

Government Credibility, Official Communication, and Destination Reputation after Crisis: A Systematic Literature Review

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Abstract

In the aftermath of a crisis, rebuilding destination reputation and restoring tourist confidence is critical, where government credibility and effective communication are vital for regaining trust. This study aims to examine the factors that influence tourist confidence and destination reputation post-crisis, focusing on the impact of public policy, crisis communication strategies, and institutional trust, and develops a conceptual model for managing destination recovery and sustainability. This study employs a systematic literature review based on the PRISMA framework, using the Scopus database, and focusing on articles published from 2020 to 2025. After applying inclusion and exclusion criteria, 22 articles were selected. A bibliometric analysis using VOSviewer was performed to map the relationships and trends in the studies included. Crisis communication, institutional trust, transparency, and government responses have proven to be pivotal in rebuilding trust and destination image. Additionally, social media, user-generated content, and influencer marketing are integral in maintaining loyalty and driving revisit intentions. The integration of public policy, strategic communication, and digital media is essential in restoring destination reputation post-crisis. Governments must leverage transparency, consistency in messaging, and social media to rebuild public trust and enhance the tourist experience. This study offers a new framework for post-crisis communication strategies, emphasizing the role of government credibility and consistent messaging in restoring tourist trust and destination reputation.

Keywords: government credibility; destination reputation; crisis communication; systematic literature review; post-crisis recovery



INTRODUCTION

Background

Travelers' trust in destinations is one of the main factors in the success of the tourism industry (Saini et al., 2023). However, major crises, such as the COVID-19 pandemic, have significantly disrupted the sector, causing a decline in the number of tourists and changes in their perceptions of certain destinations (Rahman et al., 2021). After a crisis, a destination's reputation and tourist trust are often affected by how governments manage their response and official communications. As part of the recovery effort, government credibility becomes a very important element in rebuilding the destination image and convincing tourists to return (Yong et al., 2022).

The importance of effective and credible communication from governments in rebuilding a destination's image after a crisis has been widely discussed in previous research (Pascual-Fraile et al., 2024). Transparent and responsive crisis communication plays a key role in easing uncertainty, reducing traveler concerns, and restoring destination reputation (Seyfi et al., 2025). In this regard, communication strategies used by governments not only influence perceptions of destination safety, but also contribute to tourists' future visit intentions (Gupta et al., 2023).

While many studies have explored the impact of government communication on destination image, few have examined how the combined roles of government credibility, public policy, and official communication can effectively contribute to destination reputation recovery after a crisis. Previous studies have highlighted the role of social media in enhancing destination visibility, but few have integrated how government communication strategies, policy responses, and credibility collectively shape travelers' perceptions and trust after media attention has shifted, especially in the aftermath of a crisis (Pascual-Fraile et al., 2024). Therefore, this

study aims to fill this gap by examining in depth the role of government credibility and official communication in rebuilding destination reputation after a crisis.

The COVID-19 pandemic provides an important lesson on how a global health crisis can damage a destination's image and discourage travelers from visiting. This decline is not only caused by travel restrictions, but also by the uncertainty created by unclear or inconsistent government policies. In this context, transparency and consistency in government communication is crucial. Research by Harrington (2021) shows that destinations that successfully rebuild traveler trust post-crisis are those that are able to provide clear, consistent and detailed information regarding the measures taken to ensure traveler safety.

In addition, the communication strategy used by the government should also pay attention to elements such as empathic communication and positive narratives, which can reduce concerns and increase public trust. Research by Breek (2024) revealed that empathic and media-rich communication is more trusted by the public compared to technocratic approaches that tend to be too rigid and unresponsive to the emotional needs of the public.

Recent systematic reviews, such as those by Nguyen et al. (2021), highlight the critical role of government communication in rebuilding trust in post-crisis destinations. Empirical studies, including (Djabbar et al., 2025), have shown how transparent government actions directly influence tourists' perceptions and intentions to return to affected destinations. These findings align with the work of (Mertha et al., 2025), which emphasizes the importance of consistent and empathetic communication during crisis recovery to foster long-term tourist loyalty.

While much research has been conducted on crisis communication and destination reputation management, there is still a gap in the study of how government credibility specifically affects tourists' trust and

their intention to return to the destination post-crisis. Moreover, studies on the application of government communication strategies in addressing the impact of tourism crises, particularly in the context of destination sustainability and reputation, are still very limited.

This research aims to fill this gap by exploring how trust in government, crisis communication, and public policy can influence destination reputation and tourist trust in the long run. With this approach, this research is expected to provide deeper insights into how governments can utilize public policy and communication to improve destination image and restore tourist visitation intentions.

Research Objectives

To achieve these objectives, this study will answer the following research questions (RQs): (1) How does government credibility affect tourist confidence in post-crisis destinations?; (2) What government communication strategies are most effective in rebuilding a destination's reputation after a crisis?; (3) How do public policies affect post-crisis tourist visitation intentions?; (4) What government communication strategies can be used to improve the destination image in the future?

Through this analysis, it is hoped that this research can make a significant contribution to the development of crisis communication theory in tourism and provide practical recommendations for policy makers and destination managers in rebuilding tourist trust after a crisis.

LITERATURE REVIEW

Government Credibility

Government credibility is one of the most important factors in restoring tourist confidence in a destination after a crisis. Research shows that the political credibility of the government plays a direct role in influencing travelers' perceptions of a destination affected by a crisis, be it a health crisis, natural disaster or political crisis.

Public trust in the measures taken by the government determines whether tourists will feel safe to return. Pahrudin, Chen, and Liu (2021) show that in the post-COVID-19 pandemic context, trust in the government is a key element in rebuilding the destination image and restoring tourist visitation intentions.

In addition, governments that can manage policies well during a crisis are likely to be able to maintain their destination's reputation. Liu and Zheng (2023) revealed that clear and consistent communication from the government can increase tourists' trust in the destination, which in turn improves their intention to return after a crisis. This research also highlights the importance of transparency in government communication, which allows tourists to feel confident that the destination is safe and ready to receive return visits.

It is also important to understand that government credibility depends not only on communication during a crisis, but also on the sustainability of policies implemented after the crisis is over. Research by Pascual-Fraile et al. (2024) emphasizes that destinations that successfully recover their reputation post-crisis are those that can continue sustainability policies and maintain open communication. Communication by the government should provide a clear picture of the steps that will be taken to ensure that the destination remains safe and trustworthy for tourists in the long run.

Crisis Communication

Crisis communication is one of the important aspects in restoring a destination's image after a crisis. Dolamore et al. (2021) explained that empathic and responsive communication during a crisis is crucial to repairing the relationship between the government and the public, including tourists. Governments that can provide clear, accurate, and timely information will find it easier to regain tourists' trust. Open communication during a crisis not only reduces uncertainty but also increases positive perceptions of the

destination.

