

TOURIST SAFETY AND RESILIENCE INFLUENCED BY RISK PERCEPTION AND ADAPTATION STRATEGIES IN CRISIS SITUATIONS

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Abstract: This study examines the influence of risk perception, adaptation strategies, and media influence on tourists' resilience and their decision-making processes in the context of safety concerns during crises. By focusing on tourist behavior in uncertain environments, the research aims to identify key determinants of resilience and how they shape travel decisions. A sample of 150 respondents from Serbia was analyzed using structural equation modeling (SEM). The findings underscore the significance of adaptation strategies and the interplay of perceived risks and media in fostering resilience, providing valuable insights into tourist safety management during geopolitical and environmental crises. These results contribute to the theoretical understanding of tourist behavior and offer practical implications for enhancing safety measures and strategic communication in tourism.

Keywords: tourist safety, risk perception, adaptation strategies, resilience, crisis decision-making, media influence.

1. INTRODUCTION

Modern tourism is increasingly facing pronounced challenges in the context of global crises, including geopolitical conflicts, natural disasters, pandemics, and terrorism-related risks. These events significantly influence the perception of safety and tourist behavior, often leading to changes in travel decisions [1]. Tourists are increasingly required to assess risks and adjust their plans, while destinations and travel organizers strive to implement strategies to mitigate impacts and ensure safety [2]. Research has so far provided insights into the effects of individual risks, such as political instability or health threats, on tourism decisions [3]. However, a significant theoretical and practical gap exists in understanding the integrated effect of multiple factors, risk perception, adaptation strategies, and media influence on the development of tourist resilience [4]. The specific role of these factors in crisis contexts remains under-researched, limiting the ability to make adequate recommendations for destination management and crisis management policies [5].

The aim of this study is to examine how the perception of different types of risks, adaptation strategies, and media influence shape tourist resilience and travel decisions. The focus is on exploring the interaction of these factors to provide a comprehensive analysis of tourist behavior during crises. This study contributes to the existing literature in several ways. First, it integrates various dimensions of risk into a unified theoretical framework, expanding the understanding of tourist behavior in crisis situations. Second, it explores the impact of adaptation strategies, increasingly recognized as key mechanisms for reducing perceived risk and enhancing tourists' sense of safety. Third, it pays special attention to the role of media, often serving as a primary source of information but also a potential cause of heightened risk perception.

The relevance of this study lies in the growing importance of tourist resilience in the context of unpredictable global crises. The findings have practical significance as they provide guidelines for developing effective communication and risk management strategies, which can enhance tourist trust and improve destination sustainability. The innovative approach to analyzing tourist behavior

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contributes to the academic discourse on tourism and crisis management while offering concrete recommendations for practical application in the industry.

2. LITERATURE REVIEW

Tourist safety and resilience during crises have become key topics in contemporary research due to increasingly frequent global challenges such as pandemics, geopolitical conflicts, and natural disasters [2]. In such circumstances, risk perception plays a central role in shaping tourist behavior, with travel decisions often based on the assessment of potential threats and the individual's ability to adapt to new conditions [6]. Despite significant interest in this area, the integrated influence of specific factors, such as media sources and adaptation strategies, on tourist resilience and behavior during crises remains underexplored [7].

Geopolitical risks, as one of the key factors in the perception of safety, have a significant impact on tourist behavior and tourism in general. According to Lee et al. [8], geopolitical instability and conflicts can substantially reduce the appeal of destinations, while strategic communication is crucial for mitigating negative effects. Similar findings are presented by Mertzanis and Papastathopoulos [9], who emphasize that destinations with better crisis management are more resilient to fluctuations in tourist flows. Gozgor et al. [10] highlight that geopolitical instabilities can drastically reduce tourism supply in developing countries.

However, their research also points out that globalization has the potential to moderate these effects, enabling greater resilience in the tourism sector through international collaboration and information exchange. This underscores the importance of understanding risk perception and its direct impact on tourist resilience. The perception of safety and trust plays a pivotal role in travel decision-making. Xie et al. [11] developed a scale for measuring tourists' safety perception, highlighting the importance of security mechanisms in shaping travel intentions. These findings suggest that a sense of safety can be critical in encouraging positive travel decisions, especially in crisis contexts. Their research complements the conclusions of Sánchez-Cañizares et al. [12], who note that the perception of health threats, such as those related to the COVID-19 pandemic, significantly reduces the intention to travel internationally. In high-risk situations, tourists withdraw from the market, highlighting the need for a better understanding of the Risks and Threats dimension and its impact on tourist resilience. These findings support the necessity of exploring risk perception as a key factor shaping tourist resilience. Based on this, we hypothesize that the perception of risks and threats has a significant positive impact on tourist resilience:

H1: The perception of risks and threats (RT) positively influences tourists' resilience (RE).

