



Cruising after a Covid-19 Pandemic: Factors Influencing Tourists' Purchase Intention

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Abstract.

The global cruise tourism industry has been significantly impacted by the COVID-19 pandemic. As a result, it is important to understand the factors that affect tourists' decision to purchase cruise holidays after the pandemic. To accomplish this, a conceptual model based on the perceived value theory and incorporating concepts such as destination image, perceived risk, and purchase intention is proposed. This framework can be utilized to investigate tourists' purchase intention for cruise holidays and assist the cruise tourism industry in devising appropriate policies and designing cruise tourism products. This study is the first to develop a model for tourists' purchase intentions for cruise holidays after the COVID-19 outbreak.

Kata Kunci:

Liburan pelayaran,
COVID 19,
Niat membeli,
Citra destinasi,
Risiko yang dirasakan,
Nilai keuntungan,
Industri pariwisata domestik China.

Abstrak.

Industri pariwisata kapal pesiar global telah terkena dampak signifikan dari pandemi COVID-19. Akibatnya, penting untuk memahami faktor-faktor yang memengaruhi keputusan wisatawan untuk membeli liburan kapal pesiar setelah pandemi. Untuk mencapai hal ini, model konseptual berdasarkan teori nilai yang dirasakan dan menggabungkan konsep-konsep seperti citra tujuan, risiko yang dirasakan, dan niat membeli diusulkan. Kerangka kerja ini dapat digunakan untuk menyelidiki niat pembelian wisatawan untuk liburan kapal pesiar dan membantu industri wisata kapal pesiar dalam menyusun kebijakan yang tepat dan merancang produk wisata kapal pesiar. Studi ini adalah yang pertama mengembangkan model niat beli wisatawan untuk liburan kapal pesiar setelah wabah COVID-19.

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1. Introduction

The cruise was originally a large passenger ship that scheduled a sea voyage. With the development of aviation technology and tourism, the original passenger transport or postal cruise gradually withdrew from the historical stage, replaced by an entirely different positioning of a modern luxury cruise. In the academic field, many scholars have also defined cruise: modern cruise ships are equipped with various kinds of service facilities for life, entertainment, leisure and vacation, which are called “floating hotels” and “floating resorts on the sea” (Ritter and Schafer, 1998; Kwortnik, 2008; Dowling, 2006). Cruise passengers are not traditional tourists, as specific needs for ship-based products and services and port-based coastal itineraries characterise them. Therefore, many scholars investigated cruise passengers' travel intentions. De Cantis *et al.* (2016) segmented the market for cruise passengers by using standard survey tools and GPS technology to gather data at the Palermo

port, look into the space-time activities of cruise tourists there, and determine the characteristics of visitors based on their behaviours. By combining sociodemographic traits with a segmented approach to cruise passengers' spatiotemporal behaviour, the study seeks to understand better how cruise passengers behave at their locations.

Whyte (2017) conducted interviews with cruise passengers in North America and examined the significance of push and pull forces and their interaction. The findings revealed the primary factors that fuel our desire to travel and the characteristics of cruise locations that entice people to book a particular cruise holiday. Gámez *et al.* (2019) investigated the intentions of cruise passengers visiting Mediterranean ports (Malaga, Spain) and a conceptual framework grounded in the antecedents of cruise passengers' intentions. The results showed that the practical evaluation based on the port of call positively affects cruise passengers' choice through reputation and familiarity. In addition, cognitive perception has an impact on defining a concept using reputation. But this study only assessed the sustainability of the ports of call, not the ships themselves. Sun *et al.* (2021) gathered information from *cruiscritic.com*, the world's biggest online cruise community, to examine the variations in how cruise experts and customers rate cruise companies and the characteristics specific to the product that affect these assessments. The results showed differences between experts and passengers in evaluating cruise brands, which were influenced by different cruise ship attributes and cruise ship attributes. Much disagreement stems from differences in the value passengers and experts place on specific cruise ship attributes. It can be seen that scholars have conducted surveys on tourist intentions in different regions and fields, and the research results are different.

The emergence of the Corona Virus Disease (COVID-19) occurred in December 2019. Global cruise tourism was affected by COVID-19, causing concern. The Princess Diamond cruise was the first to be involved and received the most attention. On January 20, 2020, the Diamond Princess cruise departed Yokohama, Japan. Hundreds of people became infected as the COVID-19 virus spread on the cruise ship. At one point, the cruise ship could not dock and had to be quarantined at sea. Then, in February and March 2020, other cruise ships were also affected by COVID-19. For example, Holland Cruise 'Company's Westerdam Luxury Cruise and the Costa Fortuna cruise could not dock due to COVID-19. According to a Consumer News and Business Channel (CNBA, 2020), cruise lines have experienced severe crises recently, including fires, environmental disasters, and cruise ships being stranded in catastrophe. But no cruise line has brought the industry to a standstill like the current COVID-19 pandemic, and the bottom-line impact is already overwhelming.