Effective crisis communication can help manage travelers' expectations post-crisis, by demonstrating that the government is taking appropriate action to maintain public safety and security. Meng et al. (2021) added that official communication conducted in a professional manner can improve the perception of risk that may exist in the minds of tourists. In addition, it is important for governments to use a variety of communication channels, both traditional and digital, to deliver consistent messages to a wider audience.

In addition, consistent communication post-crisis also plays an important role in maintaining the sustainability of tourist visits to the destination. Research by Khan (2021) shows that when the government continues to communicate with tourists after a crisis, it provides a sense of security and ensures that the destination is ready to receive visitors again. Transparency in communication is necessary to ensure that tourists do not feel left without sufficient information regarding the status of the destination and the recovery measures that have been taken.

Revisit Intention

Revisit intention is one of the key indicators used to assess the success of a destination in restoring its image and attracting tourists back after a crisis. Yuan and Vui (2023) showed that revisit intention is influenced by the quality of tourists' experience during their visit, which is often influenced by government policies and communications received. When travelers' experiences meet or exceed their expectations, in terms of safety, comfort, and service quality, the intention to return increases.

Government policies that can create positive experiences for tourists, especially those related to sustainability and infrastructure, play a key role in increasing repeat visit intentions. Zhao and Li (2023) emphasized that authentic experiences and positive interactions with local

communities can be important factors in building tourist loyalty. When the government supports destination management with policies that emphasize sustainability and the quality of the tourist experience, revisit intention will be stronger.

In addition, good communication during and after the visit also plays a role in strengthening repeat visit intentions. Geeraert, Ward, and Hanel (2022) revealed that tourists who feel that their expectations are met tend to have a higher likelihood of returning. Therefore, destination managers should ensure that they provide realistic and adequate experiences during a crisis and maintain consistent communication post-crisis to ensure that travelers' expectations are met.

Electronic Word of Mouth (e-WOM)

Electronic Word of Mouth or indirect communication through digital platforms is one of the important factors in shaping travelers' perceptions of destinations after a crisis. According to Chen, Law, and Yan (2022), digital reviews provided by tourists can influence the decision of others to visit the destination. eWOM serves as a free promotional tool, but it can also be risky if the reviews received are negative, especially when tourists' expectations are not met due to information overload from previous promotions.

Research by Guo, Guo, Pesonen, and Komppula (2022) shows that positive reviews shared by travelers on platforms such as TripAdvisor or Google Reviews can improve a destination's reputation in the long run, which is crucial in restoring its image after a crisis. Conversely, negative reviews arising from inadequate experiences can hinder traveler loyalty and damage a destination's image. Therefore, destination managers need to manage eWOM proactively, by responding professionally to negative reviews and encouraging travelers to share positive experiences. In addition, it is important for destinations to pay attention to the quality of the experience provided, as eWOM reflects traveler

satisfaction. Research by Tripathi and Wasan (2021) shows that destinations that can maintain service quality and provide authentic experiences tend to get positive reviews, which in turn improve digital reputation and attract more tourists. Therefore, eWOM management should be part of a destination's long-term communication strategy.

While e-WOM can serve as an independent communication channel, it is also closely linked to government credibility and official communication. Positive e-WOM, for instance, can amplify the effects of government communication strategies, while negative e-WOM can hinder their success. Therefore, e-WOM can act as a mediator or amplifier in the communication process, where government actions influence the volume and tone of digital reviews, which in turn affect tourist perceptions and loyalty.

e-WOM should not be seen in isolation but as part of a broader communication strategy. Government credibility, through transparent and consistent communication, can foster positive e-WOM that aligns with the official messaging and contributes to the destination's reputation recovery post-crisis.

METHOD

Data Source

In this study, the main data source was obtained from the academic database Scopus, which was chosen due to its credibility as one of the largest and most reputable scientific databases in the world. The selection of Scopus as the main data source is based on its broad multidisciplinary coverage, particularly in the fields of tourism, crisis communication, public trust, destination marketing, and reputation management. These topics are particularly relevant to research examining the role of government credibility and official communications in restoring traveler confidence in a destination after a crisis. Scopus provides access to high-quality articles from leading

international journals, allowing researchers to identify current trends, theories and empirical findings that are in-depth and methodologically sound (Singh et al., 2021).

Inclusion and Exclusion Criteria

Articles included in this analysis had to meet several inclusion criteria, namely: (1) research that explicitly addresses the role of government credibility and official communication in building or restoring tourist trust in destinations, including related topics such as crisis communication, government communication strategies, political perceptions, and destination reputation; (2) published in peer-reviewed journals indexed in Scopus to ensure quality and scientific credibility; (3) published between 2020 and 2025 to ensure relevance and novelty of the literature related to public policy and communication in the context of tourism crises; and (4) using relevant theoretical approaches, such as crisis communication theory, public trust theory, destination reputation management theory, or tourist behavior theory in the context of post-crisis recovery.

Meanwhile, the exclusion criteria included: (1) articles that do not address the context of government trust or official communication in destination reputation recovery, or are not related to the main variables of this study; (2) articles that are not indexed in Scopus, or that do not go through a peer-review process that ensures scientific reliability; (3) publications that do not present conceptual frameworks or empirical results relevant to the topic of government communication and post-crisis destination reputation; (4) documents that are not available in full text, making it difficult to conduct a more in-depth analysis; and (5) non-scientific publications such as editorials, opinion reports, books, or conference proceedings that do not meet formal scientific standards.

PICOS Framework

The search for articles in this research used the PICOS (Population, Intervention, Comparison, Outcomes, and Study Design) framework to clarify the focus and scope of this systematic review (Cumpston et al. 2021). While the 'Comparison' dimension typically refers to comparative study designs, in this review, it allows for the conceptual comparison of government communication strategies and

public policies, even in the absence of direct experimental comparisons. This framework ensures that the articles reviewed are relevant to the role of government credibility and official communications in restoring destination reputation and tourist confidence post-crisis, as well as how public policy and communication strategies can support the sustainability of tourism visitation post-crisis.

Tabel 1. PICOS framework

PICOS	Inclusive Criteria	Exclusive Criteria
Population (P)	Research involving travelers, destinations, or tourism communities that are affected by a crisis and need to restore trust through government policies and official communications.	Research that does not involve post-crisis tourism or that does not address public trust in government and official communications.
Intervention (I)	Studies that address destination reputation management strategies, including crisis communication, public policy, the role of government in destination image recovery, and communication transparency.	Studies that only discuss the crisis without providing solutions related to official government communication or the role of public policy in destination recovery.
Comparison (C)	A study comparing the conceptual effectiveness of different government communication strategies and public policies in rebuilding tourist trust post-crisis. This includes studies that compare the impact of different strategies, even if not based on direct experimental designs.	Studies that do not provide a comparative or evaluative context for communication strategies and destination reputation recovery.
Outcomes (O)	Studies that report empirical results on increases in tourist trust, destination reputation, revisit intention, and destination sustainability after government policies are implemented.	Studies that only report temporary increases in visitation without focusing on the long-term impact on traveler confidence and destination reputation.
Study Design (S)	Research published in the last 5 years (2020-2025), available in full text, and published in peer-reviewed journals relevant to the topic of government trust and crisis communication.	Editorials, opinions, case reports, articles without peer-review, and sources that are not fully accessible.