Health risks represent one of the strongest threats to the tourism industry, particularly during global pandemics. Chua et al. [13] emphasize that these risks drive travel avoidance, with the intensity of perceived health threats serving as a critical predictor of tourist resilience. Their findings suggest that tourist resilience is intrinsically linked to the ability to recognize and manage health risks, particularly through effective adaptation to new conditions. Adaptation strategies, as highlighted by Rahman et al. [14], play a pivotal role in reducing risk perception and enhancing tourist resilience. Their research indicates that tourists who adjust their plans by selecting safer destinations or changing their travel timing exhibit higher levels of resilience. These findings underscore the importance of a proactive approach in alleviating feelings of uncertainty, providing a foundation for the development of sustainable risk management strategies. Geopolitical risks, which further complicate travel decision-making, impact the tourism industry differently depending on a country's economic stability and institutional infrastructure. Syed et al. [15] argue that tourism in developed economies is more resilient to geopolitical threats due to stronger institutional capacities, while in developing countries, this sector is often more vulnerable.

Jiang et al. [16] also highlight the impact of geopolitical risks and economic uncertainty on the performance of tourism businesses, emphasizing the need for strategic interventions to minimize negative effects and enhance resilience. Our findings build on these studies, pointing to the

significance of adaptation strategies as a key mechanism in strengthening tourist resilience. The ability to adapt to unpredictable circumstances—whether through itinerary changes, choosing safer options, or seeking reliable information—enables tourists to reduce risk perception and maintain their safety. Based on this, we hypothesize that adaptation strategies have the strongest influence on tourist resilience:

H2: Adaptation strategies (AS) significantly contribute to the development of tourists' resilience (RE).

Media plays a crucial role in shaping risk perception and tourist behavior, especially during crises. Neuburger and Egger [17] note that the information tourists receive from media sources significantly influences their perception of destination safety. While media often heightens feelings of insecurity by emphasizing risks, trustworthy and positively oriented information sources can have the opposite effect, reducing fear and encouraging travel decisions. This highlights the dual role of media, which can act both as a source of uncertainty and as a tool to increase tourist confidence. Assaker and O'Connor [18] further stress the importance of electronic marketing platforms (eWOM) in managing risk perception. Their findings suggest that positive digital promotion of destinations can mitigate the effects of political and terrorist threats, strengthening favorable destination perceptions and increasing travel intentions even under challenging conditions. These platforms act as a bridge between destinations and tourists, enabling destinations to build trust and reduce feelings of insecurity.

Specific tourist groups, such as solo female travelers, are particularly affected by feelings of insecurity. A study by Karagöz et al. [19] shows that online psychological and social support can significantly reduce anxiety and uncertainty among solo female travelers, providing them with greater confidence in making travel decisions. This further highlights the role of digital and media channels in shaping safety perceptions and resilience, especially in addressing the unique needs and challenges of tourists. Paraskevas [20],[21], points to the growing threats associated with cybersecurity in tourism. As tourists increasingly rely on digital channels for travel planning, risks such as cyberattacks or data theft can further heighten feelings of insecurity. However, robust cybersecurity measures and reliable digital platforms can positively impact safety perceptions, enhancing tourist resilience. These findings illustrate the complex yet crucial role of media in shaping tourist behavior. Our research builds on these insights to further explore the connection between media influence and tourist resilience. We hypothesize that reliable media sources not only reduce risk perception but also promote resilience by providing relevant and positive information:

H3: Media influence (MI) positively shapes tourists' resilience (RE).

Figure 1 illustrates the theoretical framework of the study, depicting the relationships between key latent constructs: Risks and Threats (RT), Adaptation Strategies (AS), Media Influence (MI), and Resilience (RE). The hypotheses (H1, H2, and H3) represent the proposed pathways that explain how these factors interact to influence tourist resilience during crises.