While previous scholars have investigated tourists' intentions towards cruise tourism from various perspectives, very few have examined it in the context of the worldwide health crisis caused by the outbreak of the novel coronavirus. Prior academic research has established that the purchase intentions of tourists can be affected by factors such as perceived value, destination image, and perceived risk. However, given the impact of COVID-19, how have these factors influenced tourists' purchase intentions for cruise vacations? This study aims to address this research gap by proposing a conceptual framework based on the perceived value theory and incorporating concepts such as destination image, perceived risk, and purchase intention to examine the variables influencing tourists' purchase intentions for cruise holidays. Understanding passengers' purchase intentions is critical for the cruise tourism industry to overcome challenges and establish a foundation for more adaptable and dynamic cruise tourism. This research can contribute to filling the academic gap in cruise tourism research, enabling cruise companies and operators to comprehend the needs of tourists, offer them enticing cruise tourism products, expand the cruise tourism market, and achieve sustainable and high-quality development. In the context of COVID-19's impact on cruise tourism, studying the factors influencing tourists' purchase intentions can have theoretical and practical implications for the global cruise industry.

2. Literature Review and Conceptual Framework Development

2.1. Purchase Intention

Fishbein and Ajzen (1975) proposed the concept of purchase intention, which they defined as the willingness of consumers to buy a particular product or service. But scholars have different perceptions of purchase intention, especially in recent years, with the constant change in consumer demand. Based on previous studies, Rahman *et al.* (2012) believed that purchase intention includes several basic meanings: consumers' willingness to consider the purchase, consumers' future purchase intention, and the consumers' decision to repurchase. Khan *et al.* (2013) defined purchase intention as the inclination of consumers to procure products from particular brands, and consumers choose specific brands after the evaluation. In other words, purchase intention describes the desire of consumers to acquire a specific item after a thorough review. Luca and Zervas (2016) defined purchase intention as consumers' total value for a product that triggers the transaction. Shankar *et al.* (2016) also focused on the perspective of value. They believed that 'consumers' purchase intention depends on the profit and value obtained, thus forming the purchase intention. Purchase intention is a psychological choice, according to Hu *et al.* (2017). Consumers anticipate automatically being satisfied once they have the buyer's desire. Consumers will gather product details based on their experience and physical surroundings, driven by demand. Consumers will evaluate and decide before buying the product when the information collected reaches a certain level. Sittisom (2020) believed that purchase intention is the predictive factor of future purchase trends and the transaction behaviour of consumers after evaluating the overall product selection. Customers' purchase intention is affected by various complex factors and will indirectly affect customers through different intermediary paths (Ye *et al.*, 2020). In addition, multiple consumers, consumer characteristics, and product attributes also influence customers' purchase intentions (Teng *et al.*, 2018). Therefore, enterprises should fully consider the influence of various potential intervention factors on 'customers' purchase intention.

In general, Purchase intention refers to the inclination of consumers towards obtaining goods or services, as a conceptual notion. It can also be understood as an indicator of customers' actual purchase behaviour, which can be used to predict customers' future purchase behaviour. However, the factors influencing customers' purchases differ in different fields and backgrounds. Therefore, this study aims to analyze the purchase intention of tourists in the cruise tourism industry, in the aftermath of the COVID-19 pandemic. The research focuses on identifying the factors that impact tourists' purchase decisions, which is a crucial objective of the investigation.

Recently, scholars have focused on customers' purchase intention of cruise tourism from different perspectives. Martin and Vincent (2014) investigated how the knowledge level of cruise tourists affects their evaluation of travel advertisements and their response to product information. The academics studied in the context of E-mail advertising for cruise ship experiences. The data for the study were collected in collaboration with an international cruise line and a New Zealand national travel agency. The results showed that the interaction between consumer knowledge and advertising could influence consumers' purchase intention for cruise tourism. The results also showed that experienced passengers were likelier to accept cruise tourism advertisements than novice consumers.

Soulard and Petrick (2016) conducted an empirical investigation into the effects of professionalism, accident sources, and compensation on cruise brand image and potential purchase intention. Out of the eight experimental scenarios, each consisting of written narratives from fellow cruise passengers recounting significant crises encountered during their trip, 231 participants were randomly assigned to one of the conditions. The findings indicated that brand image and purchase intention were significantly influenced by considerable recovery. The communicator's expertise and accountability

also significantly interact with purchase intention and brand image; a professional communicator may protect the cruise line from a decrease in purchase intention and brand image. The research results provide theoretical and practical suggestions for cruise 'companies' public relations strategy and emergency management. Unfortunately, the respondents of this survey were exclusively college students, which constituted a drawback. While the potential market for cruise tourism among college students is expanding, the study's applicability is constrained by this. Arlati *et al.* (2018) investigated the effectiveness of an AR/AR-based application called Virtual Cruise Tour as a marketing tool. The application shows visitors maps of cruise lines, cruise shore tours, current cruise locations, and cruise ports of call. The researchers had nine participants take part in the experiment. The experiment assesses consumers' willingness to purchase cruise tourism and their knowledge of cruise products by comparing them with traditional marketing media (websites and brochures). However, the results are difficult to generalise due to the small sample size. Tsai and Bui (2020) conducted a study to investigate the impact of travel-related information obtained from social media on consumers' purchase intention towards cruise tourism, focusing on the mediating role of word-of-mouth (i.e., word-of-mouth recommendations and word-of-mouth behaviour). The study's findings revealed a significant positive association between positive word-of-mouth recommendations, word-of-mouth behaviour, and purchase intention. However, the study sample was limited to social media users in Taiwan who searched for online information related to cruise tourism products, raising concerns about the generalizability of the findings to other populations or settings.