Search Strategy

The article search was conducted using a combination of specific keywords

relevant to the focus of this research, namely 'government credibility', 'public communication', 'destination reputation',

'crisis', 'post-crisis', 'tourist confidence', and 'trust recovery'. This search string, used with Boolean operators, was accessed on October 8, 2025.

To ensure a more precise and targeted selection of articles related to restoring post-crisis tourist confidence, truncation was applied to terms such as 'tourism' to include variations like 'tourism', 'tourist', and 'touristic'. The search was limited to studies that directly address post-crisis tourism and trust recovery.

Field limits were applied to search within the title, abstract, and keywords of articles to narrow the results to the most relevant studies. Subject filters were applied to restrict the search to articles in the fields of 'social sciences' and 'tourism studies', ensuring that the literature retrieved was directly related to tourism and the impact of crisis communication. Document-type filters were used to limit the search to peer-reviewed journal articles only, to ensure the academic rigor and relevance of the included studies.

The complete search string, used with Boolean operators, was as follows: *("tourism" OR "destination" OR "travel") AND ("government" OR "public policy" OR "government communication" OR "political communication") AND ("reputation" OR "image" OR "trust" OR "perception")*

This search strategy was designed to ensure that the literature collected included studies that addressed the role of government policies and official communications in rebuilding traveler trust in crisis-affected destinations, as well as factors that influence destination reputation and public perception post-crisis. The use of these specific keywords and filters aimed to identify literature that focused on the topics of government trust, crisis communication, and destination reputation management in the context of global tourism.

Search Results

The articles included in this analysis are those that are considered relevant to the

research topic, namely factors that can sustain tourist visits to destinations after a crisis, with a focus on the role of government policy, official communication, and destination reputation. The article searches and selection process was conducted systematically by following the predetermined inclusion and exclusion criteria. The results of the article search, and selection process are then presented in the PRISMA diagram below.

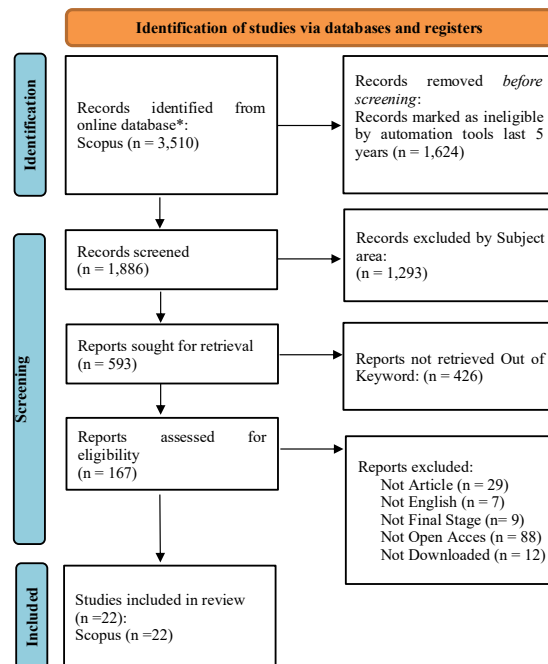


Figure 1. Flow Diagram of The Article Search and Selection Process

Figure 1 above shows the flow of the article search and selection process adapted to the PRISMA guidelines for this study. In the initial stage, articles were collected through a search in the main academic database, Scopus, using predefined keywords. The number of articles found was 3,510.

The screening process involved several stages of exclusion. Articles were excluded based on three main criteria: relevance to the research questions, access issues, and document type. In the initial stage, 1,624 articles were removed for not meeting the subject area criteria, such as government communication, public trust, and destination reputation. Next, 593

articles were retrieved for full-text access, but 426 articles were excluded due to practical access limitations. While non-open-access studies were initially excluded, this decision was based on practical access constraints rather than methodological criteria. Due to limitations in obtaining full-text access for some studies, only articles that were accessible were considered for final inclusion. This limitation is acknowledged and does not reflect conceptual eligibility criteria for the study.

At the eligibility evaluation stage, 29 articles were excluded for being non-scientific, 7 articles were excluded for not being in English, 9 articles were excluded because they had not reached the final publication stage, 88 articles were excluded for not being open access, and 12 articles were excluded because they could not be downloaded. After this process, 22 articles were left that met all the research criteria. These selected articles were then analyzed in depth to examine the role of government credibility, official communication, and destination reputation in rebuilding tourist trust post-crisis, particularly in the context of virality-affected tourism.

Bibliometric Analysis and Visualization

Once the relevant articles were included in the analysis, the next step was to perform visualization to map the relationships between concepts in the areas of government credibility, official communication, and destination reputation. Bibliometric data obtained from Scopus was analyzed to display the distribution of documents based on publication year, subject area, and publication by source. This analysis aims to provide an overview of the distribution of research focusing on managing destination reputation and tourist trust, and how this topic is evolving in the scientific literature.

For more in-depth visualization, VOSviewer software was used, which allows the creation of bibliometric maps to visualize the frequency of keyword use, interrelationships between topics, and current research trends in the context of government communication and post-crisis destination reputation recovery. Through this analysis, it was possible to identify key topics and patterns of research development relevant to restoring tourist trust as well as factors that influence the sustainability of post-crisis tourist visits or virality, which is the main focus of this study.

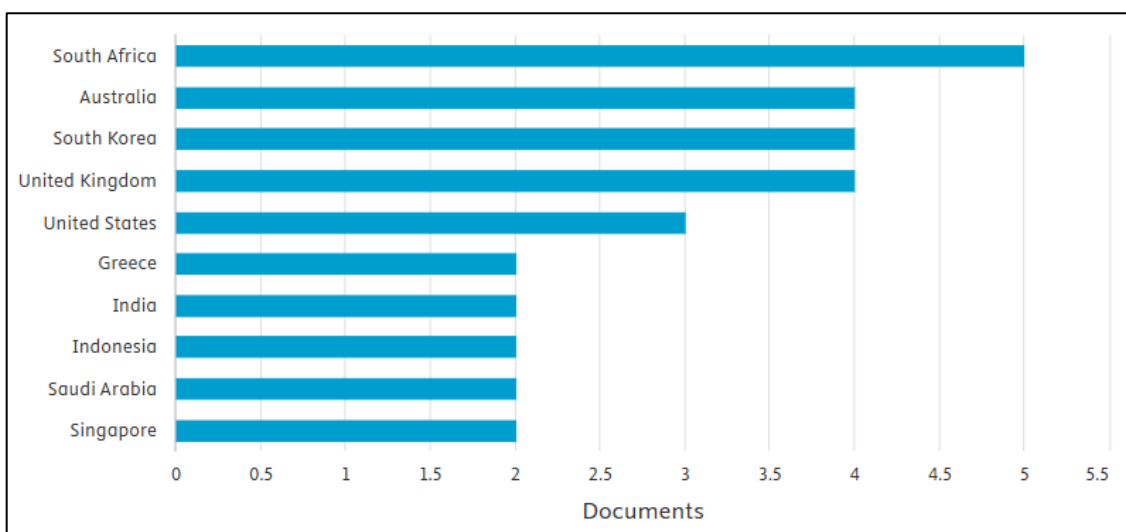


Figure 2. Publications by Country or Region

Figure 2 shows the distribution of the number of documents published by country or region for research on government trust and official communication in restoring destination reputation after a crisis. South Africa tops the list with the highest number of documents, with 5 publications, followed by Australia, South Korea and the United Kingdom, each with 4 documents. The United States followed with 3, while countries such as Greece, India, Indonesia, Saudi Arabia and Singapore contributed 2 each.

