

## Covid-19 and Revisit Intention: Evaluation of Destination Social Responsibility, Visitor Satisfaction, Perceived Value, and Fear Arousal

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### ABSTRACT

**Purpose** – This study is an attempt to understand the changes in consumer behavior in the tourism industry related to the pandemic affecting society. This study aimed to evaluate the direct and indirect effects of destination social responsibility (DSR) on the revisit intention of visitors who once visited Turkey before the Covid-19 pandemic breakthrough. Moreover, this research aimed to investigate fear arousal as a moderating effect between tourists' intention of repeat visits and its associated antecedents due to COVID-19.

**Design/methodology/approach** – The research model was examined empirically by targeting 388 tourists from 10 different countries. Structural equation modeling (SEM) was used to analyze the gathered data.

**Findings** –The outcomes of the study demonstrated that DSR is positively and remarkably affected by TS and PV. Also, the results showed that PV has a mediating impact on revisit intention. On the other hand, findings showed that TS has not a remarkable and positive effect on revisit intention. Moreover, the results revealed that FA has a moderation effect on the relationship between DSR-RI, TS-RI, and PV-RI.

**Discussion** – A finding that emerged at the end of this study and contradicted previous studies was obtained. It is a generally accepted phenomenon in the literature that tourist satisfaction has a positive and significant effect on revisit intention. Results show that fear of COVID-19 affects perceived value, tourist satisfaction, and revisit intention differently. Tourist satisfaction and perceived value are undoubtedly two important mediating variables. This contributes to the tourism literature on tourist behaviors.

## 1. INTRODUCTION

This research purposes to collect information about the changes in the purchasing behavior and purchasing tendencies of customers in the tourism sector during the crisis period, when the coronavirus started to spread and affected the whole world, and to provide researchers with information about the changes in the purchasing behavior of customers in the panic, fear and risk environment created by this global crisis. In addition, this research was held to present data and make suggestions to tourism professionals and local governance mechanisms. The epidemic had many negative economic consequences globally, and almost all countries suffered greatly. Besides, it has not only economic effects, the whole society has been negatively affected physically, biologically, and psychologically. And it has naturally led to serious changes in the behavior of businesses and consumers.

While the economic troubles and damages caused by the pandemic continue to rise day by day, it is expected that the damage accounted for by the travel industry alone will be more than 3 trillion dollars. In addition, it is observed that the most important effects of the epidemic on the suppliers, the goods that need to be procured, and the agreements cannot be accomplished within the assured time due to emergency measures in logistics channels.

The effects of the coronavirus in this commercial terms are not due to the pandemic caused by the virus but to the differences in implementations that countries try to take as a precaution against the pandemic. As examples of these practices; Sanctions such as quarantine, prohibition of entry to country boundaries, import-

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export restrictions on commercial services, and travel prohibitions may be applied. Due to national and regional differences in the implementation of such measures, many products cannot be procured on the commercial platform, deliveries are suspended and many factories that run out of raw materials have to pause their manufacture.

## **2. LITERATURE REVIEW**

### ***2.1. Destination Social Responsibility***

In the literature, a tourist destination is described as a physical place where the tourist stays for at least one night. This includes support services, tourist attractions, tourist resources tourism products that the tourist enjoys on a one-day return trip. Destinations can be of any scale – an entire country, region, town, island city, village, or even an independent center there. Destination social responsibility enterprises involve the joint efforts of all partners in these initiatives (eg tourism companies, destination management organizations, and residents), the mechanism of DSR and its effects on tourist behavior are more complex and require further research on this topic (Su et al., 2016:1041). DSR highlights the importance of responsible endeavors by all relevant partners to build tourism destinations sustainably. In defining DSR, it is clear that DSR must be jointly supported in a destination not only by public institutions or private sector entities but also by visitors. (Su and Swanson, 2017:311; Tran, et al., 2018:3049). If DSR is ignored by tourists, it will dilute DSR motivation and it will be hard to ensure destination sustainability. The purpose of this theory highlights the need to identify what effects DSR has on the perceptions and behavior of tourists (Su et al., 2016:1042).

### ***2.2. Importance of Revisit Intention***

In the international tourism market, which is becoming more and more competitive, with new destinations emerging every year, matured destinations can acquire competitive benefits through repeat visits by tourists. (Jang and Feng, 2007:587), and numerous kinds of research suggest that destination competitiveness is based on destination-specific characteristics and tourist satisfaction. Additionally, loyal travelers are a stable market for a destination and provide cost-effective advertising by giving the word of mouth advice to family members and friends (Reid and Reid, 1993:16). To encourage multi-visits to a destination, it is vital to identify the antecedents of return intentions. By doing this, the factors influencing these determinants can be studied and improved to rise the number of repeat visits to a destination. For instance, Kim (2007) argues that perceiving a customer's demands and expectations in the tourism industry is an achievement for customer satisfaction, which leads to repeat purchases, repeat visit intentions, and potential increased patronage in the future of the hotel and destination (Kim, et al., 2007:101). Positive tourist experiences with the products, services, and other sources provided by tourism destinations can inspire positive word-of-mouth effects on relatives and friends, as well as repeat-visit intentions. It is also seen that the efficient use of technology is sufficient to generate repeat visits. Suggestions for prior visits can be taken as the most dependable resources of information for potential visitors. Advice to other people (word of mouth) is often the most recommended type of data for those interested in travel.

### ***2.3. Perceived Value, DSR, and Revisit Intention***

Perceived value is a consumer's complete appraisal of the ergonomics of a product or service attributed to the output of what is acknowledged and given, that is, the collation between benefits obtained and costs spent (Zeithaml, 1998:54). According to the consumer's point of view, the value perceived by the customer is the benefit that the consumer will get from the service or product (Zeithaml, 1988:56). The literature has divided the interpretation of value into two types, either onedimensional or multiple (Ruiz et al., 2010:73). Previous studies contributing to the literature on perceived value have been documented and reviewed. Williams and Soutar (2009), for example, argue that there are five extents of perceived value in adventure tourism practiced in Australia (Williams and Soutar, 2020:414). These are emotional, value for money, functional, novelty, and social values. In this study, it is explained that these five dimensions significantly affect the satisfaction rate of visitors.

### ***2.4. Tourist Satisfaction***

Customer satisfaction is an evaluative method in which predicted service is compared with real service this is from the traditional view (Oliver, 1997:337). Different reports confirm that customer loyalty is accompanied

by customer retention (Santouridis and Trivellas, 2010:340; Soriano, 2002:1057). Some developments in international tourism have increased the contention among touristic destinations in general. (Kozak and Rimmington, 2000:207; Yoon and Uysal, 2005:51). It has also been committed that tourist satisfaction with a destination can generate repeat visits. (Kozak and Rimmington, 2000:211). Tourist satisfaction is described as the level of positive emotions evoked by the knowledge at the destination. The main focus of the evaluation of satisfaction is the increase in customers' sensations when they compare them to their preliminary expectations with the "disconfirmation theory" (Prayang, 2008:209; Yuksel and Yuksel, 2002:52). In the marketing literature, satisfaction is accepted as one of the basic elements of relationship characteristics, which has important effects on customer devotion (Su and Hsu, 2013:33; Oliver 1981:26).

### **2.5. Fear Arousal**

Fear, with its general description, is an emotion prompted by pain, danger, or harm. (De Hoog et al., 2008:87). The fear appeal can be described as "a persuasive correspondence that presents threatening information to induce fear to encourage safer behavior" (Ruiter, et al., 2003:469). A viral epidemic, including COVID-19, may provoke people to fear (Mamun and Griffiths, 2020:6). Since the epidemic, people have begun to fear COVID-19. Regarding health concerns, the impact of fear-inducing COVID-19 on the behavior of domestic tourists has not yet been studied, but some tourism studies have expressed that risk perception significantly influences travelers' intentions to visit a destination. (Fuchs and Reichel, 2011:268; Giusti and Raya, 2019:104; Li et al. 2018:105).

### **2.6. Research Questions**

The following research questions were addressed in the study.