Although some scholars have studied the purchase intention of tourists for cruise tourism from some perspectives, there are still some deficiencies. First, most scholars discussed tourists' purchase intentions from a single view. However, the influences on tourists' purchase intention for cruise tourism are comprehensive and complex. Secondly, there were limitations in time, region, and the number of research samples, making their research results difficult to generalise. Third, the research methods of the above studies are relatively simple, which may lead to low reliability and validity of the research results. Therefore, this study is based on exploring tourists' purchase intention of cruise tourism from multiple perspectives. In particular, how tourists' perceived value affects their purchase intention of cruise tourism. In addition, this study focuses on tourists' purchase intention for cruise holidays after the COVID-19 outbreak, which is the highlight of this study that is different from previous studies.

2.2. *Perceived Value*

For many years, the concept of perceived value has had a place in marketing research and has become a field of research on consumer behaviour and decision-making processes. Many studies have witnessed the expansion of its scope in interdisciplinary studies. Researchers in tourism focus on the concept of perceived value, which is considered one of the most potent forces in tourism because of its role in predicting customer behavioural intentions (Bigné *et al.*, 2009). With the globalisation of the cruise industry, it is essential to understand how tourists understand cruise tourism in terms of its unique services and products that meet the demand of tourists.

Scholars have put forward different formulations and definitions based on different perspectives, given the importance of perceived value. One of the first attempts to fully understand perceived value was by Zeithaml (1988). To know how consumers' perceived quality and value are formed and how they link quality, price, and value when considering products and services, she used focus groups to identify significant attributes and variables of perceived value. The researcher adopted a mixed-methods approach to investigate the causal relationship between product attributes, quality, and value. Semi-structured interviews were conducted to explore the criteria that consumers use to evaluate product quality and value. Through this inquiry, four distinct definitions of value were identified: low price, desired product, quality received from the price paid, and what consumers

receive for what they offer. These definitions were then consolidated into a comprehensive definition of perceived value as the consumers' overall assessment of a product's effectiveness, influenced by their perceptions of product acceptance and contribution. Zeithaml's (1988) conceptualization of perceived value as a multidimensional construct, comprising beneficial and sacrificial components, was referenced to inform the analysis. The researcher found that external attributes could function as a "value signal," circumventing the dynamic trade-off between benefits and costs. The consumer's assessment frame was determined to shape their perception of value, which, in turn, influenced the relationship between quality and purchase. Finally, Zeithaml identified quality, price (monetary and non-monetary), product or service reputation, and the emotional response elicited by the product or service as variables related to perceived value.

Zeithaml (1988) introduced a theoretical model for perceived value, which was subsequently operationalized by Petrick (2002) to create a multi-dimensional scale called the Perceived Value of a Service (SERV-PERVAL). The SERV-PERVAL scale is composed of five dimensions - quality, monetary price, non-monetary price, reputation, and emotional reaction - that reflect the multi-faceted nature of perceived value as proposed by Zeithaml (1988). In the SERV-PERVAL scale, quality is defined as "the overall superiority or excellence of a product or service as perceived by the customer" (Zeithaml, 1988). A description of the satisfaction the product or service brings to the consumer is what is meant by the term "emotional reaction" (Sweeney et al., 2001). The pricing (currency) of the consumer-encoded service is the definition of the perceived monetary price (Jacoby and Olson, 1977). The cost of the service purchased, including the time and effort spent looking for the service, is known as behaviour pricing (Zeithaml 1988). Finally, the perception of the prestige or status of producer services based on the supplier's image is the final definition of reputation (Monroe, 1990). This scale is reliable and effective, and all items are significant ($p < 0.05$) to help predict the distribution of their factors, and each perceived value factor reliably measured its respective structure (Petrick, 2002). To examine the reliability and validity of the SERV-PERVAL scale (Petrick 2002) in the tourism environment and analyse the predictive effect of factors on perceived value, satisfaction, and repurchase intention, Petrick (2003) conducted a questionnaire survey on tourists on high-end cruise lines in the Caribbean. Based on the results of this research, the SERV-PERVAL scale has excellent reliability and validity for measuring cruise tourists' perceived value. All items were significant ($p < 0.05$) to help predict their assignment factors, and each perceptive value factor could reliably measure its respective constructs. This result shows that SERV-PERVAL can availably measure the perceived value factors mentioned.