This analysis shows that research on government trust and official communication in destination reputation recovery is globally distributed, with significant contributions from countries in Africa, Asia and Western Europe. The dominance of publications from South Africa reflects the heavy focus on post-crisis destination reputation management in the African region, while countries such as South Korea and China show attention to the dynamics of government communication in crisis contexts in the East Asian region. Meanwhile, contributions from countries such as Indonesia, Saudi Arabia and Singapore signify the growing involvement of developing countries in addressing destination reputation and public trust post-crisis.

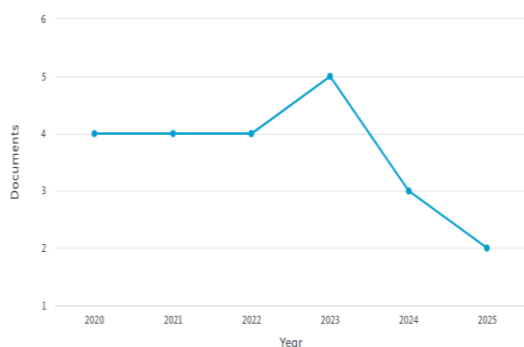


Figure 3. Article Publication by Year

Figure 3 shows the development of the number of published articles related to the topic of government trust and official communication in restoring destination reputation post-crisis over the past five years. In 2020, the number of publications

reached a high with 5 documents, before experiencing a sharp decline in 2021 and 2022, with only 2 documents each. The publication trend began to show an increase in 2023 with 4 documents and again experienced a spike in 2024 to 5 documents, a number that remained consistent until 2025.

This data indicates a resurgence in academic interest and attention to government communications and destination reputation recovery after crises, especially as the post-pandemic developments unfold. This increase reflects the growing importance of government communication strategies and public policies that can strengthen traveler trust and sustain tourist visits to crisis-affected destinations. This trend also underscores the increasing complexity of traveler behavior and the importance of effective destination management post-crisis.

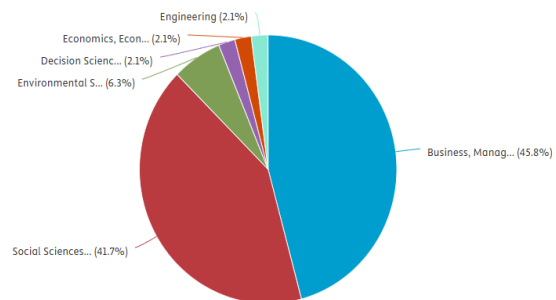


Figure 4. Article Publication by subject area

Figure 4 shows the distribution of published documents by subject area in the context of research on government trust and official communication in restoring post-crisis destination reputation. The Social Sciences field dominates with the highest proportion, at 41.7%, indicating that this topic is mostly studied through social approaches, such as tourist behavior, public trust, and the influence of government communication on destination reputation.

This was followed by Business, Management, and Accounting, which

contributed 45.8%, reflecting the importance of destination management aspects and communication strategies in restoring tourist trust post-crisis. This area of Social and Management Science shows that research related to government communication and tourist trust is highly relevant to destination management and public policy. Environmental Science contributed 6.3%, indicating that post-crisis tourism

sustainability issues are also being addressed.

These results suggest that research on government trust and destination reputation is interdisciplinary, with extensive linkages between social, business and environmental aspects, and its relevance in addressing the sustainability of tourism visitation after a crisis or virality exposure.

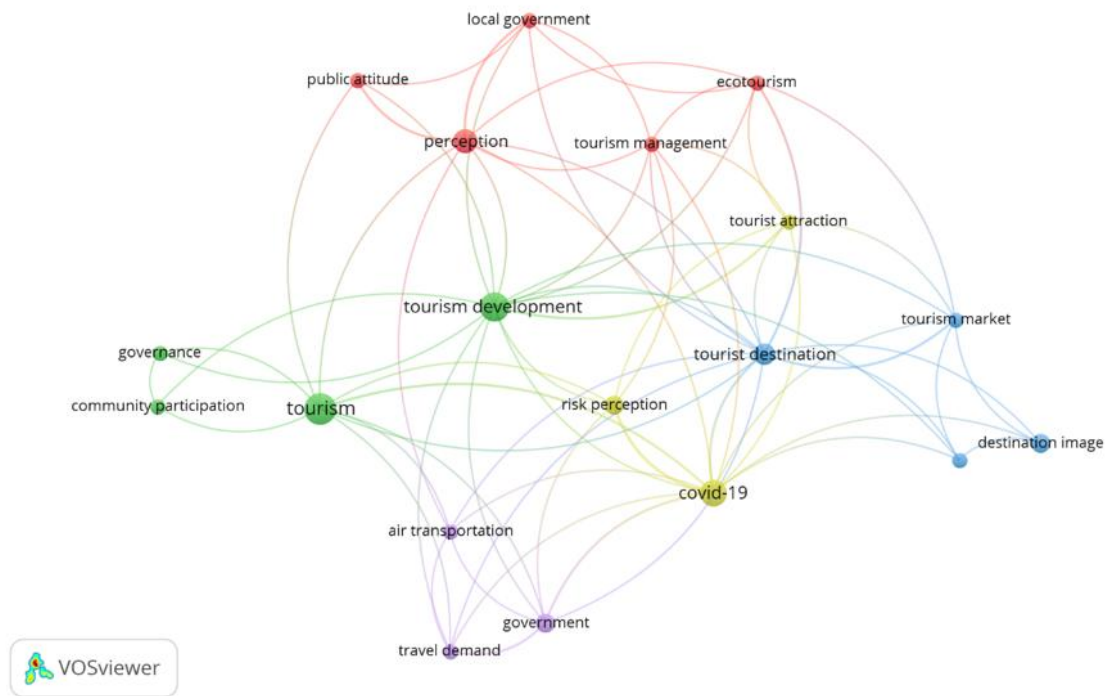


Figure 5. VOSviewer Network Visualization

Figure 5 shows the VOSviewer network visualization that maps the relationships between concepts in the research on government trust and destination reputation. The five colored clusters illustrate key topics in restoring tourist trust after a crisis, each of which is tied to the article's research questions.