1. Is there any significant difference between males and females in terms of study variables?
2. Is there any significant differences in respondents' country of origin, age, occupation, monthly income, and level of education in terms of study variables?
3. Is there any significant difference in respondents' plans for a trip after the pandemic in terms of study variables?
4. Does destination social responsibility have a positive relationship with tourists' satisfaction?
5. Does destination social responsibility have a positive relationship with visitors' perceived value?
6. Does destination social responsibility have a positive relationship with visitors' revisit intention?
7. Does perceived value have a has a positive and significant effect on tourists' satisfaction?
8. Does tourist satisfaction mediates the relationship between destination social responsibility and revisit intention?
9. Does visitors' perceived value mediates the relationship between destination social responsibility and revisit intention?
10. Does fear arousal moderate the relationship between tourists' satisfaction and revisit intention?
11. Does fear arousal moderate the relationship between destination social responsibility and visitors' revisit intention?
12. Does fear arousal moderate the relationship between perceived value and tourists' revisit intention?

## **3. METHODOLOGY**

### **3.1. Research Methodology**

The study was implemented using the quantitative research approach. Thus, it will be likely to analyze in depth the touristic consumption behaviors of potential tourists after the Covid-19 epidemic and the consumer attitudes that may be subject to change. It is thought that the study will also provide detailed information on how consumers will plan their future vacations. This study applied structural equation modeling (SEM) using AMOS 22.0 software, to test the measurement and structural models. In addition, the convenience sampling method was preferred. The convenience sampling method is used to determine if a region is not in question,

it is in the immediate vicinity readily available, readily available, and (voluntary) individuals who want to participate in the research on the sampling. All components of the population are appropriate and depend on the proximity of the researcher to be included in the sample.

### 3.2. Conceptual Development

The first three hypotheses helped us to suggest that destination social responsibility has a positive effect on perceived value, tourist satisfaction, and revisit intention. In addition, by examining the results obtained from previous studies, we hypothesized that the variables of perceived value and tourist satisfaction have a mediation effect on the relationship between destination social responsibility and intention to revisit. Also, the literature has helped us to assume that Fear Arousal which is caused by COVID-19 restrictions moderates the direct and indirect paths between destination social responsibility and revisit intention.

### 3.3. Hypotheses Development

Our study proposes the following hypotheses to measure the relationship between destination social responsibility and revisit intention through the mediation effect of perceived value and tourist satisfaction as well as the moderating effect of fear arousal;

- H1. Destination social responsibility has a relationship with tourists' satisfaction.
- H2. Destination social responsibility has a relationship with visitors' perceived value.
- H3. Destination social responsibility has a relationship with visitors' revisit intention.
- H4. Perceived value mediates the relationship between destination social responsibility and revisits intention.
- H5. Tourists' satisfaction mediates the relationship between destination social responsibility and revisits intention.
- H6. Visitors' perceived value mediates the relationship between destination social responsibility and tourist satisfaction.
- H7. Fear arousal moderates the relationship between tourists' satisfaction and revisits intention.
- H8. Fear arousal moderates the relationship between destination social responsibility and visitors' revisit intention.
- H9. Fear arousal moderates the relationship between perceived value and tourists' revisit intention.

### 3.4. Model Development

The research model proposed in the current study was initially developed by Suzan and Soliman (2020) to examine the changes in the purchasing behavior of the Egyptian domestic holidaymakers in the post-COVID period (Suzan and Soliman, 2020:33).

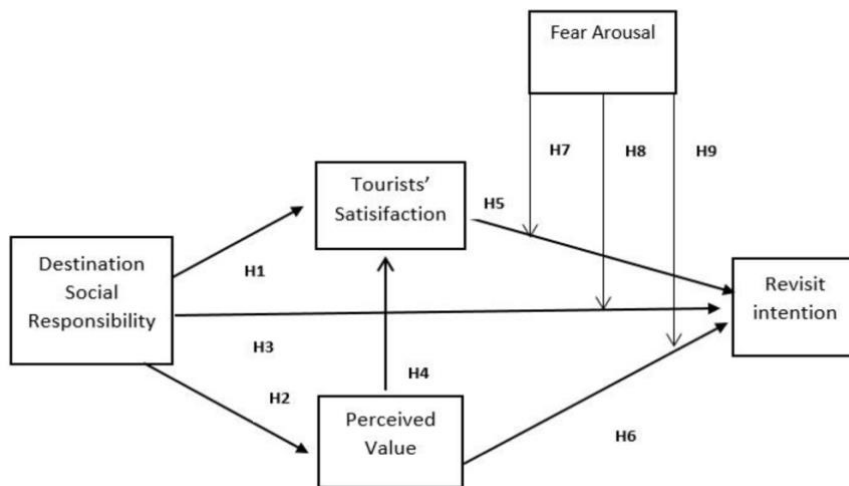


Figure 1. Conceptual Framework

This study has used a quantitative research technique and proposes the research model above. As can be seen in Figure 1, the three hypotheses in first place indicate the correlation of destination social responsibility between tourist content and perceived value, hypotheses 4, 5, and 6 show mediation effects of variables among themselves, and hypotheses 7, 8, and 9 were aimed to measure the moderator effect on the relationship of fear arousal with the revisit intention of these three variables.

### 3.5. Sample of the study

The study targeted foreign travelers who experienced one lodge to any tourism destination leastways in Turkey before the pandemic breakthrough to collect data for this current study. In that state, it is hard to point out the aimed population outline, that's why, this study applied a convenience sampling attempt to gather information. The sample of the study consisted of 388 tourists from 10 different countries (Belgium, France, Germany, UK, Austria, Italy, UEA, Russia, USA, China), (107 males, 281 females) who visited at least one time to Turkey as a touristic destination. An integrated model was proposed which was designed to test the mediating effects of tourists' satisfaction and tourists' perceived value on the tourists' revisit intention. Moreover, this research aimed to investigate fear arousal as a moderating effect between tourists' intention of repeat visits and its associated antecedents due to COVID-19. SEM was used to analyze the information collected from visitors who have once traveled to touristic destinations in Turkey.

### 3.6. Survey Instrument Development

The 97 items were separated into two parts. The first part consisted of 10 items, including the descriptive statistics of the respondents. The second part is made up of 6 sections and includes 87 items. All research units were measured on a seven-point Likert scale where 1 “strongly disagree and 7 “strongly agree”. The respondents were required to specify the level of their opinion of the agreement to disagreement concerning their determination.

### 3.7. Data Collection

Accordingly, by adopting multiple sampling methods, an online survey was disseminated to potential participants, including a self-selection example by sharing the survey's connection link via social platforms. Questionnaires were answered and collected online due to the ongoing precautions and restrictions of the pandemic where the respondents were living. The survey was started to be conducting at the last weekend (27 June 2021) just before all the restrictions and travel bans in Turkey were lifted. Questionnaires were distributed randomly in 11 different countries which were mostly in Europe. The variables used in creating the questionnaire, previous studies in which the scales were taken, and the original scale items in these studies are presented in detail in Table 1.

**Table 1.** Literature support evidence of scales and variables

VARIABLES	SOURCE/THESIS/ARTICLE	MEASUREMENTS
Destination Social Responsibility	Lujun Su Songshan (Sam) Huang Joanna Pearce (2018) “How does destination social responsibility contribute to environmentally responsible behavior? A destination resident perspective”	My destination seems to include environmental concerns in its operations My destination gives back to the local community My destination seems to be successful in their profitability My destination treat us well My destination seems to depend on ethical values and beyond legal obligations My destination considers health and safety issues in its operations
Tourist Satisfaction	Andriotis, K., Agiomirgianakis, G. and Mihiotis, A. (2008). Measuring tourist satisfaction: A factor-cluster	Greece is one of the best destinations for cultural heritage tourism. My choice of Greece was a wise one. I think I made the right decision to visit the destination.