The concept of perceived value can be influenced by several factors, including quality, emotional response, behavioural price, and monetary price. This study's analysis of existing data found that all of these factors, except for reputation, are related to perceived value in the context of cruise passengers. In terms of overall satisfaction, the study suggests that quality, emotional response, and behavioural price are more important in maintaining cruise passenger satisfaction than reputation and perceived monetary price. This implies that service quality, ease of purchase, and enjoyment are all essential components of customer satisfaction for cruise tourists, while factors such as ship consumption and cruise company reputation are not as critical. The results indicate that quality, emotional response, behavioural price, and monetary price are all positively related to willingness to repurchase, while reputation is not. These findings suggest that service quality, service experience, purchasing process, and perceived currency price are all significant factors that influence cruise passengers' repurchase intention. Thus, understanding and measuring these factors may benefit destination management in retaining current customers. The study's findings have theoretical significance in constructing the concept of perceived value and its relationship with customer satisfaction and repurchase intention. This research builds upon Petrick's 2004 study that examined the perceived value framework for first-time and repeats cruise passengers using the SERV-PERVAL scale he developed in 2002. This study aimed to explore the relationship between various variables,

such as reputation, emotional response, monetary price, behavioural price, quality, perceived value, and repurchase intention.

Earlier studies have highlighted the importance of consumer perceived value in determining their purchase intention. Within the hospitality and tourism industries, there is significant interest among academics in researching the perceived value and purchase intention. It is essential to understand the factors that influence consumers' perceived value, such as quality, monetary and behavioural price, reputation, and emotional response. These factors can vary depending on customers' cultural background, gender, socio-economic status, and other factors. Therefore, reliable scales such as the SERV-PERVAL scale can be used to measure the perceived value of consumers in the cruise tourism industry. By creating a conceptual framework that examines the factors influencing perceived value and purchase intention, businesses can attract both new and repeat customers. Quality is a crucial predictor of first-time customers' purchase intention, while perceived value is a better indicator of repeat customers' intention. Cruise travellers' opinions of quality are influenced by factors such as reputation, emotional response, and monetary price. Repeat customers tend to assess quality based on their previous experience, while first-time customers may prioritize pricing considerations.

In 2009, Wong and colleagues constructed a linear structural equation model to investigate the connection between perceived value and purchase intention. The data used in the study were obtained from two international tourism exhibitions that took place in Taiwan in 2007, and a sample of 181 questionnaires was collected. The results of the study revealed that the variables of perceived value, perceived quality, perceived risk, and perceived price did not significantly influence purchase intention under specific temporal constraints. However, the presence of time pressure could impact a customer's inclination to purchase. Therefore, the researchers' findings suggest that perceived value plays a mediating role in the impact of time-limited stress on purchase intention. This implies that when businesses create time-sensitive pressures, consumers may accelerate their purchasing decisions while still assessing products based on their perceived value. Consequently, a perceived value significantly influences purchase intention.

Xu (2009) investigated how the bundling technique affected tourists' perceptions of value and purchasing intent. This research serves two objectives. Before tourists make purchases of things, the initial step is to assess the aspects of perceived worth. The second examines the connection between product bundling strategy, perceived value, and holiday shopping intention. The research results showed that the perceived value in the service context consists of perceived acquired and functional value. They can all predict tourists' purchase intentions well. Two kinds of perceived value are positively correlated with purchase intention. Purchase value is a better predictor than functional value and can explain more differences in purchase intentions. To improve customers' purchase intention of travel packages, marketing personnel can adopt strategies to enhance the perceived value and functional value but should pay more attention to increasing value acquisition.

Ponte *et al.* (2015) investigated the effects of perceived trust and perceived value on the intention to use e-commerce websites when purchasing tourism products. The researchers recruited participants from their university community. Respondents only chose two or three travel websites to decide whether to buy tourism products. A total of 451 available questionnaires were obtained from 489 recruited participants. The survey results showed that perceived value is the primary antecedent variable of online purchase intention. The more excellent consumer perceive the value of the products on the tourism website, the more likely they are to buy tourism products on the tourism website. The travel websites used in this study were where consumers could purchase tourism products, such as hotel reservations, air tickets, and transportation reservations, but cruise tourism was excluded. In addition, only perceived trust is used to examine this study's antecedent variable of perceived value.

Escobar-Rodriguez *et al.* (2016) conducted research in the field of social media to examine the relationship between the perceived value of tourism products and purchase intention, using a survey of Facebook users. The sample group was composed of 848 individuals who frequently use Facebook to interact with colleagues, exchange ideas, and collaborate. The results of the study show a positive association between the perceived value of information obtained through Facebook and the intention to purchase tourism products. However, it is worth noting that the user's response in this study may reflect their reported perception rather than their actual perception. Chen and Peng (2018) spoke about how consumers' perceived value affects how they feel about eating at upmarket restaurants while travelling and if they intend to do so. Scholars put a perceived value on a luxury restaurant divided into four functional, financial, hedonic, and symbolic/expressive values. Three hundred and sixty-one tourists were recruited and completed the questionnaire. The research results showed that the perceived value of consumers' attitude regulation impacts their purchase intention.

Chiu-Feng Wang and Yu Jing Chiu (2019) took eco-tourists in Taroko National Park in Taiwan as the research object and conducted an empirical study on public praise, customer value, and purchase intention. The survey had a 73% recovery rate after being randomly delivered to visitors at Taiwan's Taroko National Park. The researchers used a linear structural relation model to analyse the data. The outcomes of the study revealed a noteworthy association between customer value and purchase intention in the context of eco-tourism. Specifically, there exists a positive correlation wherein a higher perceived value of eco-tourism by tourists leads to a correspondingly elevated purchase intention. In addition, the whole purchasing process of eco-tourism will affect consumers' purchasing intention. Therefore, if the services of the eco-tourism industry can meet 'consumers' needs, this particular eco-tourism operator will gain higher customer value. This will increase the purchase intention of tourists, thus enabling eco-tourism enterprises to create more profits.