The red cluster, which focuses on communication and public perception, directly ties to RQ1 regarding how government credibility affects tourist confidence post-crisis. It emphasizes how public attitudes and government communication strategies shape the destination's image, which directly influences tourist revisit intentions.

The green cluster, examining tourist behavior and destination management, is connected to RQ2, which investigates the effectiveness of government communication strategies in restoring destination reputation. Understanding tourist behavior helps in adapting management strategies to enhance long-term tourist loyalty after a crisis.

The blue cluster, addressing crisis and risk, relates to RQ3 about how public policies affect post-crisis visitation intentions. The keywords reflect how crisis-related risks, like the COVID-19 pandemic, affect tourist perception and the role of government communication in mitigating uncertainty.

The yellow cluster, focused on sustainability and research methodology, contributes to RQ4, as it underlines how data-driven research and sustainable practices inform long-term strategies for improving destination reputation after a crisis.

The purple cluster, which deals with technical aspects and destination development, relates to all RQs by showing how analytical models and promotional strategies, influenced by government communication, can help restore destination reputation and build tourist trust after a crisis.

Overall, this visualization shows the close relationship between government communication, tourist behavior, crisis-related risks, and destination management in maintaining the sustainability of tourist visits after virality. It also indicates that recent research is increasingly adopting an integrated approach, covering digital aspects, behavior, risks, and destination management strategies in restoring tourists' trust after a crisis.

Table 2. Group Item by Cluster VOSviewer

Cluster	Item	Number of Items
Cluster 1	ecotourism, local government, perception, public attitude, tourism management	5
Cluster 2	community participation, governance, tourism, tourism development	4
Cluster 3	destination image, health care, tourism market, tourist destination	4
Cluster 4	covid-19, risk perception, tourist attraction	3
Cluster 5	air transportation, government, travel demand	3

Source: Processed by author through VOSviewer

Table 2 shows the grouping of items based on the cluster analysis results using VOSviewer. Each cluster represents a different thematic focus in the literature on government trust and post-crisis destination reputation.

Cluster 1 consists of 5 items, with keywords such as "local government", "perception", "public attitude", "tourism management", and "ecotourism". This cluster highlights the main focus on government communication and how public perception of government policies and actions plays an important role in rebuilding tourist trust and restoring a destination's reputation post-crisis.

Cluster 2 includes 4 items that focus on aspects of tourist behavior and destination management, including keywords such as "community participation", "governance", "tourism development", and "tourism". This shows that the sustainability of tourism visits depends not only on

communication strategies, but also on community participation and how destination management can increase tourists' trust in the policies implemented.

Cluster 3 also contains 4 items, with topics related to destination image and risk perception, such as "destination image", "tourist behavior", "health care", and "tourism market". This cluster shows how tourists' perceptions of destination image can be affected by government communications and how risks, especially health-related ones, play a role in restoring tourists' confidence post-crisis.

Cluster 4 consists of 3 items, such as "covid-19", "risk perception", and "tourist attraction". This cluster focuses on the direct impact of a health crisis such as a pandemic on traveler confidence and how crisis communication from governments can affect risk perception and visitation interest to affected destinations.

Cluster 5 contains 3 items, namely "air transportation", "government", and "travel demand". This cluster emphasizes the importance of logistics factors and transportation policies in supporting tourist mobility and managing travel demand after a crisis, which relies heavily on effective government policies in responding to changes in market demand.

Table 3. Selected Keywords

Keyword	Occurrence	Total Link Strength
covid-19	6	18
tourist destination	4	17
tourism development	7	16
perception	5	11
tourism	5	11
government	3	9
ecotourism	3	8
risk perception	3	8
tourism management	3	8
tourism market	3	8
tourist attraction	2	8
local government	2	7
travel demand	2	6
air transportation	2	5
health care	2	5
public attitude	2	5
destination image	3	4
community participation	2	3
governance	2	3

Source: Processed by author through VOSviewer

Table 3 shows the distribution of the most frequently occurring keywords in the literature related to government trust and destination reputation post-crisis. The keyword "covid-19" appears 6 times, with a

total link strength (TLS) of 18, indicating the great influence of the COVID-19 pandemic in affecting tourist trust and risk perceptions related to destinations. In addition, the keywords "tourist destination" and "tourism development" appeared 4 times, with TLS of 17 and 16 respectively, indicating that destination development and post-crisis tourism sustainability are the main focus in the literature.

The keywords "perception", "tourism", and "government" each appeared 5 times, with a significant TLS (11), suggesting that public perceptions of the government and official communications play an important role in shaping tourist confidence in the destination. The keywords "ecotourism" and "risk perception" appeared 3 times, with a TLS of 8, confirming the role of risk and ecological tourism in maintaining tourist trust post-crisis.

In addition, other keywords such as "tourism market", "tourism management", and "tourist attraction" each had a similar frequency of occurrence, highlighting the importance of destination marketing and management strategies in rebuilding reputation and trust after virality or crisis.

RESULTS AND DISCUSSION

In this section, a selection of articles is presented, based on carefully applied inclusion criteria that ensure methodological rigor and relevance to the research topic. The studies are critically analyzed to provide insights into how government communication strategies and public policies can restore a destination's reputation and rebuild tourist trust after a crisis. Table 4 presents the studies analyzed, covering topics that range from the influence of government crisis communication in building trust and destination reputation (Pascual-Fraile et al., 2024), to communication transparency in easing public concerns (Y. Lee & Li, 2021).

Table 4. The Result of Literature Analysis

No	Article Title and Author (Year)	Focus Area	Methodology	Theory	Main Findings
1	Do External Factors Affect the Level of Tourist Visits — Mubarrok, Dewanti, and Purna (2025)	The influence of external factors (politics, inflation, transportation, etc.) on tourist arrivals in ASEAN-6.	Fixed Effect Panel Data Regression (2004–2020)	Macroeconomic theory & public policy	Political stability and inflation are significant; airports and accidents have an unexpected influence on tourism.
2	Leveraging Astana's Tourism to Build a "Brand City" Reputation — Sadykova et al. (2025)	City branding based on the history, location and identity of the modern capital Astana.	Survey (500 respondents), SWOT & PESR Analysis	SWOT & PESR (Political, Economic, Social, Regional)	Astana excels in history and location; it lacks in extreme weather and flat landscape.
3	Urban Transformations and Tourist Impact of Events: The Holy Week in Seville — Sadykova et al. (2025)	The impact of cultural events on urban transformation and destination identity.	Mixed Methods (visitor survey & spatial analysis)	Event Experience Scale (EES)	Semana Santa events improve the city's image and the number of tourists, but access to non-event destinations needs to be improved.
4	MICE City Ecosystems: Building Collaboration through Information Systems — Warintarawej et al. (2025)	Digital collaboration in city-based MICE systems.	Case study, system design, neural network survey	TAM & Design Thinking	Collaborative information systems improve MICE coordination effectiveness and usage intention is influenced by trust & benefits.
5	Applying an Extended Protection Motivation Theory to Predict Resident Hospitality — Li et al. (2024)	Community hospitality during COVID-19.	SEM (281 respondents)	Extended Protection Motivation Theory (PMT)	Economic dependence on tourism and government trust lowers fear, increases hospitality.
6	Social Media in Tourism: A Twitter (X) Social Graph Approach to #Alula — Alshehri (2024)	Social network analysis in destination promotion via Twitter (X).	SNA with NodeXL	Social Network Theory & Destination Image	Social media plays an important role in shaping destination image and digital tourism promotion.
7	The Effect of Tourist Destination Image on Intention to Visit through Tourism Risk Perception — Susanti, Hermanto, and Suwito (2023)	The impact of COVID-19 risk perception on visit intentions.	SEM-PLS	Theory of Planned Behavior & Risk Perception Theory	Perceived risk mediates the effect of destination image on visit intention.