	segmentation approach. Journal of Vacation Marketing, 14(3): 221–235.	I am satisfied with my overall experience during my visit. My experience in Greece was what I expected. My experience in Greece made me very happy. If I got another chance, I would be very happy to revisit the destination. If I got another chance, I would like to recommend Greece to my friends as a travel destination.		
Perceived Value	The Impacts of SARS on the Consumer Behaviour of Chinese Domestic Tourists Zhang Wen, Gu Huimin and Raphael R. Kavanaugh Pages 22-38   Published online: 22 Dec 2008	-Because of SARS, my interest in participating in outdoor activities and eco-tourism has increased. -I prefer suburbs or areas within a short distance for leisure travel after SARS. -I will reduce the possibility of joining tour groups after SARS. -I prefer traveling with family members and relatives after SARS.		
		Scales	Items	
	Ondabu E. Kiage (2018) Influence of Perceived Value on Tourist Future Intentions to Creative Tourism Attractions on Kenya’s North Coast	Emotional	I did enjoy it. Gives me pleasure. Makes me feel good.	
		Quality	Has consistent quality. Has an acceptable standard of quality. Well-organized.	
		Social	Would help me feel acceptable to others. Would make a good impression on others. Would improve the way I am perceived.	
Price	Reasonably priced. Offer value for money.			
Fear Arousal	The Impacts of SARS on the Consumer Behaviour of Chinese Domestic Tourists Zhang Wen, Gu Huimin and Raphael R. Kavanaugh Pages 22-38   Published online: 22 Dec 2008	-Because of SARS, I believe traveling in China will be unsafe. -I will greatly reduce my travel plans in the next 12 months. -I will avoid traveling to crowded big cities after SARS. -I will reduce the length of travel and tourism after SARS -In choosing tourist destinations, I will avoid SARS-affected areas		
Revisit Intention	International Journal of Tourism and Hospitality Review eISSN: 2395-7654, Vol 7, No 2, 2020, pp 31-40	I have planned a trip after Pandemic= Yes- Maybe- No Destination preferences =Domestic-Overseas- Domestic and Overseas Type of destinations =Nature Tourism-Culinary Tourism- Culture Tourism - Religious Tourism- Others Length of the trip that has been planned = 1-4 days, 5-7 days, > 7 days		

## 4. FINDINGS

### 4.1. Data Analysis

For data analysis, both descriptive and inferential statistics were run. Firstly, using SPSS 22.0, data was cleaned through missing case analysis, outlier analysis, and normality analysis for each variable. There were no missing cases in the data set. A normality test using skewness and kurtosis was run whether the data set violates the normality. Almost all the variables did not violate the normality, but four variables did so. After that, an outlier analysis was carried out, since it was believed that some outliers could cause this violation. 41 cases were found to be outliers since their standardized values fell into the range of [-3.29, +3.29] (Hair et al., 2017:88) and thus they were excluded from the data set for further analysis. The initial sample size of the study was 429. After excluding the outliers (41 respondents), all analyses in the thesis were conducted with the data set collected from 388 respondents. Having cleaned the data, descriptive analysis, i.e. frequency, means, and percentages was done. Descriptive statistic results were reported in Tables. In the next step, using SPSS 22.0, inferential statistics were used for factor analysis and testing the hypotheses regarding group comparison in terms of study variables (factors). T-test and ANOVA were used for the respondents where the group number is higher than 30. On the other hand, Kruskal Wallis was used for the respondents of whom at least one group is lower than 30.

### 4.2. Explanatory Factor Analysis

Before factor analysis, items analysis was run, and each item was examined concerning the contribution to the total variance. 388 items were found to have a lower total correlation score ( $< .30$ ; Tabachnick and Fidell, 2007:434) and were decided to be excluded from the whole scale for further analysis. Having excluded the items with lower item-total correlation scores, Explanatory Factor Analysis (EFA) using Principal Component Analysis Technique was undertaken to investigate the factor structure of the scale with 388 items.

Having conducted Explanatory Factor Analysis (EFA), Confirmatory Factor Analysis (CFA) was run to confirm factor structure emerged from EFA. The CFA of the research model on the AMOS program is shown in Figure 3. As can be seen from the figure, confirmatory factor analysis was created by including the terms and all the variables and their scales in the research model and the covariance and errors between them.

Kaiser-Meyer-Olkin (KMO) measuring the sample adequacy for EFA was 0,822 and Bartlett's Test of Sphericity was significant ( $\chi^2 = 15146,794, p < 0,05$ ). Both analyses indicated that the sample size was adequate for running EFA with this sample. EFA was firstly run without using any rotation technique. First EFA suggested five factors for rotation, and later it was run for five factors using varimax rotation. EFA revealed five factors with a total variance of 75,073. KMO and Bartlett's test of sphericity test results are given in Table 2.

**Table 2.** KMO and Bartlett's test of sphericity test results

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,822
Bartlett's Test of Sphericity	Approx. Chi-Square	15146,794
	df	496
	Sig.	,000

Factor names, number of items in each factor, eigenvalues, and total variances were given in Table 3.

**Table 3.** Factor names, number of items, eigenvalues, and total variances

Factor	Factor Name	Items	Eigenvalue	Variance
F1	Revisit Intention	11	10,068	21,948
F2	Perceived Value	8	7,381	17,487
F3	Fear Arousal	6	2,705	14,624
F4	Tourist Satisfaction	4	1,988	11,285
F5	Dest.Social Responsibility	3	1,881	9,729

### 4.3. Confirmatory Factor Analysis

In the next step, Confirmatory Factor Analysis with the AMOS package program (Confirmatory Factor Analysis - CFA) was applied. AMOS allows the user to monitor error terms, provide an overview of the model

with suitability tests, and offer the opportunity of evaluating the model. These values are tested with the method of constantly revising the model and are maintained until a stable structure is established. (Schumacker and Beyerlein, 2000:629) Therefore, many recent researchers use and recommend this program for factor analysis (Schumacker and Beyerlein, 2000:630).

Having conducted Explanatory Factor Analysis (EFA), Confirmatory Factor Analysis (CFA) was run to confirm factor structure emerged from EFA. The CFA of the research model on the AMOS program is shown in Figure 3. As can be seen from the figure, confirmatory factor analysis was created by including the terms and all the variables and their scales in the research model and the covariance and errors between them. AMOS confirmatory factor analysis is given in Figure 2.

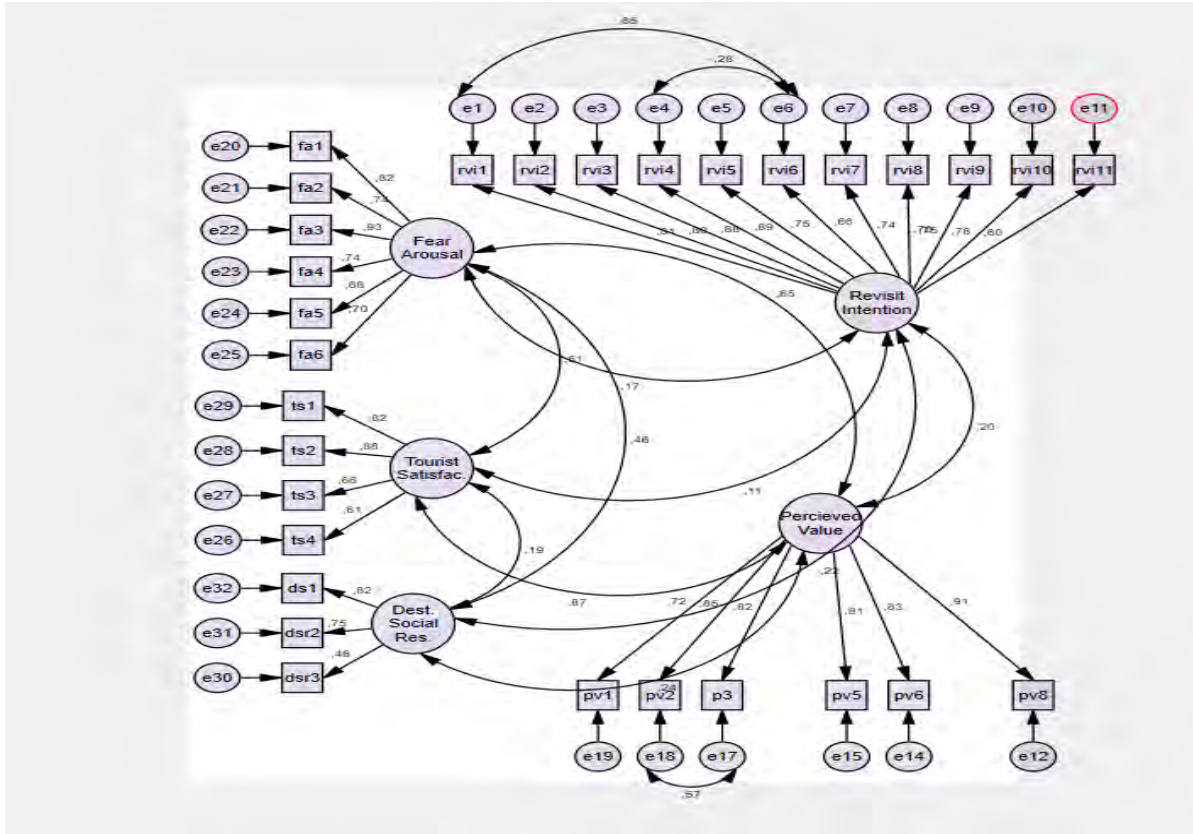


Figure 2. AMOS confirmatory factor analysis

[Chi Squared=1465,1, sd = 465, RMSEA=0,056, CFI=0,949, GFI=0,940, AGFI=0,920]