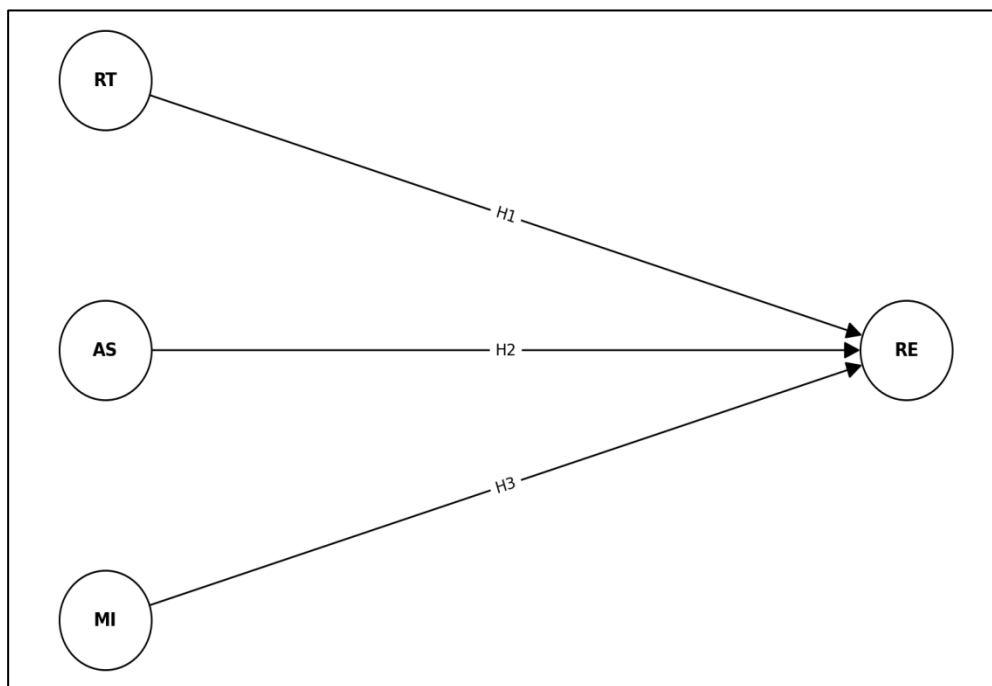


Figure 1 - Theoretical model.*Note: RT - Risks and Threats, AS - Adaptation Strategies, MI - Media Influence, RE - Resilience

3. METODOLOGY

For the purposes of this research, a questionnaire based on the Tourism Resilience Model (TRM) [22] was utilized, with an expanded set of factors encompassing media influence, risk perception, and tourist resilience. The questionnaire was carefully designed to ensure the validity and reliability of the collected data, while strict adherence to ethical standards was maintained throughout the process. It consisted of 12 statements structured on a Likert scale (1 – strongly disagree, 5 – strongly agree) [23].

The statements were formulated based on relevant literature, including works by Sonmez & Graefe [24] and Fuchs & Reichel [25], to cover key dimensions of risk, adaptation, and tourist resilience in crisis situations. Respondents were presented with different types of risks to examine their perception and impact on travel decisions. The risk categories included geopolitical risks (political instability, conflicts), natural disasters (earthquakes, floods), health threats (pandemics, epidemics), terrorism-related risks, social risks (crime, fraud), and economic uncertainties (price fluctuations, currency differences). These categories were employed to capture a diverse range of risk perceptions and facilitate the analysis of their impact on resilience and tourists' travel decisions.

The validity of the questionnaire was further confirmed through a pilot study conducted on a sample of 20 respondents from diverse demographic groups, which allowed for testing the clarity of questions, the relevance of statements, and the reliability of the applied measures. The pilot study included feedback from respondents, based on which certain statements were modified to make them clearer and more relevant to the research context. Additionally, several experts in tourism, crisis management, and geopolitical studies participated in the questionnaire validation process, including reviewing and providing suggestions for improving the phrasing of the questions. Their contributions ensured that the questions fully reflected the key concepts of the research and addressed contemporary challenges in tourism security. Data collection was conducted using a mixed approach. The questionnaire was physically distributed in three major cities in Serbia—Belgrade (49), Novi Sad (35), and Niš (28)—where respondents were recruited in public places such as squares, shopping centers,

