*, Vol. 30, No 1, 2009, pp. 75-82, ISSN: 0261-5177.

Wen, J.; Kozak, M.; Yang, S.; Liu, F. COVID-19: potential effects on Chinese citizens' lifestyle and travel. *Tourism Review*, Vol. 76, No 1, 2020, pp. 74-87, ISSN: 1660-5373

Wickens, E. The sacred and the profane: A tourist typology. *Annals of Tourism Research*, Vol. 29, No 3, 2002, pp. 834-851, ISSN 0160-7383.

Woodside, A.G.; Lysonski, S. A general model of traveler destination choice. *Journal of Travel Research*, Vol. 27, No 4, 1989, pp. 8-14, ISSN 1552-6763.

Yousaf, A.; Amin, I.; Santos, J.A.C. Tourist's motivations to travel: A theoretical perspective on the existing literature. *Tourism and Hospitality Management*, Vol. 24, No 1, 2018, pp. 197-211, ISSN 1847-3377.

Zawadka, J.; Jęczmyk, A.; Wojcieszak-Zbierska, M. M.; Niedbała, G.; Uglis, J.; Pietrzak-Zawadka, J. Socio-Economic Factors Influencing Agritourism Farm Stays and Their Safety during the COVID-19 Pandemic: Evidence from Poland. *Sustainability*, Vol. 14, No 6, 2022, pp. 3526, ISSN: 2071-1050.

Zenker, S.; Kock, F. The coronavirus pandemic—A critical discussion of a tourism research agenda. *Tourism Management*, Vol. 81, 2020, pp.104164, ISSN: 0261-5177.

Zheng, D.; Luo, Q.; Ritchie, B.W. Afraid to travel after COVID-19? Self-protection, coping and resilience against pandemic 'travel fear'. *Tourism Management*, Vol. 83, 2021, pp. 104261, ISSN: 0261-5177.

Zhu, H.; Deng, F. How to influence rural tourism intention by risk knowledge during COVID-19 Containment in China: mediating role of risk perception and attitude. *International Journal of Environmental Research and Public Health*, Vol. 17, No 10, 2020, pp. 3514, ISSN: 1660-4601.

---

Article info: Received 09/05/22. Accepted 16/08/22. Refereed anonymously.