No	Article Title and Author (Year)	Focus Area	Methodology	Theory	Main Findings
8	The Aesthetics and Imaginaries of Uyghur Heritage, Chinese Tourism, and the Xinjiang Dance Craze — Harris (2024)	Uyghur cultural image in Chinese tourism.	Studi kualitatif interpretatif	Cultural Imaginaries Theory	Tourism showcases the aesthetics of Uyghur culture but has the potential to obscure the authentic identity of the local people.
9	A Large-Sport Event and Its Influence on Tourism Destination Image in Indonesia — Pahrudin et al. (2023)	The influence of major sporting events (Mandalika MotoGP) on the image of Indonesian tourism destinations	Quantitative: online questionnaire via Google Form; descriptive and correlational analysis of tourist perceptions	Destination Image Theory, Event Tourism	Major sporting events enhance the positive image of the destination, increase interest in tourist visits, and become an effective regional tourism rebranding strategy.
10	Informed Local Communities Act as Catalysts for Tourism Development: Evidence from Rural India — Yaja et al. (2024)	Local community empowerment in sustainable tourism development.	Ethnographic case studies, participatory interviews	Community-Based Tourism, Empowerment Theory	Local knowledgeable communities catalyze equitable and sustainable tourism development.
11	Role of Smart Tourism Technology in Heritage Tourism Development — Balakrishnan et al. (2023)	STT's role in enhancing the cultural tourism experience.	Quantitative survey (400 respondents)	Elaboration Likelihood Model & Flow Theory	STT increases repeat visit intentions through interactivity and personalization.
12	Descriptive Analysis of the Recent Advances of Film-Induced Tourism — Nunes et al. (2022)	Tren global film-induced tourism.	Literature study (128 articles)	Not mentioned (theme analysis)	Movies increase visitation intentions and destination revenues; minimal studies in non-Western countries.
13	Community Perception and Attitude towards Sustainable Tourism in Muscat, Oman — Ravikumar, Al Subhi, and Meesala (2022)	Community attitudes towards sustainable tourism.	Explanatory survey	UNWTO Framework, Community Participation	High awareness but low participation; need participatory policies.
14	Informed Local Communities as Catalysts for Tourism Development — Yaja et al. (2024)	Community empowerment in local tourism development.	Qualitative interview & observation	Social Capital Theory, Empowerment Framework	Participation increases when people understand the socio-economic benefits.
15	Indigenous Resistance to Settler Colonialism:	The impact of colonialism in tourism on	Narrative ethnographers	Postcolonial Theory, Indigenous	Tourism reinforces colonialism; indigenous

No	Article Title and Author (Year)	Focus Area	Methodology	Theory	Main Findings
	Tourism Stories from Chittagong Hill Tracts — Tripura et al. (2024)	indigenous peoples.		Studies	communities exercise symbolic resistance.
16	A Hybrid-Fuzzy Segmentation Analysis of Residents' Perception towards Tourism in Gran Canaria — Martín, Moreira, and Román (2020)	Segmentation of residents' perception of tourism.	Survey (504 respondents) with Fuzzy Cluster	Fuzzy Logic & Cluster Segmentation	Three segments (lovers, haters, ambivalents) influence support for tourism.
17	Casino Tourism Development: Blessing or Curse? — (D. Lee et al., 2020)	Socio-economic impacts of casino tourism.	SEM Survey	Social Exchange Theory & Community Attachment	Positive economic, negative social impacts; need for socio-cultural regulation.
18	Regulating Airbnb: How Cities Deal with Perceived Negative Externalities of Short-Term Rentals — Nieuwland and van Melik (2020)	City regulations against the negative impact of Airbnb.	Comparative policy study (11 cities)	Regulatory Framework & Urban Governance	Cities focus on restricting not prohibiting; enforcement is difficult to implement.
19	That's Private! Understanding Travelers' Privacy Concerns and Online Data Disclosure — Ioannou, Tussyadiah, and Miller (2021)	Privacy of digital traveler data.	Surveys (n=685), validated by scale TOPC	Trust-Risk Framework & APCO Model	Trust reduces privacy concerns and increases data sharing intentions.
20	Overcoming Negative Disaster Images: How Fukushima's Sake Breweries Rebuilt Its Regional Brand — Nguyen et al. (2021)	Post-disaster destination image recovery.	Qualitative case study	Multi-Step Model of Destination Marketing	Local branding (sake) reverses negative post-nuclear image through stakeholder collaboration.
21	Impact of COVID-19 on SMEs and Employment — Al-Fadly (2020)	The impact of the pandemic on tourism SMEs.	Qualitative narrative interview	Phenomenology	Up to 80% drop in revenue, increased layoffs, digital adaptation required.
22	The Role of Local Self-Government Bodies in Prospective Areas of Regional Development — (Popova et al., 2021)	The role of local government in regional and tourism development.	Descriptive-qualitative analysis	Public Policy, Desentralisasi, Regional Governance	Local governments play a strategic role in regional development; tourism has the potential to accelerate the regional economy.

Table 4 provides a deeper understanding of how the approaches of government communication strategy, institutional credibility, and tourist trust are used to understand the dynamics of tourism visitation sustainability in a post-crisis destination context. The table presents the linkages between official government communications, destination image management, and

public perceptions of government policies as external factors that influence repeat visitation intentions. The findings suggest that appropriate communication strategies, both through traditional channels and social media, can rebuild tourist trust in the destination, which in turn supports tourism sustainability.