and universities. Simultaneously, the questionnaire was made available online using digital platforms and social media to ensure broader coverage and the inclusion of respondents from different regions of Serbia (38). Online distribution provided additional accessibility, particularly for individuals who were not physically present during the research, thus ensuring sample diversity. The research was conducted anonymously to protect respondents' privacy and encourage the free expression of opinions. The questionnaire did not request any identifying information, ensuring that responses remained completely confidential. Special attention was given to informing respondents about the purpose of the research, their right to withdraw at any time, and how the data would be used, fully adhering to ethical research standards. To minimize moral hazard, respondents were informed that their answers would not affect any personal or professional aspects and would be used exclusively for academic purposes. The validity of the sample was ensured by selecting a stratified sample of 150 respondents, representing various demographic groups, including gender, age, education, and travel frequency.

After data collection, descriptive statistics were used to analyze basic trends, while correlation and factor analyses were applied to identify relationships between risk perception, adaptation strategies, and tourist resilience.

The research results indicate an equal representation of men and women in the sample, ensuring gender balance and contributing to its representativeness. Most respondents fall within the age group of 26 to 45 years (54.7%), suggesting that tourists in this sample predominantly belong to the economically active population. Older individuals (56+) are the least represented (8.7%), which may reflect a lower interest in or capacity for travel in this age group, particularly during crises. Regarding educational attainment, the largest group comprises respondents with a university degree (39.7%), followed by those with secondary education (26.3%) and higher vocational education (24.2%). This indicates a high level of education among the respondents, which could influence their risk perception and level of awareness. In terms of income, the highest proportion of respondents (34.6%) report monthly earnings between €500 and €1,000, while 30.1% earn between €1,000 and €2,000. These figures reflect the average income of the economically active population in Serbia. A smaller percentage falls into the group with earnings above €2,000 (15.5%), indicating a relatively small number of high-income respondents. Travel frequency shows that the majority of respondents (41.5%) travel multiple times annually, while a significant portion (28.7%) travels once a year. A small percentage travels monthly (13.8%) or more frequently (4.8%), suggesting that frequent travelers are rare in this sample (Table 1).

Table 1- Sociodemographic Characteristics of Respondents

	Category	(%)
Gender	Male	48.7
	Female	51.3
Age	18–25	16.4
	26–35	24.9
	36–45	29.8
	46–55	20.2
	56+	8.7
Education	High school	26.3
	Faculty	39.7
	MSc	24.2
	PhD	9.8
Income	> 500 EUR	19.8
	500–1000 EUR	34.6
	1000–2000 EUR	30.1
	< 2000 EUR	15.5
Travel frequency	Never	11.2
	Once a year	28.7
	Multiple times a year	41.5

	Once a month	13.8
	Multiple times a month	4.8

In the study, detailed analyses were conducted to assess the validity and reliability of the model, as well as the relationships among the key factors of risk perception, adaptation strategies, resilience, and media influence. The first step in data analysis involved descriptive statistics, which provided insights into basic trends [26]. Skewness and kurtosis values were within the range of -1 to 1, indicating symmetrical distribution [27]. Following the descriptive analysis, exploratory factor analysis (EFA) was performed to identify latent factors and verify the structure of the data [28]. The adequacy of the sample was confirmed with a KMO value of 0.843, while Bartlett's Test of Sphericity was statistically significant ($\chi^2 = 345.67$, $p < 0.001$), indicating the suitability of the data for factor analysis [29]. EFA identified four latent factors that explained a total of 92.29% of the variance, aligning with the theoretical model. Varimax rotation enabled clear factor separation, and additional validation was conducted through confirmatory factor analysis (CFA) [29]. The CFA results demonstrated good model fit, with a χ^2/df value of 2.11, CFI = 0.951, TLI = 0.943, RMSEA = 0.045, and SRMR = 0.038, indicating satisfactory statistical parameter [27].

Correlation analysis provided further insights into the relationships between factors, with all correlations being statistically significant at the $p < 0.01$ level [24]. The strongest relationship was identified between adaptation strategies and resilience ($r = 0.61$), while other factors showed moderate positive correlations, confirming the internal consistency of the model [28]. To analyze the relationships among latent variables and test the proposed hypotheses, the structural equation modeling (SEM) method was employed. The analysis was conducted using the SmartPLS software package, which facilitates the assessment of complex models with latent constructs and validates the relationships between variables.