Customer technological preparedness, perceived value, happiness with self-service hotel website integration technology, and desire to buy a luxury hotel were all examined by Pham *et al.* in 2020. This investigation was based on data from 668 international travellers who stayed at luxury hotels in Vietnam. Data analysis was conducted using structural equation modelling. According to the poll findings, consumers' perceptions of value favourably influence satisfaction and purchase intent. In other words, consumers' propensity to make a purchase will rise when they sense a product's worth and are pleased. However, the survey findings may not apply to hotels in other nations since the sample of foreign visitors staying in luxury hotels in Vietnam was chosen based on convenience rather than chance.

Wongkhajornpaibul *et al.* (2020) sought to identify critical aspects for international travellers who book hotel accommodations online before travelling to Thailand. The scholars identified three distinct variables to assess the perceived value of travellers. These factors included good website service quality, security, and cost performance. The researchers surveyed 523 guests from 14 guest houses in Thailand. The findings demonstrated that buying intention is directly influenced by perceived value. However, there are also shortcomings in this study. The researchers surveyed only two hostels in each of Thailand's seven provinces/regions, limiting some ability to generalise from specific survey results.

All the above empirical studies have verified that customers' perceived value significantly impacts purchase intention. However, in addition to their shortcomings, these studies also have limitations. First, these scholars constructed the dimensions of perceived value under different research backgrounds. Scholars have different ways of creating the perceived value dimension, which leads to further research results. In other words, the factors influencing customers' purchase intention are various. Therefore, amidst the COVID-19 pandemic, this study constructs the perceived value dimension. Secondly, the above research samples were from different countries and regions.

Therefore, the 'respondents' perceived value and purchase intention will vary with other areas and cultures, especially in the context of the cruise holiday. Therefore, this study proposes that:

P1: *The perceived value of tourists has a positive impact on the purchase intention of cruise holidays after COVID-19*

2.3. Destination Image

As the destination is the gathering point of tourists' products, services, and experiences, the destination image as a competitive entity has received much attention in the research. Destination image refers to the destination's beliefs, feelings, impressions, and perceptions (Crompton, 1979). The idea of a destination is an overall impression composed of relevant tourism products, tourist attractions, and other attributes (MacKay and Fesenmaier, 1997). The perceived destination image generally comprises the image projected by the destination and the tourists' demands, motivations, relevant knowledge, personal preferences, and other characteristics. According to Chen and Tsai (2007), one of the essential elements influencing whether or not tourists choose to travel is the visitors' subjective assessment of the reality of the location. The perception of a destination affects visitors' decision-making while they are there and after they have returned. The tourists' overall perception and impression of the tourist destination affect their attitude towards it and the decision-making process of each tourism stage (Jalilvand et al., 2012; Deng and Li, 2014). Tourists can extract the destination image according to their itinerary, tourism purpose, cultural background, educational level, and experience level (Toan et al., 2020).

However, cruise tourism differs from other hotel and tourism industries because its destination combines mobile location, tour planning, transportation, and leisure (Ahn and Back, 2019). Cruise tourism is the experience of travelling by cruise to different destinations. Gibson and Parkman (2019) believe that the cruise ship itself and its expertise are more important than the destination of the cruise. Dowling and Weeden (2017) also stated that cruise ships are considered attractive destinations, with convenient onboard food, shopping, and entertainment. It can be seen that the destination for cruise tourism is relatively complex compared with other tourism fields. The cruise tourism destination is the cruise ship itself and includes the various destinations of the cruise ship's docking on the voyage. Therefore, it is necessary to have the image of the cruise destination in this study.

In recent years, researchers have shown that one of the key elements influencing visitors' buying propensity is their perception of the place. Kuhzady *et al.* (2020) conducted a study on 609 Couchsurfing tourists who utilized peer-to-peer accommodation while travelling in Turkey from 2016 to 2017. This study sought to investigate the correlation between Couchsurfing participation, destination image, and behavioural intention. Results indicated that the degree of participation in Couchsurfing was positively correlated with the overall image of the destination, which in turn produced positive effects on behavioural intention. Meanwhile, Ahmad *et al.* (2020) investigated the factors that affect destination image and visit purpose during the recovery process after the COVID-19 crisis. They surveyed Asian and European tourists aged 18-65 who visited Malaysia in March 2020, collecting 426 valid questionnaires. The study found that destination image significantly influenced visit intention, mediating the relationship between each factor and visit intention. Lastly, Pham *et al.* (2020) randomly contacted tourists in eight eco-tourism sites in Vietnam from February to May 2019 to investigate the factors affecting the choice of eco-tourism. They collected a total of 431 valid samples and found that destination image had a positive impact on travel intention based on multivariate analysis of the data. Carreira *et al.* (2021) collected data in Coimbra City in 2019 to determine which factors influenced tourists' decision-making to participate in heritage tourism. PLS-SEM was used to collect and analyze a total of 582 valid questionnaires. The findings indicate a positive relationship between the destination image and tourists' behavioural intention. Maghrifani *et*