Table 5. Key Issues

Key Issues	Specific Aspect	Source	Citation
Government Credibility and Traveler Confidence	Trust in government and health authorities as predictors of post-pandemic travel intentions	Li et al. (2024)	"Trust in government and health authorities significantly influenced the intention to travel after the pandemic."
	Government response and crisis communication effectiveness strengthen destination trust	Popova et al. (2021)	"Perceptions of government response and the effectiveness of crisis communication play an important role in building tourist trust."
	Political trust directly affects repeat travel intentions	Mubarrok, Dewanti, and Purna (2025)	"Political trust has a significant impact on travel intention and revisit intention."
The Role of Official Communication as Mediator	Institutional trust moderates the influence of crisis narratives on public behavior	Nguyen et al. (2021)	"The level of institutional trust determines how the crisis narrative affects people's behavior."
	Trust in destination image strengthens traveler loyalty	Pahrudin et al. (2023)	"A positive destination image increases satisfaction and repeat visit intentions."
	Perceived risk of COVID-19 decreases visit intention despite positive destination image	Susanti, Hermanto, and Suwito (2023)	"The perception of risk is a factor that weakens the intention of tourist visits."
	Transparency of government communication increases trust and revisit intention	Ravikumar, Al Subhi, and Meesala (2022)	"Perceived transparency of government communication has a significant effect on trust and revisit intention of tourists."
Consistent messaging, empathetic communication and	Consistency of messages and positive narratives	Nguyen et al. (2021)	"Consistent official communications and positive narratives

Key Issues	Specific Aspect	Source	Citation
strategic narratives strengthen a destination's reputation and image in a crisis.	strengthen destination reputation		accelerate destination reputation recovery."
	Empathetic and media-rich communication is more trusted than technological communication	Li et al. (2024)	"Empathetic communication is more effective in building public trust."
	Strategic narratives in crisis communication support destination image building	Alshehri (2024)	"Strategic communication strengthens a destination's image during a crisis."

Discussion

The Role of Government Credibility in Restoring Tourist Trust Post-Crisis

The Government credibility plays a central role in rebuilding tourist trust after a crisis. The studies reviewed indicate that transparent and consistent government communication is a key factor in restoring the reputation of a destination following a crisis. Research by (Li et al., 2024; Nguyen et al., 2021; Popova et al., 2021; Ravikumar et al., 2022) shows that clear, reliable, and timely messaging from local authorities is essential in reassuring tourists and restoring their confidence in visiting the affected destination. These studies suggest that government credibility, particularly in how it handles crises like pandemics or natural disasters, directly influences public trust in both the destination and the tourism sector.

However, the connection between government credibility and tourist confidence is more nuanced. Institutional credibility is also significant, influencing tourists' perceptions of safety and the destination's ability to handle crises. Nieuwland and van Melik (2020) found that trust in public policy and governance affects how safe a destination is perceived, while Mubarrok, Dewanti, and Purna (2025) highlighted the importance of political and economic stability in tourist decision-making. These findings suggest that political

stability and policy credibility are also crucial in shaping tourists' intentions to visit, but they might not be as directly connected to government communication alone (Sadykova et al., 2025; Tripura et al., 2024).

Moreover, the transparency and participatory nature of government communication during a crisis can enhance credibility. Studies by Ravikumar, Al Subhi, and Meesala (2022) and Popova et al. (2021) underline the need for participatory policies that include local communities in decision-making processes. This helps make government messages more credible and aligned with public expectations. Consistent communication across various stakeholders, as shown by Nguyen et al. (2021) and Nunes et al. (2022), accelerates the process of rebuilding a destination's reputation. While the studies reviewed highlight the importance of transparent communication, it should be noted that not all the studies agree on the immediacy of the impact, suggesting that the restoration of trust and reputation can take longer depending on the crisis context and the responsiveness of the government.

In conclusion, while government credibility particularly through transparent communication, political trust, and consistency is central to restoring tourist trust, the dynamics involved are complex and multifaceted. The evidence from the reviewed studies suggests that the timing,

tone, and engagement of government communication influence the speed and effectiveness of trust restoration, but the exact outcomes can vary depending on the crisis and the specific communication strategies employed.

Effective Government Communication Strategies in Rebuilding Destination Reputation Post-Crisis.

The effectiveness of government communication strategies in rebuilding a destination's reputation after a crisis is crucial for restoring tourist trust and sustaining tourism visitation. The reviewed studies highlight key strategic dimensions that are integral to effective communication during a crisis: transparency, empathy, speed, narrative framing, and digital amplification. Each of these dimensions contributes uniquely to rebuilding trust and managing a destination's image post-crisis.

1. Transparency and Consistency in Communication

Transparency is a critical element in government communication strategies. Research shows that transparent communication helps restore trust by providing clarity and reassurance to tourists. Li et al. (2024) and Mubarrok, Dewanti, and Purna (2025) emphasize that transparent, consistent communication from the government is essential in building confidence in the destination and its ability to handle the crisis. Transparent messaging signals to tourists that they are being informed honestly, which plays a key role in post-crisis recovery.

2. Empathy in Government Messaging

Empathy in communication is also a key strategy for rebuilding trust. Studies by Nguyen et al. (2021) and Popova et al. (2021) show that empathetic messaging, which acknowledges the emotional and psychological impacts of a crisis, enhances the credibility of the government. This empathetic approach not only helps to alleviate tourist anxiety but also fosters a sense of solidarity between the government and

the public. The inclusion of empathetic communication helps ensure that tourists feel valued, thus improving their perceptions of the destination.

3. Speed of Response and Communication

The speed at which the government responds to a crisis is another important factor influencing public trust. Research by Ravikumar, Al Subhi, and Meesala (2022) and Nieuwland and van Melik (2020) highlights that rapid and efficient communication, particularly in the initial phases of a crisis, is crucial for mitigating uncertainty and reassuring tourists. Quick responses signal that the government is actively addressing the crisis, which in turn can lead to a quicker restoration of tourist confidence.

4. Positive Narrative Framing and Destination Branding

Positive narrative framing is another effective strategy for rebuilding a destination's reputation. Pahrudin et al. (2023) and Sadykova et al. (2025) illustrate how narrative-based communication can effectively shift perceptions by highlighting positive events or successes, such as the Mandalika MotoGP. By framing the crisis recovery through a lens of success and safety, the destination can present a renewed image to tourists. In addition, studies by Nunes et al. (2022) and Harris (2024) show that cultural narratives and destination branding play a critical role in enhancing emotional connections with tourists, fostering long-term loyalty.

5. Digital Amplification through social media

The use of digital platforms, especially social media, has become increasingly important in crisis communication. Alshehri (2024) and Susanti, Hermanto, and Suwito (2023) highlight that social media can accelerate destination image recovery by engaging tourists through emotion-based digital campaigns. Platforms like Twitter and Instagram can amplify the

government's message, reaching a wider audience quickly and effectively. Furthermore, Ravikumar, Al Subhi, and Meesala (2022) and Yaja et al. (2024) emphasize the role of local community involvement in spreading government messages via social media, which adds authenticity and trustworthiness to the communication process.

The Influence of Public Policy on Post-Crisis Tourist Visit Intentions

The synthesis results show that public policies have a significant influence on post-crisis tourist visitation intentions, mainly through increasing the sense of security, trust in government, and ease of access. Popova et al. (2021) emphasized that local government policies play a strategic role in regional development and regional tourism. Mubarrok, Dewanti, and Purna (2025) added that political stability, transportation infrastructure, and inflation have a direct impact on the number of tourist arrivals in ASEAN. Nieuwland and van Melik (2020) reinforce these findings by showing that city regulation of Airbnb affects travelers' perceptions of safety and social justice. All three suggest that strong public governance strengthens travelers' intention to revisit.