4. RESEARCH RESULTS

The results of the descriptive analysis indicate satisfactory values for all factors, with mean values (m) ranging between 3.45 and 3.91. This suggests moderately high agreement among respondents with the statements, while the standard deviations (sd) are of moderate intensity (0.72–0.88), indicating consistency in responses across participants. The reliability of the factors, assessed using Cronbach's α , shows good results for all factors, with values ranging from 0.77 to 0.89. The factor Media Influence achieved the highest reliability ($\alpha = 0.89$), reflecting a strong and consistent perception of media influence on risks among respondents. The factors Risks and Threats and Resilience also demonstrate high reliability, while the values for Adaptation Strategies are slightly lower but still within acceptable limits. Factor loadings, ranging between 0.72 and 0.85, confirm that the statements are well-connected to their respective latent constructs. These results indicate that the statements were appropriately designed and reliably measure the key aspects of the research. Notably, the statement "I would consider traveling during a crisis if the price is significantly lower" has the highest mean ($m = 3.91$), suggesting a greater willingness among respondents to take risks if prices are favorable. On the other hand, the statement "I find information on social media often unreliable" has the lowest mean ($m = 3.45$), which may indicate higher trust among respondents in other sources of information. (Table 2).

Table 2 - Reliability and convergent validity test for items

Factor	Statements	Abbreviation	m	sd	α	λ
Risks and Threats	Political situation in the destination influences my travel decisions.	RT1	3.77	0.81	0.79	0.76
	Natural disasters in a destination reduce my willingness to visit.	RT2	3.62	0.76	0.83	0.78

	The risk of terrorism significantly affects my perception of destination safety.	RT3	3.85	0.88	0.81	0.81
Adaptation Strategies	Changing destinations is my way of managing risk perception.	AS1	3.48	0.72	0.77	0.72
	Information from travel agencies influences my readiness to travel.	AS2	3.54	0.78	0.84	0.75
	Adjusting travel plans (avoiding certain places) reduces my sense of risk.	AS3	3.46	0.73	0.80	0.73
Resilience	I would consider traveling during a crisis if the price is significantly lower.	RE1	3.91	0.85	0.87	0.84
	I believe well-known destinations are more resilient to crises and risks.	RE2	3.67	0.79	0.85	0.82
	I trust destinations will recover quickly after crisis events.	RE3	3.73	0.77	0.84	0.80
Media Influence	Media information increases my perception of risks related to a destination.	MI1	3.84	0.86	0.89	0.85
	Negative media reports about a destination discourage me from visiting.	MI2	3.58	0.83	0.86	0.83
	I find information on social media often unreliable.	MI3	3.45	0.74	0.82	0.79

*Note: m – arithmetic mean, sd – standard deviation, α - Cronbach alpha, λ – factor loading

The results presented in Table 3 indicate satisfactory reliability and validity for all factors. Mean values (m) range from 3.49 to 3.82, reflecting moderately high agreement among respondents with the statements within each factor. Standard deviations (sd) are moderate, suggesting a relatively homogeneous distribution of responses. Cronbach's α values (0.81–0.88) and composite reliability (CR) values (0.86–0.91) confirm high internal consistency and reliability of the factors [28]. The average variance extracted (AVE) values (0.59–0.65) indicate satisfactory convergent validity, with each factor explaining more than 50% of the variance of its items [29]. Factors were identified with eigenvalues above 1.0, with the greatest contribution to the total variance made by the factor Risks and Threats (29.37%), while the cumulative variance explained by all factors amounts to 87.79%. These findings suggest that the model is well-structured and that the factors capture the key dimensions of the research.