#### 4.4. Reliability Analysis

To test internal consistency among the item in each factor that emerged from the factor analysis, Cronbach's Alpha reliability Coefficient was calculated. The reliability score was 0,693 for the sub-scale of Destination Social Responsibility; 0,826 for Tourist Satisfaction; 0,923 for Perceived Value; 0, 893 for Fear Arousal, and 0,937 for Revisit Intention. Items in each factor and Cronbach's alpha score for each factor are given in Table-4 Both descriptive statistics (such as means, frequencies, and percentages) and (path analysis) were used in SPSS and AMOS, respectively, to analyze research data and test hypotheses. Cronbach's Alpha scores are given in Table 4.

Table 4. Cronbach's Alpha scores

Scales	Alpha
Destination Social Responsibility : DSR1, DSR2, DSR3	0,693
Tourist Satisfaction : TS1, TS2, TS3	0,825
Perceived Value : PV1, PV2, PV3, PV4, PV5, PV6, PV7,PV8	0,923
Fear Arousal : FA1, FA2, FA3, FA4, FA5, FA6	0,893
Revisit Intention : RV1, RV2 RV3, RV4, RV5, RV6, RV7, RV8, RV9, RV10, RV11	0,937



#### 4.5. CMIN Chi-Square Measurement

To test the general model fit, the Cmin Chi-Square model was used, which is the most basic measurement. The number of samples and the number of variables of this value are expected to be up to 3 or 5 depending on its size (Tabachnick et al. Fidell, 2007:285). The result of the cmin chi-square statistics obtained is significant. ( $p=0.000$ ).

The chi-square statistic result of cm obtained from the figure is significant ( $p=0.000$ ). In addition, the obtained CMIN/DF value is approximately 3. This value is between 3 and 5 values which are also accepted in the literature. It can be said that the model is compatible with these data.

#### 4.6. AMOS Confirmatory Factor Analysis Standart Regression Weights

With the model fit indexes of confirmatory factor analysis, the results of standard regression measurements obtained after the examination weights were evaluated. The results confirm that all variables of all scales analysis results were significant at  $p \leq 0.05$  significance level and when calculated factor loads are considered, no difference below 0.50 showed no value.

#### 4.7. Structural Equation Model

According to Hair et al. (2017), some measures such as beta ( $\beta$ ), p-value, R2, and the effect sizes ( $f^2$ ) can be used to assess the inner model. The findings submitted in Table-2 displayed that correlation coefficients between DSR and PV are significant and positive ( $\beta = 0.589$ ;  $p < 0.001$ ). The obtained  $\beta = 0.589$  value shows that there is a meaningful and positive relationship between these two variables. And also, correlation coefficients between DSR and RI are significant and positive ( $\beta = 0.412$ ;  $p < 0.001$ ). On the other hand, DSR has not had a direct and significant effect on TS ( $\beta = 0.012$ ;  $p > 0.001$ ). Therefore, the H2, and H3 hypotheses were accepted. Additionally, PV positively and significantly influenced TS ( $\beta = 0.564$ ;  $p < 0.001$ ) and RI ( $\beta = 0.109$ ;  $p < 0.001$ ). Thus, H4 and H6 were supported. On the other hand, the direct effect from DSR to TS ( $\beta = -0.012$ ;  $p = 0.840$ ) and from TS to RI ( $\beta = -0.151$ ;  $p = 0.345$ ) was insignificant. Therefore, the hypotheses of H1 ve H5 were not supported. Direct effects among the variables in the model tested are given in Table 5.

**Table 5.** Direct effects among the variables in the model tested

			Estimate ( $\beta$ )	S.E.	C.R.	P
Percieved_Value	<---	Dest._Social_Res.	,589	,137	4,294	***
Tourist_Satisfac.	<---	Dest._Social_Res.	-,012	,060	-,202	,840
Tourist_Satisfac.	<---	Percieved_Value	,564	,050	11,374	***
Revisit_Intention	<---	Dest._Social_Res.	-,412	,132	-3,126	,002
Revisit_Intention	<---	Tourist_Satisfac.	-,151	,160	-,944	,345
Revisit_Intention	<---	Percieved_Value	,281	,109	2,581	,010

#### 4.8. Descriptive Statistics

The current research is regarded as a descriptive study from a data-collection method perspective. It is also accepted as applied research from its goal perspective. The distribution of questionnaire items is presented in Table-6

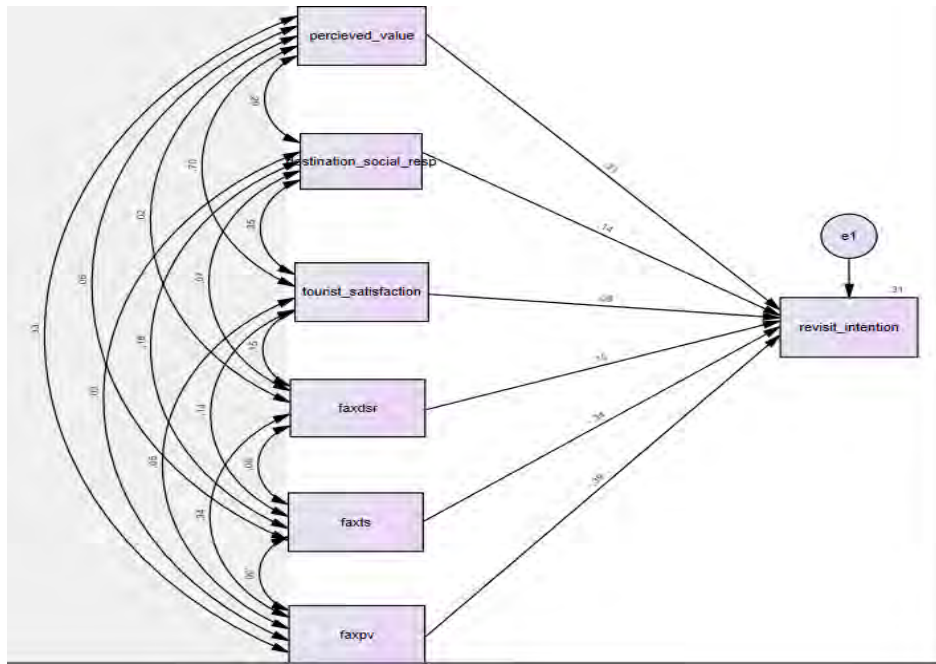
**Table 6.** Descriptive Statistics

Scales	Demographics	f	%
Gender	Male	107	27,6
	Female	281	72,4
Country of origin	Asian	112	28,9
	European	252	64,9
	African	12	3,1
	Middle Eastern	12	3,1
Age	15-20	17	4,4
	20-30	105	27,1
	30-40	195	50,3

	40-50 and above	71	18,3
Occupation	Employed	283	72,9
	Retired	21	5,4
	Student	25	6,4
	Unemployed	59	15,2
Level Of Education	High School and Below	45	11,6
	Bachelor	157	40,5
	Master	156	40,2
	Ph.D.	30	7,7
Monthly Income	<500 USD	60	15,5
	500-1000	42	10,8
	1001-2000	53	13,7
	2001-3000	201	51,8
	3000>	32	8,2
Marital Status	Single	252	64,9
	Married	136	35,1
Number of Previous Visits	1-2	151	38,9
	3-4	52	13,4
	5-6	28	7,2
	7-8	152	40,5
Purpose of Previous Visit	Holiday	176	45,4
	Family/Friends	176	45,4
	Business Trip	21	5,4
	Other	15	3,9
Party Composition of Previous Visit	With a partner	72	18,6
	With family and Children	231	59,5
	With friends	26	6,7
	Alone	59	15,2
I have planned a trip after the Pandemic	Yes	294	75,8
	No	37	9,5
	Maybe	57	14,7
If "yes" to the first question; the Length of the trip that has been planned (Days)	1-4	119	30,7
	5-7	78	20,1
	>7	191	49,2
Destination preferences	Domestic	82	21,1
	Overseas	176	45,4
	Both	130	33,5
Type of destinations	Nature Tourism	157	40,5
	Culinary Tourism	57	14,7
	Culture Tourism	134	34,5
	Religious Tourism	1	0,3
	Others	39	10,1

#### 4.9. Moderation Analysis Results

This study aimed to investigate to evaluate the moderation role of Fear Arousal linked to COVID-19 on the immediate correlations between Destination Social Responsibility, Tourist Satisfaction, Perceived Value (independent constructs), and Revisit Intention (dependent construct). The outcomes submitted in Figure-3 showed that path coefficients of the Fear Arousal effect on DSR → RI ( $\beta = -0.412$ ;  $p < 0.01$ ), TS → RI ( $\beta = -0.151$ ;  $p < 0.01$ ), and PV → RI ( $\beta = 0.281$ ;  $p < 0.05$ ) were significant. The moderation impact of fear arousal related to COVID-19 is given in Figure 3.