In addition, Al-Fadly (2020) found that adaptive public policies during the COVID-19 pandemic, such as support for tourism SMEs and business digitalization, increased local economic resilience. Li et al. (2024) asserted that government economic support for tourism-dependent communities can reduce public fear and strengthen tourists' sense of security. Nguyen et al. (2021) exemplified how branding policies based on local products (sake) succeeded in restoring public confidence in Fukushima. Meanwhile, Ravikumar, Al Subhi, and Meesala (2022) and Yaja et al. (2024) emphasized that participatory policies and local community empowerment strengthen the sense of belonging to the destination, which in turn increases repeat visit intentions.

Government policies in supporting tourism infrastructure and ease of accessibility have also been shown to influence tourists' visit intentions. Balakrishnan et al. (2023) highlighted that the application of Smart Tourism Technology strengthens the tourist experience and encourages repeat visit intentions. Sadykova et al. (2025) and Warintarawej et al. (2025) added that the development of digital information-based MICE ecosystems and creative city planning also strengthen destination competitiveness. Tripura et al. (2024) and Harris (2024) emphasized that policies that pay attention to socio-cultural sustainability are important moral factors in maintaining global tourist confidence.

Proposed Official Communication Framework for Improving Destination Image Post-Crisis

This section proposes a communication framework for improving destination image post-crisis, distilled from the reviewed literature on effective government communication strategies. The framework emphasizes key dimensions that are essential for rebuilding and enhancing a destination's reputation after a crisis:

1. Transparency and Consistency in Communication

Transparency and consistency are the foundational elements of the proposed communication model. Effective communication during a crisis requires clear, truthful, and consistent messaging. Studies by Nunes et al. (2022) and Nguyen et al. (2021) highlight that transparent communication helps rebuild public trust and assures tourists that they are being informed in a reliable manner. This consistency is particularly vital during a crisis, as it signals to tourists that the government is actively managing the situation and that their safety is a priority.

2. Empathy in Communication

Empathy is a critical component in rebuilding trust and improving destination image. Li et al. (2024) demonstrate that

empathetic communication, which acknowledges the emotional and psychological impacts of a crisis on tourists, fosters positive emotional connections with the destination. This empathetic approach helps alleviate fears and encourages tourists to view the destination as compassionate and supportive. Balakrishnan et al. (2023) and Popova et al. (2021) further emphasize that communication that respects the emotional needs of tourists can strengthen their loyalty and trust in the destination.

3. Positive Narrative Framing and Destination Branding

Positive narrative framing is essential to shift perceptions of a destination post-crisis. Pahrudin et al. (2023) and Sadykova et al. (2025) found that framing the destination's recovery through positive stories, such as national pride or successful events (e.g., the Mandalika MotoGP), helps rebuild a positive image. These narratives not only showcase the resilience of the destination but also emphasize its ability to overcome adversity, making it an attractive place for future visits. Nunes et al. (2022) and Harris (2024) also suggest that cultural and heritage-based narratives can enhance the emotional appeal of the destination, further supporting its long-term recovery.

4. Digital Amplification and the Role of social media

The use of digital platforms, particularly social media, is increasingly crucial in post-crisis communication strategies. Alshehri (2024) and Warintarawej et al. (2025) emphasize that social media networks, such as Twitter and Instagram, can amplify government messages and accelerate the recovery of a destination's image. Social media allows for direct engagement with tourists and can quickly spread positive narratives to a global audience. These platforms also enable real-time updates, which are essential for maintaining transparency and consistency during crisis

recovery.

Moreover, Ravikumar, Al Subhi, and Meesala (2022) underline the importance of community involvement in social media campaigns. When local communities are involved in sharing their stories and experiences, it adds authenticity to the messaging, making it more credible and relatable to tourists. This participatory approach fosters a deeper connection between the destination and its potential visitors.

5. Social Participation and Community Involvement

Finally, the framework highlights the importance of community participation in shaping the destination's image. Community-driven communication strengthens the authenticity and credibility of the government's messages, particularly in the digital age. Involving local communities in communication strategies not only helps build trust but also promotes a sense of ownership of the destination's recovery. Yaja et al. (2024) emphasize that participatory communication is essential for long-term reputation building, as it ensures that the messages resonate with both local stakeholders and tourists, creating a more sustainable and inclusive tourism model.

CONCLUSION

Based on a systematic review of 22 relevant research articles, it can be suggested that government credibility through transparent and consistent official communications plays a key role in rebuilding tourist trust and destination reputation after a crisis. Public trust in the government appears to significantly influence tourists' revisit intentions, particularly when empathetic crisis communications and positive narratives are used to improve tourists' perceptions of the affected destination. Additionally, the use of social media and influencers as communication tools to enhance the destination's image and foster tourists' emotional engagement has shown promising results in maintaining tourist loyalty.

Thus, a communication strategy that emphasizes transparency, message consistency, and authentic image management may be crucial for restoring a destination's reputation post-crisis and supporting future tourism sustainability.

LIMITATIONS & DIRECTIONS FOR FUTURE RESEARCH

This study has several limitations that need to be considered. First, the focus on literature sourced from specific databases such as Scopus may overlook relevant studies from other sources that could provide additional perspectives on government trust and destination reputation post-crisis. One methodological limitation of this study is the choice of databases, primarily focusing on Scopus, which may overlook relevant studies from other sources. This limitation could affect the diversity of perspectives incorporated into the review.

Second, most of the studies analyzed focus on a specific destination context, which may not fully reflect global conditions, especially in regions with different social, economic, and cultural characteristics. This could affect the generalizability of findings related to official communication strategies and public policies in building tourist trust. Additionally, potential screening bias may have occurred as studies were selected based on specific inclusion criteria, which may exclude studies with different designs or methodologies, potentially narrowing the scope of the findings.

In addition, limitations in the variety of methodologies and theoretical approaches used in these studies may affect the accuracy of inferring findings that can be applied in a broader context. The inclusion of studies with heterogeneous designs (qualitative, quantitative, and mixed methods) presents a challenge in synthesizing results, as these varied approaches may affect the generalizability of the conclusions drawn.

Future research should expand the geographical coverage and destination types to get a more comprehensive picture of the factors that influence tourist trust and destination reputation after a crisis. Future research can also explore the role of disruptive technologies such as artificial intelligence, big data, and predictive analytics in strengthening government communication strategies and sustainable tourism. Longitudinal approaches and multi-level case studies can also be used to understand the dynamics of post-crisis tourist behavior more deeply, as well as integrating the perspectives of various stakeholders (government, tourism industry, and tourists) to enrich the understanding of the social, cultural, and environmental impacts of post-crisis tourism.

AI USE STATEMENT

During the preparation of this manuscript, the AI tool GPT-4 was used for language improvement and text editing. The authors confirm that they take full responsibility for the accuracy, integrity, and originality of the content presented in this manuscript.

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