al. (2021) investigated Australian tourists' perception of destination image in Indonesia. Through SEM data analysis, the findings indicate that a destination's appearance will have a beneficial influence on both prospective tourists' and returning visitors' travel intentions. Based on two groups of interviewees with and without travel experience, amidst the outbreak of COVID-19, Rasoolimanesh *et al.* (2021) looked at the elements of destination image, such as unity, trust, and crisis management, that affected travel intentions. The study looked at ten different countries and collected 518 questionnaires. To evaluate the model and its assumptions, the study employed partial least squares structural equation modelling and multi-group analysis. The findings demonstrated that the perception of a place strongly affects travellers' intentions to travel after COVID-19 and that trustworthy destinations have a significant competitive advantage over rival locations. Drawing on the previous investigations of scholars and the intricate nature of destination image in the context of cruise tourism, we propose that:

P2: *The destination image of tourists has a positive impact on the purchase intention of cruise holidays after COVID-19*

2.4. Perceived Risk

It is not uncommon to encounter operational accidents during cruise tourism. Cruise Lines International Association (CLIA, 2020) states that accidents in the cruise industry refer to fire, equipment failure, cruise ship detention, passengers falling into the water but not recovering, damage caused by natural disasters, and cruise ship collision or sinking. In addition, operating accidents, violent crimes, and disease outbreaks risk cruise tourism and even fall into crisis during operation. However, from the current impact of COVID-19, this epidemic crisis differs from the previous crisis and may cause long-term structural changes to the tourism industry (Sigala, 2020). The pandemic of COVID-19 has resulted in the cessation of worldwide tourism and business activities, and its impact is much more significant than previous crises (Higgins-Desbiolles, 2020). COVID-19 has rapidly spread as a highly infectious disease, seriously affecting tourism (UNWTO, 2020). The COVID-19 pandemic, which had a significant impact on global mobility, was marked by a key event when passengers aboard cruise ships sought to disembark, but destination communities were reluctant to receive them (Cdanowicz, 2020). Unlike natural disasters, pandemics have many effects and can cause long-term damage, such as economic crises, mental illness, and unemployment. Even after the end of the pandemic, the damage to the economy and life may happen again (Bank of Korea, 2020).

Some scholars began to pay attention to the crisis or risk in studying cruise tourism. Most studies focused on cruise-related enterprises' communication, management, and measures to cope with the situation and paid little attention to the impact of risks on tourists (Soulard, 2015; Liu, 2016; Norris, 2019; Holland, 2019). Ensuring the safety of cruise ships and passengers' health is an essential task of the cruise tourism industry. However, there is a gap between tourists' cognition of facts and actual problems, mainly when a crisis occurs (Liu-Lastres *et al.*, 2018). After a crisis, 'people's assessment of the environment and situation is primarily based on their perception rather than objective facts (Coombs 2014). Crises are also perceptual, and the risks perceived by customers may or may not match those involved (Liu-Lastres *et al.*, 2018). Therefore, the perceived risk of cruise tourists must be assessed. Cruise tourism is under threat after the COVID-19 outbreak. Global COVID-19 has caused unprecedented damage to cruise tourism, facing severe challenges. The outbreak of COVID-19 aboard cruise ships may change tourists' purchase intentions.

The cruise crisis will also affect potential passengers, as the incident will increase risk perception, which may affect individual decisions and purchase intentions (Le and Arcodia 2018). According to research by particular academics, consumer purchase intention is influenced by perceived risk. Henthorne *et al.* (2013) investigated perceived risk and safety issues and the impact of these

perceptions on purchasing behaviour, using cruise tourism in Jamaica as a research background. The findings suggest that perceived risk and safety levels impact visitors' willingness to return to Jamaica. The higher the perceived risk level is, the lower the willingness of tourists to revisit. Cho *et al.* (2018) investigated how perceived risk affects travellers' desire to fly. The findings demonstrated that psychological, financial, and performance risks were critical to passengers' willingness to fly. Primarily for passengers of full-service airlines, each dimension of their perceived risk has a significant negative impact on their air travel intentions. Penco *et al.* (2019) looked at how (and by what factors) crisis events affect customers' willingness to travel on cruise ships in the future. The results suggest that the level of anger increases the likelihood that a crisis will affect future travel intentions. The issue of risk is related to the perception of safety and confidence in travel. Leung and Cai (2021) discussed the behaviour of consumers ordering digital food for take-out under perceived risk during the COVID-19 pandemic. This study investigated consumers in four states of the United States and collected 703 valid samples. The findings indicate a noteworthy inverse association between digital food delivery purchase intention and perceived risk. Sadiq *et al.* (2021) investigated 'travellers' attitudes, definitions, and behaviour toward online travel purchases under tourism information and communication technology background. After analysing the online questionnaire survey data of 400 interviewees, the results showed that perceived risk is negatively correlated with online travel purchase intention. Castagna *et al.* (2021) revealed the influence of food aesthetics on perceived risk and food waste from the theory of explanatory hierarchy. Across six experiments, the study found that consumers make risk inferences about less-than-perfect (or perfect) foods, reducing their willingness to buy them. In other words, the perceived risk hurts purchase intention. Whether the risks are well controlled or mitigated, the reputation of the cruise operation and the safety, facilities, and medical personnel aspects of a cruise ship may affect the purchase intention of cruise tourists. Therefore, we propose that:

P3: *The perceived risk of tourists has a negative impact on the purchase intention of cruise holidays after COVID-19*

In conclusion, this study provides a conceptual framework via a critical examination of the literature and integration of essential components, based on the research model of Petrick's theory of perceived worth. (As shown in Figure 1).