Table 3 - Reliability and convergent validity test for factors

Factor	m	sd	α	CR	AVE	Eigenvalues	% Variance	% Cumulative Variance
Risks and Threats	3.74	0.82	0.83	0.88	0.62	3.52	29.37	29.37
Adaptation Strategies	3.49	0.75	0.81	0.86	0.59	2.78	23.15	52.52
Resilience	3.77	0.79	0.86	0.89	0.63	2.31	19.27	71.79
Media Influence	3.82	0.84	0.88	0.91	0.65	1.92	16.00	87.79

*Note: m – arithmetic mean, sd – standard deviation, α - Cronbach alpha, EI – Eigenvalues, CR - Composite Reliability, AVE - Average Variance Extracted

Confirmatory factor analysis (CFA) further validated the theoretical model by evaluating fit indices, which demonstrated excellent alignment with the data ($\chi^2/df = 2.11$, CFI = 0.95, TLI = 0.93, RMSEA = 0.045, SRMR = 0.038) [27]. Standardized factor loadings exceeded the recommended threshold of 0.50, ranging from 0.72 to 0.85, confirming that the statements reliably measure their respective factors [30]. Additionally, the assessment of discriminant validity indicated that the AVE values for each factor were greater than the squared correlations between factors, demonstrating clear construct differentiation.

The results of the correlation analysis revealed positive and significant relationships among all factors, confirming their interconnection within the research model. The strongest relationship was

observed between Resilience and Media Influence ($r = 0.50$) [29], suggesting that media influence significantly contributes to tourists' perception of resilience in crisis situations. Other correlations, though moderate, indicate consistent relationships among constructs, further reinforcing the theoretical foundation of the model (Table 4).

Table 4 - Correlations among factors

Factor	Risks and Threats	Adaptation Strategies	Resilience	Media Influence
Risks and Threats	1.00	0.42	0.38	0.45
Adaptation Strategies	0.42	1.00	0.41	0.48
Resilience	0.38	0.41	1.00	0.50
Media Influence	0.45	0.48	0.50	1.00

Structural equation modeling (SEM) was conducted using SmartPLS 4 software to further evaluate the validity and predictive strength of the model. The model fit was satisfactory, with an SRMR value of 0.035 and NFI = 0.91, confirming a good fit of the data [31]. Construct reliability was verified through the Cronbach's α coefficient, with all values exceeding 0.7, while composite reliability surpassed 0.8 for all factors [32]. Discriminant validity was also confirmed through AVE values greater than 0.5. Structural parameters, including R^2 and Q^2 , indicated that Resilience and Adaptation Strategies were well explained by latent constructs, with explained variances of 54% and 38%, respectively [33]. Predictive validity of the constructs was significant, while effect size (f^2) values indicated a medium impact of certain factors [34]. The results of the goodness-of-fit analysis demonstrate that the model aligns well with the data (Table 5). A χ^2/df value of 2.08 indicates an acceptable relationship between the data and the theoretical model, while high fit indices (CFI = 0.96, NFI = 0.91) confirm that the model accurately represents the data structure [32]. Low values of RMSEA = 0.043 and SRMR = 0.035 further suggest minimal residual errors, ensuring the robustness of the model [33]. Predictive validity was confirmed through $R^2 = 0.54$, indicating that the model explains 54% of the variance in the Resilience factor, while $Q^2 = 0.38$ highlights the model's strong predictive capacity for respondent behavior. Collectively, these values confirm the adequacy of the theoretical model [34]. Variance Inflation Factor (VIF) values for all latent variables were below the recommended threshold of 5, indicating no significant multicollinearity among the predictors in the model. Additionally, the results of the Fornell-Larcker analysis confirmed adequate discriminant validity, as the square roots of the AVE values along the diagonal were greater than the correlations among latent constructs, thereby ensuring the model's reliability [32].

Table 5 - Results of the Models' Goodness of Fit Statistics

Fit Statistic	Value
χ^2/df	2.08
RMSEA	0.043
CFI	0.96
SRMR	0.035
R^2 (Resilience)	0.54
Q^2 (Predictive Validity)	0.38
f^2 (Effect Size)	0.22
NFI	0.91

The results of the path analysis and hypothesis testing indicate significant relationships between the factors and the latent variable Resilience, confirming all proposed hypotheses (Table 6). The effect of the factor Risks and Threats on Resilience was statistically significant ($\beta = 0.348$, $t = 4.253$, $p = 0.001$), indicating a moderate positive relationship between risk perception and tourists' ability to adapt and recover during crises. This finding supports H1 and highlights the importance of effectively

managing risk perception to strengthen tourist resilience. The factor Adaptation Strategies had the strongest impact on Resilience ($\beta = 0.452$, $t = 6.575$, $p = 0.001$), emphasizing the critical role of adaptive strategies in shaping tourist resilience. This result supports H2, confirming that adapting plans and behaviors plays a significant role in reducing risk perception and enhancing tourists' sense of security. The influence of Media on Resilience was also positive and statistically significant ($\beta = 0.285$, $t = 3.218$, $p = 0.010$), confirming H3. This finding suggests that media information, though sometimes unreliable, can shape perceptions of resilience, particularly when tourists use media to make informed decisions regarding their travel plans.