**Figure 3.** Moderation impact of fear arousal related to COVID-19

These findings showed that Fear Arousal of COVID-19 moderates the correlations between DSR, TS, PV, and RI. Thus, H7, H8 and H9 were supported. As presented in Figure 4, with low FA, the immediate effect between DSR and RI is more powerful than with high FA. Similarly, in Fig. 4, the impact between PT and RI is stronger with low FA compared to high FA. Contrarily, the effect between DSR and RI is more vigorous with high FA than with low FA. These outcomes further confirm the moderation impact of FA connected to COVID-19. AMOS moderation analysis regression weights are given in Table 7.

**Table 7.** AMOS moderation analysis regression weights

			Estimate	S.E.	C.R.	P
revisit_intention	<---	percieved_value	-,205	,076	-2,688	,007
revisit_intention	<---	destination_social_resp	,136	,047	2,895	,004
revisit_intention	<---	tourist_satisfaction	,085	,076	1,119	,263
revisit_intention	<---	faxdsr	,150	,045	3,349	***
revisit_intention	<---	facts	-,406	,062	-6,595	***
revisit_intention	<---	faxpv	-,438	,067	-6,523	***

The findings presented in Table 4.2.1.1. showed that the path coefficient of FA impact on DSR → RI ( $\beta = 0,150$ ;  $p < 0,01$ ), TS → RI ( $\beta = -0,406$ ;  $p < 0,01$ ) and PV → RI ( $\beta = -0,438$ ;  $p < 0,01$ ) were significant.

**4.10. Inferential Statistics Results**

Independent t-test analysis was operated to probe the difference between males and females in terms of scales. Male – female difference was significant only for revisit intention and tourist satisfaction ( $p < 0,05$ ). Male participants have more revisit intention than female participants, and females have more tourist satisfaction than males. T-test results are given in Table 8.

**Table 8.** T-test results for male-female comparison

Scales	Gender	Mean	SD	T-test	p
Revisit intention	Male	22,66	4,24	5,51	,000
	Female	19,54	5,22		
Perceived Value	Male	56,50	8,66	-1,29	,197
	Female	57,74	8,31		
Fear Arousal	Male	33,29	4,64	-1,19	,242
	Female	34,27	8,11		
Tourist Satisfaction	Male	96,22	13,02	-3,25	,001
	Female	100,77	12,01		
Destination Social Responsibility	Male	16,49	2,79	-0,86	,385
	Female	16,84	3,76		

The Kruskal-Wallis test was conducted to investigate how the Country of Origin affects the participants' decisions in terms of scales. Country of origin significantly differs in all scales ( $p < 0,05$ ). African-originated participants have the highest score on revisit intention and destination social responsibility, European originated participants have the highest score on perceived value, tourist satisfaction, and fear arousal. Kruskal-Wallis test findings for country of origin comparison are given in Table 9.

**Table 9.** Kruskal-Wallis test findings for country of origin comparison

Scales	Country of Origin	Mean	SD	Kruskal-Wallis Test	P	POST HOC
Revisit intention	(1)Asian	21,63	4,24	6,692	0,035	(1)>(2)
	(2)European	19,73	5,55			
	(3)African	22,00	2,44			
	(4)Middle	21,50	3,77			
Perceived Value	(1)Asian	55,34	10,51	6,630	0,042	(2)>(1)
	(2)European	58,54	7,32			
	(3)African	55,83	5,70			
	(4)Middle	54,00	5,76			
Fear Arousal	(1)Asian	28,39	7,67	79,785	0,00	(2),(3),(4)>(1)
	(2)European	36,43	5,99			
	(3)African	34,41	2,10			
	(4)Middle	34,91	3,82			
Tourist Satisfaction	(1)Asian	93,95	15,11	20,091	0,00	(2)>(1),(4)
	(2)European	102,50	10,23			
	(3)African	95,41	9,05			
	(4)Middle	92,91	9,12			
Destination Social Responsibility	(1)Asian	14,46	2,49	74,304	0,00	(2),(3)>(1)
	(2)European	17,71	3,52			
	(3)African	18,58	1,97			
	(4)Middle	15,91	2,67			

The Kruskal-Wallis test was conducted to investigate how age affects the participants' decisions in terms of scales. Age significantly differs in all scales ( $p < 0,05$ ). Participants whose age is above 40 have the highest score on revisit intention, perceived value, and destination social responsibility. Participants whose ages are between 30-40 have the highest score on fear arousal and tourist satisfaction. The Kruskal-Wallis test was conducted to investigate how the occupation affects the participants' decisions in terms of scales. Occupation significantly differs in all scales, except for the scale of Perceived Value ( $p < 0,05$ ). Retired participants have the highest score on revisit intention, perceived value, and fear arousal. Employed participants have the highest score on tourist satisfaction and destination social responsibility. Kruskal-Wallis test outcomes for age comparison are in Table 10.

**Table 10.** Kruskal-Wallis test outcomes for age comparison

Scales	Age	Mean	SD	Kruskal-Wallis Test	P	POST HOC
Revisit intention	(1)15-20	22,64	2,14	53,759	0,000	(1),(2),(4)>(3)
	(2)20-30	21,83	4,89			
	(3)30-40	18,45	5,30			
	(4)Above 40	23,11	3,21			
Perceived Value	(1)15-20	58,47	2,80	23,360	0,000	(3),(4)>(2)
	(2)20-30	53,57	11,08			
	(3)30-40	58,84	7,32			
	(4)Above 40	58,85	5,32			
Fear Arousal	(1)15-20	29,58	6,41	106,225	0,000	(3)>(1),(4) (3),(4)>(2)
	(2)20-30	29,44	7,66			
	(3)30-40	37,30	5,81			
	(4)Above 40	32,73	6,23			
Tourist Satisfaction	(1)15-20	97,17	5,52	52,302	0,000	(3),(4)>(2)
	(2)20-30	92,11	17,08			
	(3)30-40	103,98	7,90			
	(4)Above 40	98,74	10,16			
Destination Social Responsibility	(1)15-20	15,58	2,91	27,189	0,000	(3),(4)>(2)
	(2)20-30	15,47	2,81			
	(3)30-40	17,20	4,09			
	(4)Above 40	17,66	2,09			

The Kruskal-Wallis test was conducted to investigate how the occupation affects the participants' decisions in terms of scales. Occupation significantly differs in all scales except for the scale of Perceived Value ( $p < 0,05$ ). Retired participants have the highest score on revisit intention, perceived value, and fear arousal. Employed participants have the highest score on tourist satisfaction and destination social responsibility. Kruskal-Wallis test results for occupation comparison are given in Table 11.