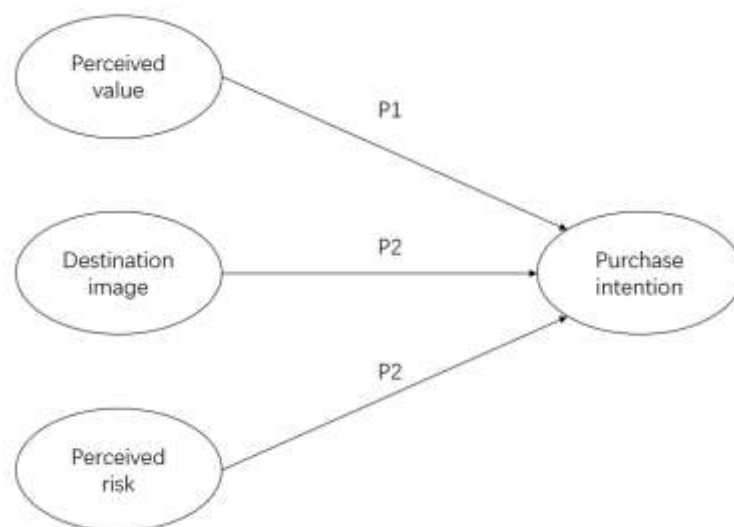


Figure 1. Proposed Conceptual Framework

3. Methodology

This study presents a conceptual framework that aims to investigate the factors that affect tourists' purchase intention for cruise holidays. The proposed framework is based on perceived value theory, as well as the concepts of destination image, perceived risk, and purchase intention. To develop a conceptual framework for this study, a comprehensive review of existing literature on purchase intention, perceived value, destination image, perceived risk and their relations was conducted. The review included a range of sources, including academic journals and books, to ensure that the analysis was comprehensive and up-to-date. In addition, reference lists of identified sources were also examined to determine other relevant literature. The sources used for the review were carefully selected based on their relevance to the research question and the quality of their methodology. Multiple researchers were involved to ensure that the study was comprehensive and that disagreements or discrepancies were resolved through discussion and consensus. The resulting literature review provided a strong foundation for developing the conceptual framework and helped identify gaps in knowledge that the study could address.

Identifying gaps in the existing literature was a crucial step in developing the conceptual framework for this study. This involved thoroughly analysing the literature review to determine which areas were under-researched or required further investigation. Contradictions or inconsistencies in the literature were identified, and places, where more research was needed to understand the topic fully, were highlighted. While scholars have studied tourists' willingness to cruise in different contexts, few have done so during the COVID-19 pandemic. Previous research has indicated that tourists' purchase intention is influenced by factors such as perceived value, destination image, and perceived risk. However, it remains unclear whether these factors affect travellers' willingness to purchase cruise holidays during the COVID-19 pandemic. In an attempt to fill this research gap, the present study proposes a conceptual framework based on the perceived value theory, destination image, perceived risk, and purchase intention to investigate the variables that impact travellers' purchase intention for cruise vacations.

The conceptual framework of this study was developed by synthesizing the existing knowledge after identifying gaps in the literature. The framework includes four main components: purchase intention, perceived value, destination image and perceived risk. The relationships among these components were determined through analysis and synthesis. The resulting conceptual framework provides an understanding of the relationship among different variables that contribute to purchase intention and serves as a basis for developing research hypotheses and study design. The conceptual framework proposed in this study aims to offer a comprehensive comprehension of the interrelationships between purchase intention, perceived value, destination image, and perceived risk. This study fulfils the academic gap in cruise tourism research, helps cruise companies and operators understand tourists, provides tourists with attractive cruise tourism products, expands the cruise tourism market, and achieves sustainable and high-quality development. Against the background of COVID-19's influence on cruise tourism, studying the influencing factors of tourists' purchase intention can contribute to the theoretical and practical effect of the world cruise industry.

4. Discussion

Cruise tourism destinations are complex, encompassing both the cruise itself and various ports of call. However, the COVID-19 pandemic has presented significant challenges to the cruise tourism industry, putting it in jeopardy. To understand the factors that impact tourists' intention to purchase cruise holidays, it is necessary to consider destination image as a crucial element. The pandemic has led to a perceived risk associated with cruise holidays, which may not be consistent with the actual risks involved. This perceived risk is likely to continue even after the pandemic ends, which will

negatively affect tourists' purchase intentions. Therefore, by integrating destination image and perceived risk into the framework, this study aims to examine the factors influencing tourists' willingness to buy cruise holidays after COVID-19, based on the perceived value theory, which is of significant theoretical significance.