Table 6 - Path analysis and hypothesis testing

Hypothesis	Path	β	m	sd	t	p	Confirmation
H1	Risks and Threats → Resilience	0.348	0.349	0.081	4.253	**	supported
H2	Adaptation Strategies → Resilience	0.452	0.455	0.073	6.575	***	supported
H3	Media Influence → Resilience	0.285	0.287	0.092	3.218	*	supported

*Note: β - effect size and direction, m – arithmetic mean, sd – standard deviation, t – t value, p – *** $p < 0.001$, ** $p < 0.01$, * $p < 0.05$.

Figure 2 represents the final structural model, depicting the validated relationships between the constructs: Risks and Threats (RT), Adaptation Strategies (AS), Media Influence (MI), and Resilience (RE). The standardized path coefficients (β) indicate the strength and significance of these relationships, highlighting the direct effects of each factor on tourist resilience.

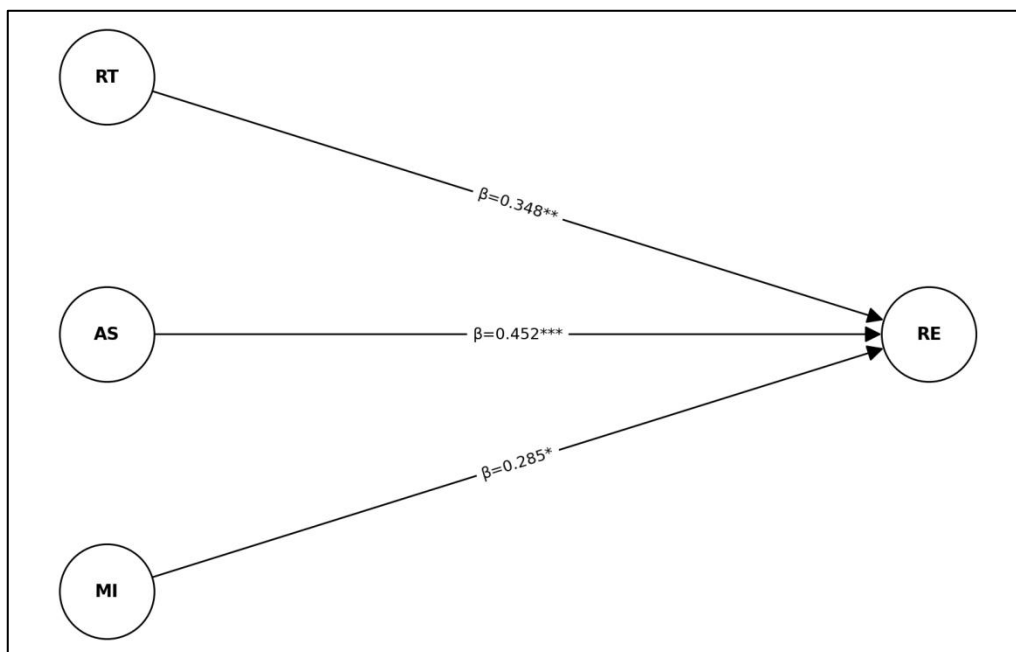


Figure 2 - Final structural model. *Note: RT - Risks and Threats, AS - Adaptation Strategies, MI - Media Influence, RE – Resilience, p – *** $p < 0.001$, ** $p < 0.01$, * $p < 0.05$

5. DISCUSSION OF RESULTS

Global crises, such as the COVID-19 pandemic, have highlighted the vulnerability of the tourism sector to health, safety, and geopolitical threats. The study by D'Orazio et al. [35] underscores the importance of sustainability and resilience strategies in managing destinations during crises. Their agent-based model demonstrates how adapting local policies can help destinations overcome crises, aligning directly with our findings that emphasize the critical role of Adaptation Strategies in strengthening tourist resilience. This connection highlights the need for flexible and proactive approaches to risk management.