**Table 11.** Kruskal-Wallis test results for occupation comparison

Scales	Occupation	Mean	SD	Kruskal-Wallis Test	p	POST HOC
Revisit intention	(1)Employed	24,76	5,29	21,157	0,000	(1),(3)>(2) (1)>(4)
	(2)Retired	19,89	3,34			
	(3)Student	22,80	2,50			
	(4)Unemployed	20,30	4,91			
Perceived Value	(1)Employed	57,90	7,66	4,633	0,201	(2)>(4)
	(2)Retired	59,28	6,95			
	(3)Student	58,20	8,21			
	(4)Unemployed	53,98	12,30			
Fear Arousal	(1)Employed	34,54	7,89	22,807	0,000	(2)>(3)
	(2)Retired	37,28	3,91			
	(3)Student	31,12	6,05			
	(4)Unemployed	31,45	4,46			
Tourist Satisfaction	(1)Employed	100,96	10,85	8,832	0,032	(1)>(4)
	(2)Retired	100,38	11,44			
	(3)Student	97,36	6,48			
	(4)Unemployed	93,16	18,58			
Destination Social Responsibility	(1)Employed	17,10	3,61	13,214	0,004	(1)>(4)
	(2)Retired	16,90	3,26			
	(3)Student	16,08	3,02			
	(4)Unemployed	15,25	2,94			

ANOVA test was operated to inquire how the level of education affects the participants' decisions in terms of scales. The level of education significantly differs in all scales ( $p < 0,05$ ). Participants with high school and below education levels have the highest score on revisit intention, perceived value, and tourist satisfaction. Participants with a master's education level have the highest score on fear arousal. Participants with a Ph.D. education level have the highest score on destination social responsibility. ANOVA test results for the level of education comparison are given in Table 12.

**Table 12.** ANOVA test results for the level of education comparison

Scales	Level of Education	Mean	SD	ANOVA	P	POST HOC
Revisit Intention	(1)High School and	24,97	3,08	30,261	0,000	(1)>(2),(4),(3)
	(2)Bachelor	21,37	5,13			
	(3)Master	18,03	4,83			
	(4)Ph.D.	20,80	2,42			
Perceived Value	(1)High School and	63,44	8,34	13,202	0,000	(1)>(2),(3)
	(2)Bachelor	57,67	10,07			
	(3)Master	55,08	5,84			
	(4)Ph.D.	58,93	4,76			
Fear Arousal	(1)High School and	35,02	5,00	15,291	0,000	(1)>(4)
	(2)Bachelor	32,68	5,94			
	(3)Master	36,22	8,41			
	(4)Ph.D.	27,86	5,91			
Tourist Satisfaction	(1)High School and	107,97	13,13	10,162	0,000	(1)>(2),(3),(4)
	(2)Bachelor	97,49	14,80			
	(3)Master	99,91	8,66			
	(4)Ph.D.	95,33	8,61			
Destination	(1)High School and	17,06	3,14	6,931	0,000	(3)>(2)
	(2)Bachelor	15,79	3,09			
Social Responsibility	(3)Master	17,42	4,08			(4)>(2)
	(4)Ph.D.	17,73	1,17			

ANOVA test was conducted to investigate how the monthly income affects the participants' decisions in terms of scales. Monthly income significantly differs in all scales ( $p < 0,05$ ). Participants with a 1000-2000 \$ monthly income have the highest score on revisit intention and fear arousal. Participants with 3000 \$ and above monthly have the highest score on perceived value and tourist satisfaction. Participants with a 500-1000 \$ monthly income have the highest score on destination social responsibility. ANOVA test was conducted to investigate how the monthly income affects the participants' decision in terms of the item "I have planned a trip after the pandemic". This item significantly differs in the scale of Perceived Value, Fear Arousal, and Tourist Satisfaction ( $p < 0,05$ ). Participants who don't have any trip plans after the pandemic have the highest score on revisit intention. Participants who plan a trip after a pandemic have the highest score on perceived value, tourist satisfaction, destination social responsibility, and fear arousal. ANOVA test results for the level of education comparison are given in Table 13.

**Table 13.** ANOVA test results for the level of education comparison

Scales	Monthly Income (USD)	Mean	SD	ANOVA	P	POST HOC
Revisit intention	(1)<500	20,70	5,55	20,056	0,000	(1)>(2)
	(2)500-1000	21,30	4,64			
	(3)1000-2000	24,77	3,22			
	(4)2000-3000	18,66	5,05			
	(5)>3000	22,37	2,33			
Perceived Value	(1)<500	53,51	12,24	16,574	0,000	(2)>(1)
	(2)500-1000	59,09	5,68			
	(3)1000-2000	61,69	7,99			
	(4)2000-3000	55,94	6,50			
	(5)>3000	64,50	6,76			
Fear Arousal	(1)<500	29,51	4,95	12,766	0,000	(2)>(1)
	(2)500-1000	33,71	6,91			
	(3)1000-2000	35,88	5,16			
	(4)2000-3000	35,57	7,96			
	(5)>3000	29,84	5,27			
Tourist Satisfaction	(1)<500	91,80	18,62	10,453	0,000	(2)>(1)
	(2)500-1000	100,45	10,31			
	(3)1000-2000	104,52	12,05			
	(4)2000-3000	99,43	9,85			
	(5)>3000	105,00	8,56			
Destination	(1)<500	15,45	3,6	8,376	0,000	(2)>(1),(5)
	(2)500-1000	17,52	3,19			
	(3)1000-2000	16,64	2,60			
Social Responsibility	(4)2000-3000	17,37	3,64			(4)>(1),(5)
	(5)>3000	14,37	3,22			

ANOVA test was conducted to investigate how the monthly income affects the participants' decision in terms of the item "I have planned a trip after the pandemic". This item significantly differs in the scale of Perceived Value, Fear Arousal, and Tourist Satisfaction ( $p < 0,05$ ). Participants who don't have any trip plans after the pandemic have the highest score on revisit intention. Participants who plan a trip after the pandemic have the highest score on perceived value, tourist satisfaction, destination social responsibility, and fear arousal. ANOVA test results for the item "I have planned a trip after the pandemic" comparison are given in Table 14.

**Table 14.** ANOVA test results for the item "I have planned a trip after the pandemic" comparison

Scales	I have planned a trip after the	Mean	SD	ANOVA	P	POST HOC
Revisit intention	(1)Yes	20,41	5,44	1,643	0,195	-
	(2)No	21,56	3,36			
	(3)Maybe	19,56	4,52			
Perceived Value	(1)Yes	58,53	7,63	16,869	0,000	(1), (2)>(3)
	(2)No	57,10	5,19			
	(3)Maybe	51,73	11,30			
Fear Arousal	(1)Yes	35,38	7,30	26,325	0,000	(1)> (2),(3)
	(2)No	27,86	6,93			
	(3)Maybe	30,89	6,06			
Tourist Satisfaction	(1)Yes	102,40	10,44	42,766	0,000	(1)> (2),(3) (2)>(3)
	(2)No	94,02	9,33			
	(3)Maybe	88,117	15,80			
Destination Social Responsibility	(1)Yes	16,90	3,77	2,133	0,120	-
	(2)No	16,86	2,67			
	(3)Maybe	15,85	2,43			

## 5. RESULTS AND DISCUSSION

### 5.1. Discussions

Before path analysis, how demographic variables differ from respondents' tendencies in terms of satisfaction, revisit intention, perceived value, fear arousal, and destination social responsibility, inferential statistics were run at the p-value of 0,05. When we look at the findings of the research, we observe that male participants are more willing to revisit Turkey than female participants when it comes to the post-covid-19 period. According to the research conducted by the TUIK (2020), when the gender distribution of tourists visiting Turkey is examined, we observe that the number of men has always been high, but the number of female tourists has increased in recent years, closing the gap with the number of visiting men. In 2003, 59 percent of the visitors were men, while the rate of female tourists was 41 percent. While the rate of tourists was 53 percent for men and 47 percent for women in 2006, it is seen that the rate of female and male tourists approached each other after 2009. While the rate of male tourists was 51 percent, in 2019 before the novel coronavirus breakthrough, the rate of female tourists reached 49 percent. For this reason, this research confirms the fact that the male ratio is always ahead in the gender distribution of tourists coming to Turkey in general and is in harmony with the literature.

Another result showed us that women were more satisfied with their visits than men. This result coincides with the fact that, as observed in the results obtained from previous studies in the literature, women are generally more satisfied when it comes to tourism because they are more pleasure-oriented than men. The desire to go to another country to visit a place or to spend a holiday in an overseas country creates fewer but specific expectations for men, while women have expectations on many different issues.