On the other hand, these propositions overcome the defects of the previous framework of perceived value and purchase intention and have practical significance. It helps cruise tourism operators understand tourists' views on the destination image and their perceived risks after COVID-19. It is also practical importance for the tourism industry to solve these problems effectively. These propositions hold the potential to enhance cruise operators' sales of cruise products and appeal to tourists to engage in cruise tourism. The framework additionally offers a means for operators to manage the substantial drop in demand for cruise vacations that have resulted from the COVID-19 pandemic, and to restore tourists' confidence in cruise tourism. Once cruise operators gain a genuine understanding of tourists' purchase intentions, they can offer cruise tourism products that cater to these needs, thus boosting the satisfaction and loyalty of cruise tourists. By identifying the factors that influence tourists' purchase intention, cruise operators can design creative cruise tourism products that are tailored to meet the specific requirements of cruise tourists. Particularly given the COVID-19 pandemic, this study offers a valuable point of reference for cruise operators and contributes to the sustainable and high-quality development of cruise tourism.

This conceptual framework is the first attempt to identify the post-COVID-19 impact on tourists' purchase intentions for cruise holidays. It should be pointed out that the framework is based on existing theories. However, this framework may need to add extra variables in different research backgrounds. Nevertheless, given the universality of applications, we avoid proposing more complex frameworks to accommodate various research contexts. In some cases, researchers may need to modify the framework to suit a particular research context. For example, 'China's stricter epidemic prevention measures make tourists more cautious about COVID-19. Regardless of gender, age, income, and educational level, Chinese tourists are aware of the risks brought by COVID-19. However, due to strict quarantine measures, 'China's domestic tourism industry has returned to normal, leading tourists to expect a different travel form. In many western countries, various epidemic prevention measures and increasing cases may give tourists of different ages, genders, incomes and educational levels other purchase intentions. In separate research contexts, demographic variables may be the critical factor. Therefore, researchers with different backgrounds should consider various influencing factors to formulate corresponding policies to revitalise the cruise tourism industry.

5. Conclusion

This study posits that tourists' purchase intention for cruise holidays in the post-COVID-19 era is impacted by perceived value, destination image, and perceived risk. This study is based on the research model of Petrick's perceived value theory. Although Petrick and other scholars have constructed perceived value and purchase intention frameworks, they have studied them at different times and backgrounds. Therefore, it seems that these frameworks are not suitable for studying tourists' purchase intentions after COVID-19. Thus, in the experience of the COVID-19 epidemic, it is necessary to study the influence of perceived value on cruise holidays' purchase intention. A cruise is a means of transportation for passengers to enjoy the scenery and a comprehensive service platform for tourists to spend their holidays. Therefore, cruise tourism is a mode of transportation and a tourist destination.

The cruise industry is struggling greatly because of Global COVID-19, which has inflicted unimaginable harm. We also suggest that one of the elements influencing tourists' propensity to purchase cruise holidays is the destination image. The COVID-19 outbreak has had a significant impact on the world travel sector. Tourists already perceive hazards associated with cruise vacations

because of the distinctively constrained space of cruise ships and the rules of cruise destinations for preventing epidemics. However, the perceived dangers of tourists may or may not match the real threats. Tourists will continue to understand the risks of cruise vacations after COVID-19. Therefore, we suggest that tourists' perception of risk negatively affects their decision to purchase cruise vacations. This study elaborates on the aspects that impact tourists' propensity to buy cruise holidays following COVID-19, which has specific theoretical relevance by combining destination image and perceived risk into the framework, on the one hand, based on the perceived value theory.

The currently proposed framework aids cruise tourism operators in comprehending tourists' perceptions of the image of the place and their perceived dangers after COVID-19. Practical solutions to these issues are essential for the tourist sector specifically. These ideas will support cruise line sales efforts and encourage travellers to partake in cruise tourism. The framework will also assist operators in adjusting to the significant decline in demand for cruise holidays brought on by COVID-19 and rebuild tourists' faith in cruise tourism. Cruise operators may provide cruise tourism items that suit tourists' wants and increase their happiness and loyalty after genuinely grasping the tourists' buying intentions. Cruise operators may create cutting-edge cruise tourism goods to fulfil the demands of cruise tourists by determining the elements that influence tourists' desire to purchase. This study offers cruise operators a reference and supports cruise tourism's sustainable and high-quality growth, particularly in COVID-19. The initial effort to determine how the post-COVID-19 impact may affect travellers' buying intentions for cruise vacations is represented by this conceptual framework.

It should be noted that the framework is founded on theories that are already in existence. However, more factors from various study backgrounds could need to be included in this framework. Given the universality of applications, we refrain from suggesting more complicated frameworks to suit multiple research contexts. Researchers may occasionally need to alter the framework to fit a specific study situation. Chinese visitors are aware of the hazards posed by COVID-19, regardless of their gender, age, money, or level of education. But due to stringent quarantine regulations, China's domestic tourism business has returned to normal, causing tourists to expect a new travel mode. Diverse epidemic prevention strategies and rising incidence may generate visitors of all ages, genders, and economic and educational levels with different purchasing intentions in many western nations. Variables related to demographics may be crucial in several study situations. As a result, academics from various backgrounds should focus on multiple influencing elements to develop appropriate policies to revive the cruise tourism business.

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