Agarwal et al. [36] shed light on the importance of risk management related to terrorism and security, noting that transparent communication and targeted measures can restore tourists' trust in destinations affected by these threats. Similarly, our research highlights the significance of Media Influence in shaping tourists' perceptions. Reliable media sources not only reduce risk perception but also enhance resilience, which supports our hypothesis that media significantly contributes to tourist resilience.

Mertzanis and Papastathopoulos [37] emphasize the importance of public health infrastructure in managing epidemiological risks and sustaining tourism flows. Their findings illustrate how resilience depends on a destination's preparedness to address health threats. This conclusion aligns with our research on Risks and Threats, identifying that tourists' resilience is closely linked to their sense of safety during crises. The economic dimension of resilience is further illuminated by the study of Pascariu et al. [38], which shows that regions with a diversified tourism offering are better able to recover from crises. This finding overlaps with our analysis of Adaptation Strategies, demonstrating how these strategies enable tourists to overcome feelings of uncertainty and maintain their travel plans even under uncertain conditions.

Han et al. [39] explore psychological factors influencing tourist behavior, emphasizing theories of risk, coping, and resilience. Their results suggest that tourists, by adapting their plans and seeking reliable information, can effectively manage risk perception. This further reinforces our findings, highlighting the importance of Adaptation Strategies as a key factor in resilience. Niklas et al. [40] provide specific insights into the resilience of wine tourism to health threats, emphasizing the importance of localized safety measures and proactive communication with tourists. This multidimensional approach confirms that resilience depends on both internal adaptation strategies and external factors such as media sources and specific destination measures..

6. IMPLICATIONS OF THE RESEARCH

This research has significant theoretical and practical implications for understanding resilience in tourism during crises. Theoretically, the findings expand existing models of tourist behavior analysis by integrating risk perception, adaptation strategies, and media influence. This multidimensional approach contributes to the development of a comprehensive theoretical framework, enabling a better understanding of the complex interactions between these factors and tourist resilience [41]. Our findings also provide a basis for future research that could further examine how various types of risks, such as geopolitical, health, and economic risks, influence tourist resilience in different contexts [42].

Practically, the results offer guidance for destination managers and policymakers in developing crisis management strategies. Implementing adaptive strategies that reduce risk perception while simultaneously building tourist trust can significantly enhance the sustainability of the tourism sector. Furthermore, reliable and targeted communication through media plays a crucial role in shaping a positive image of a destination, even during global crises [43].

For developing countries, strengthening local communities and their resilience through education and support can yield long-term benefits for tourism recovery and sustainable development [41].

These findings are particularly relevant for destinations vulnerable to global shocks, providing recommendations for adapting to local conditions and enhancing the resilience of both tourists and the tourism industry as a whole.

7. CONCLUSION

This study contributes to a deeper understanding of the dynamics between risk perception, adaptation strategies, and media influence in shaping tourists' resilience during crisis situations. By integrating these factors into a unified theoretical framework, the research offers a comprehensive perspective on how tourists respond to complex and multifaceted challenges. The findings underscore the critical role of adaptability and the ability to manage perceived risks effectively, demonstrating that resilience is not a static trait but a dynamic process influenced by internal and external factors.

The results reveal that adaptation strategies are the most significant predictor of resilience, highlighting tourists' capacity to adjust their behavior and plans in response to perceived threats. Similarly, the influence of media emerges as a powerful determinant, shaping perceptions and guiding decision-making processes. Positive and credible media communication has the potential to mitigate the impact of risks, fostering confidence and promoting sustainable travel behaviors even in uncertain circumstances.

This research also advances theoretical discourse by examining the intersections of risk, resilience, and media influence within the tourism context. It establishes a basis for future studies to explore these relationships across different cultural and geopolitical environments, contributing to a more nuanced understanding of tourist behavior in the face of global disruptions.

While the study offers valuable insights, it also opens avenues for future exploration, particularly in understanding how contextual variables such as cultural attitudes, travel motivations, and policy interventions influence resilience. Addressing these areas will further enrich the understanding of how tourists navigate risks and uncertainties in an increasingly interconnected and crisis-prone world. This research thus lays the foundation for a more resilient and adaptive tourism sector, capable of thriving amidst the complexities of the global level.

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