When the demographic results of the research are examined, we see that the number of tourists who come from Europe stands out in the scales of perceived value and tourist satisfaction. In the "Turkey Tourism Statistics" report dated November 2020 of the Association of Turkish Travel Agencies, it is stated that there was a 62% reduction in the number of tourists visiting Turkey in a period when the impact of the pandemic continued and vaccination studies had not yet started in Turkey, but still, it has been reported that the vast majority of holidaymakers coming from Europe.

The literature is coherent with the indications of the research result. However, another point that draws attention here is that the European participants' willingness to revisit the research under pandemic conditions

is lower than the others. Although the difference was not at a dramatic level, it was not difficult to understand the reason for this decrease. Because, in the results of the research, we observe that the Fear Arousal level of the European participants is higher than the others. This reveals the fact that the H7, H8, and H9 hypotheses are consistent when considered in terms of European participants. According to the data obtained from the research, it has been observed that African tourists are more sensitive than other participants when it comes to destination social responsibility.

When the age scale, which is another demographic result of the research, is examined, it is observed that the answers given by the participants between the ages of 30-40 are high in all variables. When it comes to tourism, it has been observed that they are an age group with a high level of satisfaction and sensitivity about perceived value and destination social responsibility. In addition, when it comes to tourism in pandemic conditions, it is seen that the fear factor level of this age group has increased and accordingly, their intention to revisit has decreased. These data show that hypotheses H7, H8, and H9 are consistent and confirmatory.

When we analyze the research results according to the occupation status of the participants, it is observed that the answers given by the retired participants when it comes to the perceived value and fear factor are higher than the other participants. Since the tourism-specific distribution channel operates in reverse, that is, the tourist must go to the destination where the service is produced to purchase the holiday, the cost of time and effort of transportation for a tourist appears to be a very important factor. To reach the region where he will spend his holiday as soon as possible after leaving home is one of the most important determinants for a tourist.

The reason why the fear factor, which is another scale item, is observed to be high, albeit not very dramatically, in retired participants is due to chronological, biological, physiological, social, and psychological regressions or changes due to advancing age, but crystallized, where knowledge and experience are at the highest level. It is considered that they were in a period when the existence of knowledge, in other words, the existence of wisdom was mentioned. If information and experiment are high, productivity keeps on, and there is mental flexibility, retirees will be accepted by easily adapting to changing roles. However, the calls by the authorities to invite individuals aged 65 and over to be more careful than other age groups regarding the coronavirus can be shown as a reason for the increase in the fear factor of the individuals in the retired group.

The high level of destination social responsibility sensitivities of the employed group can be shown as the reason for the higher awareness and social responsibility perceptions, as they are the active group that participates most in the workforce and social life, as in the age group. As we know, during the pandemic process, many countries closed their doors to tourists under full closure conditions. Later, as the normalization conditions were formed and the bans were relaxed, people started to travel by planning domestic flights and then international trips.

When the findings of the research examining the distribution of the participants according to their education levels are examined, it has been observed that the perceived value, satisfaction, and revisit requests rates of the participants with high school or lower education levels are higher than the other scales. The reason for this may be the lower satisfaction expectations of the participants whose education level is high school or lower. With the changing technology in the world, it is a known fact that tourism participants use the Internet extensively for holiday purchases.

When the distribution of the participants, which is another scale of the research findings, according to their monthly income is examined, it is observed that the results of the middle-income group participants are high in terms of revisit and perceived value. 51.8% of the participants answered that their income level is between 2000-3000 \$. According to Avci Kurt (2020), when the income level of foreign tourists coming to Turkey is examined; It is stated in the data of the Ministry of Culture and Tourism that Turkey is mostly visited by middle-income tourists, 25.3% of the tourists are 2500 dollars and above, 7.8% are between 1000-2500 dollars, 16.5% are between 500-1000 dollars, 13% of them have an income level of 250-500 dollars and 12.8% of them have an income level of fewer than 250 dollars (Avci Kurt 2020:57). This shows that the information given by the participants about their income levels is consistent with previous studies.

As stated in the literature, psychological factors increase the tourist demand, rather than decrease it, despite the increase in prices. It is considered that the low-income group participants, after the long shutdown after



the COVID-19 restrictions, caused the increase in prices and the fact that their income levels were not sufficient for the holiday they planned, but there was no decrease in their demands. The psychological factors mentioned above are also considered as triggers for a revisit, which explains the reason for the revisiting tendencies of the participants.

### **5.2. The Relation Between DSR and Revisit Intention**

This research has been an attempt to develop a conceptual model and empirically analyze it by using the relationship of the destination's social responsibility with the revisit intention to measure the post-pandemic revisit intentions of holidaymakers who had visited Turkey at least once in their life before the pandemic. Previously, a similar model was used to measure the revisit intentions of domestic holidaymakers from a different country but to measure the revisit intention variable, the concepts of tourist satisfaction and perceived value were used for the first time on this model and on visitors who will visit Turkey from different countries. As it is understood from the research findings, the social responsibility of the destination has a positive and significant effect on the revisit intention. The results of the research coincide with the scientific data about tourism. It has been seen in the research results that the social responsibility of the destination positively affects the destination image and perception of satisfaction in the post-COVID-19 period, and this contributes to tourist loyalty.

### **5.3. Perceived Value and Tourist Satisfaction as Mediating Factors**

As can be understood from the research findings, perceived value has a positive and significant effect on the relationship between the social responsibility of the destination and the revisit intention. Vacationers stated that they are sensitive to the economic and sociocultural perimeter of the destination when it comes to perceived value. The economic surroundings comprise factors that affect the purchasing power and spending trends of potential visitors to the destination. The need to research the impact of COVID-19 on tourism is, of course, the need to measure how deep the impact can be in this purchasing process where the customer must be physically present.

A finding that emerged at the end of this study and contradicted previous studies was obtained. It is a generally accepted phenomenon in the literature that tourist satisfaction has a positive and significant effect on revisit intention. However, when the mediation effect of tourist satisfaction on the relationship between the destination social responsibility and the revisit intention in the post-COVID-19 period was examined in this study, it was seen that it contributed negatively to the revisit intention effect. It is a fact that the global pandemic crisis has completely changed the purchasing habits and expectations of people of all ages, cultures, social statuses, and genders. In this study, how satisfaction is directly proportional to expectation is explained with the support of the literature. However, although some findings obtained from this study contradict the studies conducted in the pre-COVID-19 period, similar findings were found in some post-COVID studies Ramli et al, (2020) have found that tourist satisfaction as an extrinsic variable and return visit interest as an intrinsic variable also has a positive relationship, but the effect is not significant. According to Ramli, the interest in repeat visits during the COVID-19 pandemic cannot be driven solely by the satisfaction of the tourists themselves. Yet, it ought to be backed by other variables likewise the other four variables in this research, or by other variables such as destination image and motivation (Ramli et al., 2020:1627).

### **5.4. Fear Arousal Moderation On The Relations Between DSR, TS, and RI**

Emotion, which influences people's actions and perceptions, is an important factor influencing human behavior (Cherry, 1995:99). This component is important not only because of its ability to influence human behavior but also because of its continuous evolution over time (Moors, 2009:6257). This outcome may clarify how emotions affect customers' travel intentions psychologically. Second, by assessing the moderate impact of fear of COVID-19, this study introduced us to two mediators: tourist satisfaction and perceived value. Our findings reveal that fear of COVID-19 affects perceived value and tourist satisfaction and revisit intention differently. We confirmed the mediating effects of these two variables. This conduces to the tourism literature on tourist behaviors. This study was also conducted to answer whether Fear Arousal has a moderating role in the direct relationship between Destination Social Responsibility Revisit Intention, Perceived Value, and Tourist Satisfaction due to COVID-19. Research findings showed that Fear Arousal has a significant moderation effect on the relationship between tourist satisfaction, perceived value, and revisit intention.

Through this research conducted on people from different countries and under the conditions of COVID-19, we understood that the fear factor has an impact on the relationship between satisfaction, perceived value, and revisit intention.

Through this research conducted on people from different countries and under the conditions of COVID-19, we understood that the fear factor has an impact on the relationship between satisfaction, perceived value, and revisit intention. Many pre-pandemic studies have investigated how the fear factor, which occurs during crisis periods, affects people's purchasing decisions. However, to date, no study has been found in the existing literature that indicates that the fear factor on its own under the conditions of COVID-19 definitively affects the intention to revisit. Moreover, this study is considered to be a unique effort in terms of measuring whether the fear factor has a moderator effect on the relationship between satisfaction and perceived value variables on revisit intention.

##### ***5.5. Limitations and Directions For Future Research***

This study assures valuable administration insights for the sustainable improvement of tourist destinations in the post-epidemic era. Despite the inclusions presented above, there are limitations to the conclusions gained in this research.

First, this study examined whether vacationers who had visited Turkey at least once before the pandemic had the intention to revisit Turkey during and after the pandemic, and the factors affecting this. Secondly, it is considered that it would be appropriate to operate similar research after all travel barriers brought by the pandemic have been removed, since travel barriers and the number of rapidly changing daily cases may have affected the decisions of the participants due to the COVID-19 measures and restrictions in force when collecting the data of this study. Third, this study has been prepared only for Turkey and only for holidaymakers who come to Turkey from abroad. Further research in the future can also be done to prepare it appropriately for other countries or to understand the behavioral tendencies of the domestic tourism client residing in Turkey. Fourth, this study was conducted using visitor-related variables (perceived value, tourist satisfaction, e.g.). Similar studies in the future can be done using other visitor-related variables (tourist motivation, tourist attraction, tourist loyalty, perceived risk e.g) or destination-related variables (destination image, destination reputation e.g.). Fifth, while collecting data in this study, an online questionnaire was prepared, and data was collected by sharing links to the participants via social media platforms and e-mail. Future research may use other data collection methods, such as interviews.

Since this study focuses on investigating how consumer purchasing behavior changed immediately after the phasing out of travel restrictions for Turkey, it would be useful to see how COVID-19 strategies associated with travel restrictions, social distancing, quarantines, and the like affect tourist satisfaction in different periods.

While preparing this study, the perceived value scale, which was used to collect data, was used from the perceived value perception data of the tourism consumer during the previous crisis periods. However, as can be seen from the results of this study, the perceived value and satisfaction criteria are changing rapidly after COVID-19. It is thought that using the sub-items of the perceived value variable used in studies conducted before COVID-19 will not be beneficial in future research. It is suggested that researchers accept the post-COVID-19 period as a new period and benefit from the scales used in studies conducted after COVID-19 for the perceived value and satisfaction variables that they will use in their research.

In addition, since all developments regarding COVID-19 are progressing rapidly and new variants are being diagnosed every day, it is considered that it will be valuable for tourism professionals and local administrators to prepare their strategies better, to conduct more research on how vacationers feel about these new variants.

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## APPENDICES- QUESTIONNAIRE

**PART-I**

Please indicate your response by ticking (☉) the boxes given for each statement.

Standard Descriptive Statistics:

Gender	Male	[ ]
	Female	[ ]
	Other	[ ]
Country of origin	Asian	[ ]
	European	[ ]
	American	[ ]
	African	[ ]
	Middle Eastern	[ ]
Age	15-20	[ ]
	20-30	[ ]
	30-40	[ ]
	40-50	[ ]
	Above 50	[ ]
Occupation	Employed	[ ]
	Retired	[ ]
	Student	[ ]
	Housewife	[ ]
	Businessman	[ ]
	Other	[ ]
Level Of Education	Below High School	[ ]
	High School	[ ]
	Bachelor	[ ]
	Master	[ ]
	Ph.D.	[ ]
	Other	[ ]
Monthly Income	<500 USD	[ ]
	500-1000	[ ]
	1001-2000	[ ]
	2001-3000	[ ]
	3000>	[ ]
Marital Status	Single	[ ]
	Married	[ ]
Number of Previous Visits	1-2	[ ]
	3-4	[ ]
	5-6	[ ]
	7-8	[ ]
Purpose of Previous Visit	Holiday	[ ]
	Family/Friends	[ ]
	Business Trip	[ ]
	Other	[ ]
Party Composition of Previous Visit	With a partner	[ ]
	With family and Children	[ ]
	With friends	[ ]
	Alone	[ ]

**PART-II**

**SECTION – A**

The following statements have been designed to identify your tendency to travel, the length of your trip, destination preferences, and purpose for travel. Please indicate your expression by ticking (☉) the boxes given for each statement. This information will directly affect the answers you will give for the following parts of this questionnaire.

I have planned a trip after the Pandemic	Yes	[ ]
	No	[ ]
	Maybe	[ ]
If "yes" to the first question; the Length of the trip that has been planned (Days)	1-4	[ ]
	5-7	[ ]
	>7	[ ]
Destination preferences	Domestic	[ ]
	Overseas	[ ]
	Both	[ ]
Type of destinations	Nature Tourism	[ ]
	Culinary Tourism	[ ]
	Culture Tourism	[ ]
	Religious Tourism	[ ]
	Others	[ ]

**SECTION-B**

The following phrases have been designed to understand your ideas on diverse outlooks of “*Destination Social Responsibility*” For each statement, please express the degree to which you agree or disagree with the phrase by ticking (☉) a suitable number on the 7-point scale given. Should you strongly agree, tick 7; if you strongly disagree, tick 1.

Statement	1	2	3	4	5	6	7
My destination seems to include environmental concerns in							
My destination gives back to the local community							
My destination seems to be successful in their profitability							
My destination treat us well							
My destination seems to depend on ethical values and							

**SECTION-C**

The following section has been prepared to have information about what you think on several outlooks of “*Tourist Satisfaction*” about Turkey. Please try to remember your previous visits and try to give an average evaluation point for all the destinations you visit in Turkey. For each statement, please indicate the extent to which you agree or disagree with the statement by ticking (☐) an appropriate number on the 7-point scale provided. If you strongly agree with the statement, tick 7; if you strongly disagree with the statement, tick 1.

**Overall Satisfaction**

Statement	1	2	3	4	5	6	7
Turkey is one of the best destinations for cultural							
My choice of Turkey was a wise one.							
I think I made the right decision to visit the destination.							
I am satisfied with my overall experience during my							
My experience in Turkey was what I expected.							
My experience in Turkey made me very happy.							
If I got another chance, I would be very happy to revisit							
If I got another chance, I would like to recommend							

**SECTION-D**

The following statements have been designed to obtain your opinion on several aspects of "Perceived Value" about Turkey's revisit decision. Below parts are prepared in two different scales for determining the perceived value of your previous visit and the planned visit. Please respond to every statement below by ticking (□) on a scale of 1 (strongly disagree) to 7 (strongly agree) which is the most suitable for you.

Scales	Items	1	2	3	4	5	6	7
Emotional	I did enjoy it.							
	It has given me pleasure.							
	Made me feel good.							
Quality	Has consistent quality.							
	Has an acceptable standard of quality.							
	Well-organized.							
Social	Would help me feel acceptable to							
	Would make a good impression on							
	Would improve the way I am perceived.							
Price	Reasonably priced.							
	Offer value for money.							

Your perceived value assessment for your planned visit;

**SECTION-E**

Statement	1	2	3	4	5	6	7
Because of COVID-19, my interest in participating in							
I prefer suburbs or areas within a short distance for leisure							
I will reduce the possibility of joining tour groups after							
I prefer traveling with family members and relatives after							

When you review the measures taken after Covid-19 and your previous visits, how would the fear factor affect your travel plan to rearrange? Please respond to every statement below by ticking (□) on a scale of 1 (strongly disagree) to 7 (strongly agree) which best describes your opinion.

Statement	1	2	3	4	5	6	7
Because of COVID-19, I believe traveling in Turkey will be							
I will greatly reduce my travel plans in the next 12 months.							
I will avoid traveling to crowded big cities after COVID-19							
I will reduce the length of travel and tourism after COVID-							
In choosing tourist destinations, I will avoid COVID-19-							

**SECTION-F**

When you consider the travel restrictions taken by countries in the aftermath of Covid-19 if you think that Turkey has taken sufficient measures, would you plan to travel to Turkey again, and how does each of the statements below affect your revisit intention? Please respond to every statement below by ticking (□) on a scale of 1 (strongly disagree) to 7 (strongly agree) which best describes your opinion.

Statement	1	2	3	4	5	6	7
Sufficient accommodation facilities							
Rich and quality leisure facilities							
Clean and hygienic environment							
Protected environment							
Global brand destination							
Well-planned tourism							
Historical and cultural attractiveness							
Hospitable							
Safe and secure							

The questionnaire is over. Thanks for your time and effort.